

Communicating Sustainability

MAKING SUSTAINABILITY PAY THROUGH POSITIVE PR

Working with You

PR has moved on, thankfully, from the time when issuing a monthly press release was acceptable practice. The media, especially the trade media, needs to generate high levels of news coverage to keep their on-line channels fresh. But with increasingly tight profit margins and a slow move away from printed media, there are fewer staff journalists working under ever more pressure. The media has a greater reliance than ever before on provided content, but no journalist wants the same case study or feature article that has gone to everyone else.

In short, the media are looking to PR's to provide exclusive content. This is a double edge sword. You can secure coverage but only for exclusive material. So, how much copy do you need to push out to have an impact? By working with Sustain whose principals understand sustainability issues, and who have the best media contacts, we will be SMART - strategic, measurable, accurate, relevant and targeted - in meeting the needs of the media and in delivering your communications objectives through a campaign based, thought leadership approach.

We live in a nation where ...



... people spend over 90% of their time in buildings



... 80% of the buildings around today will still exist in 2050

... the built environment is responsible for 50% of carbon emissions

... buildings don't use energy, it's the people in them that drive up demand

Driven by leadership values and marketing positioning in many cases and compliance and governance in other quarters, the business world is working hard to deliver lower carbon, sustainable environments that in turn support regenerative communities. But public and industry recognition for even the most commendable sustainability and CSR activity is a challenge, and demonstrating and communicating return on investment is essential.

Sustain Worldwide has since its inauguration in 2010 become recognised as a foremost independent platform with enviable press contacts, positioned at the cutting edge of sustainability. In its role as an elite leadership organisation it brings together leading businesses with shared sustainability objectives

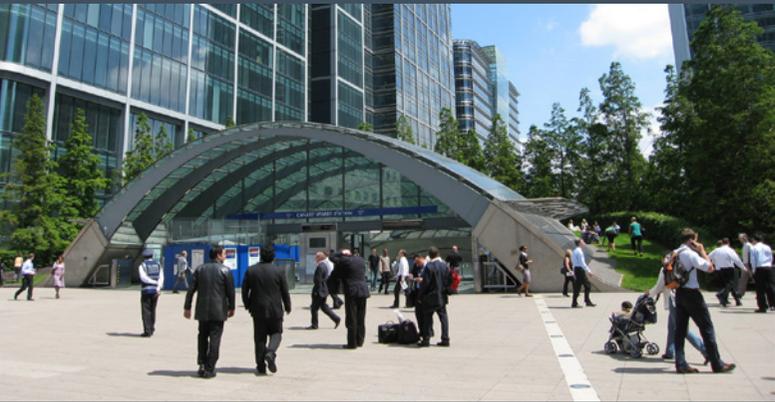
to collaborate, innovate and create commercial opportunities that deliver triple bottom line stakeholder value.

Now the Sustain press team has launched a unique, sustainability focussed boutique PR service for selected partners. We will deliver your sustainability communications to the relevant media at the right time. In doing so we will generate favourable column inches for you to enhance your company's positioning and reputation. Our aim is to give you the competitive advantage you seek in a rapidly diversifying world where sustainability is increasingly critical to business success.

We Believe

Sustainability, to be effective and influential, must be at the very heart of one's thinking and business model; everything socially, environmentally and economically positive, progressive and desirable emanates from it. Place it in a silo or make it a function of your business and the impact will be dramatically diluted.

We identify the genuine sustainability stories that that the media wants and that will have the greatest impact. We don't peddle greenwash - that's assured. Sustainability & CSR are awash with it. Frankly, in our opinion it's the biggest reason for public and professional skepticism. So, quite simply, we won't seek on your behalf or our own to aggrandise, falsely represent or gain credit where it's simply undue.



Our Values

We work with and only want to work with companies and organisations who share our values.

They are ...

Transparency

Honesty

Integrity

Our Contacts

We work regularly with the national and trade press in the UK. Over the past 3 years we have had articles published in every national newspaper in the UK, including the Financial Times, The Times, The Telegraph, The Guardian.

Our trade press reach covers the property, architecture, engineering, mechanical engineering, sustainability, energy, resources and facilities management sectors.

Our Success

We have delivered on target campaigns in consecutive years for partners with whom we work. We will, of course, share those with you. Quite simply, we deliver a return on investment against targets. We believe in working to mutually agreed campaign targets: they motivate, they focus, critically they enable us to measure our performance against your expectation. Then, we report against the success - the articles and their £ value - on a monthly basis, included in the fee.

Our Experience

Our PR team is headed by Julie Fourcade:

Julie is an accomplished PR professional with a successful 20-year track record in the development & execution of high impact strategies for clients in the waste, clean energy & built environment sectors.

Our Executive Directors are Anwar Harland-Khan and Gordon Miller, Co-Founders of Sustain Worldwide.

Anwar is the Managing Director of developers MHK International and has more than 10 years' experience working in the luxury marketing sector. MHK are currently developing a boutique villa retreat in Morocco.

Gordon has 20 years' experience as a journalist, writing for national newspapers including the Financial Times and The Guardian. He is a licensed BREEAM International Assessor. He founded and later sold whatgreenhome.com.

Our Media Services

Public Relations

Media Relations

Press briefings/site visits/targeted events

Primary research (to deliver) white papers/industry reports

Filmed outputs ... interviews/corporate/animation working with our sister company Taylor Made Media.

Our Challenge to You

If you want to realise the press coverage you believe your sustainability and CSR initiatives deserve, or if you have come to realise how important (and increasingly critical) communicating your sustainability credentials are to your immediate and long-term business success, talk to us.

We are sustainability specialists with the acumen, experience and press contacts to deliver the campaigns your achievements deserve.

Contact Us

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