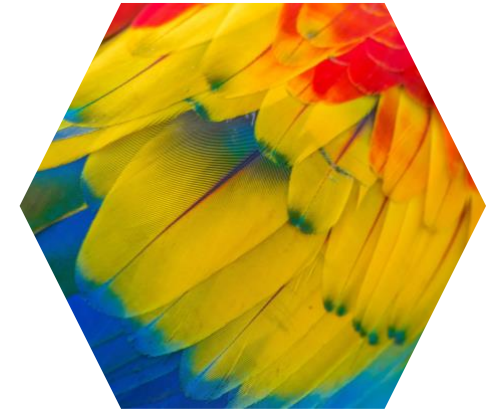


Communication & Knowledge Transfer Fact Sheet

1 Why do we need to establish a particular way of communicating our sustainability story?

In addition to acting responsibly, organizations face the challenge of contextualizing sustainability and communicating effectively. Knowledge transfer is key to learning and building on experiences.

Sustainability stories are the most powerful if they are personal, connected to the big picture and paint a positive picture of the future. In order to tell your organization's story, you first need to understand its narrative. Crucially, you also have to explain your choice of story and give a voice to challenges as well as failures. The story should cast your organization in an enabling role and be relatable.



2 What options do we have in communicating effectively?

Exponential audiovisual technologies such as Augmented Reality and Virtual Reality allow for the collection of data and stories that raise awareness, tell a distinctive story, create empathy, unite individuals and entities for a common goal and thereby enable actions that lead to exponential progress.

Organizational storytelling aims to revolutionize the way organizations and companies engage with their stakeholders and how they report on their journeys, their sustainability efforts, their ways of contributing to society and ignite joint action. By using exponential technologies, this form of storytelling further offers a platform to involve stakeholders, create empathy for the featured issues and to trigger collaboration and sharing – all with the aim of creating breakthrough solutions to today's issues.

3 How do we choose what to communicate?

The number and depth of sustainability issues that a company is faced with is ever growing while stakeholder expectations regarding corporate action on sustainability is increasing. It is therefore crucial to assess what matters most to stakeholders and to their respective companies. This is best achieved by conducting a materiality assessment and focusing all sustainability communication and reporting around the most relevant issues. In doing so, resources are used in the most effectively and stakeholder needs (internal and external) are met.



Communication & Knowledge Transfer Fact Sheet

How can *engageability* support our organization?

- **By developing your story with you**
engageability can help you develop your organization's narrative and write your sustainability story by providing companies and organizations with innovative technologies and content to engage with their stakeholders. With sustainability storytelling, we:
 - Connect companies/international organizations with societal stakeholders in new and interactive ways
 - Empower stakeholders to interact and influence agendas through almost real-time interactions
 - Allow stakeholders to live and feel organizational challenges and solutions
- **With the right connections**
engageability works with renowned artists and storytellers to create experiences for stakeholders to connect with your sustainability story.
- **By supporting you in identifying the most relevant issues**
engageability has a solid track record of supporting a wide range of companies in assessing and prioritizing their material issues, in reporting and communication and in leading stakeholder engagement panels. As such *engageability* enables companies to report on the most relevant issues and meeting stakeholder expectations.

How can we get in touch with *engageability*?



www.engageability.ch



info@engageability.com

