

Sustainable Marketing and Brand Consultancy

Ensuring your brand and marketing activity effectively showcases your sustainability credentials as well as your offer to customers

Is your business committed to going 'green'? Do you need help communicating of the wins you've had in environmental, social, and governance (ESG) practices? Feeling lost when it comes to using terms like carbon footprint, carbon neutral, and net zero in your brand messaging or marketing activity?

It's crucial for businesses to authentically convey their sustainability efforts to consumers. Our team is here to help your business take sustainability to the next level and find effective ways to communicate your commitment. We bring expertise in decoding sustainability jargon and steering you away from misleading issues which could be interpreted as 'greenwashing', 'greenlighting', or 'socialwashing', whilst offering valuable insights and support into developing strategies that are tailored for your business. Let's work together to craft an authentic sustainability message that truly resonates with your customers.

As the consumer and supply chain focus on environmental and social sustainability and carbon messaging intensifies, nailing the right messaging for your business and making sustainable decisions have never been more essential.





How we can help you..

- **Marketing and brand audit:**
From marketing materials, messages and channels to your brand itself, we'll do a full audit to help you to identify areas that may need improvement and also pinpoint new growth opportunities. A thorough audit to ensure that your current messaging and brand assets are authentic and aligned with environmental, social, and governance considerations and regulations. We will help you to identify any immediate areas of potential legislative or reputational concerns in existing copy and communications assets, and help you to mitigate them with integrity and authenticity.
- **Sustainability credentials:**
We can help you to weigh up the pros and cons of existing market credentials and certifications that align with your business context, and could greatly enhance and strengthen your business's position.
- **Sustainable marketing and brand strategy:**
Using the findings from our audits or credential review, we can co-design a sustainability-focused strategy to supercharge your marketing and brand activity, and help you to understand how you might put it into practice.
- **Sustainable product packaging review:**
We offer a review of your current product packaging, and use our experience to equip you with the information to evolve your pack strategy. We help to ensure you are sourcing and using the most sustainable option for your product or businesses, with clarity on product or food safety requirements, material selections or recycling information.

Effective sustainability communication enhances your reputation and brand by demonstrating a strong commitment to sustainability. This not only fosters trust and loyalty among customers who prioritise environmentally and social responsible brands, but also gives your business a competitive edge through differentiation. Embracing sustainable practices helps you to minimise risks and ensure compliance with regulations for seamless business continuity. Furthermore, an authentic commitment to sustainability attracts and retains top talent, as employees take pride in working for socially responsible companies.

Our certified carbon-literate experts are ready to help you fine-tune your brand and marketing activity to convey the perfect socially responsible message for your business. Our goal is to elevate your business to the next level of climate communications and embed sustainable practices which minimise environmental impact and enhance your profitability.

Get in touch with foodanddrink@sruc.ac.uk to explore how we can help your business today.