CLIMATE ACTION CHECKLIST FOR MARKETING PROFESSIONALS

Do you work in marketing?

Good news:

YOUR JOB IS A CLIMATE JOB

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

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.

CAMPAIGNS

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

☐ 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).

☐ 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.

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.

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

TRAVEL

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

☐ 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.

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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