

COMMUNICATIONS OBJECTIVE MAP TOOL

DEFINE YOUR OBJECTIVES

Getting the best results starts with being clear and specific about what you want to achieve, so you can focus limited resources for maximum impact.

Your communications objectives should be in line with your business and sustainability strategies, action plans, and policies. This should include both year-round and specific production-based activities.

There are three levels of communications objectives that all help build a stronger reputation and brand for your organisation.



1. ENGAGING FOR ACTION

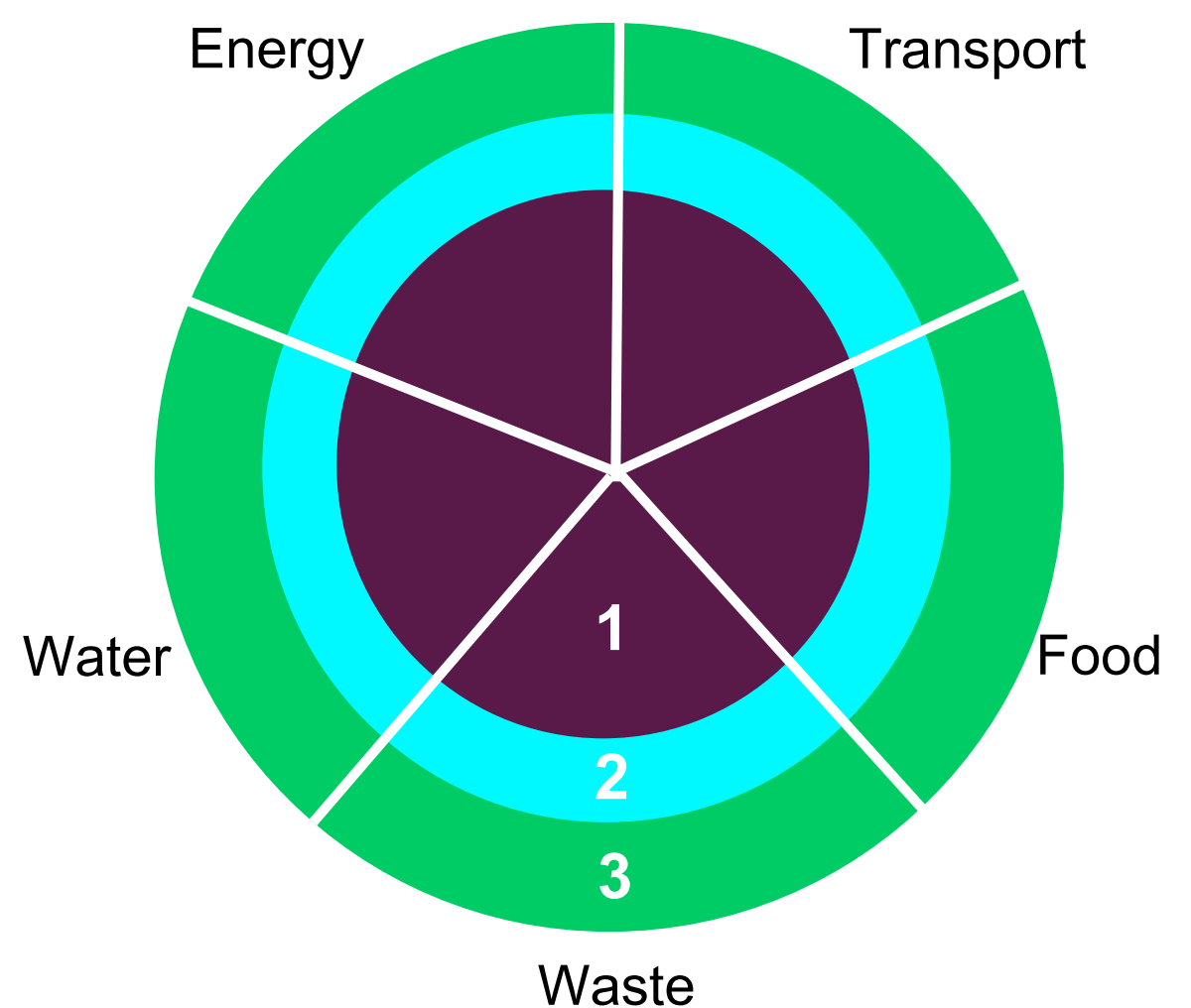


2. ENHANCING THE EXPERIENCE



3. BUILDING YOUR BRAND

This can be done individually or as a team exercise. Here's how:



- 1 Draw this diagram out on a large piece of paper
- 2 List all your sustainability activities on post-it notes
- 3 Apply a greenwash test to identify the activities you can talk about
- 4 Identify the category for each activity e.g. food for locally sourced ingredients.

If the activity is one that:

1. Needs your customers to take action to deliver impact, it goes in circle 1 (🌀 Engaging for Action)
2. Directly changes the customer experience but doesn't need them to make a different choice, it goes in circle 2 (🌀 Enhancing the Experience)
1. Doesn't directly change the experience; it goes in circle 3 (🌀 Building your Brand)

- 5 The circles each represent an objective, so you now have your communications objectives for each sustainability activity.
- 6 Once you have done this, double check you have covered every activity:
 1. Have you covered your operational (i.e. year round) and individual production activities?
 2. Have you included third-party campaigns you're supporting, like Earth Hour or Cycle to Work Day?