

GREENCIRCLE

Communication Toolkit

This communication toolkit consists of the following items:

1. **Promotional e-mails**
 - a. To networks
 - b. Peer-to-peer
2. **Social media post**
3. **Stakeholder types & communication strategies**

(e-mail templates per stakeholder type)

 - a. Project Kick-off email template
 - b. Project Update email template
 - c. Project Wrap-Up email template
4. **Key communication principles**
5. **Suggested language & phrases for facilitators**
6. **FAQ – How to use the GreenCCircle HUB**

Update all **red text** to suit your specific communication needs.

1. PROMOTIONAL E-MAILS

a) Promotional email to networks

Subject: New HUB for Sustainability in the Creative & Cultural Sector

Dear **Name**,

We're excited to share the launch of the GreenCCircle HUB, a new resource designed specifically for the Creative and Cultural sector to make sustainability clearer, easier, and more actionable.

Whether you're producing an eco-conscious event, managing a venue, or just starting out, this HUB offers:

- A search function to find curated tools like carbon calculators and impact templates
- Plain-language guidance for all levels of experience
- Sector-specific case studies and resources

Explore it here: <http://hub.greencircle.eu/>

We'd be grateful if you could share it with your networks—especially those passionate about building a more sustainable creative future.

Thank you for helping spread the word!

Best regards,

[Your Name]

[Your Role]

[Your Organisation]

b) Peer-to-peer outreach email

Subject: Have you seen the GreenCCircle HUB?

Hi **Name**,

Thought you might be interested in this: the Green CCircle HUB is a new go-to resource created to support sustainability in the creative industries. It's not another generic checklist—it's made with real-world cultural contexts in mind. It includes:

- Tools for budgeting, procurement, and reporting
- Quick guides for teams with limited time
- Free, flexible resources for every role and stage

I've started using it in **[your context/project]** and it's been genuinely helpful. Worth a look: <http://hub.greencircle.eu/>

Let me know what you think if you check it out!

All the best,

Your Name

2. SOCIAL MEDIA POST

The GreenCCircle HUB

Sustainability in the Creative and Cultural Industries doesn't have to feel overwhelming. The Green CCircle HUB is a free online resource designed to support anyone working to embed sustainability into cultural projects—from small arts collectives to major festivals.

Developed with the realities of our sector in mind, this HUB is especially valuable for Sustainability Change Facilitators who need practical, sector-specific guidance to:

-  Identify and engage stakeholders
-  Select the right sustainability tools and frameworks
-  Streamline data collection and reporting
-  Communicate clearly and overcome resistance

Whether you're just starting out or scaling up your efforts, the HUB offers curated resources, templates, and real-world guidance to help you make confident, climate-conscious decisions at every stage.

 Designed for creatives. Grounded in practice. Ready to use.

 Explore the HUB today: <http://hub.greencircle.eu/>

Share it with your network and let's build a more sustainable cultural sector, together.

#GreenCCircle #SustainableCulture #CreativeIndustries #ClimateInCulture
#EcoArts #SustainabilityHUB #CultureTakesAction

Your Sustainability Project Name

Sustainability in the Creative and Cultural Industries doesn't have to feel overwhelming. **Insert a short intro to your project or to the aim of your social media post here.**

Create a short list of what your project is providing a solution for, or hopeful outcomes your project is trying to achieve:

-  Identify and engage stakeholders
-  Select the right sustainability tools and frameworks
-  Streamline data collection and reporting
-  Communicate clearly and overcome resistance

Put a short summary or call to action here!

 Explore **Insert Your Project** today: <http://hub.greencircle.eu/>

Share it with your network and let's build a more sustainable cultural sector, together.

#YourOrgHashtag #YourProjectHashtag #AnyOtherHashtag

STAKEHOLDER TYPES & COMMUNICATION STRATEGIES

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Executive Leadership	Strategic value, funding, policy	ROI, disruption	Frame toolkit as risk mitigation & sector alignment
Creative Teams	Integrity, innovation	Creative limits, unclear benefit	Emphasize sustainability as creative stimulus
Technical/Production	Clarity, structure, feasibility	Time, added complexity	Offer templates, phase-based plans, real-world examples
Admin & Finance Teams	Efficiency, compliance	Resource cost, confusion	Share data templates, link to ESG/CSR, EU funding alignment
Communications & Marketing	Public value, brand leadership	Inconsistency, overload	Provide ready-to-use language, link to audience trust

In our stakeholder analysis, we identified five key audience groups, each with distinct motivations and concerns. To ensure effective engagement, we developed tailored communication approaches for each.

