

How to communicate on sustainability and CSRD



wearepantarein.be

 **pantarein**
we create future businesses



Jonas
Kieseekoms



Meet our
**Head of
Communication**

Pantarein

As a **full-service consultancy partner**, we help companies with their sustainability transformation in line with the **European Green Deal**.

We combine **technical sustainability expertise** with stakeholder engagement through **communication, storytelling, and training**.

Sustainable strategies and ESG roadmaps

Carbon footprint and reduction plan

Sustainability reporting

Stakeholder communication

Multidisciplinary team

Engineering
& environmental
sciences

Finance

Social and
communication
sciences

Linguistics
& journalism

Creative
design

> USP: sustainability expertise + communication knowhow



Our clients



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**You cannot not
communicate**

Paul Watzlawick



3 Things we will talk about today

1

Crafting a narrative based on your sustainability strategy

2

How to use the narrative to move employees

3

How to use the narrative to convince stakeholders

01

Crafting a sustainability narrative

What is a sustainability narrative

A sustainability narrative is a clear and compelling story that communicates a company's commitment to sustainability in a recognizable and relevant way. It is based on the companies impacts, culture and value proposition.

This narrative serves as a guiding strategic framework for all sustainability communication; from website content and reports to employee engagement programmes.

It ensures that a company's sustainability story remains consistent and trustworthy, avoiding greenwashing while building trust with customers, employees, and other stakeholders.



Sustainability narrative

- Relevant
- Recognizable





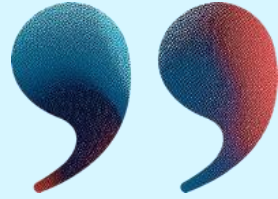
3 ingredients for a sustainability narrative

1. Double materiality → relevant
2. History and culture → recognizable
3. Value chain → relevant and recognizable



02

The narrative in internal communications



Sustainable **transformation**
does not stop at the
boardroom



Fogg model for behavioral change

Motivation

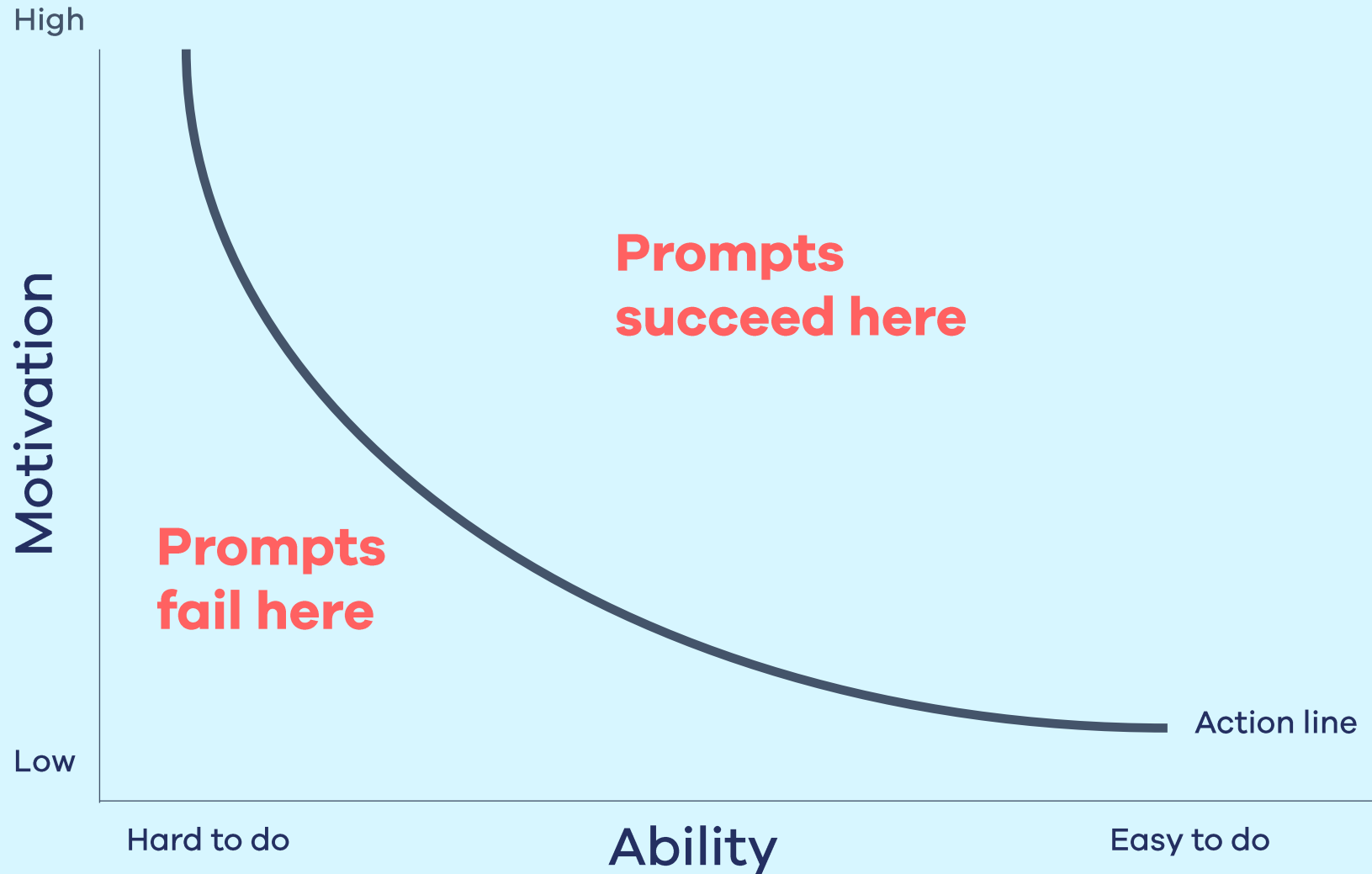
Prompt

$$B = MAP$$

Behaviour

Ability

How to change behavior?

