

COMMUNICATION PLAN

EXAMPLE

MVOW Sustainability strategy 2020/21 (approved by the Sustainability Steering Committee)

- Improved communications to customers and the market
- Customers are assured that sustainability is handled systematically
- Higher recognition by employees (internally and externally) that we do not accept compromises on our creeds and visions



AREA	WHO	WHAT	HOW	WHEN
• "Silent" communication	• All internal stakeholders	• Communicate that sustainability is integrated into the employees' daily activities	• Small initiatives close to the employees: Reduce plastic, waste separation, Fair Trade, Organic food, FSC, EU Ecolabel	• Ongoing
• Internal communication	• All	• CSR-campaigns • Recognition • General CSR training • CSR training for new employees	• Info screens, posters, GRID etc. • GRID articles, Town Hall meeting • Online • Online	• Ongoing • Ongoing • 1-2 times per year • Quarterly
	• CSR-stakeholders	• CSR-work group meetings • Info about reporting system and processes • Department specific CSR-training	• Online in relevant work groups • Online and written • Online	• Ongoing when structure is ready • When system is approved and ready • Ongoing within different areas and topics
	• Management	• Suggested CSR framework • Executive training • Performance updates • Information to share with departments	• Presented at Management meeting • Physical meeting (alternatively online) • Presented at Management meeting • 1 pager	• As step 1 in the process • Beginning of the process • Monthly • Quarterly
• External communication	• Customers	• Information on initiatives and KPIs	• Document with all relevant public information	Monthly update – shared by Sales department as needed
	• Investors	• KPI and ESG reporting	• Sustainability report	• Yearly
	• Future employees	• Branding	• Job advertisements / Job interviews • Conferences • Word of mouth • Social medias • Website	• Ongoing

