ENVIRONMENT COMMUNICATION PLAN

Approval	
Name	
Signature	Chief Executive Officer
Date	

Environmental Communication is a planned and strategic use of the communication process to support development of effective policies and implementation of projects that are able to promote environmental sustainability.

Communication is a continuous process; defining goals to accomplish and looking for strategies to make communication effective allow better reception and interpretation of messages. Communication is always going on: if one decides not to communicate, silence, lack of words and contact shall continue to be interpreted, for or against will.

According to The Organisation for Economic Co-operation and Development, planning communication processes imply a perception that citizens do not make direct links between personal behaviour and environmental improvement.

There is a long road between what is Said and what is Done. It is important to deconstruct misconceptions. This is about realizing that what is said is not heard yet; and what is heard is not understood yet; what is understood is not yet approved; what is approved, it is not executed yet.

Communication: Responsible, Rational and Relevant

Reporting issues about the environment concerns the global community, so the responsibility and credibility of those who report influence the way the message will be received from broadcasting. This is one reason for associating to concepts such as the Communication: Responsible, Rational and Relevant.

Planning a communication campaign encouraging people to separate their waste will not conform to any of these concepts if the campaign does not coordinate technical resources for the beneficiary to act as they are being advised to.

how to motivate employees to adopt good environmental practices, if their leaders or organisations do not cultivate them? Setting an example of good environmental practices increases credibility of those who communicate.

Just like children, all of us learn from experience and from attitudes and examples we are exposed to. Likewise, messages that require behaviour change are better accepted if they come from those who practice what they teach. Unfortunately, there are some bad examples of environmental communication, such as “greenwashing”, which, shortly, is when companies or organisations convey messages with environmental content that does not apply to the products or activities they actually develop.

Becoming an example involves taking measures as an individual, within the family and in cultural, religious, sportive or political associations. In short, it consists of being a employee and promoting , assuming economic, social and environmental responsibility.

Planning before acting

What is the purpose of a piece of communication? This definition shall be of great relevance. What do we want? To inform, to discuss or to involve? For each of these questions, there are several alternative answers, and they all start with planning. For defining objectives, it is possible to use the SMART methodology: Specific, Measurable, Achievable, Realistic, and Time-bound.

It all starts at the diagnosis - the more realistic and detailed information you get, the better. However, the diagnosis should be focused on specific objectives, and it should not take very long time to be produced. There is always research work to do and you need to move forward. Another factor of great importance is the definition of target groups - communication is oriented in terms of language, time, resources and investment on the basis of audience characteristics. To accurately determine who is being addressed influences the amount of success of your actions; it is, therefore, a fundamental task.

Assessment and Control

The assessment of activities is a very significant step to determine the most appropriate approach to correct decisions and to align planning continuously. Therefore, after setting goals, we must define the main indicators and subsequently assess and monitor the ongoing processes. Pre-defined indicators are a precious file in decision-making and the basis for future investments and more polemic decisions.

Environment management activity obtains most information from economic activity, but there are indicators that need to be built based on the knowledge of the sector. In the communication field, when promotion of an activity of selective collection is started, indicators are not easy to quantify. However, whenever possible, we recommend the following items, or a more specific agenda, that an organisation can institute.

Use of feedback as a management tool

Feedback is essential to ensure communication between the parties, to correct the route, to evaluate the work and performance, to engage, to include and to improve. Some alternative ways to promote feedback are the implementation of a system to receive, sort and respond appropriately to requests for information and complaints; reactions to campaigns by the audiences and the media; participation in public sessions; in-person meetings.

As an example, one way of ensuring a better relationship with the claimants of an installation is to invite them to visit the facility and to discuss with them the problems experienced in a previously arranged session that anticipate the problems and possible solutions. Thus, it works to involve these participants in a feedback program in which they are able to send information whenever there is reason to complain, as well as receive information about what is happening. In a more mature relationship it is possible to anticipate the occurrence of a problem (a scheduled maintenance that may indicate the presence of bad odours, uncommon noise, less frequency of collection due to strike, etc.). This issue is communicated in advance and thus, these claimants become spreaders of official information. The recognition of the importance of these issues brings advantages, if ignored these issues may foster potential crisis.

Communicating with employees, communities, and other concerned parties and stakeholders about SB CONSTRUCTION OHS Evironment programmes and performance; and

Publishing verified OHS- related information, including major incidents or legal contraventions, in the SB CONSTRUCTION Annual Report.

Promoting open communication on OHS issues with employees and other stakeholders will be supported

Communications Action Plan and Feedback

Ref doc.	To Whom	Frequency	Purpose
Health And Safety Policy	ICLIX Pty(Ltd) Employees	Startup 6 - Montly	Induction And Awareness
Environmental Management Policy	ICLIX Pty(Ltd) Employees	Start Up 6 - Monthly	Awareness
Environmental Incident Log	ICLIX Pty(Ltd) Employees	Start Up As Per Incident	Awareness Hazards And Risks
Environment Management Plan	ICLIX Pty(Ltd) Employees	Start Up 6 - Monthly	Induction Awareness

All Document TO BE FORWARD TO SHE OFFICE