



#comm4climateaction

VISION COMMUNICATION'S PLEDGE
TO THE EUROPEAN CLIMATE PACT



Introduction

Vision Communication is a multi-sectoral communications organisation that aims to inspire action for social change by offering its expertise in developing smart strategies, creating compelling content and ensuring effective dissemination.

Clear communication is the core business of our organisation, through which we are able to:



Understand how global awareness and dissemination of information are important for climate action.



Create international partnerships to tackle global challenges through awareness campaigns.



Train professionals and leading organisations on how to manage communication crises.

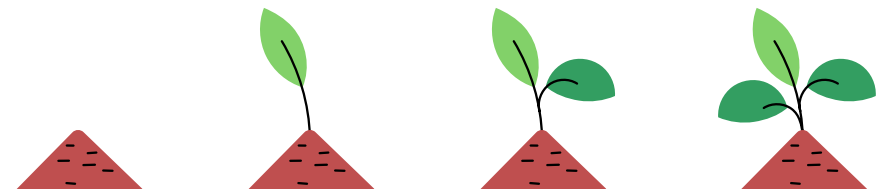


Create audiovisual and written content.
Transforming ideas into meaningful experiences.

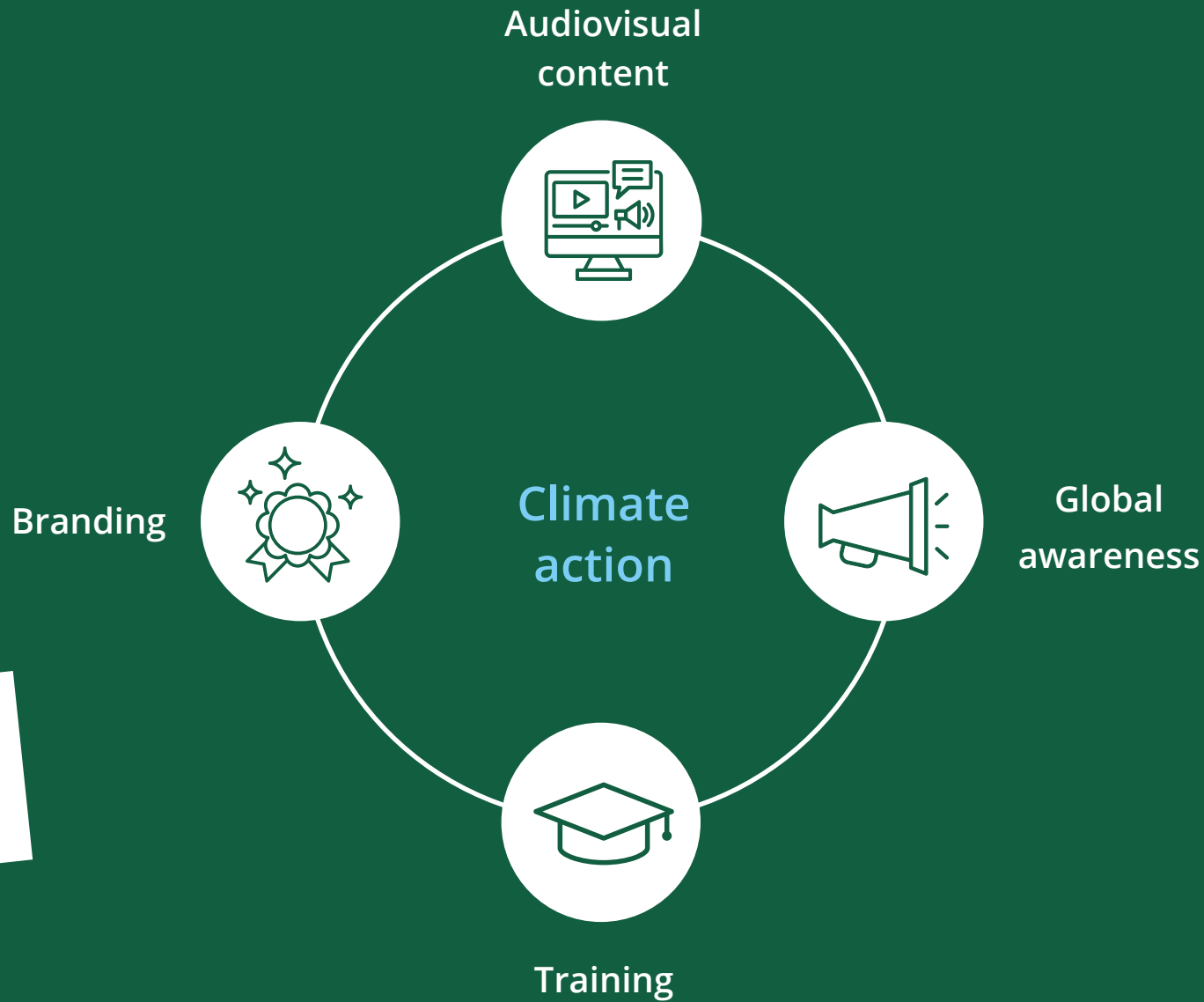
Vision's projects provide a positive impetus for achieving social change and environmental sustainability. Therefore, we are joining the European Climate Pact to work together with our colleagues, clients and suppliers to call for decisive action on climate change and pave the way for a better future for the generations to come.

