

# **The Marketer's Sustainability Toolkit**





## Introduction

Marketers have a big role to play on sustainability and the climate emergency and to ensure they are at the heart of an organisation's purpose and a brand's proposition. Marketers also have fantastic skills in key sustainability drivers such as understanding customer needs, stakeholder engagement and communications.

Now Cambridge Marketing College can help develop your skills further with the explainers, models and checklists in The Marketer's Sustainability Toolkit. With this toolkit and our help you too can be a sustainability champion for your organisation.

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# Jargon buster

**GHGs / CO<sub>2</sub>e:** The greenhouse gases (GHGs) that warm the planet. Their emissions factor is often calculated as the carbon dioxide equivalent (CO<sub>2</sub>e).

**SDGs:** the UN Sustainable Development Goals (SDGs) – 17 goals set by the UN to achieve more sustainable development by 2030  
[www.sdgs.un.org/goals](http://www.sdgs.un.org/goals)

**Social value:** the value an organisation provides to its people, supply chain partners, local communities and wider society.

**Scope 1, 2 & 3 emissions:**  
1: direct emissions, e.g. staff travel. 2: indirect emissions, e.g. purchased electricity. 3: value chain emissions, e.g. raw materials and distribution.

**CSR:** Corporate Social Responsibility – the forerunner of corporate sustainability that often focused on philanthropy and ethical capitalism.

**Circular economy:** Circular economy – reuse, repair, share and recycle resources, rather than rely only on new materials and then throw them away at 'end of life'  
[www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org)

**Triple Bottom Line:** a business model that helps focus sustainability goals on three core elements: people, planet and profit.

**Carbon offset:** invest in third-party emissions reduction (often forestry carbon sequestration projects) as a balance to remaining organisational emissions.

**COP:** The UN Conference of the Parties (COP) is the 197 nations who signed up to the UN climate change pact and meet each year – 2021 was COP 26 in Glasgow  
[www.ukcop26.org](http://www.ukcop26.org)

**ESG:** the Environmental, Social and Governance framework often used to assess business performance by financiers and investors.

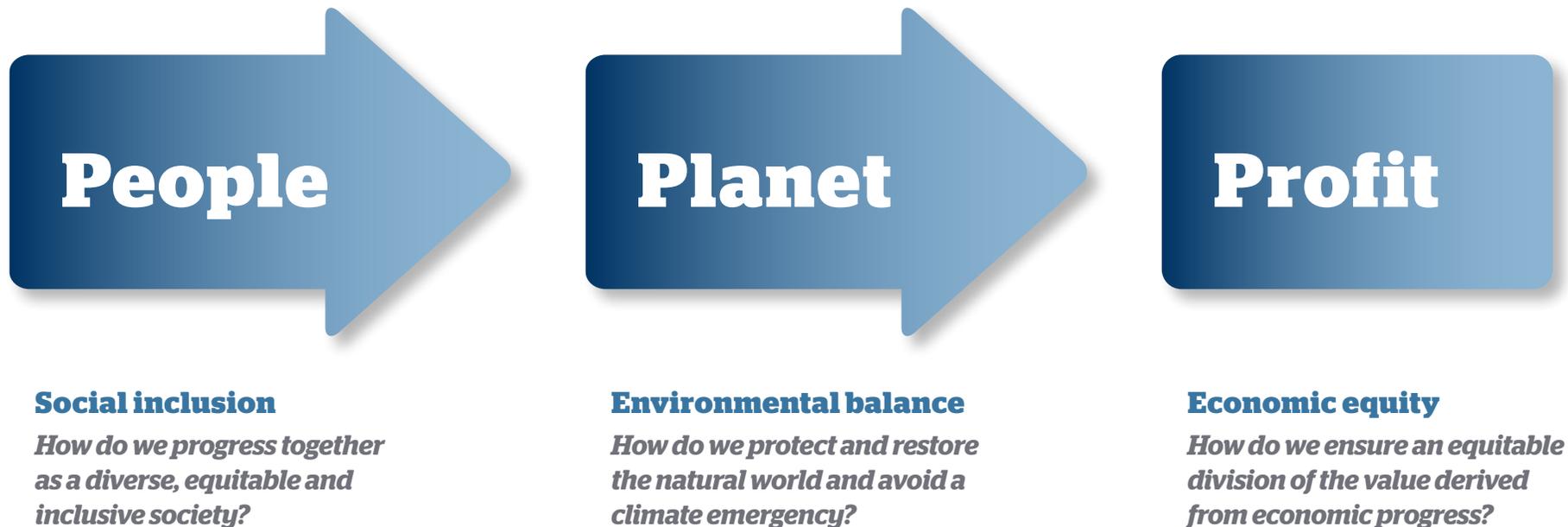
**Carbon neutral / net zero:** carbon emissions cut to the lowest level possible then the remaining balance offset so that the net carbon emissions are zero.



