

PLANETERRA: Communicating Impact with the SDGs

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Uplift Communities Through Tourism

Planterra Mission



01

RESEARCH FINDINGS

02

SDG ALIGNMENT & PARTNER CHART

03

SOCIAL MEDIA

04

DONOR SURVEYS

05

NEXT STEPS & KEY INSIGHTS



Research Findings



RESEARCH STAGES



General SDG Research

What are the SDGs?
Why are they important?
Why do companies use them in communications?

Competitor Analysis

Do other impact tourism brands use the SDGs?
How do they measure their contribution to the SDGs?



SDG Reporting Best

How can Planeterra best communicate its commitment to the SDGs to stakeholders?
What have other companies done well with the SDGs and impact reporting?





United Nations Sustainable Development Goals

17 Goals with 169 Unique Targets

Call to Action



COMPETITOR AUDIT

	Planeterra	Treadright	Tourism Cares	Travel Foundation	Care	Plan	Charity Water
Webpage dedicated to SDGs	✓	✓	✓			✓	
SDGs incorporated across website	✓	✓				✓	
SDG alignment w/ partners	✓	✓					
SDG-related language is unique to the organization	✓					✓	
Indicate specific SDG targets	✓	✓				✓	
Analytics for SDG contributions	✓						
Provide links to external SDG information	✓		✓			✓	
Provide links to internal information about SDG contributions	✓						