The [*European Climate Pact*](#) is a movement of people united around a common cause, taking steps to build a more sustainable Europe for us all. Launched by the European Commission, the Climate Pact is part of the [*European Green Deal*](#) and is helping the EU to meet its goal to be the first climate-neutral continent in the world by 2050.

We combine our fields of activity into a single system effectively to unleash and transform Vision Communication's potential in climate action. We undertake communication for action to fulfil all the conditions of the European Climate Pact and attract a broader audience to our campaigns to jointly move towards solving a common global problem and together achieving visible results in [**#comm4climateaction**](#).



#comm4climateaction



SAVE
the
planet



STOP
GLOBAL
WARMING



Our Aim

> *Our goals are defined to contribute to finding solutions to the problem of climate change. We identify what stage we are at and how the values indicated in the European Climate Pact can help us move towards climate impact reduction.*

Objective. We aim to collaborate with projects that benefit society by actively helping in the joint fight against climate change and social problems.

We strive to ensure that all our projects positively impact climate change adaptation and social issues since we believe these topics are interconnected.

We are involved in projects that follow the European Climate Pact, such as *European Mobility Week*, *FASTER*, *HeatNet* or the *Green Digital Charter*.

We carefully research the projects in which we participate and direct them towards environmental responsibility and sustainability to achieve a high-quality and visible result.

Using and combining our resources, we closely monitor the progress of the work from the initial idea to the finished project, providing support that ensures that projects meet the criteria of the European Climate Pact.

We strive to introduce an environmental agenda in projects that addresses social problems to improve society's quality of life in general.

We also support our partners and participate in joint educational projects in the fields related to adaptation to climate change. It is essential for us that young researchers can contribute to the overall fight against climate change.

✦ **KPI.** 70% of our projects deal address environmental or social issues that build a more sustainable Europe.



Our Choice

> *We show how we work and face everyday decisions by choosing an environmentally friendly lifestyle.*

Objective. Our choice is an environmentally-friendly way of working that can significantly reduce the level of pollution that leads to climate change.

In our work, we implement smart consumption and environmentally friendly use of resources. We also choose our partners, providers and sub-providers carefully to comply with the company's eco-friendly status.

We have implemented smart working into our daily workflow, and therefore, we have begun to use less transport, which contributes to GHG emissions and air and noise pollution.

Most of our documentation has been transferred to electronic format. We use electronic signatures to sign documents and prefer electronic versions of documents to hand to our clients and avoid paper consumption/tree cut.

We choose the principle "Reduce, Reuse, Recycle."
We avoid using non-recyclable resources throughout our workflow by finding environmentally friendly alternatives like reusable products and things that we can apply now and in future. All waste from our activities is completely separated and recycled.

- ✦ **KPI 1.** 90% of the documentation has been transferred into the electronic version.
- ✦ **KPI 2.** 50% of our providers and sub-providers we work with are eco-friendly.
- ✦ **KPI 3.** 100% fulfilment of the principle "Reduce, reuse and recycle".



Our Call

> Our “call to action” informs our audience and partners about the importance of the climate change movement, linking it to our **#comm4action** organisation’s strategy.

Objective. Our call is to remove social barriers so that everyone can take part in climate action activities. Our social media audience, colleagues, and partners must learn about climate change adaptation and choose to join us in committing to the values of the European Climate Pact.

We follow the values of the European Climate Pact, where raising awareness is one of the essential principles. We always strive to show our activities by motivating and inspiring people to join in on climate action.

- > Posting the work done on social networks, describing which results we achieved.
- > Talking about achievements and problems, showing the audience that we are open to dialogue.
- > Informing our clients and partners about our participation in the pact to motivate them to join the European Climate Pact.
- > Producing audiovisual and written content dedicated to climate change

> Discussing the importance of environmental sustainability and exploring the actions everyone can take to improve the situation.

Besides informing our audience about the challenges and solutions in adapting to climate change, we strive to listen to society’s needs. We conduct polls and surveys to get feedback from our audience. It helps us understand people’s opinions and develop innovative strategies to achieve positive results in advancing climate change adaptation.

We guide our clients on adopting the values of the European Climate Pact in their daily work.

- ✦ **KPI 1.** All of Vision Communication’s channels contain information about the company’s participation in the European Climate Pact.
- ✦ **KPI 2.** 1 monthly post about the importance of climate action.
- ✦ **KPI 3.** Conduct one bi-monthly challenge or contest on social networks to attract people to join efforts in adaptation to climate change.



Track our progress towards climate action results

