



AIPH

Sustainability Communication and Engagement Plan



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.

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

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:

Action	Dates	Number of audience members reached	Overall comments: <ul style="list-style-type: none">- what went well- what could be improved
7.1.6 <i>Production of a key achievements & lesson learned brief</i>	<i>Production: March – June 2022</i> <i>Published on 15th June 2022</i>	<i>120 copies distributed</i>	<i>Target audience could have included academics.</i>