

BECOME A LEADER
in
RESPONSIBLE COMMUNICATION

**Training
program**



CONTEXT

- ▶ **The world** is going through major environmental, demographic and social issues, which the Covid 19 crisis has significantly accelerated. But it is also changing rapidly with new forms of business and initiatives spreading all over the world. **Citizens** are increasingly aware and committed. They are raising their voice and taking action.
- ▶ **Companies and brands** are directly impacted by these major upheavals. They face an increased mistrust from consumers. They are being held accountable to their commitments and are expected to be transparent on their environmental impacts.
- ▶ In this context, **communication** has a key role to play in supporting brands in their transition and accompanying consumers towards new ways of consuming. Communication should not be a mirror distorting the reality of society. This is what we call **responsible communication** (or **Eco communication**).
- ▶ **Communicators** are thus in the front line through their actions (direct impact), but also through the actions of the recipients of their communication (indirect impact). They must become the actors of responsible, committed and transformative communication.

“

We need to move from communicating about commitments to committed communication.

”

Béatrice Mandine

Executive Director of Communication, Brand and Engagement at Orange

“

By the nature of the messages it conveys, communication is an essential lever for the ecological transition, which it can make desirable. But it also is an opportunity to strengthen public confidence in brands and to demonstrate their usefulness in the service of sustainable growth.

”

Hervé Navellou

*President of Union des Marques
and CEO of l'Oréal France*

THE OBJECTIVES OF THIS COURSE

▶ **Turn** your communicators into **CSR ambassadors** and **changemakers**:

- **By raising their awareness** of the challenges of communication in terms of ecological transition, diversity and inclusion
- **By giving them the tools** to communicate "better", both in the way they design and produce their communication and in the messages they convey

▶ **Rethink** communication across the entire **value chain**, from design, through production, to broadcast and end of life.

▶ **Unite** your collaborators around a **collective and meaningful project**



6 lessons around key themes of responsible communication



Lesson 1: Responsible communication: how to transform a constraint into an opportunity?

Lesson 2: How to design and produce communication projects responsibly?

Lesson 3: How responsible influence contributes to the progress of brands?

Lesson 4: How to organize events responsibly?

Lesson 5: Digital technology: how to use it responsibly in communication?

Lesson 6: What role can the media sector play in a responsible communication dynamic?

An e-learning course built on a unique and innovative digital tool



Micro learning
Adaptive learning
techniques



20-30' per
lesson

- Each lesson is composed of **texts, illustrations and video formats**
- They are easily understood thanks to a **storytelling approach** where the participant finds himself/herself in the shoes of a **fictitious communicator**
- **Rich, varied, interactive content** (facts and figures, inspiring strategies and campaigns, innovative ideas, quiz questions, smart habits to adopt)
- **To go further:** additional content, links and toolkits to help you take action
- A **technology** that allows everyone to revise the topics covered previously but not yet mastered.



Make it Positive
TOOLKIT

ENSURING AN ETHICAL CONCEPTION PHASE IN COMMUNICATIONS

What questions should you ask yourself when preparing a brief ?

- 1 - Depending on the brief's topic, has it been co-constructed with the CSR department ?
- 2 - Depending on the brief's topic, has it been approved by the external relevant stakeholders (associations/NGOs, experts, etc.)? This is especially important if the topic of the brief is sensitive and has been the subject of criticism or controversy.
- 3 - Will the data provided with the brief be made available to consumers who would like to verify the sources ?
- 4 - Does the brief encourage a responsible message and/or execution that encourages positive behaviors ?
- 5 - Does the brief encourage a process of eco-communication (incl. design, production, distribution & end of life). Are partnerships with companies with social vocations (such as reintegration facility for the disabled) conceivable ?
- 6 - Does the brief encourage accessibility for people with disabilities? (subtitles, audio description, e-accessibility...)

1. "Less is more". Responding to the initial business need without making it more complex, by challenging it to extract the essence and assess the need for a new digital product.

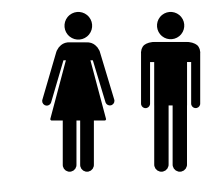
2. Draw inspiration from digital ecosystem successes: Avoid overloading digital sites and services developed with too many elements, optimize file size, adapt loading time to formats, limit the use of plugins...

