Sustainability Communications and Engagement plan

1. **Aim** - *compulsory*

2. **Implementation Plan**
   
   2.1 **Actions** – *compulsory*
   
   2.2 **Gantt** – *compulsory*

3. **Evaluation** – *compulsory*
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 actions¹ 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.

¹ Please refer to the action mentioned in the implementation plan.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Action</th>
<th>Purpose</th>
<th>Responsible/Accountable</th>
<th>Method</th>
<th>Message</th>
<th>Target audience</th>
<th>Target audience numbers</th>
<th>Timeline (how often, when)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 - Minimise carbon emissions during the Expo timeline</td>
<td>7.1.6 Production of a key achievement &amp; lesson learned brief</td>
<td>Communicate the Expo’s best practices in terms of minimisation of carbon emissions</td>
<td>Head of Sustainability (R) Sustainability Officer (A)</td>
<td>Publication</td>
<td>“Minimising carbon emissions is possible. Every event should do it”</td>
<td>General public &amp; sustainability experts</td>
<td>200 copies</td>
<td>1 publication at the end of the Expo life cycle (2027)</td>
</tr>
<tr>
<td></td>
<td>7.1.7 Presentation of a key achievement &amp; lesson learned brief</td>
<td>Communicate the Expo’s best practices in terms of minimisation of carbon emissions</td>
<td>Head of Sustainability (R) Sustainability Officer (A)</td>
<td>Online event</td>
<td>“Minimising carbon emissions is possible. Every event should do it”</td>
<td>General public &amp; sustainability experts</td>
<td>50</td>
<td>1 online event (2027)</td>
</tr>
</tbody>
</table>
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 undertook, please fill in the table below:

<table>
<thead>
<tr>
<th>Action</th>
<th>Dates</th>
<th>Number of audience members reached</th>
<th>Overall comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1.6 Production of a key achievements &amp; lesson learned brief</td>
<td>Production: March – June 2022 Published on 15th June 2022</td>
<td>120 copies distributed</td>
<td>Target audience could have included academics.</td>
</tr>
</tbody>
</table>