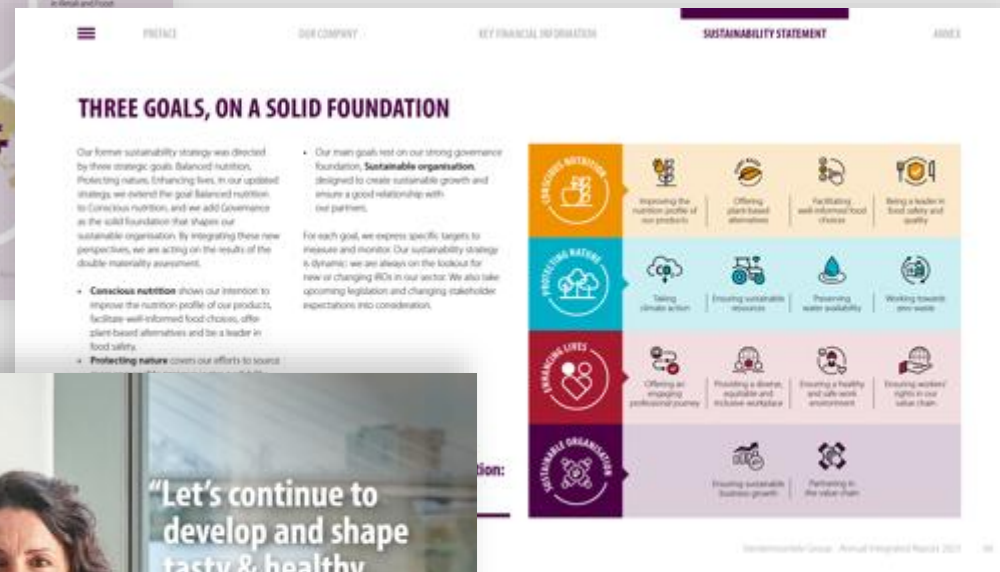


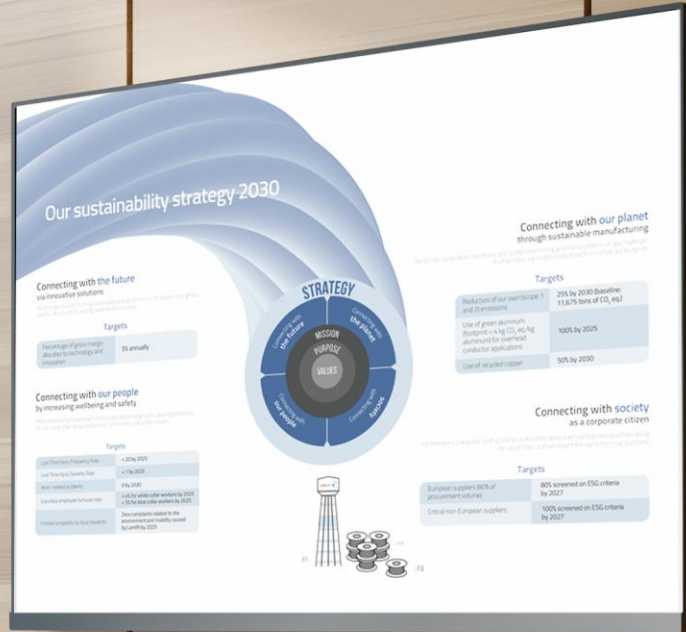
Bron: Fogg Behaviour Model



Our plan







03

The narrative in external communications

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**Sustainability
communication has a
problem...**



Unique?







04

Bad News

Coca-Cola accused of quietly dropping its 25% reusable packaging target

Exclusive: Campaigners say company's apparent abandoning of 2030 pledge is a 'masterclass in greenwashing'



📷 Coca-Cola has been previously found by researchers to be among the world's most polluting brands when it comes to plastic waste. Photograph: Régis Duvignau/Reuters

Coca-Cola has been accused of quietly abandoning a pledge to achieve a 25% reusable packaging target by 2030 in what campaigners call a “masterclass in greenwashing”.



SUCCESS!

Corporate climate footprint (kg CO2e/L)
dropped 17%*

Transportation of final product from
Europe to Asia dropped 97%*

Emissions (kg CO2e/L) from ingredients
dropped 12%*

Packaging used per kg/L of Oatly
produced dropped 13%*

100 percent renewable electricity sourced
for all Oatly-operated factories.*

The gender balance of our executive team
increased to 42 percent women (up from 23
percent in 2022)

FAIL!

Sourcing renewable heat energy for our
factories remains a challenge.

Sustainable ground transportation
dropped 3% (and we're trying to
increase this to 100%).*

We have not yet achieved gender parity in
our executive team and the Board gender
balance is even worse.

*compared with 2022



Key Takeaways

- Write your sustainability narrative
 - Relevant
 - Recognizable
- Move your employees
 - Motivation
 - Ability
- Spread your story
 - Credible
 - Unique