Executive leadership is primarily motivated by strategic value, funding opportunities, and policy alignment. However, they may be concerned about return on investment (ROI) and potential disruption.

Creative teams are driven by innovation and a sense of integrity in their work. Their concerns typically revolve around perceived creative limitations or a lack of clear benefits. Communication with this group should highlight sustainability as a creative stimulus, positioning the initiative as a source of inspiration rather than restriction.

Technical and production teams value clarity, structure, and feasibility. They may see new initiatives as time-consuming or overly complex. To support them, we propose providing clear templates, phased plans, and real-world examples that make implementation more manageable and relatable.

Admin and finance teams focus on efficiency and compliance. Their concerns include resource costs and potential confusion. Communication should include streamlined data templates and demonstrate how the initiative aligns with relevant EU funding frameworks, helping to justify the investment.

Finally, **communications and marketing teams** are motivated by public value and brand leadership but may worry about inconsistent messaging or information overload. Providing ready-to-use, consistent language that ties directly to audience trust can empower them to communicate the initiative effectively and with confidence.

By addressing each group's unique needs, we can ensure more effective communication and stronger stakeholder engagement across the board.

A total of three distinct email templates have been created for each of the five stakeholder types. This results in a total of 15 customized email templates tailored to the communication needs of each stakeholder group. The templates are categorized as follows:

1. Project Kick-off email template
2. Project Update email template
3. Project Wrap-Up email template

The following templates are designed for you to use and adapt to any sustainability project within the cultural and creative sector:

2.1 Audience: Executive leadership

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Executive Leadership	Strategic value, funding, policy	ROI, disruption	Frame HUB as risk mitigation & sector alignment

3.1.1 Project kick-off email template

Audience: Executive Leadership

Subject: Seeking your support: sustainability initiative for our creative future

Dear [Executive team / specific names],

I hope this message finds you well.

I'm writing to introduce and seek your support for a new sustainability project designed to align our organisation's creative mission with urgent environmental priorities. As a [sustainability facilitator] in the cultural and creative sector, I see a vital opportunity for us to lead by example and embed climate-conscious practices into our work; both strategically and operationally.

This initiative aims to:

- Identify practical ways to reduce our environmental impact,
- Build staff awareness and capacity around sustainable practices,
- Explore creative approaches to climate action through our programmes and partnerships, and
- Position us as a forward-thinking leader within the sector, aligned with national and EU-level sustainability goals.

Your leadership is essential to the success of this work. Executive support not only helps validate the project internally but also enables meaningful cross-departmental collaboration and ensures sustainability becomes a shared responsibility across the organisation.

What's next?

- Please join us during the first project kick-off meeting on XXX at XXX
- Project updates will be provided on a monthly basis via email and cover progress to date, budget updates, blockers and next steps

I'd welcome the opportunity to share more details and explore how this work can align with our organisational strategy. Please let me know a good time to connect, or

if you'd prefer a short briefing note **after the kick-off meeting to review at your convenience.**

Thank you for considering this opportunity to shape a more resilient, responsible creative future; together.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.1.2 Project update email template

Audience: Executive Leadership

Subject: Monthly sustainability project update – [Project Name] | [Month/Year]

Dear [Executive team / specific names],

I hope you're all well. Please find below the monthly update on our sustainability initiative within the cultural and creative sector. This update is intended to keep everyone aligned and informed as we continue working toward our shared goals.

