

2023 Sustainability Comms Plan with CleanHub

JANUARY

- Share sustainability goals post
- Celebratory post?

FEBRUARY

- Share educational post about our sustainability efforts.

MARCH

- Check how much impact we're having!

APRIL

- World Earth Day!

MAY

- Prepare a social impact post #giveback

JUNE

- End of quarter, impact post?

JULY

- Holiday engagement post

AUGUST

- Summer sale: product offer

SEPTEMBER

- Back to the office - time for a sustainability update?

2023 Sustainability Comms Plan

Use this structure to guide your comms plan for the year ahead.



JANUARY

Kick off the new year by sharing your 2023 sustainability goals.

COMMS TIP

Show how your customers can be part of the journey with you

FEBRUARY

Educate your audience. Share insider knowledge to explain why the specific issue is important.

MARCH

Celebrate where you are at in your sustainability journey.

COMMS TIP

Be honest and transparent about your journey by sharing your progress.

APRIL

22 April | World Earth Day

Use awareness days to highlight your mission.

MAY

01 May | International Worker's Day

Center the voices of people who are at the frontline.

COMMS TIP

Do so thoughtfully and pay attention to people across your value chain.

JUNE

08 June | World Oceans Day

Almost half way through the year. Time to reflect and remind customers of your 2023 goals.



JULY

Put your customers in the picture.

COMMS TIP

Be open and engage with your audience.

AUGUST

Spotlight on packaging. Unpack your existing packaging processes and plans to adjust.

SEPTEMBER

Back to the office. Celebrate how much progress you have made on your sustainability journey so far.

OCTOBER

Get back on mission with easy to digest stats and figures about why this mission.

NOVEMBER

Holiday season. Engage your audience with offers linked to the issue you support.

COMMS TIP

Be original and thoughtful to stand out in the market!

DECEMBER



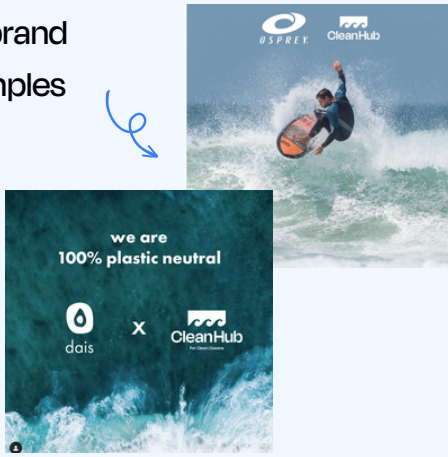
Recap on your amazing progress and celebrate.

Pick plastic as your purpose and we'll have you covered from January

1. Announcement post

Get started by announcing your new partnership with CleanHub.

Our brand examples



2. How it works

Educate your audience by telling them how plastic collection works.

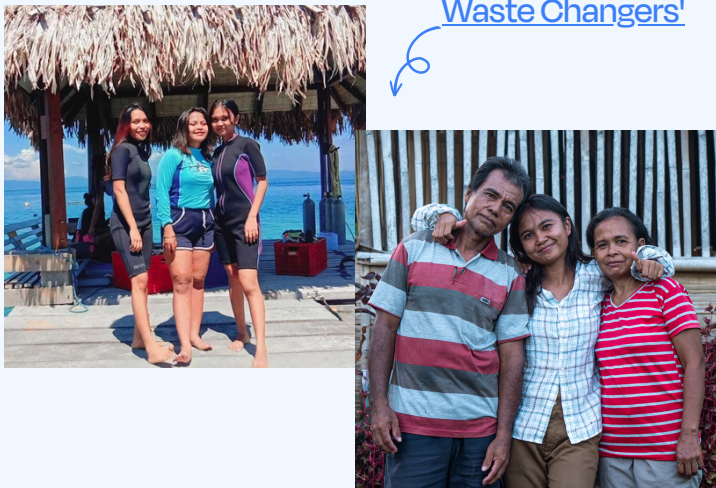


Our brand Suntouched visited their Collection Hub. [Have a look.](#)

3. Social Impact

It's not just about the environmental impact but improving people's lives. Talk about the social impact you're supporting.

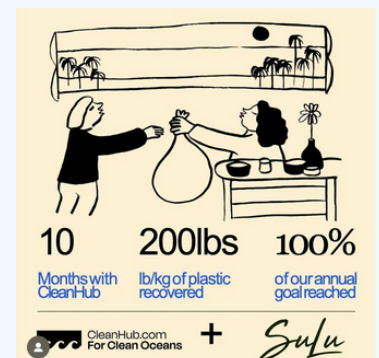
Read about '[Our Waste Changers](#)'



4. Celebrate your first month

Celebrate how much impact you've made in your first month with CleanHub!

We'll share templates to help you communicate



Ready to get started?

Get in touch at sales@cleanhub.com