

# IoIC Sustainability Survey Analysis

## Part 2



Institute  
of Internal  
Communication  
We Matter At Work



# Introduction

This follow up report builds upon the initial findings by delving deeper into the extent to which sustainability is embedded within internal communication strategies. While the first report focused on the existence and understanding of sustainability commitments, this follow-up reveals a more nuanced picture of how these commitments are communicated internally.

The findings highlight significant areas for improvement, indicating that sustainability is not yet fully integrated into the fabric of most organisations' internal communication. This narrative expands on the survey data, offering insights and recommendations for better integrating sustainability into IC strategies.

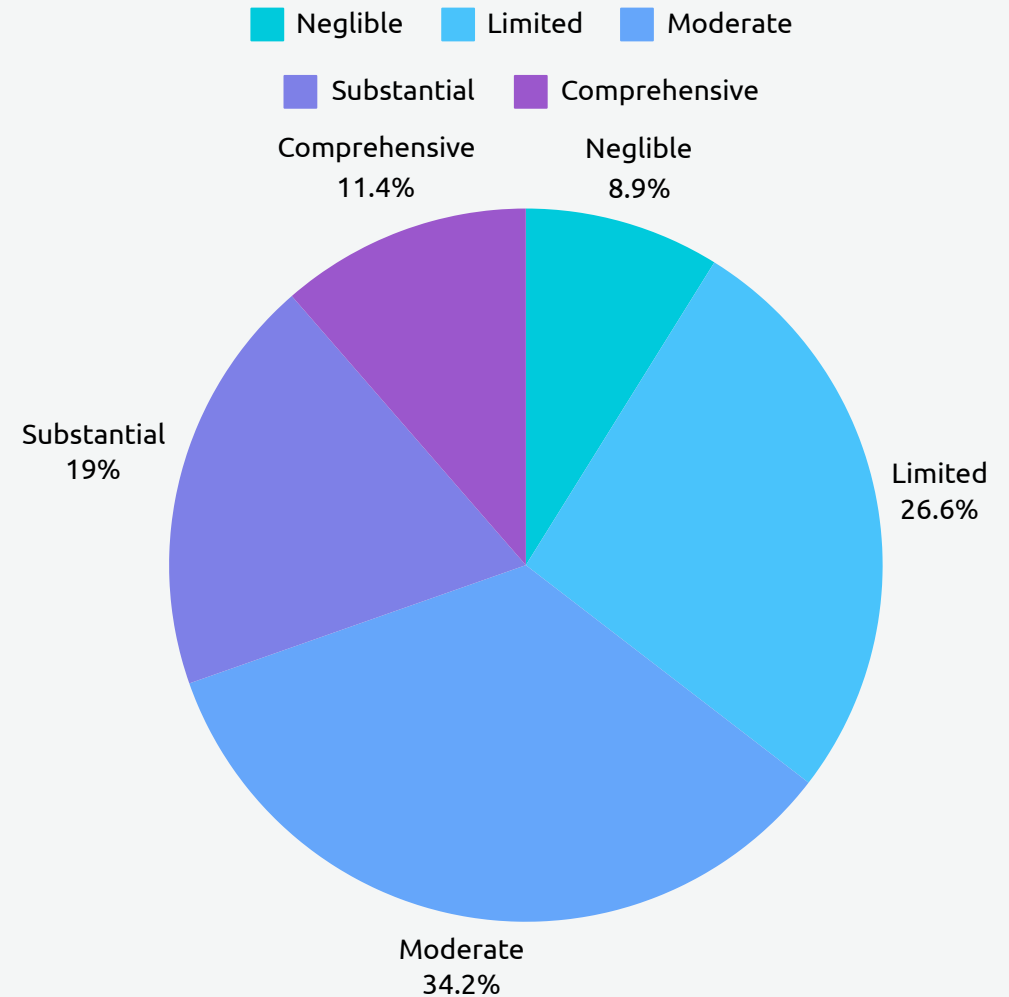
In partnership with Verity London



## Shallow Integration into Internal Communication Strategy

The survey results indicate that sustainability is only "moderately" integrated into internal communication strategies for 34.20% of respondents, with another 26.60% indicating it is "limited." For sustainability to be genuinely effective, it must be woven into the business's DNA. This requires that internal communication plays a central role in strategic planning and execution. By fully embedding sustainability into internal communication, organisations can ensure that all employees understand and engage with these initiatives, fostering a culture of environmental and social responsibility.

