



PLANETERRA

SUSTAINABLE DEVELOPMENT GOALS COMMUNICATION STRATEGY PLAN

Team Members:

Charlotte yytfcyBell, Nate Bodner,
Sydney Chytka, Holden Samuels
& Piper Rundell

December 8, 2021

CONTENTS

Executive Summary_____	3
Project Partner: Planeterra and a “Better Kind of Tourism”_____	4
Project Context & Landscape_____	5
SDG Reporting Best Practices_____	7
Planeterra Alignment with the SDGs_____	10
Partner SDG Chart_____	11
Blog Post_____	11
Social Media SDG Communications_____	12
<i>Planeterra Social Media Analytics</i> _____	12
<i>Competitor Audit</i> _____	13
<i>Social Media Post Analysis</i> _____	14
Survey Data to Improve SDG Communications_____	16
Success Indicators for SDG Communications_____	18
Conclusion_____	19
Appendices_____	20
Sources_____	51

EXECUTIVE SUMMARY

Purpose

The United Nations' seventeen Sustainable Development Goals (UN SDGs) are the blueprint for sustainably conscious organizations' to measure their efficacy in creating a better future. Established in 2015, the SDGs are used by governments and companies to measure their contributions towards addressing the world's most pressing social and ecological problems. Planeterra has decided to integrate the UN SDGs into its communications with existing and potential benefactors. Working with Alanna Wallace and Crystal Browne, our team has developed a comprehensive plan for Planeterra to elevate communications through incorporating the SDGs.

Business Case

Planeterra's marketing communications are crucial to growing and retaining a loyal donor base. Planeterra is positioned as a purpose-focused, impact-driven organization. This means that its initiatives actively address the UN SDGs. According to a 2017 report from EY, SDG-aligned business models attract capital from investors who see environmental, social, and governmental (ESG) risks as a threat to business growth. Therefore, tangibly linking the UN SDGs to Planeterra's work will improve their ability to build and retain future donations, from both corporate and individual donors.

Scope of Work

Our plan details activities performed by our team, as well as our recommendations for Planeterra to begin the integration of SDGs in communications with stakeholders.

- *Project Objectives:* Produce a comprehensive, research-based, and action-oriented strategy for Planeterra to include UN SDGs into communications.
- *Resources:* Five-person student team; Planeterra point of contact(s); Planeterra social media data; consultants panel
- *In-scope:* Competitor audit; donor survey, social media post analysis and suggestions, SDG partner chart, team blog post, SDG communications roadmap
- *Out-of-Scope:* Disbursement of surveys and additional analysis; creation of partner survey; website redesign

Deliverables

1. Competitor audit and SDG research by Oct. 31st
2. Donor survey improvements by Nov. 12th
 - 2.1. Creation of survey questions to include in annual impact survey to partners
 - 2.2. Creation of survey for donors to gauge SDG knowledge and interest
3. Chart that aligns Planeterra's 200+ partner organizations with the 17 SDGs by Nov. 29th
4. Analysis of current social media platforms and posts by Nov. 29th
 - 4.1. Visual suggestions and use-cases for refocusing social media on links to UN SDGs
5. Blog Post detailing Planeterra's support of the SDGs and our team's work by Nov. 29th

Recommendations for Future

1. Offer incentives to increase survey response rates
2. Increase frequency of survey disbursement to collect current impact metrics

PROJECT PARTNER:

Planeterra and a “Better Kind of Tourism”

Founded in 2003, Planeterra is a 501(c) public charity headquartered in Toronto, Canada. Planeterra connects small enterprises to tourism companies to promote local economies, preserve cultures and natural resources, and ultimately combat global poverty. Planeterra focuses its efforts on improving the lives of community partners through offering resources, learning, and financing opportunities, all while connecting travelers to unique and sustainable tourism experiences. As of 2021, Planeterra has funneled over \$10 million into the local communities of its 267 partners dispersed across 70 countries.

MISSION & SOCIAL PROBLEM

Planeterra’s mission is to turn travel into impact. Tourism is an \$88 trillion global industry that many local communities and businesses are excluded from (Planeterra, 2021). Planeterra works to break this cycle by strengthening community tourism, training, and uplifting members of underserved communities. According to Planeterra’s website, their goal of keeping tourism dollars in the hands of locals has positive trickle-down effects in underprivileged communities. These include:

- Promoting women as community leaders
- Reduction in urban migration that harms rural economies
- Increased investment in education for women and children
- Preservation of biodiverse environments and celebration of culture
- Improvement to the health and sanitation practices in rural communities

BUSINESS MODEL

Planeterra performs three key functions to support its community partners. These include:

- *Empower* enterprises, specifically those led by women, youth, indigenous and rural communities through providing practical training and access to resources.
- *Support* partners through ongoing learning and mentorship opportunities.
- *Connect* partners to the tourism industry by providing relationships with Planeterra’s eighty-five tourism enterprises and three tour company partners.

