



## Communications

Creating a more sustainable business is a compelling story. It can also be a complex story – one that deserves and, in many cases, requires a wide-ranging communications approach. Telling the story well delivers rewards beyond those relating to reduced waste and lower costs. These may include an improved reputation, market position and financial standing. In addition, communicating to an internal audience ensures that employees are fully engaged and able to contribute to sustainability goals.

Waste Management Sustainability Services assists organizations in both developing and communicating a fully realized sustainability program. We can help create a communications strategy that promotes positive sustainability efforts and results without an impression of “greenwashing” or inflated claims. In the end, it’s an approach designed to enhance brand loyalty, deliver increased “buzz” and encourage and communicate ongoing success.

### A Foundation for Success

Every company’s sustainability program is different. When it comes to communications, however, we’ve identified four key pillars to provide the basis for an effective approach:

- **Integrated Design** – Sustainability done right impacts all facets of your organization. A communications approach should do the same thing. We ensure that all three components of the “Triple Bottom Line” – people, profit, planet – are integrated into your strategy.
- **Senior Leadership Messaging** – Communicating senior leadership commitment to your sustainability efforts is vital and will demonstrate its importance to all stakeholders.
- **Accentuate the Positive** – Our communications program will highlight the successes your sustainability initiatives are delivering. Doing so will drive employee participation, encourage suggestions for improvement and instill pride among the workforce.
- **Multi-Faceted Approach** – To maximize impact, sustainability communications should take many forms and be delivered on multiple platforms. Examples include newsletters, videos, website content and sales team presentations. We’ll ensure all these communications are delivered with consistent messaging and high visual impact.

## Top-to-Bottom Approach to Sustainability Communications

While the final deliverables resulting from a communication plan naturally get the most attention, starting at the top with a well-conceived strategy is the real key to success. Here's how our approach unfolds:

### Marketing Strategy

Every communications plan starts here with a careful consideration of target audience needs and purchasing motivators. We can help create a relevant and effective strategy that drives everything that follows.

### Internal Communications

Employee participation is a crucial and often overlooked aspect of any sustainability program. That's why an internal communications plan that considers all levels of your organization ranks high on our development plan.

### External Messaging

Next up – developing effective customer-facing messages that demonstrate the value of your products or services along with the sustainability advantages your organization offers.

### Press Releases

Once your strategic sustainability steps are completed, creating an effective set of marketing deliverables will naturally follow. Press releases are a prime example of communications that benefit from a strategic and targeted messaging approach.

### Web Content

A website is often the first point of contact with prospective customers. Besides ensuring it includes consistent, well-crafted messages, we'll also work to ensure it presents an organized, easy-to-navigate structure for every visitor.

### Newsletters

Newsletters remain an effective tool to hold a wide variety of messages, designed to reach an equally varied set of customers with relevant updates as your sustainability story takes hold.

## About Sustainability Services

Waste Management Sustainability Services is a nationwide network of environmental professionals offering sustainability advisory services, environmental and project management experience to help companies advance along the path toward sustainability. By leveraging the network of assets and expertise of WM, the leading provider of comprehensive waste and environmental services in North America, our team can design and implement value-driven solutions unrivaled in the industry.

TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR BUSINESS, PLEASE VISIT [WWW.WMSUSTAINABILITYSERVICES.COM](http://WWW.WMSUSTAINABILITYSERVICES.COM).  
TO CONTACT US:  
CALL 855.347.7535 OR EMAIL [SUSTAINABILITYSERVICES@WM.COM](mailto:SUSTAINABILITYSERVICES@WM.COM)