



SAMBA

SUSTAINABLE MARKETING AND
BUSINESS AMBASSADORS

Turning Messages into Action

A step-by-step guide to plan
a sustainable marketing story

[SAMBASSADORS.EU](https://www.sambassadors.eu)



Hello and Welcome!

This workbook includes step-by-step tasks that guide you through the process of creating a sustainable marketing story.

You will move step by step:

SCAN – Explore the company and its sustainability.

AUDIENCE – Analyze the target audience and their motivations.

MESSAGE – Create a sustainable marketing story and materials.

BUILD – Build a pitch presentation.

APPLY – Pitch your solution to the company.

Now let's SAMBA!

S T E P O N E

SCAN

First step is to understand who the company is
and what sustainability actions it takes.

EXERCISES

- 1 Explore the company online to understand its marketing & sustainability.
 - 2 Interview the company to gain deeper insight.
 - 3 Discuss which sustainability themes are most important and why.
-

EXERCISE #1

Explore the company

Explore the company's website and marketing channels (e.g. social media).
Pay attention to how the company presents its products and communicates with customers.
Then answer the following questions.

1. What products or services does the company offer?

2. Which marketing channels can you find?

3. What kind of impression does the marketing create?
(e.g. professional, modern, friendly)

EXERCISE #1

Explore The Company

Next, look more closely at sustainability.

Explore the company's products and overall responsibility.

Can you find the following information? Tick all that apply.

Is sustainability visible on the company's website or marketing?

CHECKLIST

- Are the products made from recycled or renewable materials?
- Are the products produced locally?
- Are the products designed to be repairable, reusable, or recyclable?
- Does the product or company have reliable certifications?
- Does the company mention any environmental sustainability actions?
(e.g. emissions targets, recycling, renewable energy)
- Does the company mention any social responsibility actions?
(e.g. equality, fair working conditions)
- Does the company support social or environmental issues?
(e.g. Climate change, Pride, mental health awareness)

EXERCISE #2

Interview The Company

Next, your task is to prepare for the company interview.

Below you will find suggested questions.

Discuss them in your group and think of additional questions.

Company & purpose

- 1 Why and how was the company founded?
- 2 What makes your business unique?
- 3 What are your business's core values?
- 4 Describe your main customer...

Sustainability

- 5 What does sustainability mean for your business?
- 6 Which areas of sustainability are most important?

Marketing

- 7 What is the main goal of your marketing?
- 8 Which marketing channels do you use?
- 9 How would you describe your marketing style?
(e.g. cheerful, modern or professional)

Competitors

- 10 Who are your main competitors?

EXERCISE #2

Your Questions & Notes

Question 1

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Question 2

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Question 3

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Question 4

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Question 5

.....

.....

Write down notes here during the interview ...

EXERCISE #3

Choose the themes

Go back to your interview and online research.

Discuss in your group which sustainability topics are the most relevant for the company.

Write down 1–3 key themes.

1.

2.

3.

S T E P O N E
REFLECTION

How do we feel about today:



Reason for our rating:

What went well?

What could be improved?

One thing we learned today

S T E P T W O

AUDIENCE

Great messages start with knowing your audience. In this section, we'll dive deep into the values, motivations, and pain points of your audience.

EXERCISES

- 1 Discuss the target audience with your group and take notes.
 - 2 Build a clear customer profile based on your insights.
 - 3 Present your customer profile to other groups
-

EXERCISE #1

Understand your audience

Review what the company said about its customers. Then, discuss your target audience in more detail with your group and write your notes and ideas as a mind map or draft

Target Audience

Let's start with the basics. Who is your target audience?

Picture them, and for example their age, location, job title, or more.

Who are we crafting this story for?

Lifestyle and values

Beyond the basics, what does your audience like and believe?

What are their hobbies, their dreams, or their values?