As Planeterra is a not-for-profit organization, it relies on funding from individual and corporate donors to perform the above functions. These donations are sourced in various ways, through tour partners’ communications with tourists abroad, through a link on the Planeterra website, and directly from corporate partners.

CHALLENGE: AUTHENTIC INTEGRATION OF UN SDGs IN COMMUNICATIONS

Planeterra is looking for insights for using the SDGs in marketing communications; however, it is crucial to make the inclusion of the SDGs authentic. This will involve data-backed, key performance indicators that track the organization's contributions to the SDGs and effective reporting of these results to stakeholders. Additionally, Planeterra has asked for recommendations on how to appeal to both potential and existing donors by using the UN SDGs in marketing communications. This necessitates our group's effort to produce a research-backed, action-oriented plan for Planeterra to connect its mission and impact with the Sustainable Development Goals.

PROJECT CONTEXT AND LANDSCAPE

IMPORTANCE OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are 17 goals with 169 specific targets addressing global issues that span from poverty to climate change. The SDGs were developed by the United Nations with the intent of mobilizing governments, NGOs, and companies to promote common goals to actively work towards a better world. According to a 2018 report by KPMG, four in ten of the world's largest companies reference SDGs in their corporate reporting (Blasco et. al 3). However, many companies fail to see the SDGs as more than a marketing tool. The Ethical Corporation's Responsible Business Trends 2018 report found that 56% of companies aren't measuring their contributions, but merely aligning themselves with the SDGs (Dowd 2018). Having specific measurement processes and indicators for how the organization is aligned with the SDG targets is crucial to accurately understand and assess its impact, as well as truly validating its mission and commitments to all stakeholder groups.

COMPETITORS

Planeterra shares the community tourism enterprise space with a number of other nonprofit organizations that focus on empowering communities and individuals through impact tourism. Each organization in the community tourism sector shares similar goals, throughout this report the term competitor is used as a placeholder for 'organizations that occupy the community tourism sector'. These competitors include Treadright, Tourism Cares, Travel Foundation, Charity Water, Care, and Plan. We focused our research on these six competitors because they are socially responsible tourism NGOs, or they address similar global issues and UN goals as Planeterra.

We found these competitors align themselves with the same SDGs that Planeterra has decided to focus on. Treadright, Tourism Cares, and Travel Foundation promote sustainable tourism which directly promotes the eighth goal: decent work and economic growth. Charity Water works toward the sixth goal of providing access to clean and safe water to every person on the planet. Care works to achieve the first goal of poverty elimination across the globe, as well as the tenth SDG of reduced inequality by teaching vulnerable children, especially girls, how to learn, lead, make decisions, and thrive.¹

Our team realized the importance of understanding how Planeterra's competitors' are communicating their involvement in promoting the SDGs. Our team was able to provide Planeterra with an overview of industry standards and unique opportunities they have to raise the standard of SDG communications.

BARRIERS TO IMPLEMENTING PLANETERRA'S STRATEGIES & GOALS

Social and Cultural Norms

In many developing countries where Planeterra's partners are located, a large unspoken barrier of women's employment are the social and cultural norms of how women are supposed to behave in their communities. Gender-related social norms constrain women's employment and subsequently the success of the labor and economic market (Jayachandran). Women are typically expected to fulfill all household obligations and at times explicitly told to look no further, which significantly limits the ability to explore employment opportunities and bring in income to financially support themselves and their families.

¹ See Appendix F for an overview of the SDGs that Planeterra competitors support.

COVID-19 Impact

According to the United Nations World Tourism Organization, tourism is one of the world's largest economic sectors, with the ability to positively work towards SDGs in innumerable ways. The decline of tourism has ripple effects on economies, livelihoods, public services, and opportunities across the globe (World Tourism). With tourism being one of the largest economic sectors affected by COVID-19, Planeterra and its partners were heavily impacted. Throughout the first year of the pandemic, Planeterra experienced an overall decrease in participation as well as communications from partners and supporters. Taking that into consideration, we have focused on data regarding partners and donors collected prior to the emergence of COVID-19.