Objective: Faster, better UX, better accessibility for a more satisfied user.

Source: AOPAF

TAILOR-MADE FORMULA ACCORDING TO YOUR NEEDS

FORMULA #1 – AWARENESS-RAISING COURSE



1 Session via Zoom/Teams with an expert

- Raise awareness of the issues surrounding responsible communication and the solutions that exist
- Understand, identify and reduce the environmental and social impacts of your communication activities (e.g. production, events, packaging, influence, digital...)

Between
2 and 3 hours

All the employees /
the different
**professions of the
company**
(30pax max per
session)

FORMULA #2 – E-LEARNING COURSE

E-learning course made up of 6 lessons

- Acculturate and train all communicators in responsible communication
- Decipher the few essentials of the changing context in which the company evolves
- Understand the importance of adopting habits and good practices in responsible communication
- Identify the tools available and the experts to mobilize

20 to 30 minutes
per lesson

**All the communicators
In France and abroad**

FORMULA #3 – E-LEARNING COURSE & IMPLEMENTATION*

E-learning course made up of 6 lessons + workshops*

- **Acculturate and train all communicators in responsible communication**
- **Develop expertise in a particular field of communication**
- **Apply what you have learned in the e-learning course through role-playing and concrete cases**
- **Identify your levers of action, develop a roadmap, develop your knowledge over time**

Flexible :
From 1 week to a
few months

**All the communicators
In France and abroad**

+ optional : additional journalistic content by WE DEMAIN

- **A white paper** to draw inspiration from external trends and identify weak signals in your sector
- **Editorial newsletter** throughout the project (Interviews, decoding of trends, curation, remarkable initiatives...)