SDG BEST PRACTICES



Unilever

Business Strategy Accounts for Impact

Offer Stakeholders Different Levels of Information



Prioritize Some SDGs, Not All of Them

Create SMART Goals and KPIs to Assess Contributions



SDG Alignment & Partner Chart



PLANETERRA'S SDG ALIGNMENT

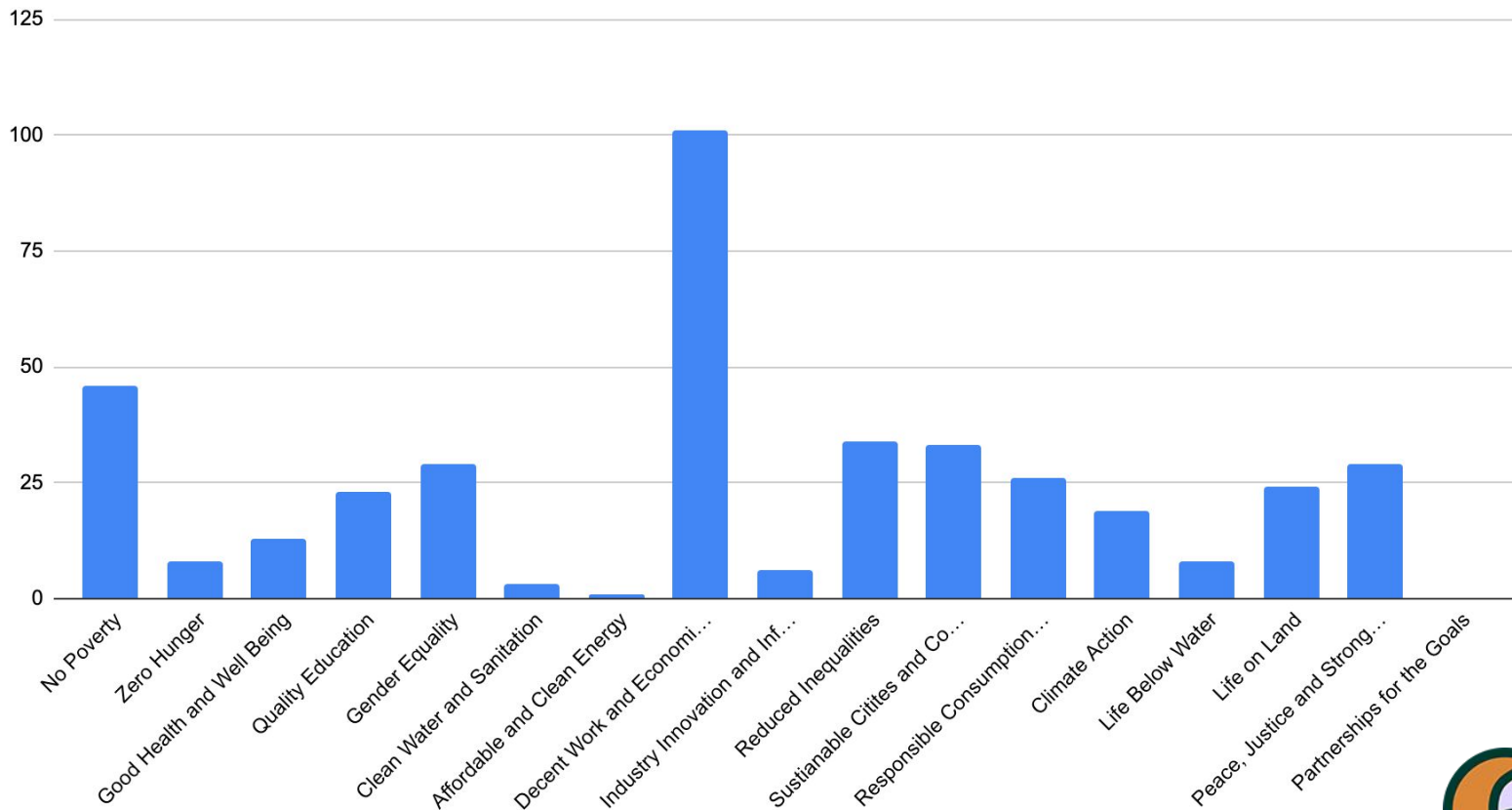


Projected

Results



Partner Alignment with SDGs



17 PARTNERSHIPS
FOR THE GOALS



Partnerships for the Goals



SDG CHART

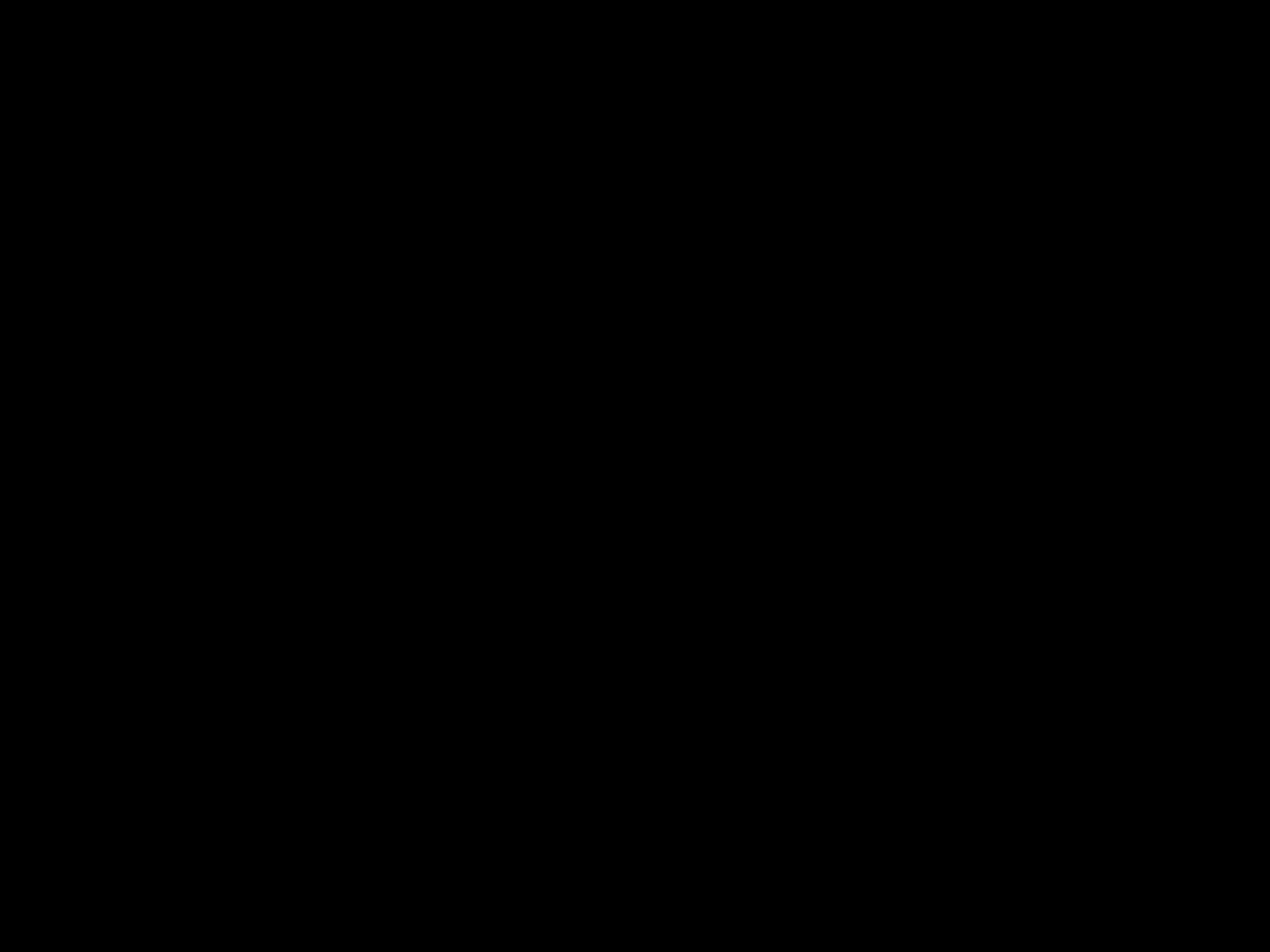
Inspired by Tiffany Boyles from the consultants panel