Youth Education

The lack of youth participation in education has serious and long-lasting effects on the potential for finding jobs and subsequently, opportunities for higher wages and upward mobility. The majority of children only go to primary school in the countries that Planeterra's partners are located, with some fortunate enough to continue their education through secondary school. The main barriers limiting their access to education are that their families cannot afford the school fees, and the children have to stay at home or leave school to fulfill household obligations or participate in income-generating activities (G Adventures). Youth education raises community incomes, accelerates local growth, and creates a more stable local economy.

HOW PLANETERRA IS UNIQUELY SUITED TO MEET ITS GOALS AND MISSIONS

Planeterra is perfectly suited to create and promote measured progress towards many SDGs through their sustainable tourism, largely due to their expansive, connected network of 267 community tourism partners in 70 countries. This impressive network can be leveraged to collect data necessary to show a profound global impact in many crucial areas of sustainable development. Not only does Planeterra work with its partners to share knowledge, expand the reach and grow impact, but it has also cultivated strong relationships with travel agencies to increase exposure to tourists. Planeterra has the resources, the expertise, and the dedication needed to make an impact.

SDG REPORTING BEST PRACTICES

CASE STUDY: UNILEVER'S IMPACT COMMUNICATION

Our team found it integral to look beyond Planeterra's competitors, to gain insight into the communications of larger companies about their support of the SDGs. We looked in-depth at Unilever's website and marketing because they have closely linked the SDGs to their business strategy.

Overview of Unilever

Unilever is one of the world's largest consumer packaged goods companies. Unilever expresses its purpose as follows: "Our purpose is to make sustainable living commonplace" (Unilever, 2021).

Here are some quick numbers about the company that speaks to its prominence (Unilever, 2021):

- Over 400 household brands are available in more than 190 countries
- Employs 149,000 people, with a 50/50 gender balance among its 10,000 managers
- Claims to have improved health and sanitation of 1.3 billion people
- Operations run on 100% renewable energy
- The majority of agricultural raw materials are sustainably sourced: 67%

Unilever's Business Strategy Focuses on Impact

Unilever's strategic decisions motivate the company's actions. This strategic framework, known as the 'Unilever Compass', is used to guide the company's acquisition of new brands, supply chain management, corporate culture, and other business actions. The 'Unilever Compass' branches out from the company's purpose into three beliefs: Brands with Purpose grow, Companies with Purpose Last and People with Purpose thrive (Appendix A). These beliefs inform Unilever's five core strategic principles and the subsequent business actions that promote sustainable living for its consumers.² Therefore, every Unilever initiative and business decision stems from the goal of 'making sustainable living commonplace'.

In all likelihood, Unilever's decision-makers don't rely solely on the 'Unilever Compass' when making key strategic decisions. However, the 'Unilever Compass' serves to communicate the company's impact-driven strategy to stakeholders including potential customers or investors. The 'Unilever Compass' is referenced twenty-six times in the annual report, an article on the news tab of the website, and on the company's 'Planet & Society' webpage (Appendix B). As mentioned before in this report, investors assess a company's environmental, social, and governance (ESG) practices at every stage of investment decision-making (EY 2017). Therefore, the heavy integration of the 'Compass' throughout Unilever's communications with stakeholders aids in solidifying the company's credibility as an impact-focused organization.

The takeaway for Planeterra:

Before linking any SDGs to its business actions, Unilever ensures that ESG outcomes are the underlying goal of its strategy. From our analysis of Unilever's strategy, Planeterra is ahead of the curve in terms of having an impact-driven strategy to guide its actions and initiatives. From this optimal starting point, we believe that Planeterra can authentically integrate the SDGs into its communications with stakeholders. However, there is more to learn from Unilever in terms of communicating the SDGs.

² Please refer to Appendix A for an overview of Unilever's strategic choices and business actions.

Unilever's SDG-Specific Communications

Once we established that Unilever embeds impact into its purpose and strategy, we looked at how they have used the SDGs to further communicate these goals. Unsurprisingly, we found that Unilever has a comprehensive inclusion of the SDGs throughout its website and marketing tools. Under the 'News' tab of the company website, there is an article providing information about partnerships to further the SDGs and hyperlinks to other site pages that discuss their SDG contributions (Appendix C). Furthermore, the website's 'Planet & Society' page ties Unilever's business actions to different societal and environmental issues. The visitor can click on an issue that matters to them and be redirected to a page that discusses how Unilever is tackling the issue. Specific SDGs are then displayed at the top of the page for each specific issue. Also, the page includes links to additional resources, such as reports, studies, and press releases that detail Unilever's involvement in the issue.³

The viewer guides their own experience on the Unilever website and can find broad or detailed information about the company's actions on any given issue. This aids in effective communication because every individual seeks a different scope of understanding Unilever's impact-driven actions. For example, a conscious consumer might see the mere mention of the SDGs on Unilever's website and be satisfied. However, a conscious investor might want more detailed metrics about Unilever's business activities as they relate to certain issues. By providing interactive levels of information about its contribution to SDG-related issues, Unilever effectively communicates to its stakeholders.