Progress to date

- Brief bullet points of major accomplishments this month, e.g.:
- Completed staff sustainability training (Phase 1)
- Finalised draft of the environmental impact assessment tool
- Held consultation workshop with creative practitioners
- Secured venue partner for green pilot event]

Budget update

- Total budget: € [insert amount]
- Spent to date: € [insert amount]
- Remaining: € [insert amount]
- [Add any notes on over/under spending or reallocation if relevant]

Blockers / obstacles

- [Example: Delay in supplier response regarding eco-material sourcing]
- [Example: Internal alignment needed on carbon measurement methodology]
- [Example: Awaiting confirmation of co-funding for Phase 2 deliverables]

Next steps

- [List what's coming next, e.g.:
 - Finalise sustainability HUB content by [date]
 - Internal review of data collection process
 - Schedule Steering Group meeting for mid-[month]
 - Prepare progress presentation for [upcoming event or milestone]

As always, please feel free to reach out if you have questions, ideas, or feedback. Your continued support and input are central to the success of this project, and I truly appreciate your engagement.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.1.3 Project wrap-up email template

Audience: Executive Leadership

Subject: Project completion: [project name] | [Final reflection & outcomes]

Dear [Executive team / specific names],

I hope this message finds you well.

As we conclude our [project name] sustainability initiative, I wanted to take a moment to share a final summary of outcomes, learnings, and next steps emerging from this important work.

This project set out to [brief restatement of original project aims, e.g., reduce our environmental impact, build internal capacity, and embed climate action into our creative work]. I'm pleased to report that, with your support, we've made meaningful progress in several key areas:

Project highlights & key achievements

- [Brief bullet points of core deliverable, e.g.:
 - Developed and piloted a sustainability HUB for creative teams
 - Trained XX staff in climate-conscious planning and operations
 - Established partnerships with local green suppliers
 - Integrated sustainability metrics into quarterly reporting]

Lessons learned

- [Example: Early engagement across departments is critical for alignment
- Example: Need for streamlined tools to measure impact more effectively
- Example: Creative approaches resonate most when paired with practical solutions]

Recommendations / Legacy actions

- [Example: Embed HUB into onboarding for new staff
- Example: Set annual sustainability review milestones
- Example: Continue Steering Group to oversee climate integration efforts]

I would be happy to share a more detailed wrap-up report and/or present these findings in a brief session, should that be of interest.

Thank you again for your guidance and commitment throughout this journey. Your leadership has been instrumental in helping us take meaningful steps toward a more sustainable, resilient creative future. I look forward to building on this momentum together.

Warm regards,

[Your Full Name]

Sustainability Facilitator

[Your Organisation]

2.2 Audience: Creative teams

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Creative Teams	Integrity, innovation	Creative limits, unclear benefit	Emphasize sustainability as creative stimulus

3.2.1 Project kick-off email template

Audience: Creative teams

Subject: Let's lead creatively on climate: A new sustainability initiative

Dear [Creative team / specific names],

I hope you're well and feeling inspired.

I'm reaching out to share an exciting new sustainability initiative—and to invite your creative leadership from the very beginning. As a **sustainability facilitator** working within the cultural and creative sector, I see a unique opportunity for us to shape how sustainability not only supports—but expands—our creative potential.

This initiative is designed to:

- Inspire practical, imaginative ways to reduce our environmental impact,
- Build awareness and creative capacity around sustainable practice,
- Spark innovative climate action through our work, collaborations, and partnerships, and
- Position our organisation as a creative leader aligned with national and EU sustainability goals.

Rather than limiting creativity, sustainability can become a powerful design constraint that encourages bold ideas and new forms of expression. Your input is vital to make this real and relevant to how we work.

Here's what's next:

- You're warmly invited to the project kick-off meeting on [XXX] at [XXX]
- We'll share monthly updates by email—highlighting creative wins, blockers, progress, and next steps

If you'd like to hear more or brainstorm ideas ahead of the meeting, I'd love to connect. Or I can follow up with a short briefing after the session for you to review at your own pace.

Thanks for helping shape a more sustainable—and creatively vibrant—future.

Warm regards,

[Your Full Name]

Sustainability Facilitator

[Your Organisation]

3.2.2 Project update email template

Subject: Creativity in action – Sustainability project update: [Project name] | [Month/Year]

Dear [Creative team / specific names],

Hope you're all doing well and staying inspired. Here's a quick update on our sustainability initiative—shaped to support creativity, not restrict it. This project is about embedding climate-conscious thinking into how we work, in ways that unlock new ideas and strengthen our impact.