## How would you describe your organisation's current emphasis on sustainability in its overall internal communication strategy?



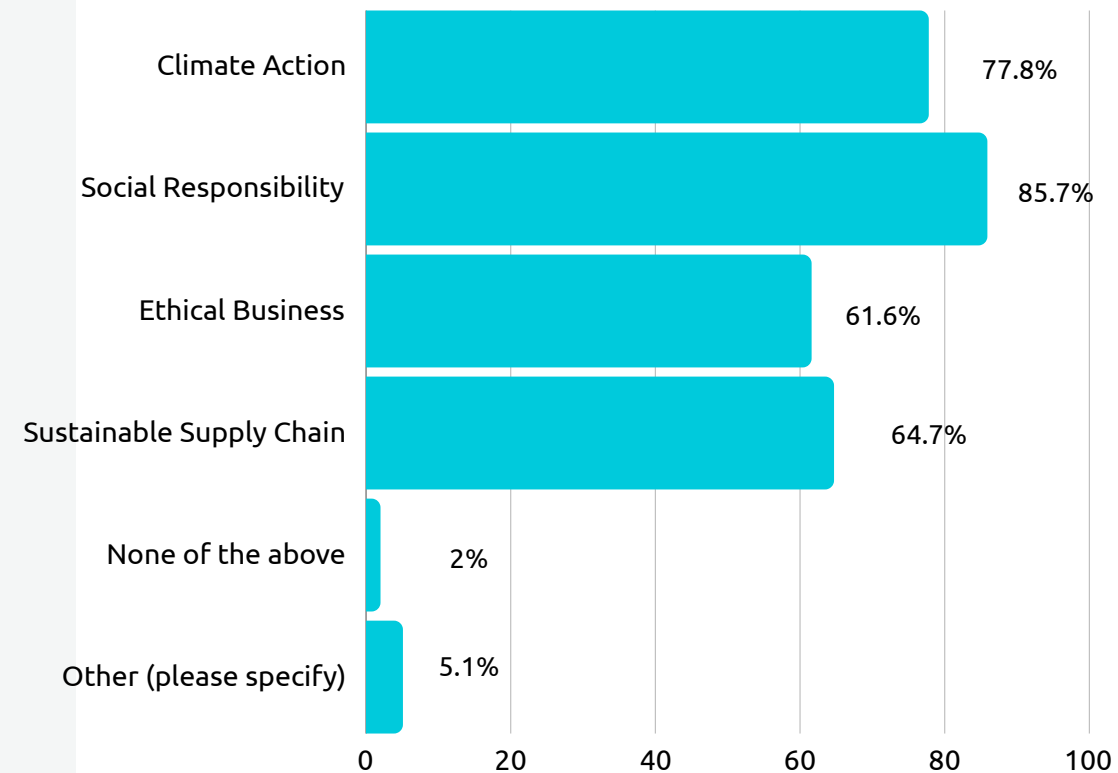
Answered by: 78 respondents

## Imbalance of Focus on Communication Topics

A significant finding is the imbalance in the focus of sustainability communications. The data shows that while 85.90% of organisations emphasise social responsibility and community engagement in their communications, 77.80% focus on climate action. This suggests that communications isn't covering a broad mix of material topics. It also indicates the potential gap in more overarching storytelling and messaging. This centres around what it means to be a responsible business, why it's important for people and planet and how this translates across environmental, social and governance issues.

Social issues are often easier to communicate than complex topics like ethical business practices or sustainable supply chains. To address this, it is crucial to ensure that all pillars of a sustainability strategy are given equal attention and are connected to the organisation's overarching goals and commitments.

