



Say no to greenwashing:

# 10 tips for authentic sustainability communications

Only 44% of consumers globally trust brands' sustainability claims.\* In some markets, this figure is even lower. It's more important than ever for brands using sustainability-based claims to step up and build back the trust of consumers.

Follow these strategic guidelines to build a better, stronger and more trustworthy sustainable brand.

**1.**  
**Permissibility:**  
Your brand needs consumer permission to own the claim. That means you need to earn that right by making sure that it fits your brand in order to drive equity.

**2.**  
**Be authentic:** Live and breathe your sustainability claims throughout the organization.

**3.**  
**Be transparent:**  
Provide easy access to publicly available information that supports your claims and advertising to build trust.

**4.**  
**Be fresh:** As the arena of sustainability-based claims becomes increasingly cluttered, you'll need to bring a fresh, relevant and credible perspective to the creative.

**5.**  
**Build your brand around a genuine commitment to shared values:**  
Consumers feel good about being part of a brand purpose that resonates with their personal values, how they want to be perceived and help the world.

**6.**  
**Focus on driving your sustainability-related brand attributes:**  
Determine, assess and monitor your core brand levers of sustainability to drive your equity.

**7.**  
**Recognize the Value-Action Gap:**  
On average, only 10% of consumers do what they claim when it comes to environmental behaviors. The UN calls it the "Value-Action Gap". Brands must develop comms with this in mind and understand the context of other purchasing factors that drive decisions.

**8.**  
**Leverage your history of sustainability:**  
Many brands have been following a sustainable path for years, but haven't yet dialed up comms or seen the consumer appetite for it. Leverage your old sustainable assets.

**9.**  
**Embed your commitment to sustainability:**  
Embed sustainability across the entire business, supply chain and among stakeholders.

**10.**  
**Build it over time:** Build your sustainability messaging first through social media, ensure you are seeing positive sentiment to your sustainability-based claims and then build out into other media platforms.

\* Capgemini Research Institute, Sustainability in Consumer Products and Retail Survey, March-May 2020  
MetrixLab research 2021