What we've made happen this month:

- Ran sustainability training with staff—early ideas are already sparking!
- Drafted the environmental impact tool—designed to be flexible and intuitive
- Hosted a workshop with creative practitioners—thanks to those who joined
- Secured a green venue partner for an upcoming pilot

Resources update:

- Budget: € [insert amount]
- Used to date: € [insert amount]
- Remaining: € [insert amount]
- [Optional: quick note on how spending supports creative outcomes]

What's blocking progress:

- [Example: Waiting on eco-material sample feedback from creative suppliers]
- [Example: Aligning sustainability metrics with project design goals]

What's coming next:

- Co-developing HUB content (open call coming!)
- Reviewing data collection methods (we'll keep it light and creative)
- Mid-month creative roundtable [or "Sprint" / "Jam Session"]
- Prepping a progress show-and-tell for [upcoming event or milestone]

Your ideas are a huge part of making this real. If you have thoughts, frustrations, or experiments to share—we're all ears. Let's keep shaping a sustainability approach that works with creativity, not against it.

Warmly,

[Your Full Name]

Sustainability Facilitator

[Your Organisation]

3.2.3 Project wrap-up email template

Subject: Project wrap-up: [Project name] | Creative reflections & what's next

Dear [Creative team / specific names],

Hope you're well. As we wrap up the [project name] sustainability initiative, I wanted to thank you and share a quick reflection on what we've achieved together, what we've learned, and where we could take this next.

This project set out to explore how we can reduce environmental impact while supporting creative integrity and innovation. Thanks to your ideas, input, and willingness to experiment, we've made real progress:

What we've achieved:

- Co-created and piloted a sustainability HUB for creative teams
- Trained [XX] colleagues in climate-conscious creative practice
- Built new relationships with local eco-friendly suppliers
- Integrated creative sustainability metrics into ongoing reporting

What we've learned:

- Creative thinking works best when it's invited early into sustainability conversations
- Simple, visual tools make a big difference for measuring creative impact
- Imaginative approaches stick when paired with tangible, real-world steps

What we recommend moving forward:

- Embed the HUB into onboarding and creative planning cycles
- Set lightweight sustainability checkpoints for team Projects
- Keep the cross-team energy alive—perhaps via a seasonal “Green Ideas Jam”?
- If you'd like a more visual summary, HUB link, or want to chat about next steps, just let me know—I'd love to hear your reflections too.

Thank you again for bringing your creative minds to this work. Let's keep pushing boundaries—sustainably.

Warmly,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

2.3 Audience: Technical / Production

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Technical/Production	Clarity, structure, feasibility	Time, added complexity	Offer templates, phase-based plans, real-world examples

3.3.1 Project kick-off email template

Audience: Technical/Production

Subject: Kick-off invitation: Practical sustainability for production & tech teams

Dear [Technical/production team / specific names],

I hope this finds you well.

We're launching a new sustainability initiative that directly supports how we design, produce, and deliver our work—without adding unnecessary complexity. I'm reaching out to introduce the project and invite you to help shape it from the start.

As a **sustainability facilitator** in the creative and technical space, I know that meaningful climate action needs to be grounded in realistic, operational steps. This project is built around that principle—practical, phased, and relevant to your day-to-day.

Our goals are to:

- Identify concrete ways to reduce environmental impact in technical and production workflows
- Build internal awareness and provide ready-to-use templates and tools
- Test and apply climate-conscious practices through real projects and case studies
- Align our work with national and EU-level sustainability targets in a manageable, phased way

Why your involvement matters:

Production and technical teams are essential to embedding this work into reality. Your insights will help ensure the approach is both feasible and effective—while avoiding inefficiencies or last-minute retrofitting.

Next steps:

- Join us for the kick-off meeting on [XXX] at [XXX]
- Expect monthly updates with clear summaries of progress, blockers, spend, and next actions
- Tools and templates will be shared as we go (and co-developed where useful)

I'd be happy to walk you through the plan or answer any technical questions before or after the kick-off. Just let me know what works best.

