



## New Case Study Report on Messaging the Circular Economy

### Description



As more companies commit to innovative circular economy and sustainability strategies and investments, there is an increased need to learn the best practices for successfully communicating these decisions externally. The Chamber Foundation recently published a case study and insights publication, *Messaging the Circular Economy*, which showcases (1) tactics companies are taking to educate customers on their circular products, ambitions, or service offerings, and the opportunity the circular economy represents in the United States; (2) perspective pieces from nonprofit organizations, communications and advisory firms, academia, and trade associations on how to communicate to

external stakeholders about circularity; and (3) research on what messages resonate with which audiences. The case study publication covers approaches from a wide range of businesses, from internationally headquartered to U.S.-headquartered, publicly traded to privately held, business-facing to consumer-facing, and across industries, from consumer electronics to apparel. Communicating business relevance, shared responsibility, and corporate priorities about extending the useful life of products and services involves many tactics, exemplified and explained in the publication. Within the report, you'll see details of video campaigns, graphics, white papers, and playbooks, as well as the value in transparency regarding lessons learned and approach rationale. The publication fills the gap in the literature on how companies can most effectively communicate about their circular ambitions, products, and service offerings. Businesses that want to understand how best to communicate such priorities can reference the examples and research insights featured in the report.

Read the full article at: [www.uschamberfoundation.org](http://www.uschamberfoundation.org)

### **Category**

1. thecirculareconomy

### **Tags**

1. circular economy
2. innovative
3. strategies
4. sustainability

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