The takeaway for Planeterra:

Unilever's discussion of impact-related business actions is very comprehensive. Unilever's extensive information and resources throughout its website can be attributed to its status as a multinational conglomerate with a large marketing department and an even larger budget. However, Planeterra does not need to possess the same capabilities as Unilever to cohesively integrate its impact and the SDGs into its website. It can achieve the effect of Unilever's 'Planet & Society' page by making changes to its 'What We Do' and 'Who We Support' pages.⁴

APPLYING KPMG'S SDG REPORTING GUIDE TO PLANETERRA

In 2018, KPMG, an auditing tax consultancy organization, performed an investigation into 250 of the world's largest companies to determine criteria for reporting on the SDGs. According to KPMG, good SDG reporting follows three themes: understanding, prioritization, and measurement. Our team identified prioritization and measurement as the two most important themes for Planeterra to focus on when implementing the SDG framework.

Prioritization:

KPMG found that companies who were the best at reporting with the SDGs focused their actions on goals which they could have the greatest actual and potential impact. Planeterra has already self-identified six SDGs that its actions contribute to the most.⁵ However, it has not developed a process or method to identify these SDGs as the most relevant. Planeterra should explain its selection process to stakeholders to increase the credibility of its SDG communications. Our team has identified two potential methods to use in Planeterra's prioritization process for the SDGs.

³ Refer to Appendix D for the progression of Unilever's website navigation.

⁴ See Appendix E for an example of how Planeterra can include the SDGs on its 'Who We Support' webpage.

⁵ See the next section of the report, Planeterra Alignment with the SDGs, for more information.

First, it can create a database where Planeterra employees can select the top three SDGs a partner aligns with based on their research. We've created a sample database for Planeterra that is detailed in the next section of this report. Second, Planeterra can have partners self-select which SDGs they align with through the annual partner survey. Our team created additional survey questions that will gather this information and we discuss it in a later portion of this report.

Measurement:

KPMG recommends identifying SDG-related performance indicators to focus data collection and reporting. Planeterra currently does not have clearly defined performance goals. Before moving forward with SDG communications, we suggest that Planeterra defines at least one or more key performance indicators (KPIs) to pair with each SDG it chooses to report on. This will enable Planeterra to create data collection practices that gather relevant information on its impact.

BEYOND ANECDOTAL EVIDENCE: DATA-DRIVEN ASSESSMENT OF IMPACT

Companies that drive positive change through their business activities need to assess the impact of these actions with clear metrics. Historically, for-profit and non-profit organizations alike have relied on anecdotal evidence to illustrate their philanthropic endeavors. However, cheerful stories don't show the effectiveness of a business' impact-related ventures. The only way to do this is by establishing clear success indicators with which to assess your company's activities against. These indicators can help decision-makers within an organization realize which initiatives are working and which are not. Our team suggests that Planeterra looks into the Base of the Pyramid Impact Assessment Framework⁶ to underlie its work towards the SDGs. This framework will pair with Planeterra's SDG communications initiative by gauging how Planeterra's efforts have trickle effects on the communities where their partners operate.

⁶ See Ted London's Harvard Business Review article titled "Making Better Investments at the Bottom of the Pyramid" to gain further insight about this framework and how it can be used to measure impact.

PLANETERRA ALIGNMENT WITH THE SDGs

Because poverty is intersectional, many of the SDGs contribute to one another which creates a web of impact. Planeterra's more than 300 local community tourism enterprises all have different missions and impacts of their own. This means that Planeterra indirectly contributes to many of the SDGs through its support of these partners. It is important for Planeterra to define its commitment to specific SDG to have a clear direction for achieving its mission.

