



pet
sustainability
coalition

Member Communications Kit

Your Member Communications Kit includes the language you need to share your membership with employees, customers, and suppliers. Ensuring stakeholder support throughout the planning, implementation and growth of your sustainability Whether you use it in part, in it's entirety, or as an inspiration, is up to you. Please let us know how you are sharing your membership so that we can amplify your efforts to make the most impact.

Stakeholder Identification

Employees

Your employees are key to innovation, goal setting, and implementation. They have the deepest knowledge of opportunities for efficiency improvements and communicating with this important stakeholder group might unlock some interesting ideas!

Suppliers

Suppliers have a big impact on your environmental and social footprint. Knowing your suppliers policies can help you avoid unknown risks and your suppliers might have solutions in place for other customers that you can access too.

Customers

Customers and consumers are demanding sustainable brands and products more than ever. Communicating with this stakeholder can help increase sales, improve reputation, and encourage your team to take next steps.





Employee Communications

How to talk to your employees about your PSC Membership

The Pet Sustainability Coalition is a nonprofit organization in the pet industry that helps companies identify ways to drive business performance through social and environmental impact. PSC has demonstrated that sustainability pays, by improving productivity, encouraging innovation, saving money through efficiencies and meeting the growing demands for healthy, safe and sustainable products. Our membership delivers education, inspiration, and implementation support that will help us formalize our sustainability business plan.

We know that global issues matter to you as both an employee and a consumer and we encourage you to help us find ways to integrate sustainable practices into our every day processes and procedures. Take the time to explore the Pet Sustainability Toolkit; it is full of great ideas, tools, and case studies that may inspire and inform. If you are interested in participating or leading an initiative, please let a team member know so that we can work together to make your vision a reality. We believe social and environmental sustainability is a basic business responsibility and hope that you will support our efforts towards a more sustainable future.



Supplier Communications

How to talk to your suppliers about your PSC Membership

The Pet Sustainability Coalition is a nonprofit organization in the pet industry that helps companies identify ways to improve our environmental and social performance. As a supply chain partner, you are a critical part of our success.

Your unique perspective can help us identify additional opportunities to reduce waste, increase efficiencies and innovate great products and services that make a positive impact on the environment and communities we do business in.

By joining our company in our quest to become more sustainable, you too can experience bottom line savings through efficiency improvements, improved worker productivity and satisfaction, reduced supply chain risk, higher customer and consumer satisfaction, and improved sales revenue.

The Pet Sustainability Coalition works with all types of companies including manufacturers, distributors, brands, retailers, and service providers. If you have ideas on how to improve or redesign products, processes or business models please let us know! And, if you want to be part of this growing movement, you can learn more at www.petsustainability.org.

Customer & Web Communications

How to talk to external audiences about your PSC Membership

As a member of the Pet Sustainability Coalition, we are committed to implementing sustainable business practices that minimize our impact on the environment and the communities where we do business. We believe sustainability is a critical component of any successful business strategy and are proud to say that we are taking steps towards a more sustainable future for our customers and the pets they love.

PSC is a collaborative nonprofit that provides tools, educational resources and implementation support to drive environmental and social impact.

Learn more about the Pet Sustainability Coalition at www.petsustainability.org.

LANGUAGE FOR ADVERTISEMENTS:

Proud member of The Pet Sustainability Coalition

- accelerating pet businesses through environmental and social impact strategies -

Twitter:
@SustainablePet
#PetSustainability

www.petsustainability.org

Facebook:
@PetSustainability

-accelerating pet businesses through environmental and social impact strategies-

LinkedIn:
Pet Sustainability
Coalition

[#petsustainability](https://www.linkedin.com/company/petsustainability)

PSC COMMUNICATION GUIDELINES

GUIDING PRINCIPLES

- Members are encouraged to share their membership status.
- Coalition membership implies that your company is authentically interested in pursuing sustainability and that you have agreed to meet all minimum requirements of membership.
- The Coalition does not engage in any “greenwashing” activities or promote its membership as evidence that member companies are more sustainable than those companies who are not members. “Greenwashing” is understood to include any activity by a company that prioritizes the marketing components of sustainability without undergoing sustainability implementation strategies that improve their environmental and social performance.

LOGO REGULATIONS

- Members are encouraged to share their coalition membership to the media, customers, buyers and sellers via company websites and printed literature.
- Members are prohibited from using the Coalition logo or any other graphical representation of the Coalition on their product(s) or packaging.
- Members are prohibited from using the Coalition logo or any other graphical representation of the Coalition to indicate that their products are environmentally preferable in any way including using words such as sustainable, green, eco, or environmentally friendly.



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Vision Statement:

The Pet Sustainability Coalition strives to be the leading organization for sustainable advancement in the pet industry. We promote creative collaboration throughout the pet industry that prioritizes business minded solutions for sincere environmental improvement.

Mission Statement:

We accelerate pet businesses through environmental and social impact strategies.

For up to date information on PSC, visit us on the web at www.petsustainability.org.

To explore the Pet Sustainability Toolkit, your one-stop shop for education, implementation tools, and resources visit www.petsustainability.org/PIST