

# How to tell a powerful sustainability story in B2B marketing

Cut through the greenwash with storytelling that sticks. Today's buyers are switched on. They want action, not empty promises - and that means your sustainability messaging needs to be clear, credible and customer-first.

Here are 5 expert tips to help you stand out:



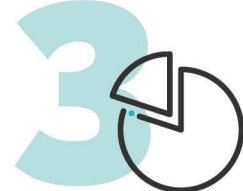
## 1 Prioritise your customers' interests

Start with what matters to them – not just what sounds good for your brand. Show how your actions benefit them, their goals and the planet.



## 2 Make your messages coherent

Don't let sustainability sit in a silo. Integrate it across your brand narrative, tone of voice, and content to ensure consistency and authenticity.



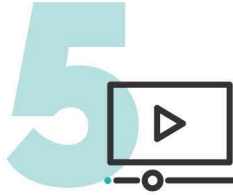
## 3 Link initiatives to individuals

Stats are powerful, but stories stick. Share the human side – whether that's your team, your customers or the communities you support.



## 4 Stay positive and keep it simple

Doom won't drive action. Focus on progress, possibilities and purpose. Avoid jargon and make your messaging accessible.



## 5 Mix up your formats

Bring your story to life across different channels – think videos, carousels, testimonials and behind-the-scenes content. Variety keeps your message fresh and engaging.



## Bonus tip: Stick to the facts

Make sure any goals, facts or statistics are written in line with the Green Claims Code. Being honest builds trust and protects your brand.