Planeterra's Self-Identified Goals

During initial communications with Crystal Browne, she provided a document with existing information on Planeterra's commitment to the SDGs. These documents identified six cornerstone SDGs that Planeterra contributes to directly. Below are the six SDGs Planeterra self-aligns with:⁷

- 8: Decent Work and Economic Growth
- 5: Gender Equality
- 1: No Poverty
- 10: Reduced Inequality
- 13: Climate Action
- 17: Partnerships for the Goals

Outcomes from Partner Analysis

We looked into each partner's website or social media account with the goal of better understanding the work that each partner does, and how Planeterra supports that work. Through our analysis of available resources, we ranked each partner based on the SDGs that we concluded they aligned with. From this data, we determined the quantity of results pertaining to each SDG. From our team's analysis we came up with the six SDGs that we think Planeterra's partners directly contribute to.⁸

- 8: Decent Work and Economic Growth
- 1: No Poverty
- 10: Reduced Inequalities
- 11: Sustainable Cities and Communities
- 5: Gender Equality
- 12: Peace, Justice and Strong Institutions

Goal number seventeen was not quantified in the analysis. However, because Planeterra's business model revolves around its partners, goal number seventeen, Partnerships for the Goals, should be considered as one of Planeterra's top SDGs.

Using this analysis, as well as the results from a survey for the and donors, Planeterra should have a sound base for committing to the SDGs. This data will contribute to the transparency and authenticity that Planeterra needs to avoid criticisms that can be common when companies adopt the SDGs.

⁷ See Appendix G for a summary of how Planeterra currently supports these six goals.

⁸ See Appendix I for logistics of the partner analysis, ranking of each partner and visual supplements.

PARTNER SDG CHART

Communicating the SDGs clearly to stakeholders is a crucial element of marketing social good. Among the social impact community, the SDGs are well known. To properly communicate efficacy and commitment to the SDGs, an organization must provide proof of the action being taken. Our team decided that Planeterra, whose business model revolves around its community partners, should have the local communities that it's impacting at the center of their SDG communications.

Tiffany Boyles showed our team an example of a chart that she had previously used to communicate SDG alignment with different aspects of Street Business School (Appendix H). We used this chart as inspiration for our own rendition of how Planeterra can communicate the SDGs to stakeholders. For our "chart" we chose to create an interactive online experience. The main page explains what the SDGs are and has a scrollable area in which the seventeen SDG icons are displayed. The user can click on each SDG icon to navigate to a page corresponding to the icon clicked. On the icon page, the SDG is stated with the explanation of the goal. Underneath, the user can scroll to view the names of the community partner organizations that fall underneath the respective SDG (Appendix J).⁹

This prototype was designed for Planeterra to implement into their email communications or replicated on the website. The prototype is in a crude state and to be properly integrated into a professional website we suggest adding an impact measurement page and more information about the community partners.

BLOG POST

The blog post was written with the intended purpose of communicating to Planeterra's supporters about our collaboration with the organization, the impact of SDGs and the importance of adding these goals and targets to their website, social media, and other forms of marketing and communications. When Planeterra eventually integrates language and targets regarding SDGs into these areas, they can use the blog post to showcase the involvement of Leeds Business School students, and how some of our insights were factored into implementation. (Appendix K)

⁹ See Appendix J for a walkthrough of the web prototype.

SOCIAL MEDIA SDG COMMUNICATIONS

SDGs have been criticized as a PR or marketing stunt for many organizations and we want to be sure that Planeterra's commitments to the SDGs read as authentic. When implementing SDGs into social media, the key is to avoid speculation of greenwashing. To avoid greenwashing Planeterra should provide tangible metrics on each social media post regarding the SDGs.

We recommend Planeterra have one general SDG post. This post would detail the Sustainable Development Goals that Planeterra has chosen to divert its efforts to. The caption should be informative to explain to followers what the SDGs are. The post should also mention that anyone interested can find more information on the website.

In subsequent posts, Planeterra should occasionally highlight ongoing efforts to accomplish the goals. These posts could either have the photo alluding to a specific goal, perhaps with the corresponding SDG icon, or the caption could explain the goal and the effort including metrics.

PLANETERRA SOCIAL MEDIA ANALYTICS

Planeterra drives a decent audience to its website and various social media accounts right now. During the period from Aug. 1 - Sept. 14, the website had 6,120 visitors, with 92.5% of them being new visitors. Bounce rate is an important statistic for websites, defined as the percentage of visitors to a website who navigate away after only viewing one page. High or rising bounce rates typically signal that a homepage is boring or off-putting. With a bounce rate of 79.31% during that time and only 1.58 pages per session, not enough is currently being done to resonate with users and encourage them to venture further into the site (Planeterra, 2021). Our donor survey, which will be discussed later, will dig into some of the reasons for this and deliver recommendations for connecting further with users through the website.