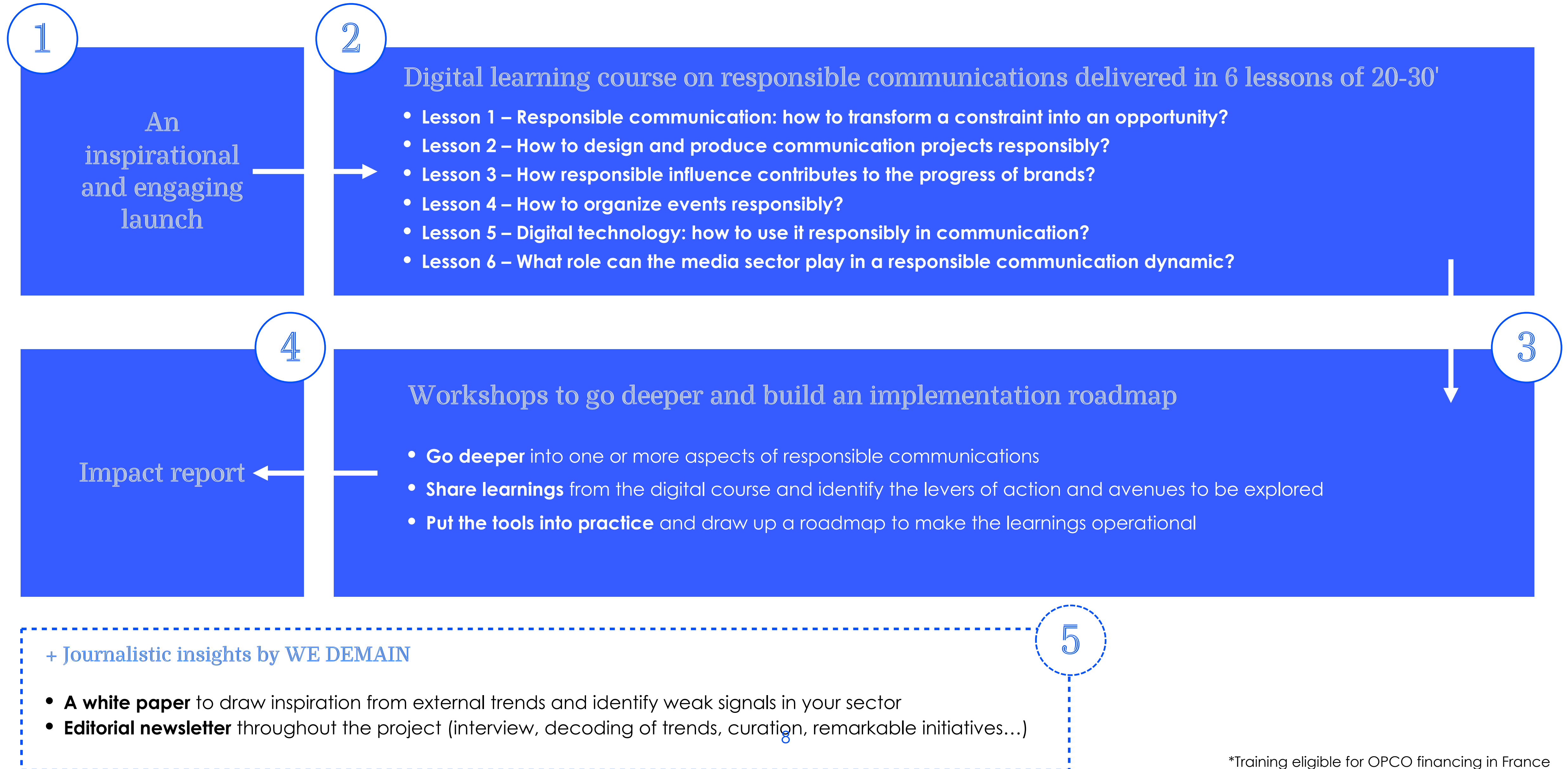
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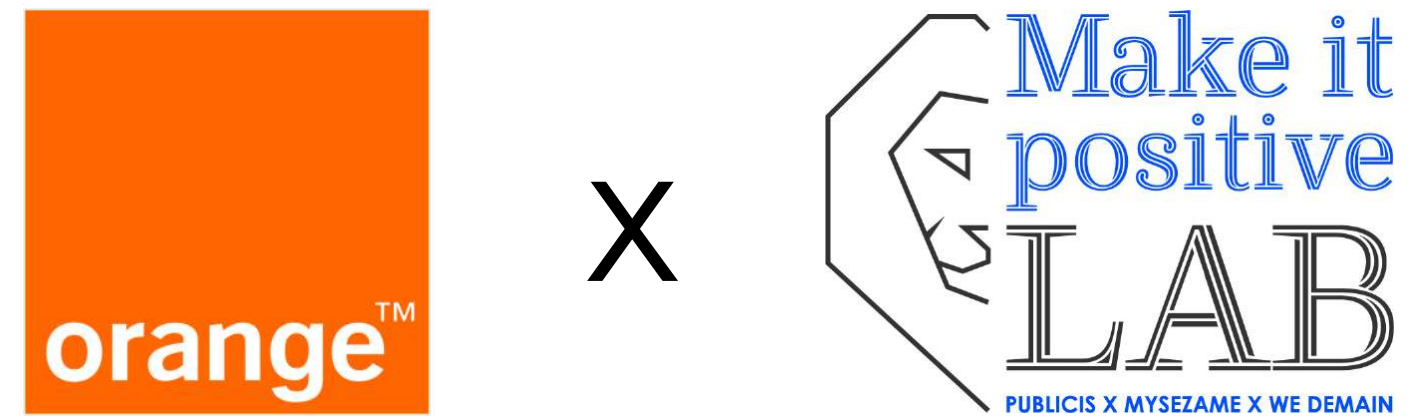
All employees

FORMULA #3 – E-LEARNING COURSE & IMPLEMENTATION*



A Comprehensive program to turn your communicators into actors of responsible communications





