

Story & messaging

Telling a compelling and credible story across sustainability communications helps to bring content to life. It also ensures sustainability information is connected, relevant and that it reflects the organization's unique personality.

Key recommendations

- Develop a clear, inspiring and company-specific message to drive the narrative of the report;
- Ensure the messaging incorporates a clear call to action for stakeholders;
- Frame content to support and reaffirm this overarching message throughout the report;
- Showcase relevant, compelling and meaningful case studies to support the message and narrative; and
- Use an engaging, interesting and readable tone of voice.

Methodology notes

- We place strong emphasis on finding ways to weave messaging and narrative that ties to an overarching theme throughout various design elements of the report; and
- We introduced the revamped *Experience* criteria in 2017 and continue to seek ways to make our scoring more consistent. This has resulted in score changes for some members.

