

SUSTAINABILITY COMMUNICATION GUIDELINES

Saying the right thing, in the right way, makes all the difference.

WHAT IS THE SUSTAINABILITY GUIDELINES?

The guidelines walk you through ten chronological steps for shaping clear, credible sustainability messages. Each step includes do's, don'ts, and examples from both within yachting and beyond, tick all ten, and you can be confident your communication hits the mark.

Freely available to the entire sector, the guidelines are also a resource for yachting media, helping to raise the bar on how sustainability is reported and discussed across the industry.

WHAT YOU WILL GAIN



Communicate environmental and social efforts clearly and consistently.



Build credibility and transparency.



Focus on measurable progress, not intentions.



Create more impactful, responsible messaging.

WHY IT MATTERS

Responsible action in the yachting sector is growing, but communication often falls short. This leads to:



Lack of clarity and consistency.



Reduced stakeholder trust.



Weak connection between action and communication.

WHO THIS IS DESIGNED FOR



Yachting companies



Marketing and communications teams



Industry media and stakeholders

“ A rising tide lifts all boats. It's promising to see the yachting industry stand together to tackle the greatest challenge of our time. ”

– Thomas Kolster,
Sustainability Communication Guru

WHAT YOU WILL FIND INSIDE

Without clarity and evidence, even meaningful efforts can be misunderstood. These guidelines provide **a 10-step structured framework** for developing clear and credible sustainability communication.

1. SET THE COURSE



Define your priorities and communicate with purpose.

2. ALWAYS BEGIN INTERNALLY



Empower your people to become authentic ambassadors.

3. SHARE THE JOURNEY



Show progress, not just promises.

4. KEEP IT SIMPLE YET HONEST



Communicate complex topics simply and transparently.

5. ALWAYS FOCUS ON IMPACT



Back up claims with measurable results.

6. CHOOSE THE MEDIA WISELY



Reach the right audience at the right moment.

7. LOOK FOR AN EMOTIONAL ANGLE



Turn facts into stories people remember.

8. BE VISUAL



Use infographics and images.

9. MAKE EVERYONE PART OF THE JOURNEY



Inspire stakeholders to be part of the change.

10. COLLABORATE FOR GREATER IMPACT



Work together to drive industry-wide progress.

DEVELOPED WITH EXPERTS

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