	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

The social media data we analyzed from Planeterra and similar organizations provided many important insights. First and foremost being that the verified accounts drive a far larger following. However, even those larger accounts get virtually no engagement with their followers, with all

three averaging under 20 likes per post on Twitter, and below 500 likes on Instagram. Resonating with individuals on social media has been a problem across the board. Connecting in a more meaningful way with donors and followers in these formats will be a great way to drive more traffic to the website and the community tourism enterprises that Planeterra supports.¹⁰

AUDIT OF COMPETITORS' SDG COMMUNICATIONS

When conducting the competitor audit, we engaged with several different websites and platforms to understand how other organizations measure and communicate their work towards achieving their own sustainable development goals. The UN SDGs have become an essential part of the marketing and PR strategies for social impact organizations over the last few years. Being able to communicate an organization's impact to consumers as well as donors is a defining factor in how much money is raised, and therefore how much money is available to help the organization's mission. Nowadays, simply including an SDG logo can be enough to influence public opinion about the impact an organization has. For this reason, we wanted to understand how other organizations use the SDGs to their advantage to find out both strategies Planeterra could emulate as well as opportunities for improvement.

After brainstorming all the different ways an organization could highlight their work on the SDGs and how they could support those claims, we narrowed the list down to 8 specific parameters that would be the most universal and important. We believe that these parameters describe the extent to which each organization communicates its work on the SDGs.

Below is a chart of the different organizations and the components we found:¹¹

	Treadright	Tourism Cares	Travel Foundation	Charity Water	Care	Plan	Planeterra
Web page dedicated to the SDGs	X	X				X	
Incorporation of SDGs across website	X					X	
Alignment between SDGs and organization partners	X						
Unique language describing alignment with SDGs						X	
Indication of specific targets within the SDGs	X					X	
Incorporated analytics within SDGs							
Links to internal organization information about SDGs							
Links to external sites about SDGs		X				X	

We found that most competitors did not have a detailed explanation regarding their impact on SDGs. Most organizations had one page that was used to educate website visitors on what the SDGs were. Included in this informational page was almost always a paragraph affirming that organization's commitment to the SDGs. Some websites included external links to more UN

¹⁰ See Appendix L for more details on competitor social media.

¹¹ See Appendix F for a more in-depth look at the SDG communications of each competitor.

language on the SDGs, while some also had links to internal documents expanding on their organization's impact. Only a few actually identified specific goals and only one identified specific targets. None of the organizations we looked at had quantifiable data to back up their claims.

Currently, Planeterra does not have any of these parameters within the social media presence. Planeterra has a massive opportunity to stand out among its competitors and become a leader in measuring and communicating all of their hard work and contributions towards sustainable development goals. These opportunities for the integration of SDGs into marketing material will be discussed later on.

Our competitor analysis has shown multiple different opportunities for Planeterra to be a leader in impact communication including the SDGs. One strategy that Planeterra could draw on is including an informational page detailing what the SDGs are, some of the background around them, and how Planeterra is directly impacting them. Many consumers, even those that may be influenced by the mention of these goals, probably have only a basic understanding of what they are and what they do. Planeterra can provide relevant and targeted information regarding how the working towards impacting the SDG. On top of that, the inclusion of logos and visual representations of the UN SDGs can help boost professionalism.

One opportunity for Planeterra to shine above its competitors is increased transparency regarding the claims of supporting the SDGs. The missing link in all of these competitors' communications is the lack of data to back up claims. Any data provided to show progress towards achieving a specific goal will set Planeterra apart. On top of that, identifying specific goals as well as targets within those goals will be a point of differentiation.

SOCIAL MEDIA POST ANALYSIS

Integration of SDGs into Planeterra Social Media Posts

Referencing the UN SDGs in communication can be extremely helpful and capture an audience because they are used worldwide, however, if not communicated and integrated properly, an organization can be viewed as greenwashing their impacts. For Planeterra to incorporate the UN SDGs into their communication strategy, it is imperative that it is done correctly and purposefully. We have created recommendations on how to incorporate the UN SDGs into future communications by looking at past social media and redesigning them to include the UN SDGs. When creating these redesigns of incorporating UN SDG icons within Instagram posts, we referenced the SDG guidelines to ensure that Planeterra is following how the UN wants its SDG icons to be presented (Sustainable Development Goals Guidelines). While these guidelines fall outside of Planeterra's current brand guidelines, there are many opportunities to include these logos without fully sacrificing Planeterra's brand.¹²

Looking back at old Instagram posts, we redesigned three images to provide examples on how SDGs can be applied to Planeterra's existing marketing strategy. We took three partners that were posted about and were evaluated in the SDG chart and imposed the top UN SDG that they were working towards. This not only provides quick yet effective marketing because the majority of accounts followers know what the SDGs are and what they mean. The image on Instagram is the first thing that a follower sees, so it is important that the quick information provided is attention grabbing and accurate.