## Which area of sustainability is your organisation currently focused on? (Select one or more)



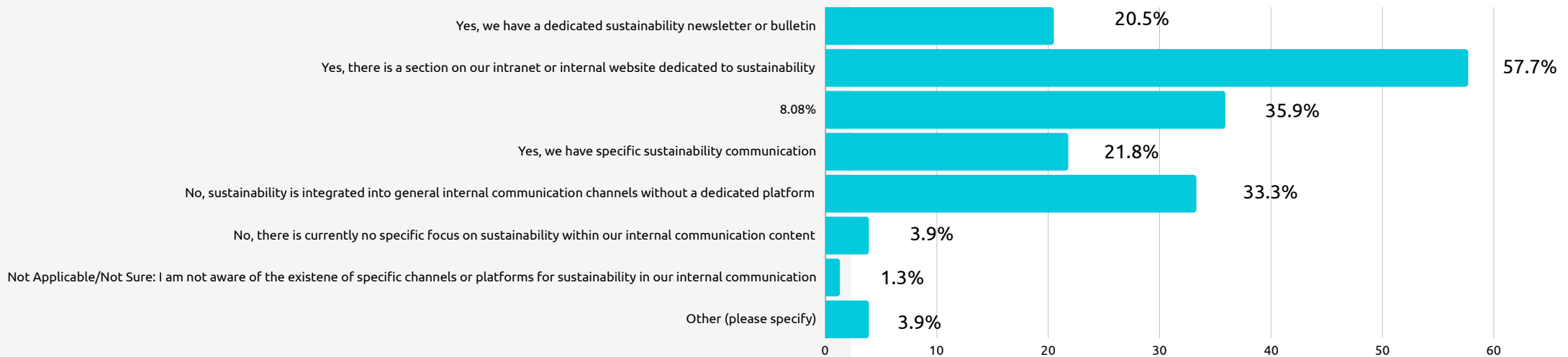
Answered by: 98 respondents



## Dedicated Channels for Sustainability

It is promising to see that 57.70% of respondents have a dedicated section on their intranet or internal website for sustainability, and 35.90% use internal social media platforms. However, the effectiveness of these channels for engaging colleagues and driving behaviour change needs to be assessed. The choice of communication channels should be guided by their ability to foster sustained engagement and meaningful interaction among employees.

**Are there dedicated channels or platforms within your internal communication framework that specifically address sustainability topics? (select all that apply)**

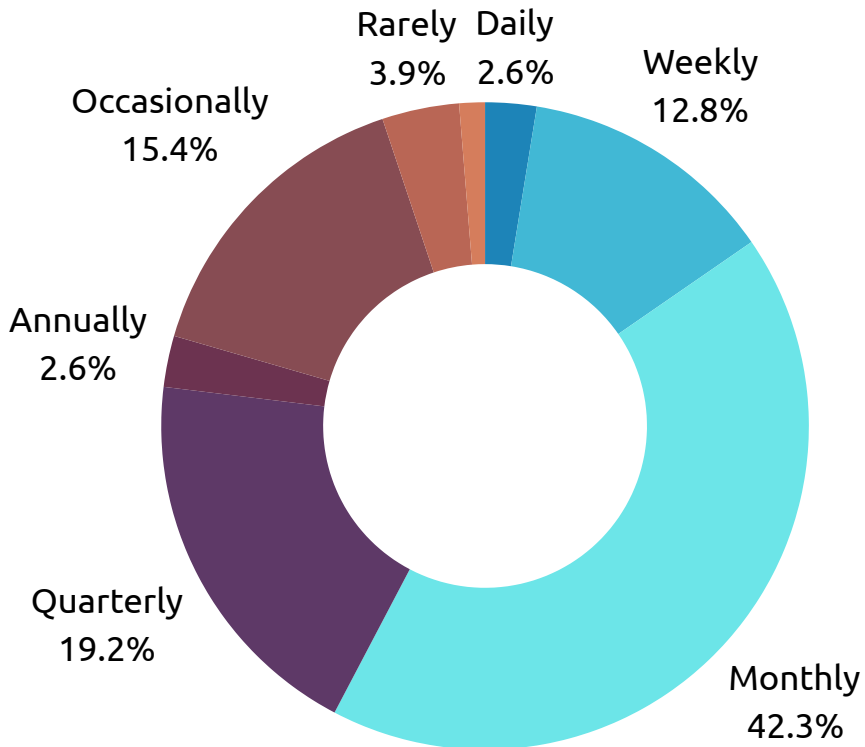


Answered by: 77 respondents

## Frequency and Impact of Communications

The survey indicates that communications on sustainability issues are generally not frequent enough, with 42.30% of respondents stating they communicate monthly. It is essential to evaluate what these communications aim to achieve and how their frequency compares to other internal communications.

