

# FUTERRA



## The 10 Rules of Sustainable Communication

- 1. BIG PICTURE**  
make connections, demonstrate long term thinking, blow myths
- 2. TECHNICALLY CORRECT**  
be trustworthy, provide transparency, give real facts
- 3. BE COOL**  
sexy, mainstream and non-patronising, avoid worthy and be brave – stand out!
- 4. BELONG**  
invitation to a massive worldwide change, positive conformity, join a success
- 5. ONLY STORIES WORK**  
empathy and emotions are a powerful tool, stories hold people's attention
- 6. OPTIMISM**  
sustainable development is achievable, avoid too much guilt
- 7. GLORY BUTTON**  
feel good about yourself, pat on the back, sustainable development makes you a great person and we love you for it
- 8. CHANGE IS FOR ALL**  
breaking stereotypes, inclusive language and images, mass ownership
- 9. WE NEED MORE HEROES**  
icons to emulate; 'be like me'
- 10. PERSONAL CIRCLE**  
relate to everyday life, give a familiar context for big ideas



The 10 Rules underpin all of FUTERRA's work. They remind us at every turn to be positive and inclusive when we talk about sustainable development. We have very often found them helpful - others have too.

The 10 Rules was created through wide-ranging consultation with sustainable development practitioners, advertisers and change managers. They have been widely applied and published by both the United Nations Environment Programme (UNEP) and the European Association of Communications Agencies (EACA).