

7 TIPS FOR TALKING ABOUT SUSTAINABILITY

LESSONS FROM THE CRUISE INDUSTRY

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ONE INDUSTRY. ONE VOICE.



SUSTAINABILITY IS NOT THE PLACE FOR SPIN



There is no quicker way to erode your brand than by putting a green sheen on current practices, science-based. Transparency is one part of the equation. Even more importantly, involving experts in your efforts adds credibility and keeps you honest about what and how you are doing in this space. At CLIA, we have a Global Sustainability Board of Advisors made up of NGOs, academics and government officials involved in sustainability. They are not just spokespeople. They are our conscience.

BUT IT IS A PLACE FOR STORIES

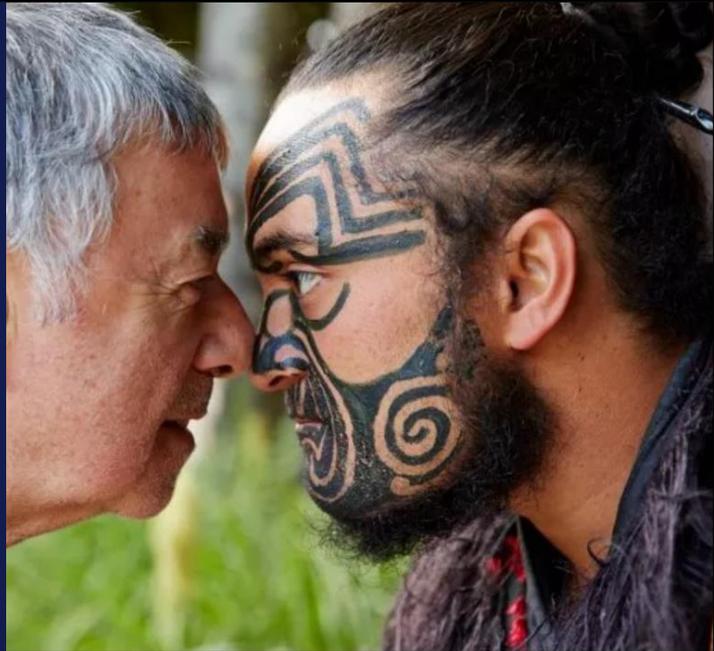


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That does not mean that you should not tell positive stories— and lots of them! Big and small. After the Caribbean hurricanes, the cruise industry went into action to help the stranded travelers, and most importantly, the communities with emergency supplies, housing for relief workers and rebuilding. It is some of the very human stories that stand out like MSC helping an individual find her invalid mother in Puerto Rico or Norwegian relaxing their pet policy so families could travel together.

AND WHERE
THEY LEAST
EXPECT IT



And in ways they least expect— just like other communications, it pays to surprise and delight. Princess Cruises works with the Māori people in New Zealand on issues like education, natural and cultural preservation. Rather than talking about the work, they let guests experience it through cultural exchange and education.



GO INSIDE OUT

Start inside your organization with training and programs that engage and excite your biggest fans— your employees.

The cruise industry recycles 6x more waste per person than the average person on land.

This is just one program from Royal Caribbean to ensure best practices throughout their fleet.



Corporate philanthropic work funds the non-profit world. Partnerships that work at sustainability are the golden ticket.
RCCL—Seabourn

ACTIONS SPEAK LOUDER THAN CHECKS

(especially when they are caught on video)



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Actions speak louder than checks. Princess and Carnival have been working on smart development in the South Pacific with both their dollars and their time and talents. Plus, going back to meeting your audience where they are— a great video never hurts!