Motivations

What would make them interested in buying? e.g.:

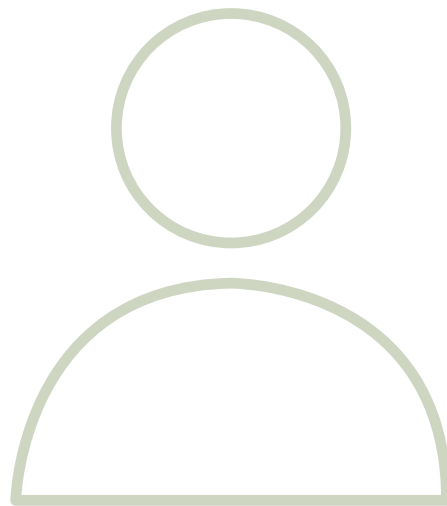
- What is trendy or what others recommend
- Easy to use, makes life easier or saves time
- Matches their identity, style, or values
- Feels enjoyable or looks good
- Clear benefits or impact
- Something else? What?

Pain points

Now, let's dig deeper. What problems or challenges is our audience facing? Where does your story fit in to help solve these issues?

EXERCISE #2

MIND MAP



EXERCISE #2


Build a customer profile

Design a visual customer profile where you present your ideal target audience based on your discussion and notes. Use Canva or Powerpoint.

INCLUDE

- Name
- Description (who they are: e.g. age, profession)
- Lifestyle and values (what they like and what matters to them)
- What motivates them to buy?
- Pain points (what challenges they face)

EXAMPLE



**Emma –
Urban Plant
Lover**

28-year-old student living in a small city apartment. Enjoys growing herbs at home and decorating her space.

Lifestyle & values

- Enjoys caring for plants as a hobby
- Dreams of having her own garden one day
- Values simplicity and sustainability
- Likes cozy and aesthetic home decor

What motivates her to choose

- Easy to use and suitable for a small apartment
- Matches her sustainable lifestyle and personal style
- Looks beautiful in her home

Pain points.

- Limited space for growing plants
- Many gardening products are plastic, single-use or unattractive

S T E P T W O
REFLECTION

How do we feel about today:



Reason for our rating:

What went well?

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One thing we learned today

S T E P 3

MESSAGE

A compelling message doesn't just share information
– it tells a story that engages, and makes people care.
Now it's time to turn your insights into a story.

EXERCISES

- 1 Plan your story
 - 2 Visualize your story and pitch it to other groups
 - 3 Choose your channels and adapt your story.
 - 4 Check your claim
-

Engage with storytelling

Storytelling brings your sustainability message to life.

Through storytelling, you can highlight your company's key sustainability actions, explain how it started, show how your product is made, or share a customer's experience.

Stories can be told in many ways, but a simple story usually has five elements:

- Character(s)
- A plot – beginning, middle, and end
- A challenge / conflict
- A choice
- A resolution (outcome)

Think about your marketing goal, the key sustainability themes and your audience. Use them as a basis and start shaping your story with the simple story template on the next page.

There is no one right way to tell a story.

Let your creativity flow!

EXERCISE #1

Plan your story

Title of the Story: _____

Characters:

Setting:

Beginning:

Middle:

End:

Overall Lesson and a punchline:

EXERCISE #2

Visualize your idea

Create a mood board or a storyboard using Canva or PowerPoint.

Your board should visually represent your idea and communicate the feeling of your story.

Prepare to pitch your idea to others.

MOOD BOARD

A collection of images, colors, texts, and other visual elements used to present the style and feeling of an idea. It helps define the creative direction.



2



STORY BOARD

A series of pictures or sketches that show what happens in a story or video. It helps plan scenes, actions, and the order of events.

EXERCISE #3

Choose your channels

Choose what type of content you are creating and which channel you will use.

Select three different options and create marketing material for each.

Keep the core message the same, but adjust the tone, length, and format.

You may use Canva or other editing tools. Tip: Canva has great templates to get started.

CHANNELS

- Video (e.g. TikTok, YouTube or website)
- Image post (e.g. Instagram, Facebook or LinkedIn)
- Newsletter (email)
- Landing page or blog post (website)
- Poster or flyer (in-store or at an event)
- Something else...

What to Consider

Think about where your message will have the strongest impact.

Which channels or content types will best reach your audience and help your story be heard?