Go to [www.edie.net/jargon-buster](http://www.edie.net/jargon-buster) to bust more jargon!

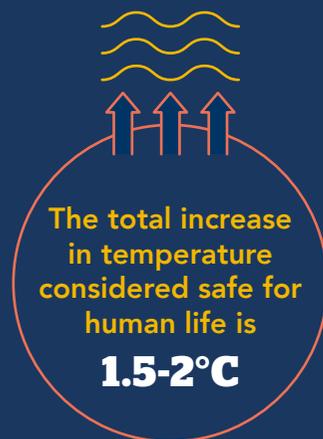
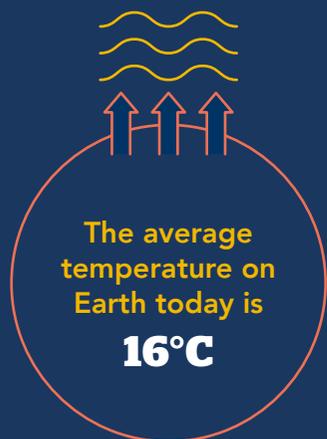
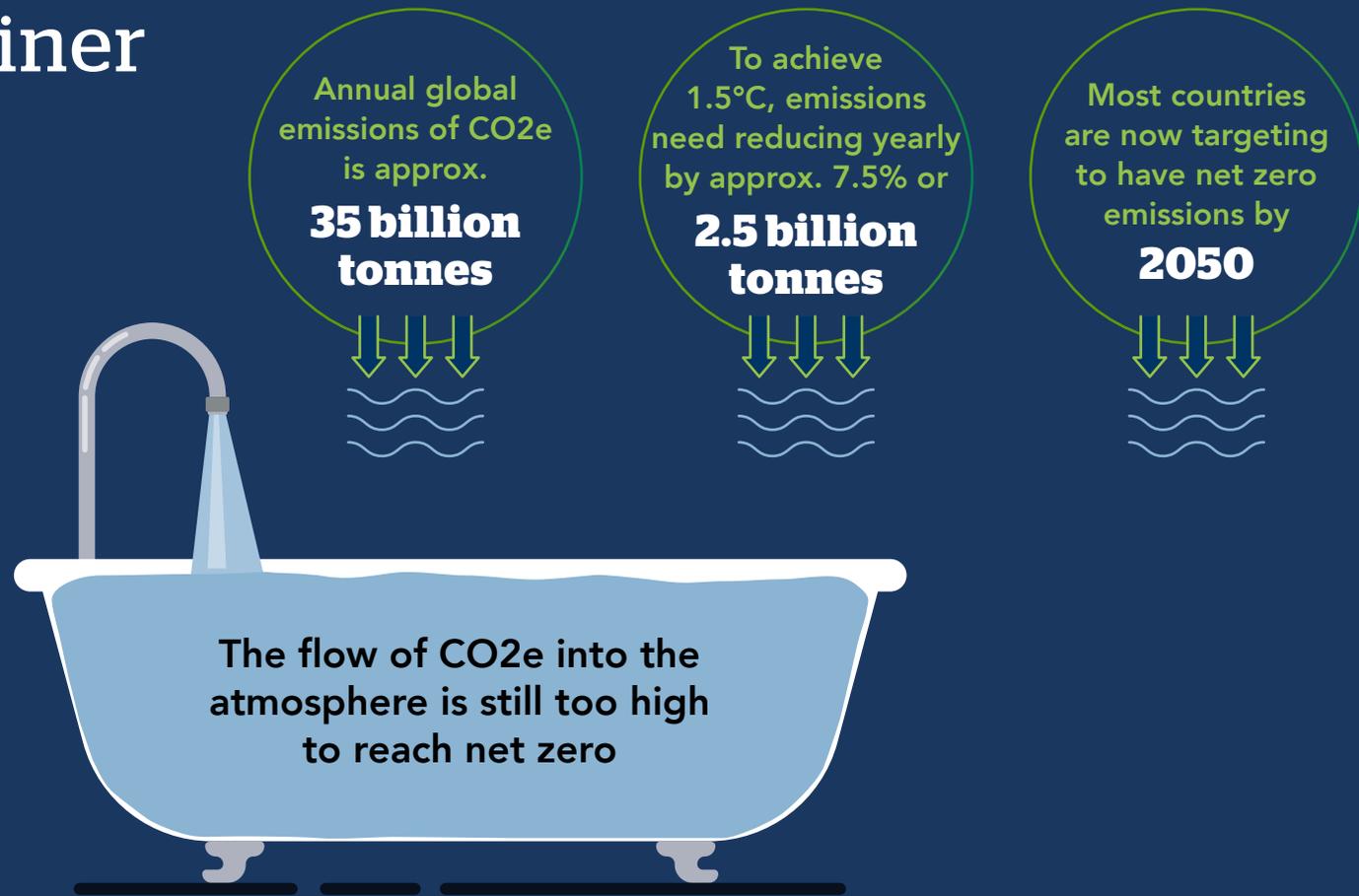
# Triple bottom line