Thanks again for helping make this a smart, streamlined shift toward a more resilient and efficient way of working.

Best regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.3.2 Project update email template

Audience: Technical/Production

Subject: Sustainability project update – [Project name] | [Month/Year]

Dear [Production / technical team / specific names],

I hope you're doing well. Please find below the monthly update on our sustainability initiative. This report is focused on progress and plans relevant to technical and production operations—structured to support practical application and informed planning.

Progress to date

- Finalised checklist for sustainable materials sourcing
- Conducted risk assessment on energy use during venue load-ins
- Reviewed waste management options for set deconstruction and disposal
- Completed first round of testing on emissions tracking tool

Budget update

- Total Budget: € [insert amount]
- Spent to Date: € [insert amount]
- Remaining: € [insert amount]

Blockers / Obstacles

- Delay in supplier delivery of certified low-carbon materials
- Clarification needed on scope of impact reporting for technical services
- Awaiting updated safety compliance guidance for green alternatives in staging

Next steps

- Finalise draft of the technical production HUB by [date]
- Review options for integrating sustainability checks into pre-show workflows
- Test data collection process for energy use during multi-show days
- Prepare status report ahead of [upcoming milestone or production window]

Please feel free to reach out with questions, suggested adjustments, or insights from on-the-ground experience. Your expertise is essential in making this initiative both effective and operationally realistic.

Best regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.3.3 Project wrap-up email template

Audience: Technical/Production

Subject: Project Completion: [Project name] | Final summary and practical outcomes

Dear [Technical / production team / specific names],

As we close out the [project name] sustainability initiative, I wanted to thank you for your input and provide a clear summary of what's been achieved, what we've learned, and where this work can go from here.

This project aimed to reduce operational environmental impact, build internal technical capacity, and embed practical climate considerations into production processes. Thanks to your collaboration, we've made meaningful, applied progress in several key areas:

Project highlights & key achievements

- Developed and tested a sustainability checklist tailored for production teams
- Identified low-energy equipment options for use in future staging
- Piloted waste-reduction practices during [event/project name]
- Established supplier contacts for reusable or low-carbon materials

Lessons learned

- Early integration of sustainability into tech planning avoids costly retrofits
- Staff engagement improves when clear examples and templates are available
- Lightweight, operational tools are more effective than abstract policies

Recommendations / Legacy actions

- Integrate the checklist into pre-production and load-in protocols
- Continue testing and adjusting carbon tracking during live operations
- Schedule an annual review of sustainability metrics alongside production performance

If helpful, I'm happy to provide a short wrap-up report or run a brief debrief session with your team to discuss how this can feed into future planning cycles.

Thank you again for contributing to this work in a way that respects both the technical realities and the broader goals. Looking forward to building on this momentum with you.

Best regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

2.4 Audience: Admin & Finance Teams

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Admin & Finance Teams	Efficiency, compliance	Resource cost, confusion	Share data templates, link to ESG/CSR, EU funding alignment

3.4.1 Project kick-off email template

Audience: Admin & finance teams

Subject: Sustainability project launch – Aligning operations, reporting & funding

Dear [Admin and finance team / specific names],

I hope this message finds you well.

I'm reaching out to introduce a new sustainability initiative that will intersect with core administrative, financial, and compliance processes—and to invite your engagement from the outset.

This project is designed to align our organisational practices with evolving environmental standards, funding frameworks (including EU-level ESG/CSR guidance), and reporting requirements. As a Sustainability facilitator in the creative sector, my focus is on building structured, data-driven approaches that work efficiently across departments.

Project objectives include:

- Identifying cost-effective ways to reduce environmental impact in operations and procurement
- Building internal knowledge and compliance readiness on sustainability reporting (including carbon tracking and ESG-linked metrics)
- Providing templates and tools to streamline data capture, audit processes, and funder reporting
- Positioning the organisation to align with public funding criteria and EU sustainability directives

Why this matters to your team:

Your role is central to ensuring that financial tracking, compliance, and procurement systems can support future-proofed operations. We aim to make this seamless by offering clear guidance, standardised forms, and minimal overhead.

