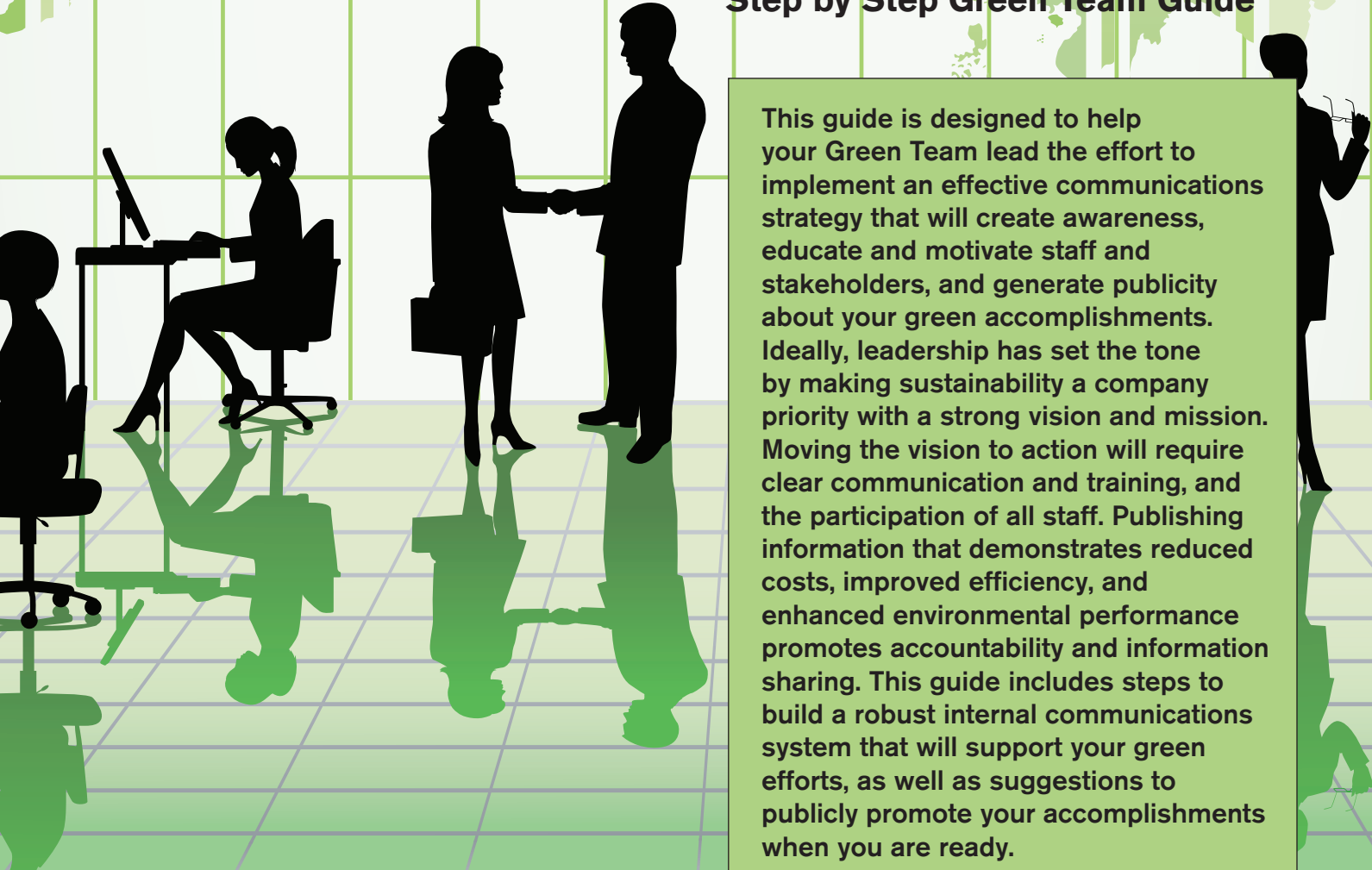


Communications Module

Step by Step Green Team Guide



This guide is designed to help your Green Team lead the effort to implement an effective communications strategy that will create awareness, educate and motivate staff and stakeholders, and generate publicity about your green accomplishments. Ideally, leadership has set the tone by making sustainability a company priority with a strong vision and mission. Moving the vision to action will require clear communication and training, and the participation of all staff. Publishing information that demonstrates reduced costs, improved efficiency, and enhanced environmental performance promotes accountability and information sharing. This guide includes steps to build a robust internal communications system that will support your green efforts, as well as suggestions to publicly promote your accomplishments when you are ready.

**Green Team Spirit
7-step framework
Communications**

1 VISION
A COMMUNICATION SYSTEM THAT SUPPORTS YOUR GREEN PROGRAM

2 ASSESS
EXISTING AND NEW MARKETING AND COMMUNICATION CHANNELS

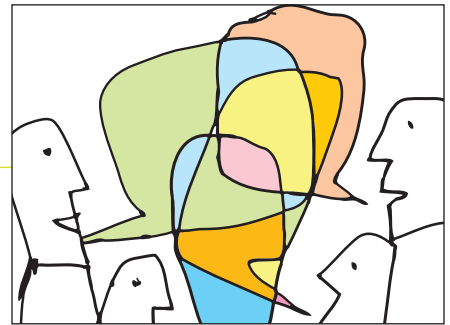
3 PLAN
STEPS TO USE MARKETING AND COMMUNICATION CHANNELS TO SUPPORT YOUR GREEN PROGRAM

4 ACT
SPECIFIC ACTIONS TO IMPLEMENT AN EFFECTIVE GREEN MARKETING AND COMMUNICATIONS STRATEGY

5 EVALUATE
TRACK FINANCIAL, ENVIRONMENTAL AND SOCIAL IMPACTS OF YOUR ACTIONS

6 CELEBRATE
PUBLICIZE RESULTS AND CELEBRATE SUCCESS

7 IMPROVE
MONITOR RESULTS AND IMPROVE PROCESSES TOWARD ACHIEVING VISION.



**Step 1
VISION**

A COMMUNICATION SYSTEM THAT SUPPORTS YOUR GREEN PROGRAM

An effective system of marketing and communications that creates awareness of the sustainable mission, educates and motivates staff and stakeholders, and generates positive publicity for the organization's efforts.

**Step 2
ASSESS**

EXISTING AND NEW MARKETING AND COMMUNICATION CHANNELS

Before you begin, gather the following information:

- 1** Learn who the decision makers and influencers are in the marketing and communications process in your organization and make sure they are represented on the Green Team.
- 2** Obtain information about existing internal and external communication channels and marketing materials used by your organization and create