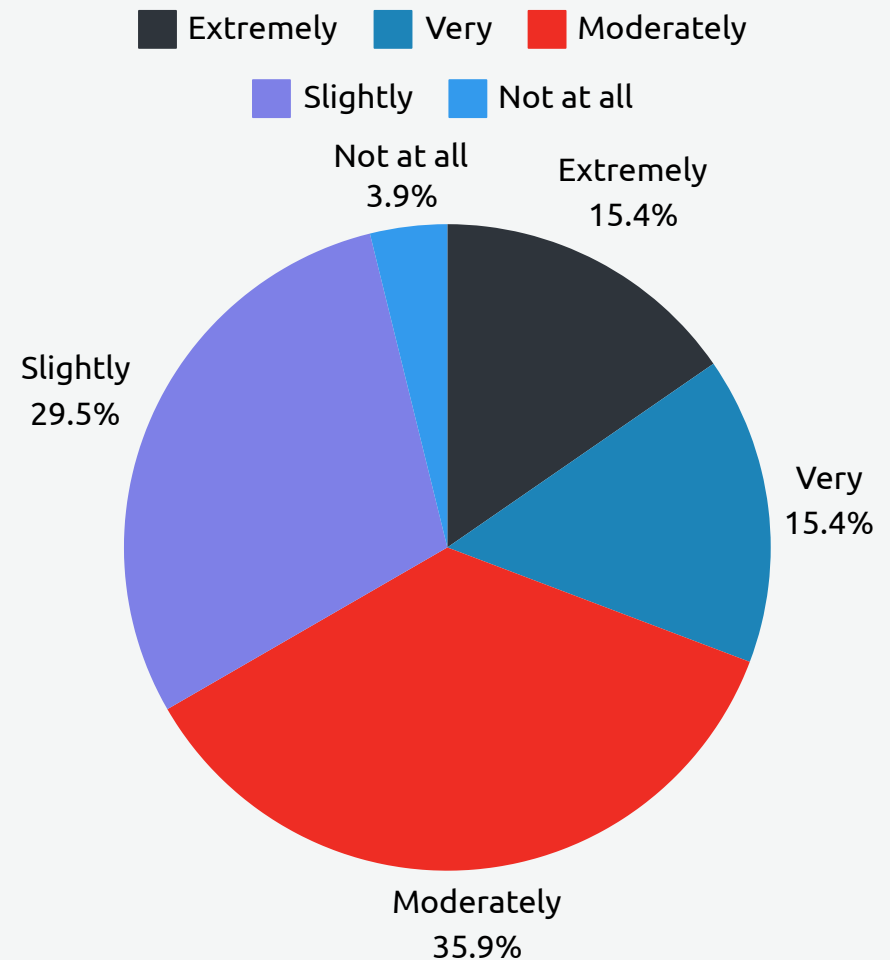
### How frequently do you communicate on sustainability topics to your internal stakeholders?



Answered by: 77 respondents

Moreover, while only 35.9% of senior leaders are actively involved in communicating sustainability initiatives, their involvement is crucial. Messages from senior leadership can have a significant impact and help reinforce the importance of sustainability from the top down.