¹² See Appendix M for social media post recommendations.

In addition to visual alterations to the images, the captions of the Instagram posts should also include references to the partner's impact on the SDGs. Solely putting an image of the SDGs that the partner is working towards can be misinterpreted as greenwashing, so it is important that the caption backs up the claims made in the post. Examples of past posts and their revised captions to include the SDGs can be found in Appendix M. Once more recent data regarding each partners' quantitative and ro qualitative impact regarding the SDGs is collected, we recommend including part of that data into the caption to increase the credibility and legitimacy of Planeterra's dedication to working towards the SDGs. As seen through our social media analytics and audit of competitors, using visuals and data to align Planeterra to the UN SDGs is a unique feature that would set Planeterra apart from its competitors.

Highlight Reel Creation

Planeterra should create a highlight reel focused on their partners' impact on the UN SDGs on their Instagram. Instagram highlights are extremely important and valuable to showcase what is important to the organization. We see an opportunity to create a highlight reel that spotlights partners who actively work towards the SDGs. Planeterra is already utilizing highlight reels, which tells us that they understand the importance of them. Highlight reels are valuable because they increase the longevity of the content, they incorporate SGD into Planeterra's Instagram first impression, and it works towards telling Planeterra's story. When creating this highlight reel, is it important to ensure that the usage of the UN SDG logos is in alignment with how the UN wants organizations to incorporate the SDG icons (Sustainable Development Goals Guidelines). As referenced in Appendix L, the integration of SDGs into their already existent highlight reels will promote Planeterra's desire and commitment to make a change. A highlight reel dedicated solely to Planeterra's impact on the SDGs will send a message to their donors, travelers, and partners that Planeterra is committed to making a positive impact.

Get Verified

Becoming verified is an important step for any organization to become more established on social media. A verified Instagram account will give Planeterra more features to utilize, which will produce deeper insights regarding engagement. Instagram accounts view verified accounts as more credible and trustworthy regarding their content because verification means that Instagram has done extensive research to ensure that the account is truthful and legitimate to Instagram accounts that are not previously familiar with the verified account. At the moment, Planeterra may not yet have a large enough following to be verified, but based on their Instagram analytics, the account has been experiencing steady, moderate growth. With proper marketing strategies, they can increase their views, followers, and engagement more rapidly. Posts reach about an equal number of followers and non-followers, so when Planeterra produces captivating content, they will consistently grow their follower count.

The application process for verification can be found on the Instagram app under Account Settings > Request Verification. The application will simply ensure that Planeterra is an authentic account that follows the guidelines of being a public account with a bio, profile photo, and several posts. It also will verify the legitimacy and existence of the organization.

We recommend Planeterra promote its Instagram on other social media accounts. We have identified Twitter to be the best social media platform to promote their Instagram on because their Twitter account reaches a larger audience. Planeterra getting verified would be a strong first step to growing engagement rates and followers across all platforms.

SURVEY DATA TO IMPROVE SDG COMMUNICATIONS

SURVEY QUESTIONS FOR DONORS

To assess the current state of donors, we created two surveys: one designed to gather feedback from individual donors and one to gather feedback from corporate donors. Both surveys are similar and share the same questions, however, we decided to change a few questions because we understand and see these audiences as separate segments.

We are hoping to accomplish two main goals between the surveys. The first goal is to understand the extent to which the inclusion of SDG language impacts the perception of a given organization. In other words, do people care if Planeterra talks about the SDGs or not? Will it change how donors view Planeterra, or how effective their communications are? The second goal is to understand which SDGs donors care about the most.

We created these questions by keeping these goals in mind. Each question is designed to provide insight into how donors view the SDGs. Both of these goals are very important to Planeterra. First off, if nobody cares about the SDGs and doesn't want to read about them, then Planeterra should not continue to work towards incorporating the SDGs into their communications. If it turns out that donors care more about the SDGs than anything else, Planeterra should highlight their work towards accomplishing the SDGs as much as possible. Question four is specifically designed to understand if UN SDG logos are recognized for their significance when included in marketing materials. The next goal is important to understand so that Planeterra can know which SDGs to talk about the most. Planeterra contributes in some way to almost all 17 goals, but people care more about some of these goals than others. By gaining a deeper understanding of which goals are the most important to the people they engage with, Planeterra can more effectively retain and grow those engagement rates.

The answers to these questions should be used to inform future communications (emails, social media posts, presentations, website pages) with donors. They should inform Planeterra how much to talk about the SDGs, and which specific goals they should talk about the most. These survey results will help Planeterra market themselves more effectively to their donors, ultimately leading to an increase in future donations.

