



## DO YOU WORK IN MARKETING? GOOD NEWS:

# YOUR JOB

Read through this checklist and pick one or more actions to pursue. (Bonus: Work your way through all of them!)

# IS A CLIMATE JOB

### INTERNAL COMMUNICATION

- Normalize the climate conversation within your company and marketing team. Crafting a new internal narrative makes it easier to do the same for your customers and clients.

### PRODUCTION

- Make sure marketing campaigns and events are low-carbon and circular (e.g., avoid buying new and source energy from renewables).

### CUSTOMERS

- Use your ties with consumers and communities to advance the dissemination and use of climate-related education and action campaigns. (Seventh Generation and Patagonia are great examples.)

- Find creative ways to nudge consumers to take their own climate action.

- If you work in e-commerce, enable consumers to contribute to climate solutions via payment processing (e.g., offer the option to donate to a climate organization at checkout).

- Collaborate with and learn from other brands to scale campaign impact.

### SUPPORTING CLIMATE POLICY

- If you work in public relations or communications, collaborate with your organization's government relations team to develop communications strategies and campaigns to publicly support climate legislation.

- If you're on the client side, choose creative agencies that have robust climate initiatives, and ask all agencies what they're doing on sustainability and climate.

### TRAVEL

- Minimize carbon-intensive business travel and opt for virtual gatherings. If possible, instead of flying, choose lower-carbon options such as the train.

### CAMPAIGNS

- Use climate-friendly imagery and characters in your advertising (e.g., bikes, mass transit, plant-based meals).

- If you're on the agency side, avoid working with fossil fuel companies and other businesses that prop up the fossil fuel industry—and include climate considerations in your client proposals.

### DIALOGUE AND ACTION

- Brainstorm action with colleagues on your team and beyond. Raise your collective concern at team and all-staff meetings.

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Visit [Drawdown.org](https://www.drawdown.org) for more climate action checklists



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