### To what extent are senior leaders involved in communicating sustainability initiatives internally?

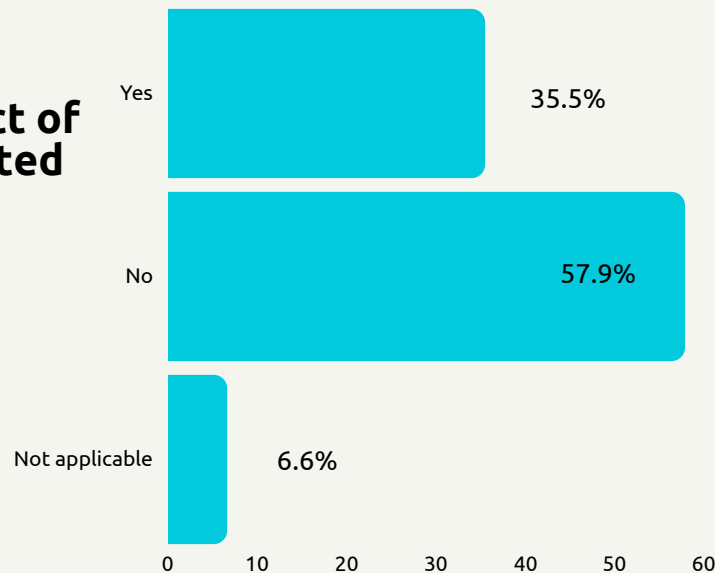


## Measurement of Communication Impact

A critical area for improvement is the active measurement of the impact of sustainability communications on colleague engagement and behaviour change. The survey shows that 57.90% of respondents do not actively measure this impact. To ensure the effectiveness of sustainability communications, it is vital to implement robust measurement tools and methodologies. This will help organisations understand what works, make data-driven adjustments, and demonstrate the value of their sustainability efforts.



**Do you actively measure the impact of sustainability-related communication on colleague engagement, behaviour change and/or understanding?**