Next steps:

- Join us for the project kick-off meeting on [XXX] at [XXX]
- Expect monthly updates summarising progress, resourcing, blockers, and administrative impacts
- A shared folder with finance/admin-facing tools (budget templates, reporting formats, etc.) will follow the session

I'd be happy to speak further about how this work may link to your existing obligations or upcoming audits. Please let me know if you'd prefer a short written overview instead.

Thanks for your collaboration in making this initiative both strategically sound and operationally sustainable.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.4.2 Project update email template

Audience: Admin & Finance Teams

Subject: Monthly sustainability project update – [Project name] | [Month/Year]

Dear [Admin & finance team / specific names],

I hope you're well. Please find below the monthly update on our sustainability initiative. This summary is tailored to highlight progress and implications for finance, administration, and reporting workflows.

Progress to date

- Launched internal training on sustainable procurement policies
- Finalised the draft of our environmental impact data capture tool
- Initiated review of travel expense reporting for carbon tracking compliance
- Identified linkages between project metrics and external ESG/CSR reporting criteria

Budget update

- Total budget: €[insert amount]
- Spent to date: €[insert amount]
- Remaining: €[insert amount]

Blockers / obstacles

- Pending clarification on accounting treatment for eco-incentives in EU funding applications
- Need to align carbon reporting tools with existing finance systems
- Awaiting decision on integration of ESG metrics into quarterly reporting packs

Next steps

- Finalise and circulate admin-facing data templates by [date]
- Align sustainability HUB with compliance documentation procedures
- Schedule short briefing on upcoming funder ESG disclosure requirements
- Prepare internal overview for FY planning cycle impact

As always, please don't hesitate to get in touch with questions or suggestions. Your continued insight ensures this work remains efficient, funder-aligned, and administratively sound.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.4.3 Project wrap-up email template

Audience: Admin & Finance Teams

Subject: Project Completion: [Project name] | Final summary and administrative outcomes

Dear [Admin & finance team / specific names],

I hope this message finds you well.

As we conclude the [project name] sustainability initiative, I'd like to share a summary of final outcomes, key learnings, and next steps—specifically tailored to administrative and finance operations. Your role has been essential in supporting this work with the structure, accountability, and oversight that allowed it to move forward efficiently.

Project highlights & key achievements

- Developed and tested finance-friendly templates for carbon and impact tracking
- Aligned core reporting indicators with emerging EU ESG/CSR frameworks
- Trialled adjustments to procurement workflows for low-carbon supplier selection
- Integrated sustainability criteria into internal budget reallocation processes

Lessons learned

- Early collaboration between sustainability and finance teams improves compliance outcomes
- Simpler tools and shared templates significantly reduce reporting time
- Sustainability tracking is most effective when embedded in existing financial cycles and documentation

Recommendations / Legacy actions

- Incorporate sustainability metrics into regular internal audit and reporting templates
- Establish a lightweight annual sustainability review alongside financial planning
- Maintain a shared folder of ESG-related documentation for future funding applications

If helpful, I can provide a more detailed summary report or meet briefly to review what this means for reporting and compliance in the next funding cycle.

Thank you again for your steady support and operational expertise throughout this initiative. Your contributions ensure that our sustainability efforts are not only impactful but also measurable.

Warm regards,

[Your Full Name]

Sustainability Facilitator

[Your Organisation]

2.5 Audience: Communications & Marketing

Stakeholder Type	Motivation	Potential Concern	Suggested Communication Approach
Communications & Marketing	Public value, brand leadership	Inconsistency, overload	Provide ready-to-use language, link to audience trust

3.5.1 Project kick-off email template

Audience: Communications & marketing

Subject: Sustainability initiative launch – Shaping our voice and brand leadership

Dear [Communications and marketing team / specific names],

I hope this message finds you well.

We're launching a new sustainability initiative that has direct relevance to how we communicate our values, represent our work, and engage with public audiences. I'm reaching out to introduce this project and invite your strategic input from the beginning.

As a **sustainability facilitator** working in the creative and cultural sector, I see a significant opportunity to position our organisation as a leader in responsible, climate-conscious practice—both in our messaging and in our actions. This initiative supports that direction.

