



**AIPH**

# **Sustainability Communications and Engagement Plan**



# Sustainability Communications and Engagement plan

## 1. Aim

*A World/International Horticultural Expo has the potential to engage, inform and inspire large numbers of people across all ages and cultures.*

*A communications plan is a detailed plan (from beginning to end) for delivering any strategic message to a target audience to drive a positive business result. Your Sustainability Communications plan should emphasise the approaches you will take to deliver the Expo's Sustainability message throughout different communication channels.*

*A special part of the overall Communications plan should be dedicated to Sustainability Communications.*

*In order to create a communications plan, you need to consider the following basic questions:*

*What's the purpose of communication?*

*Who is the target of communication?*

*What's the message that's going to be communicated?*

*How is the message going to be communicated?*

*How will the message be distributed?*

*Sustainability communications and engagement should promote the Expo Sustainability message among:*

- Expo visitors, with a plan developed to address every visitor target group*
- Citizens and nationals of your city and country*
- International audience*

*Sustainability communications and engagement should use the following communication and media channels:*

- Expo-owned digital channels (Website, mobile app, Expo TV/radio, etc)*
- Social media*
- National and international print and online media*
- National and international broadcasters, film and animation studios*

*Please briefly summarise the aim of your Sustainability communication & engagement plan.*

## 2. Implementation Plan

### 2.1 Actions

*Please clearly report any actions<sup>1</sup> related to Sustainability Communications identified in the implementation plan and fill in the table below.*

*If you are planning additional activities, please add them in the table below.*

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<sup>1</sup> Please refer to the action mentioned in the implementation plan.

<b>Objective</b>	<b>Action</b>	<b>Purpose</b>	<b>Responsible/ Accountable</b>	<b>Method</b>	<b>Message</b>	<b>Target audience</b>	<b>Target audience numbers</b>	<b>Timeline (how often, when)</b>
7.1- Minimise carbon emissions during the Expo timeline	7.1.6 Production of a key achievements & lesson learned brief	Communicate the Expo's best practices in terms of minimisation of carbon emissions	Head of Sustainability (R) Sustainability Officer (A)	Publication	"Minimising carbon emissions is possible. Every event should do it"	General public & sustainability experts	200 copies	1 publication at the end of the Expo life cycle (2027)
	7.1.7 Presentation of a key achievements & lesson learned brief	Communicate the Expo's best practices in terms of minimisation of carbon emissions	Head of Sustainability (R) Sustainability Officer (A)	Online event	"Minimising carbon emissions is possible. Every event should do it"	General public & sustainability experts	50	1 online event (2027)

## 2.2 Gantt

Please include a Gantt chart or diagram to clearly show a timeline for the implementation of all actions. We suggest you use the attached template if you do not already have your own/a PM software already in use.

## 3. Evaluation

For each action undertaken, please fill in the table below:

<b>Action</b>	<b>Dates</b>	<b>Number of audience members reached</b>	<b>Comments (what went well, what could be improved)</b>
7.1.6 <i>Production of a key achievements &amp; lesson learned brief</i>	<i>March – June 2022</i>  <i>Published on 15<sup>th</sup> June 2022</i>	<i>120 copies distributed</i>	<i>Target audience could have included academics.</i>