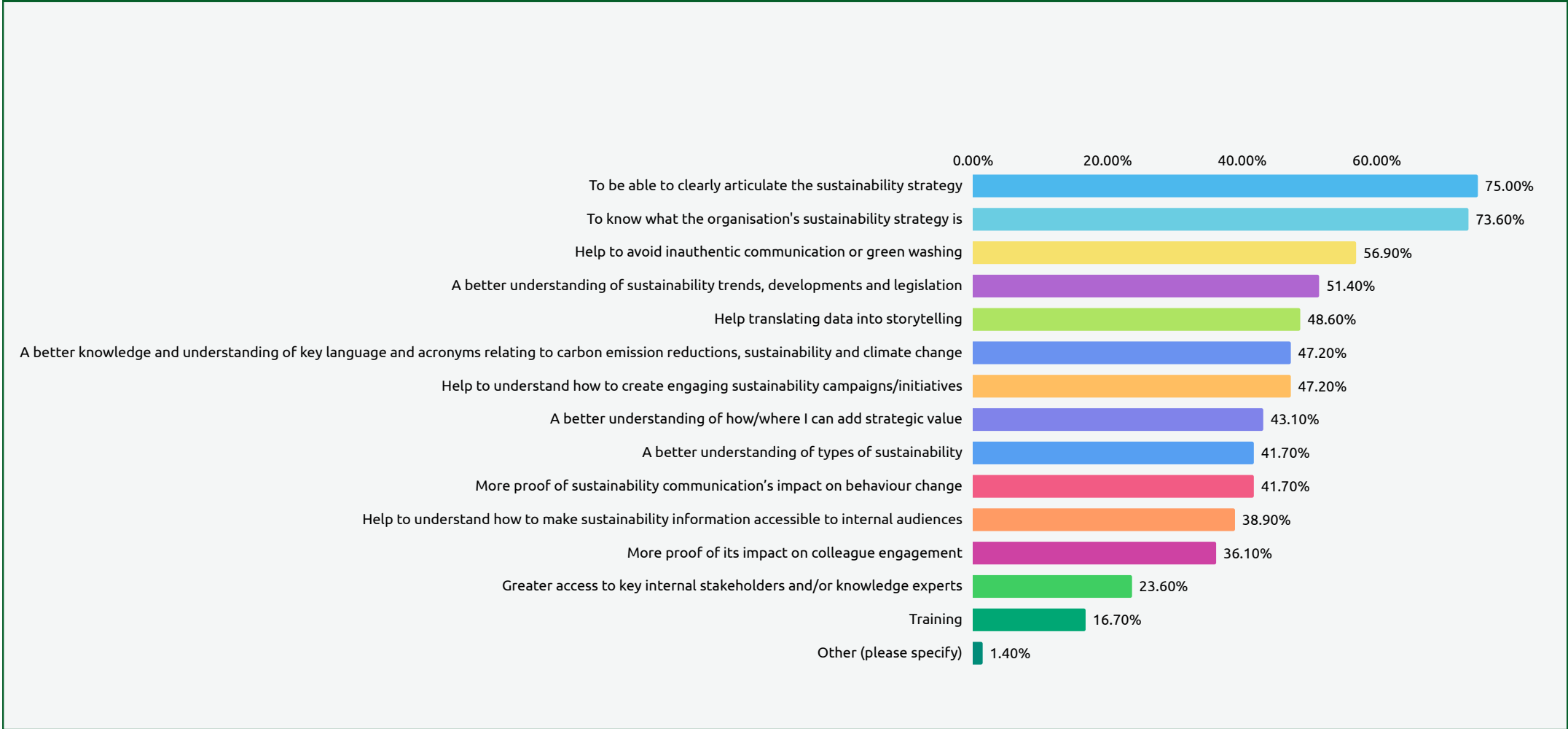


Answered by: 75 respondents

## Clarity and Training Needs

Internal communication professionals have expressed a need for greater clarity and support to effectively integrate sustainability into their work. According to the survey, 73.60% need to know their organisation's sustainability strategy clearly, and 75% need to be able to articulate it without jargon or confusing terminology. Developing a relatable and authentic story around the strategy is essential for humanising the communications and making commitments meaningful and actionable for colleagues.

# For me to integrate sustainability communications into my work, I need:

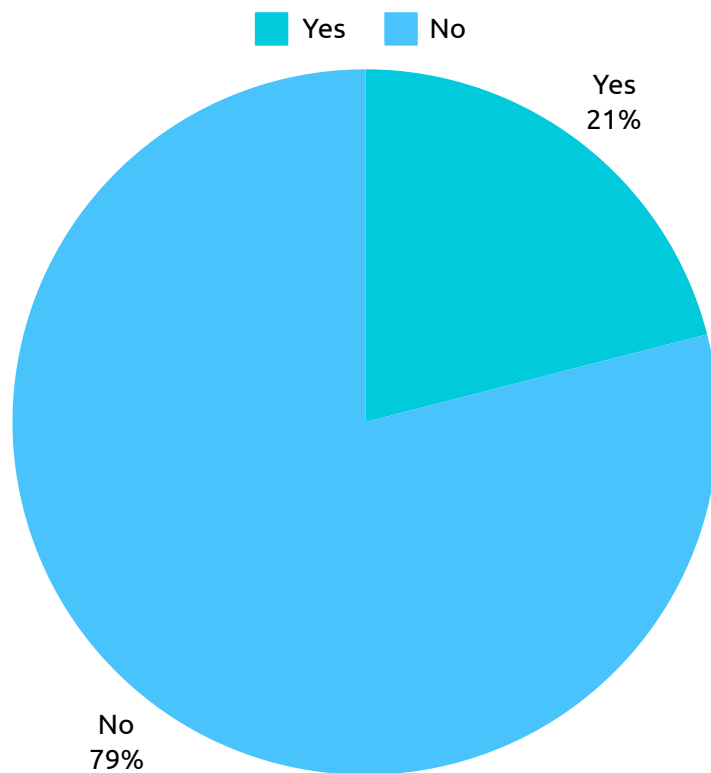


Answered by: 71 respondents



However, 79.20% of respondents have received no specific training related to incorporating sustainability into internal communication. Upskilling in this area is crucial for improving the quality and impact of sustainability communications.

**Have you received any specific training or professional development related to incorporating sustainability into internal communication?**



Answered by: 71 respondents

# In conclusion

The findings from this follow-up report underscore the need for better integration of sustainability into internal communication strategies. Key recommendations include:

- Embedding sustainability deeply into the communications strategy and planning.
- Ensuring a balanced focus across all sustainability topics.
- Leveraging best practice communications and channels.
- Actively measuring the impact of sustainability communications.
- Providing targeted training and professional development for IC professionals.

By addressing these areas, organisations can enhance the effectiveness of their sustainability communications, leading to greater engagement, understanding, and action among employees.

## Next steps



- Keep up to date with sustainability content on our knowledge hub.
- We will provide additional learning resources, in collaboration with Verity London.
- We will gather case studies to help members see how other organisations are tackling sustainability communication.
- We will provide guidance and techniques for how to better influence the various sustainability stakeholders.

# We thank you for your support in our survey.

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