

Sustainability Initiative Communication Strategy Template

1. Initiative Overview

Name of Initiative

Brief Description

2. Objectives

Key Communication Objectives

3. Target Audience

Primary Audience(s)

Secondary Audience(s)

4. Key Messages

Main Messages to Convey

5. Communication Channels

Select Channels

- ☐ Website
- ☐ Email
- ☐ Social Media
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Internal Newsletter



Events



Other

Additional Channels

6. Implementation Timeline

Key Milestones and Dates

7. Roles & Responsibilities

Team Members & Duties

8. Evaluation

Success Metrics & Measurement