EXERCISE #3

Create your content

Video

A powerful storytelling format that works across channels. If you have a good idea but no time to film it, you can present the idea using stock videos or AI tools.



Social Media post

A single image or carousel can communicate your story quickly and visually. Focus on a clear message, engaging visuals, and a caption that grabs attention.



Website (blog or landing page)

The website is a key source of information. How would you tell your story via blog post or a landing page?



Email marketing (Newsletter)

Build relationships with current customers by sharing a deeper sustainability story through a newsletter.



Poster or flyer:

Want to showcase your sustainability in-store or share it at events? Capture attention quickly with strong visuals and a clear message that highlights your story.



EXERCISE #4

Check your claim

After finishing your content, review your message.
Check whether it follows UNEP's key principles
for credible and responsible sustainability claims.

CLAIM CHECKER

- Reliability**- Is the message true and accurate?
- Relevance** - Does this relate to a relevant sustainability aspect/theme?
- Clarity** - Is the message clear and easy to understand?
- Transparency** - Is it transparent? (do you provide enough information)
- Accessibility** - Can the consumer easily access more information?
(e.g., via website or QR code)



S T E P T H R E E
REFLECTION

How do we feel about today:



Reason for our rating:

What went well?

What could be improved?

One thing we learned today

S T E P 4

BUILD

Great ideas become impactful when they are shared.

Now it's time to turn your story into
a practical proposal for the company.

EXERCISE

Build your final pitch presentation

EXERCISE #1

Final pitch to the company

Create a clear pitch presentation using Canva or PowerPoint.
Your presentation should include at least the following sections:

- 1. Company & Sustainability**
Introduce the company briefly.
Explain who they are, what they do, and why the company can be considered sustainable (environmental, social, and/or economic sustainability).
- 2. Target Audience**
Describe the target customer (use your customer profile)
- 3. Core Story**
Present your main sustainable marketing story.
How does sustainability play a central role in this?
- 4. Channels / materials**
Show how your message appears in different channels.
- 5. Recommendations**
Provide 2–3 development ideas for:
 - Its sustainability practices
 - Its sustainable marketing and communication

What to Consider in a Pitch

DURATION: 5-15 min

- Keep it short: 5–10 clear slides
- Make it visual and easy to follow
- Highlight your best ideas
- Cover the key points
- Use storytelling to make it memorable
- Rehearse your speech.
- Remember - everyone participates!



S T E P F O U R
REFLECTION

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STEP FIVE

APPLY

Practice leads to progress. It's time to rehearse, add the final touches, and present your idea.

EXERCISES

- 1 Practice your presentation
- 2 Present your idea to the company

Assessment criteria

Make sure you finalize your slides and rehearse how you will present your ideas.

Below are the workshop week assessment criteria.

Use these criteria to guide both your preparation and your presentation.

	Teamwork & Project Management (max 2 pluspoints)	Creativity (max 5 points)	Quality of the Final Pitch (max 5 points)
	<ul style="list-style-type: none"> • Decisions are made together. • Everyone participates actively • All participate in the final pitch • Schedule & instructions are followed • Work proceeds as planned • The work evolves during the week and reflects feedback received. 	<ul style="list-style-type: none"> • Ideas are original and creative • Ideas stand out and attract attention • Solutions are realistic and usable • Ideas are clearly visualized 	<ul style="list-style-type: none"> • Sustainable marketing is included • Solutions avoid greenwashing • Solutions are useful for the company • The pitch is clear and easy to follow • The pitch presentation looks professional and is presented well
	Teacher evaluation	Jury evaluation	Jury evaluation
	Teachers grant plus points: Maximum of 2 extra points for each team	Ranking based on audience votes: 1st = 5 pts / 5th = 1 pts	Ranking based on jury scores: 1st = 5 pts / 5th = 1 pts

S T E P F I V E
REFLECTION

How do we feel about today:



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CONGRATULATIONS!

You've completed the workshop week!
You can find more information and learning
materials on our website.

[SAMBASSADORS.EU](https://sambassadors.eu)

