

# 12-Step Guide for Internal Promotion

Promoting the *High-Quality Blue Carbon Principles and Guidance* within your organisation is a critical step towards building awareness of best practices and establishing what high-quality blue carbon looks like within your business activities. Use the principles and guidance to help foster a culture of accountability, sustainability, and transparency in blue carbon within your organization and beyond to ensure high-quality and clear guardrails for sustainable market development.

This 12-Step guide can help you inspire people within your organization to align their practices with the principles and guidance, building confidence in blue carbon markets and improving outcomes for people, nature, and climate.

See the “External Promotion with Template Material” for communication resources and tools.

## 1. Understand the Principles:

- ☐ Familiarize yourself with each of the five principles: Safeguard Nature, Empower People, Employ the best information, interventions, and carbon accounting practices, Operate Locally and Contextually, and Mobilize high-integrity capital. Understanding the principles is the first step to effectively communicate them to others.

## 2. Create a Communication Plan:

- ☐ Develop a comprehensive communication plan outlining key messages, target audiences, and communication channels. Consider using a mix of internal emails, newsletters, intranet posts, and even internal workshops or webinars to reach different segments of your organization.

## 3. Craft Compelling Messaging:

- ☐ Create messages that resonate with your colleagues. Emphasize the positive impact of adhering to the principles, both for the organization and the environment. Highlight real-world examples, success stories, and the potential benefits of sustainable practices.

#### **4. Utilize Visuals:**

- ☐ A picture is worth a thousand words. Create visually appealing materials, such as infographics or posters, that succinctly convey the essence of each principle. Visuals can make complex concepts more accessible and memorable.

#### **5. Engage Leadership:**

- ☐ Secure support from leadership to reinforce the importance of the Blue Carbon Principles. Encourage executives to share messages, participate in awareness campaigns, and integrate sustainability goals into the organizational mission.

#### **6. Internal Workshops or Webinars:**

- ☐ Host internal workshops or webinars to provide in-depth insights into the High-Quality Blue Carbon Principles and Guidance. Invite experts or stakeholders to speak, fostering a deeper understanding and connection to the principles.

#### **7. Incorporate Training Programs:**

- ☐ Integrate the Blue Carbon Principles into your organization's training programs. Ensure that employees at all levels are aware of the principles and understand their role in upholding them.

#### **8. Recognition and Rewards:**

- ☐ Establish recognition programs to celebrate and reward teams or individuals who actively contribute to the implementation of the Blue Carbon Principles. Publicly acknowledge their efforts through internal communication channels.

#### **9. Feedback Mechanisms:**

- ☐ Create avenues for feedback and open discussions. Encourage employees to share their thoughts, ideas, and concerns regarding the principles, fostering a collaborative approach to sustainability within the organization.

## 10. Measure and Communicate Impact:

- ☐ Establish key performance indicators (KPIs) to measure the impact of incorporating the Blue Carbon Principles.
- ☐ Regularly communicate progress, showcasing the positive outcomes achieved through the organization's commitment to sustainability.

## 11. Sustain Momentum:

- ☐ Sustainability is an ongoing commitment. Develop strategies to sustain momentum, such as regular updates, themed months or weeks dedicated to sustainability, and ongoing education initiatives.

## 12. Create a Dedicated Platform:

- ☐ Establish a dedicated online platform, such as an intranet page or a collaboration tool, where employees can access resources, share ideas, and stay informed about the latest developments related to the Blue Carbon Principles.