Sustainability can be complex. Marketers can simplify sustainability and communicate with clarity by using The Triple Bottom Line of People, Planet and Profit. Share this model and tackle each P in turn to understand your organisation's priorities.



# Climate explainer

Scientists are **95% certain** that global warming is the result of human activity.



# Understand your value chain

Marketers will recognise that brand propositions can be influenced by impacts along the value chain. Where can you enhance your brand's reputation for sustainability?



# Sustainability progress checklist

*Eight key questions to ask yourself and assess just how well your current plans are going.*



1. Do you have a sustainability plan?	No plan	Standalone plan	Stimulus for and key input to organisational strategy
2. Who is responsible?	Not assigned	Senior manager	Board level
3. What is the scope of your sustainability activities?	Occasional – not defined	Own operations	Value chain risks and opportunities
4. What is the focus of those activities?	Unfocused	Philanthropy and CSR	Full triple bottom line
5. What are you doing on climate change?	Not considered	Direct GHG emissions reduction only	Paris-aligned net zero targets
6. Have you put in place benchmarks and standards?	No benchmarking	Occasional, voluntary standards	Integrated and audited standards
7. Have you committed to data assurance?	No external assurance	Optional and limited data assurance	Mandatory independent data assurance
8. Are you reporting on your progress?	No reporting	Standalone and occasional reports	Integrated, at least annual reporting

# Avoid 'Greenwash' to-do list

Marketers must avoid claims of 'greenwash' for their organisations and brands. Use this to-do list to ensure your marketing matches your sustainability credentials.

- Be transparent and list your data sources on any claims (include on website, in notes etc.)
- Be wary of using terms like 'green', 'eco' and 'sustainable' and related imagery: avoid if not justified
- Understand your impacts throughout your value chain – don't over-promote a sustainability gain in one area if you still have significant impacts elsewhere
- Understand the impacts of other brands in your portfolio or companies in your group
- If you claim carbon neutral, net zero or climate negative, make sure you understand and can explain how much you are relying on and trust carbon offsets
- Understand how good you are on circularity: reduce – reuse – recycle!
- Test your communications with informed stakeholders or trusted parties ahead of wider release
- Explain your journey: where you are, where you're heading, how you'll progress...
- Show how your brand helps your customers live more sustainable lives
- Be positive and confident in your achievements but remain modest!

# Identify your impacts

Combine a value chain assessment with the 3Ps of the Triple Bottom Line to identify the priority impacts and opportunities for your organisation and brands. Where in your value chain do you need to improve your sustainability on People, Planet and Profit?

	People	Planet	Profit
Supply Chain			
Organisation			
Distribution			
Customers			

# The Sustainable Marketer's checklist

Use this checklist to test whether you're a Sustainable Marketer.

## Identify

- Find the sustainability champion in your organisation and offer them your marketing skills
- Know the sustainability impacts of your marketing activities, including your marketing partners.
- Understand key impacts in your value chain: supply chain, organisation, distribution or customers?

## Partner

- Help to communicate the urgency, identify the opportunity and celebrate success!
- Engage with and understand the views on sustainability of your key stakeholders
- Investigate any environmental or sustainability standards relevant to your brand or industry

## Lead

- Build sustainability principles into your brand proposition
- Grow your brand's sustainability credentials with customers and colleagues
- Help your customers lead a more sustainable life

To keep up to date with the College's sustainability activity, please visit [marketingcollege.com/sustainability](http://marketingcollege.com/sustainability)

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