

# Public Relations as an **AGENT OF CHANGE**

## in Corporate Sustainability



### An Engaging 3 Hour Training Session

Facilitated by Angela Barter

MPhil (SU), Sustainability Communication Strategist

In a world where "Saving our planet is now a communications challenge," as highlighted by Sir David Attenborough, effective communication becomes paramount. Public Relations professionals often find themselves tasked with promoting environmental claims, but without proper training in sustainability, there's a risk of falling into the pitfalls of 'greenwashing.' This risks negative publicity, irreparable brand damage and loss of trust when exposed.

Public Relations practitioners that are well-versed in environmental issues can create authentic and effective sustainability communication campaigns, providing a solution for companies facing increasing stakeholder demands for transparency in corporate sustainability. They are also able to guide clients in crystallising their environmental intent, adding unique value. But perhaps most importantly, they can be agents of change, because effective sustainability communication can shift attitudes, inspire pro-environmental behaviour and drive positive change.

#### Learn about:

- 1. Role of Sustainability Communication in Corporate Sustainability:** Understanding the strategic significance of communication in promoting sustainable practices.
- 2. Misguided Environmental Claims and 'Greenwashing':** Exploring the risks and consequences posed by 'greenwashing' and its implications for consumer trust and brand authenticity.
- 3. How to Communicate Sustainability: 10 Guidelines for Effective Communication:** Providing practical guidelines for developing authentic and effective sustainability communication campaigns.
- 4. Measuring, Disclosing, and Communicating Sustainability Impact:** Addressing the importance of transparent ESG reporting and impact communication.
- 5. The Business Case for Sustainability Efforts:** Demonstrating how sustainability aligns with business goals and enhances long-term success.
- 6. Public Relations and Communication Professionals as Agents of Change:** Empowering Public Relations practitioners to be catalysts for positive environmental change through effective communication.

#### About the Facilitator:

The session is facilitated by Angela Barter, a leading Sustainability Communication Strategist with an MPhil in Environmental Management from Stellenbosch University. She is a highly regarded local and global public speaker who has written numerous articles regarding sustainability and 'greenwashing' featured in a range of media.



**The fee is R7 500.00\***

**This includes:**

A copy of the training session slide deck + Recording of the online Training  
Individualised Certificate of Attendance

\*Minimum fee of R7 500.00 for the session applies. More than 10 participants will be at an additional cost of R750pp.  
Excludes venue hire, food, travel and accommodation