TRAINING PROGRAM ON RESPONSIBLE COMMUNICATIONS FOR THE 1600 COMMUNICATORS OF THE GROUP

A 4-month program from March to July 2021



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MARCH

APRIL

MAY

JUNE

JULY

Kick-off

E-learning course

Workshops to go deeper

Editorial magazine

1h live from the Orange studios

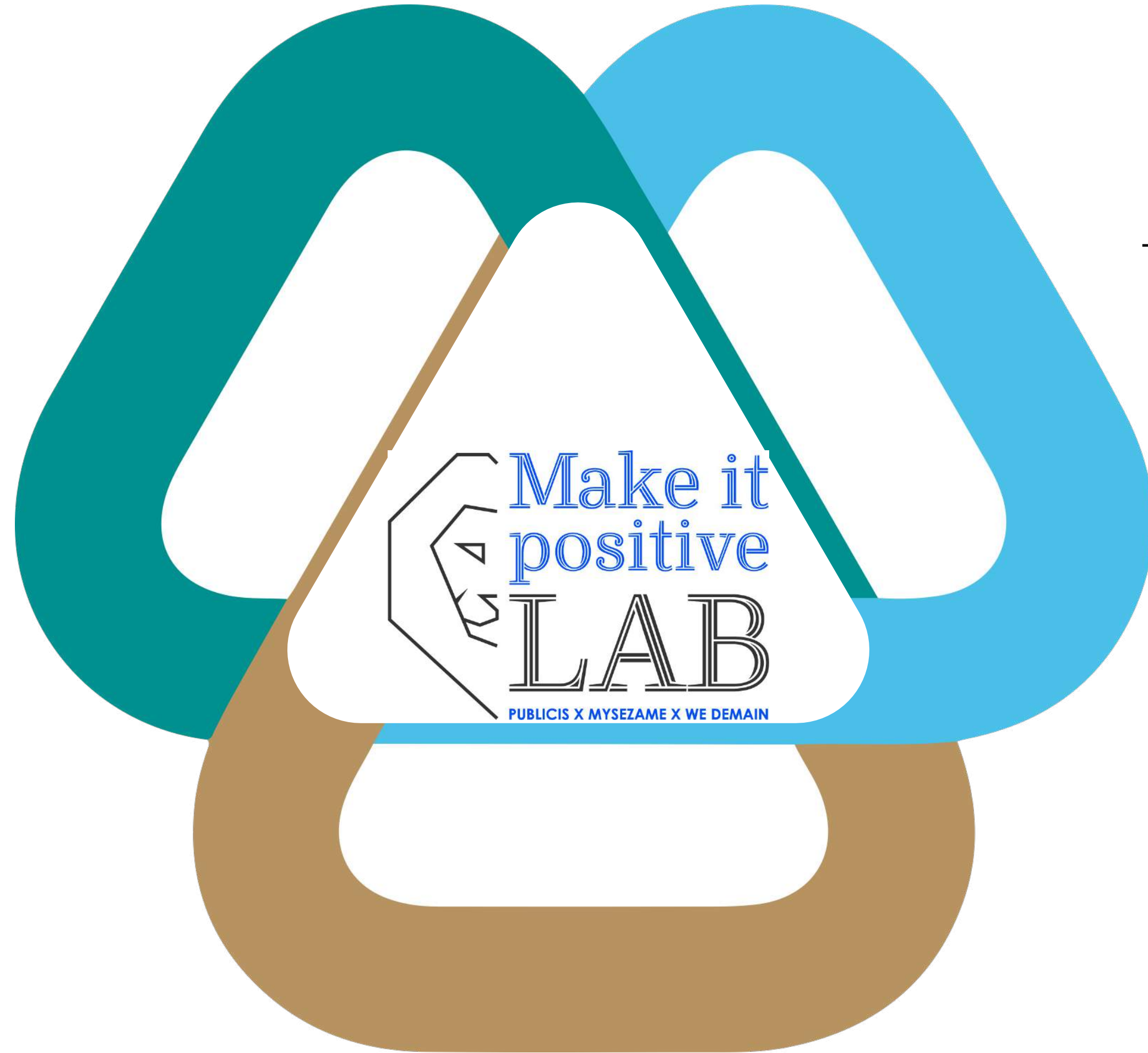
For 500 ambassador communicators Licenses in French and English

2 workshops in French & 2 workshops in English

A 16-page magazine published by WE DEMAIN for Orange



The pioneer in employee engagement around sustainability and impact business



WE DEMAİN

The historical CSR media expert



The worldwide expert in strategy and sustainable communication

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Thank
You