Street Business School (SBS) works with our partners across multiple goals to leverage our proven entrepreneurship curriculum that empowers women to rise out of deep poverty and create healthier, more sustainable communities. Our partners represent a variety of missions, yet all share an understanding that poverty is exacerbating the issue they are seeking to resolve. SBS can be tailored to meet each organization and its unique needs while delivering the same, quantifiable results. **A sample of our partners, and the SDGs they address, is shown below. We are proud that members of the Street Business School network are working to address 14 of the 17 SDGs.**

For more information, contact: give@streetbusinessschool.org

AEST		Hope Shoes		Peerlink Initiative	
Agape Humanitarian Aid Foundation		Jacaranda Foundation		Project House of Hope	
Agape of Hope Female Youth Development Association		Karambi Group of People with Disability (KaGPWD)		RAINS	
Akili Dada		Kasese District Union of Persons with Disabilities (KADUPEDI)		Runkungiri Veterans Group	
Amaha We Uganda		Katenga Youth Group		Sinethemba Women and Youth Development Trust	
Appropriate Energy Saving Technologies LTD (AEST)		Kesho Kenya		Sparrow Mission	
Bulogo Women's Group		Kyanninga Child Development Centre		Strategy and Innovation for Development Initiative	
Buyamba Outreach Ministries		Lima Rural Development Foundation		Talia Women's Network	
Community Hope Development Foundation (CHDF)		Livingstone Tanzania Trust		The Action Foundation	
Engage Now Africa		Malkia Foundation		The Maa Trust	
Faith in Action		MusicForLife		The Purple Ray	
Father Alex You Memorial School		Ndongo United		Trust for Indigenous Culture & Health	
Food for the Hungry		Nurture Africa		Twekembe Development Group	
Friends Women's Association		Nyabikuuku Women In Development Association (NUWID)		United for Children Burundi bw' Uno Mushi (UCBUM)	
Generation for Change and Development - GenCad				Village HopeCore Int'l	
				Water for People	



Social Media



SOCIAL MEDIA ANALYTICS

	Planeterra	Treadright	Tourism Care	Travel Foundation	Charity Water	Care	Plan
Instagram Followers	4,567	4,034	2,201	N/A	491K *	216K*	54.5K*
Average Frequency of Posts (Days)	1.3	2.97	10.03	N/A	1.93		
Mention of SDGs on Instagram				N/A			
Twitter Followers	6,697	2,134	3,114	9,377	1.2M *	1.2M *	183.2K *
Mention of SDGs on Twitter							

* = Verified Account

= Mention of SDGs

= Minimal Mention of SDGs

= No Mention of SDGs

Findings

Being Verified drives a larger following

Resonating with individuals on social media is the best way





WEBSITE COMPETITOR AUDIT

	Planeterra	Treadright	Tourism Cares	Travel Foundation	Care	Plan	Charity Water
Webpage dedicated to SDGs		✓	✓			✓	
SDGs incorporated across website		✓				✓	
SDG alignment w/ partners		✓					
SDG-related language is unique to the organization						✓	
Indicate specific SDG targets		✓				✓	
Analytics for SDG contributions							
Provide links to external SDG information			✓			✓	
Provide links to internal information about SDG contributions							

Findings

Any mention of the SDGs are surface level

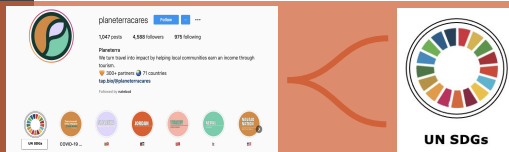
Need for increased transparency

SOCIAL MEDIA POST ANALYSIS

Integration of
SDG into Posts



Instagram
Highlights



Get Verified

INCREASE ENGAGEMENT

Donor Surveys



SURVEY QUESTIONS



Understand Weight of SDGs

Are you familiar with the SDGs?

Are organizations that identify with SDGs more trustworthy than those that don't?

Find Most Important Goals

Are some SDGs more important than others?

Choose 3 of the 17 SDGs and rank them in order of importance.

Corporate vs. Individual Donors

How do corporate donors interact with Planeterra vs how individual donors interact with Planeterra?





INCREASING ENGAGEMENT

Survey Panels



UTILIZING RESULTS TO SHAPE COMMUNICATION

Communicate on Platforms Donors Engage with the Most

Find Which SDG's to Use In Communications



Next Steps & Key Insights



Potential Projects



SOCIAL MEDIA

PARTNER RELATIONSHIPS



KEY INSIGHTS



“YOU ARE WHAT YOU MEASURE”

It's easy for Orgs to claim commitment to SDGs. It's far harder to prove it with specific data

COMMUNICATION WITH PARTNERS & DONORS

Improved channels and frequency would allow for more targeted support, better understand & engage with stakeholders



Thank You!

Any questions?