Key objectives:

- Identify practical ways to reduce environmental impact and communicate these transparently
- Build internal awareness and capacity, supported by clear, audience-ready language
- Develop compelling stories and proof points to share through campaigns, press, and funding reports
- Align our public positioning with national and EU-level climate and sustainability goals

Why this matters to your team:

Your role in shaping public understanding and perception is crucial. We'll provide ready-to-use language, sample messaging, and brand-aligned content to ensure consistency and impact—without adding unnecessary load.

Next steps:

- Please join us for the **kick-off meeting on [XXX] at [XXX]**
- Monthly updates will be shared via email, including communications highlights and opportunities
- Messaging toolkits and stakeholder story angles will be made available as part of this work

I'd be happy to talk through any opportunities or requirements you foresee for integration across channels or campaigns. If you prefer a briefing note after the meeting, just let me know.

Thanks for helping us shape a communications approach that reflects real action and builds lasting audience trust.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3.5.2 Project update email template

Audience: Communications & marketing

Subject: Sustainability project update – [Project name] | [Month/Year]

Dear [Communications and marketing team / specific names],

I hope you're all well. Please find below the monthly update on our sustainability initiative. This version highlights the elements most relevant to public messaging, brand positioning, and storytelling opportunities.

Progress to date

- Completed Phase 1 of staff sustainability training, with internal messaging in development
- Finalised draft of the environmental impact assessment tool, which includes a comms-friendly summary format
- Held a creative workshop that surfaced strong storytelling potential for campaign content
- Secured a venue partner for the green pilot event—joint branding and press opportunity under review

Budget update

- Total Budget: €[insert amount]
- Spent to Date: €[insert amount]
- Remaining: €[insert amount]

Blockers / obstacles

- Delay in alignment on how sustainability metrics should be shared publicly
- Need for guidance on tone and visual identity for external-facing comms
- Awaiting clarification on funder expectations around public sustainability reporting

Next steps

- Finalise public messaging HUB and language library by [date]
- Identify storytelling opportunities across upcoming campaigns or reports
- Schedule a check-in to align on brand voice and audience segmentation for sustainability outputs
- Prepare overview slide(s) for upcoming board or funder presentations

Please feel free to reach out if you'd like input into upcoming messaging work, or if you spot opportunities to align this initiative with broader campaigns. Your role is vital in helping ensure our sustainability work is communicated clearly, credibly, and consistently.

Warm regards,

[Your Full Name]

Sustainability Facilitator

[Your Organisation]

3.5.3 Project wrap-up email template

Audience: Communications & marketing

Subject: Project completion: [Project name] | Communications summary & brand insights

Dear [Communications and marketing team / specific names],

As we wrap up the [project name] sustainability initiative, I wanted to share a final summary of key outcomes, communications insights, and forward-looking opportunities for brand positioning.

This project set out to reduce environmental impact, build internal capacity, and integrate sustainability into our creative and operational practices. From a communications and engagement perspective, we've made significant progress in creating content-ready moments, messaging clarity, and public value alignment.

Project highlights & key achievements

- Developed a messaging toolkit to support consistent external communication
- Engaged staff in sustainability storytelling through workshops and internal comms
- Identified high-impact moments for public engagement (pilot event, partnerships)
- Produced baseline metrics for future brand reporting (aligned with ESG frameworks)

Lessons learned

- Clear, pre-approved messaging supports brand consistency and saves time across channels
- Sustainability narratives resonate most when linked to real actions and staff voices
- Cross-team visibility of impact work improves trust and internal alignment

Recommendations / Legacy actions

- Integrate sustainability language into the broader brand voice and style guide
- Plan for regular campaign opportunities (e.g., Earth Day, funding milestones) to highlight impact
- Maintain a shared repository of case studies, metrics, and visuals for future use

If helpful, I'd be happy to share a comms-ready summary or host a quick session to align on how best to carry this work forward into ongoing content, reporting, or campaigns.

Thank you for your thoughtful approach and continued commitment to making sustainability part of our story—not just our strategy. I look forward to continuing this work together.

