

Press Release

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New Storytelling Service for Sharper Sustainability Messages

Greenpoint, a leading specialist public relations consultancy and **Writers 4 Management**, the professional business writing service behind the book *Conversations with Green Gurus*, are launching Sustainability Storytelling: a new way to help organisations and brands communicate their sustainability credentials more effectively—without greenwashing.

Drawing on the combined experiences and talents of Greenpoint and Writers 4 Management, Sustainability Storytelling offers clients a methodological approach to devising tangible, memorable 'green' stories.

"More organisations are starting to recognise both the opportunities and threats that climate change brings," says Laura Mazur of Writers 4 Management. "Yet too many are failing to get their story across to stakeholders in ways that inspire, motivate and create value. This is where Sustainability Storytelling comes into play: building advocacy and positive change for a business or brand's sustainability credentials and commitments."

Sustainability Storytelling has three core components: Context, Narrative and Dialogue.

- **Context:** Organisations can struggle to position their sustainability strategy if it is not aligned with stakeholders' interests and concerns. Sustainability Storytelling can help them focus on what to say, when and to whom.
- **Narrative:** Companies and brands often run a number of sustainability initiatives in parallel. Sustainability Storytelling concentrates on telling one or two stories well. "Audiences need to find the story simple to understand, easy to remember and worth acting upon. You can only achieve this through a powerful single-minded message, which means selecting and bringing to life a narrative that is true and motivating to the audience," says Michael Saxton of Greenpoint.
- **Dialogue:** Most businesses and brands take a top-down, one-way approach to communicating their sustainability initiatives. The strongest narratives, however, are delivered through two-way channels where audiences can provide feedback and feel engaged with the story. Sustainability Storytelling facilitates this by providing clients with the templates and tools they need to create a long-term, mutually-beneficial dialogue with stakeholders.

Links

www.greenpointpr.com

www.writers4management.com

<http://www.youtube.com/user/TheGreenGurus#p/u/6/PJmbAx9S03k>

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