

Introduction to CommUnique

Who We Are

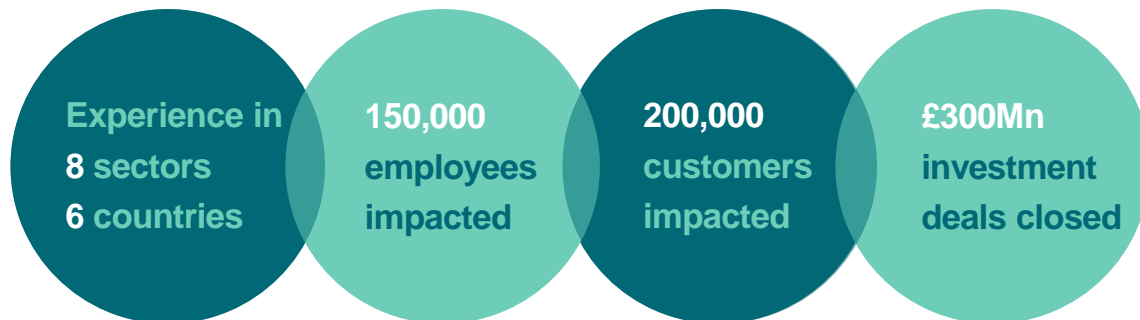


is Bold, Genuine and Diverse.

We are a team of **Environmental, Social and Governance (ESG)** Communication specialists. We help you boost the value of your ESG story so that you can attract the right customers, the right employees, and the right investors. Simple as that!

We are a **B.Corp pending** consultancy and we follow the **United Nations Sustainable Goals** (SDGs) framework on how we operate our business.

Our ESG & Cultural Transformation Campaigns in Numbers



What we do

1

We help you craft a communications strategy that makes your valuable ESG information relevant, accessible, and engaging for all your stakeholders.

2

We help you retain and gain the best talent by creating hard-hitting, data-driven employee value propositions that clearly communicate the benefits of your ESG strategy.

3

We help you gain more and better investment from the growing number of socially responsible investors who need to see clearly what your ESG strategy is all about!

4

We help you attract new ethically minded customers by designing impactful messages that show, you are a company they can trust!

The tangible benefits of our work are:

1



More Customers, Loyal Customers:

We will deliver a communications strategy that helps you attract lifelong customers from this ever-growing pool.

2



Gain and Retain the Top Talent:

With the data-driven EVP we will create, you can gain and retain the talent you need by aligning your values.

3



Become More Attractive to Investors:

As investors continue to value ESG metrics more and more, we will help you convince them to choose you, over your competitors.

4



Enhance Your Brand Reputation:

A strong communications strategy that highlights your ESG credentials can dramatically enhance your brand reputation. We can deliver that strategy.

5



Increase Your Profits:

It's no wonder modern businesses tend to perform better financially with a solid, well-communicated ESG strategy in place

6



Future-Proof Your Business:

communicating your ESG strategy is essential if you want to attract the right customers, employees, and investors. By working with us, you can make sure that you're doing it right

How are we walking the talk?



Certified



Corporation
PENDING



better business
act

Our ESG communication work featured in:



The Chartered
Institute of Marketing



International Association
of Business Communicators



Some of our clients- current and past



How we have done it before



Purpose and ESG communication

Context

Bp Plc. launched its new purpose and its sustainability ambition but what do the 10 aims mean to employees, investors and clients?

Brief

We were tasked to create a Communication Strategy that would highlight their ESG Strategies, how the new purpose aligns with the new desired mind-set and what employees need to **think, feel, do** in order to be part of this journey

Result

- 1. 60% out of the 73,000 employees stated that they understood their role in the change and new ways of working
- 2. The communication strategy and tactics were rated the most successful in the HR department

ESG Communication Alignment & Audit

Context

Suez is currently updating its ESG strategy and plan which they first launched in Sept 2020. But has the original strategy and communication messages resonated with their employees and customers?

Brief

Working with the Chief Communication Officer we were tasked to audit the messages communicated on the 1st ESG strategy and ensure that the new ESG Communication strategy & plan does not have gaps resulting in “Greenwashing” claims that could affect SUEZ’s reputation.

Result

The new ESG Communication messages were hailed as simple to understand and clearly articulate what role each employee plays in bringing the ESG efforts to life.

Sustainability Report Analysis

Context

Grundfos is about to publish their 3rd sustainability report which will highlight the extensive work that has been done in 2020 and how it aligned with their business strategy.

Brief

Working with the Head of Sustainability we were tasked to cast an eye on the content of the report and provide our feedback on how the report is structured, identify any “greenwashing” statements that could result in reputational damage, and simplify the language used in the report

Result

The Report is due to be published in Feb 2022, but when presented to a small sample of audience it was hailed as Grundfos’ most human-centric, story-centric, accurate and simple to read report.

Our Founder's Career in Numbers



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Thank you!