Warm regards,

[Your Full Name]
Sustainability Facilitator
[Your Organisation]

3. KEY COMMUNICATION PRINCIPLES

Principle	What It Means	Example
Relevance	Tie sustainability to current sector challenges or project goals	"This tool helps us meet funder expectations and reduce production delays."
Positivity	Focus on possibility and improvement, not guilt or blame	"This gives us the chance to lead, not lag."
Clarity	Avoid jargon, use simple and actionable language	"This is about doing what we already do—just more intentionally."
Empathy	Understand others' pressures, speak to their priorities	"I know your team is stretched. This will save time, not add to the load."
Vision-Driven	Frame sustainability as a pathway to resilience and innovation	"The future of the sector depends on this shift—and we can shape it."

To communicate effectively across stakeholder groups, we identified five key communication principles that enhance clarity, engagement, and alignment.

Relevance ensures that messages are directly tied to current sector challenges or project goals. This helps stakeholders immediately understand why the initiative matters. For example, saying *"This tool helps us meet funder expectations and reduce production delays"* makes the benefit tangible and context-specific.

Positivity shifts the focus to improvement and opportunity, avoiding guilt or blame. Framing messages like *"This gives us the chance to lead, not lag"* positions the initiative as a proactive step forward, which can motivate rather than pressure teams.

Clarity is essential. Using plain, actionable language instead of jargon helps everyone grasp the message quickly. A simple statement like *"This is about doing what we already do—just more intentionally"* reassures teams that the change is manageable and familiar.

Empathy involves acknowledging others' pressures and speaking to their concerns. Saying something like *"I know your team is stretched. This will save time, not add to the load"* shows understanding and builds trust, which is critical for collaboration.

Lastly, being **vision-driven** frames sustainability as a long-term opportunity for resilience and innovation. Messaging such as *"The future of the sector depends on this shift—and we can shape it"* inspires collective ownership and forward thinking.

Together, these principles provide a foundation for clear, motivating, and respectful communication that resonates with diverse audiences.

4. SUGGESTED LANGUAGE & PHRASES FOR FACILITATORS

To open conversations:

- “I’d love your perspective on how sustainability can be part of our planning process.”
- “There’s a tool that helps us make smarter decisions early on—it can support your work, too.”
- “Let’s look at where we’re already doing this and how we can build on it.”

To highlight tool value:

- “This HUB simplifies things—it’s built for people like us, working in complex creative environments.”
- “It connects us with the right tools based on *our* context—not a one-size-fits-all checklist.”
- “We’ll save time, reduce back-and-forth, and collect better data for reporting.”

To overcome resistance:

- “We’re not adding work—we’re replacing uncertainty with structure.”
- “Even one or two small shifts can make a big difference, and this helps us track that progress.”
- “Sustainability doesn’t block creativity. It unlocks new ways of thinking and engaging.”

To motivate action:

- “What we do today will shape what the sector looks like tomorrow.”
- “This isn’t just about compliance—it’s about culture, credibility, and care.”
- “We get to show that creativity and responsibility aren’t separate—they’re inseparable.”

5. FAQ – HOW TO USE THE GREEN CCIRCLE HUB

Q1. What's the purpose of this HUB?

It's a support system for Sustainability Change Facilitators. Rather than being "another tool," it's a meta-tool that helps you:

- Choose the best tools for your specific project type
- Identify which roles you need information from
- Collect and report sustainability data efficiently

Q2. How is this different from other sustainability frameworks?

This HUB does not replace existing tools—it helps you navigate them better. Think of it as a smart filter that matches your project's needs with the most relevant tools, frameworks, and data collection strategies.

Q3. What kind of data can I collect with this?

The templates help you collect:

- Energy use
- Materials and waste
- Audience and transport impact
- Budgetary and resource flows

You'll use role-specific templates to ask the right people, the right way, at the right time.

Q4. How do these resources help me with stakeholder resistance?

Included are:

- Briefing notes and emails tailored to stakeholder types
- Communication tips to address concerns (e.g. "this adds work" or "this is not my job")
- Motivational language frameworks to build buy-in

Q5. I'm not a tech expert—can I still use it?

Yes. The HUB is designed for accessibility. It includes:

- Plain-language instructions
- Step-by-step guidance
- A searchable interface to match tools to your needs