

The guide to: GREENSHOUTING WITH CONFIDENCE
We've grabbed the action bit to speed things along

All credits go to: Lucy von Sturmer - Creatives for Climate, Ece Eyisoy -
Creatives for Climate, Charlotte Levitt - B Lab, Anna Vickers - B Lab,
Tom Tapper - Nice & Serious, Hayley Dunlop - Nice & Serious
Launch partner: ChangeNOW which helped us find this gold



STEP 1: SHOULD YOU SHOUT, AND WHAT ABOUT?

1. Do you have a sustainability strategy in place?

A robust sustainability strategy should be the foundation for any communications that follow. Targets should be backed up by achievable action plans, and meaningful progress should be underway, before communications commence. Gone are the days when you could shout about your strategy or distant future targets:

Greenshouting is about communicating the progress you're actually making.

Is your sustainability strategy in place, and have you started making meaningful progress? *(Fill in below)*



Case Study: **NATURA**

The Brazilian cosmetics group Natura's Integrated Impact Profit & Loss (iP&L) puts social and environmental impact into the heart of its business, measuring it alongside financial performance. By putting a robust strategy, data and progress first, Natura has built the foundations to communicate its sustainability story clearly, credibly and vocally.

STEP 2: CHECK YOUR CLAIMS, KNOW YOUR CERTIFICATIONS

Not all sustainability stories are dependent on making a claim about a product, service or your business performance. However, backing up your stories with verifiable facts helps to demonstrate that you're walking the talk. So if you do decide to make a claim in your comms, make sure that the statement is:

- True, accurate and rooted in facts
- Accompanied and supported by evidence
- Honest and transparent about their scope or criteria, and their limitations
- Clear and easily understood by consumers
- Bonus points: backed up by third-party validation



KNOW YOUR SUSTAINABILITY LABELS

Certifications and labels help brands concisely communicate that their sustainability efforts are legitimate. However, not all labels are equal. In fact, the Empowering Consumers Directive was designed to ensure that certification schemes have clear, public criteria that are verified by a third party. Many reputable certifications – including B Corp – meet these higher standards.

Label literacy challenge

Which of the following are legitimate sustainability certifications?
(Circle the real sustainability certifications)

A. 100% **NATURAL**

B.



C. ZER  WASTE

D.



E. 

F.



G. 

H.



Legitimate sustainability labels (Turn upside down to read)

B (Fairtrade), D (1% for the Planet), G (Certified B Corporation), H (Rainforest Alliance)

Got misled by a label?

Here are some questions to ask yourself when you see a label.

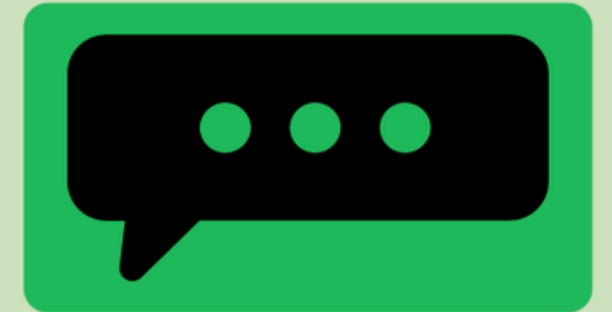


Who's behind it?

A quick web search will often reveal if there's an official organisation backing the label. For example, B Corp Certification is granted by B Lab. All of the legitimate labels above come from NGOs.

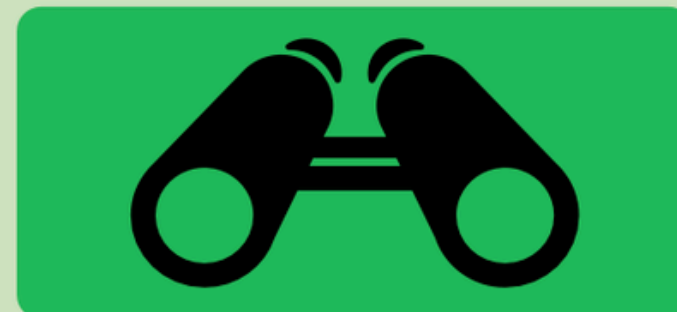
What's it saying, really?

Labels that lack specificity or seem impossible to achieve (is any product truly 'zero waste?') are often a 'tell' for frauds.



Do a fact check

Try searching for the product or brand name + the certification name. Many legitimate certifications publicly list all the companies they work with.



Is there any tell-tale imagery?

Sometimes, marks will use generic 'green' imagery to try to distract consumers from asking questions.

STEP 3: THE SEVEN DIALS OF GREENSHOUTING

Flip to the next page to try our Greenshouting framework.



The seven dials of GREENSHOUTING

Based on our collective expertise and experience in this space, we've identified seven dials that you can fine-tune to share your sustainability story loudly and clearly. Every brand is different, and the dials should be tweaked so it's authentically you.



TONE

Tune into your tone



SIMPLICITY

Crystal clear sound



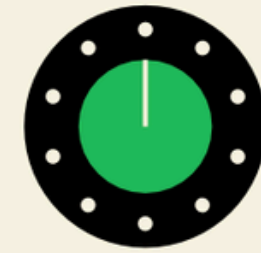
ABUNDANCE

Amp up abundance



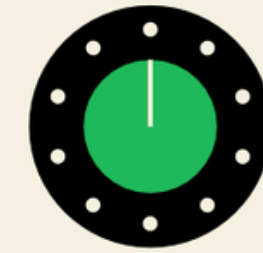
DISRUPTION

Dial up disruption



CULTURE

Turn up culture



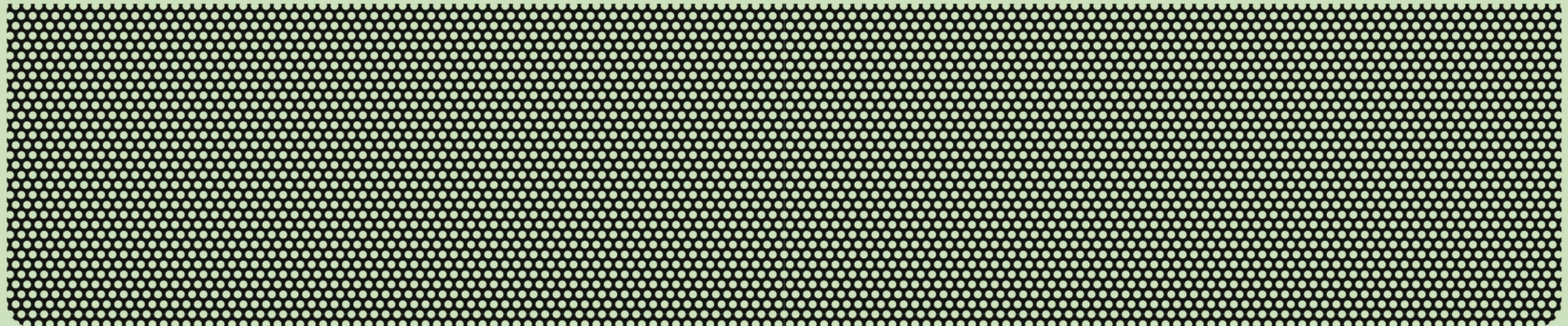
EMOTION

Fine tune the feeling



HUMILITY

The hum of humility



- Introduction**
- Section 01**
How we got here
- Section 02**
The bigger picture
- Section 03**
The guide to greenshouting
- Conclusion**
- Glossary**