Individual Donors

The Individual Donor survey, found in Appendix N, is designed to gain insight into the individuals who donate, or potentially would donate, to Planeterra. Section 1 of the survey aims to gather simple information regarding how they found out about Planeterra, on what platforms they interact with Planeterra, and how engaged they are with Planeterra. It is important to understand how people interact with Planeterra in order to understand which channels are the most popular, and therefore require the most attention. Likewise, it is important to understand how often a consumer interacts with Planeterra in order to understand if the channel they are using is being used effectively to capture their attention. How frequently a donor interacts with Planeterra's communication channels will also give insight into how important their answers are. If someone has never read a Planeterra newsletter, their answers should be given less weight than someone who reads the newsletter every week because the latter is more likely to be a loyal donor.

Corporate Donors

The Corporate Donor survey, found in Appendix N, is designed to gain insight into the corporations who donate, or potentially would donate, to Planeterra. Section 1 of the survey aims to gather information on how corporate donors interact with non-profit organizations. By understanding how long and how often a corporation has been donating to nonprofits, Planeterra will be able to understand how experienced that donor is. The answers from corporations who have been working with nonprofits for ten years and donate every month provide more important information than corporations who started working with nonprofits last year and have donated once. The more experienced and frequent donors are more likely to donate more and have similar opinions to other experienced donors like them. Section 1 also aims to gather information about whether other organizations use SDGs in their communications and how. This information gives Planeterra an objective view on how common communicating SDGs are, thus providing insight on whether the use of SDGs in communication efforts is a differentiator or merely table stakes. It also could provide Planeterra with ideas on how to incorporate SDGs into communication efforts.

We recommend sending out both of these surveys at the same time as Planeterra sends out their annual impact survey to their partners.

USE SURVEY RESPONSES TO SHAPE POSTS

For Planeterra to grow and achieve its mission, it must continue to attract donors and stay true to its community partners. After receiving feedback on the outreach surveys from community partners and donors, Planeterra should analyze the results and choose 3-5 SDGs that align the best and are the most important to their donors. They can then use these insights to drive their social media communications by showcasing specific and tangible actions taken by Planeterra and their community partners that align with the SDGs most important to the donor base and their mission.

The posts could include quotes from partners that show how they align with specific SDGs, such as a business owner explaining how Planeterra has given them access to new markets, allowing them to offer more economic opportunities to marginalized populations. They could also include quantitative data, such as the number of women employed in a certain organization or the increase in money circulating through a community as a result of impact tourism. Aside from social media, Planeterra should periodically communicate with donors through email and blog posts on the website that directly speaks to how they are contributing to the most important 3-5 SDGs. By using the results of the survey to identify which SDGs and issues that donors care about the most, Planeterra can make sure they address the specific SDGs and issues in all forms of communications in order to show that they are impacting the issues most important to their audience.

INCREASING SURVEY RESPONSE RATE

Incentivization of Partner Surveys

Before COVID-19, Planeterra offered monetary incentives to partners as a means of increasing survey participation. This stopped at the onset of the pandemic. At the same time, Planeterra's community tourism partners faced financial hardship because the global pandemic eliminated tourism in their communities.

It is imperative that Planeterra receive an adequate amount of survey responses from its community tourism partners so that it can accurately align itself with certain SDGs. It makes sense

financially for Planeterra to have stopped allocating funds towards this endeavor. However, incentives, especially those that provide an economic benefit, are the most effective way to ensure a high response rate to surveys (Qualtrics). A potential solution to this dilemma is offering survey incentives that will have a long-term economic impact on partners. Our team came up with two possible incentives: (1) a social media post that highlights the partner enterprise and (2) an offer to provide a low-cost, one-time resource for the partner. Both of these incentives can have positive economic effects for partners either by driving tourists to their destination or increasing the operational efficiency of their business. These incentives can be offered on an annual basis as the survey is sent out.

Survey Panels for Donor Surveys

Planeterra's network of existing individual and corporate donors is widespread. Prompting survey responses from such a large group is no easy feat and may result in lower data quality. Instead of sending a mass email asking for donors to take a survey, Planeterra could use a survey panel. Survey panels are groups of stakeholders selected by an organization to answer questions. Working with a smaller group of donors will allow Planeterra to ask more in-depth questions and receive more detailed information about the donor pool's view of the SDGs.

SUCCESS INDICATORS FOR SDG COMMUNICATIONS

Short-Term and Long-Term Indicators of Success

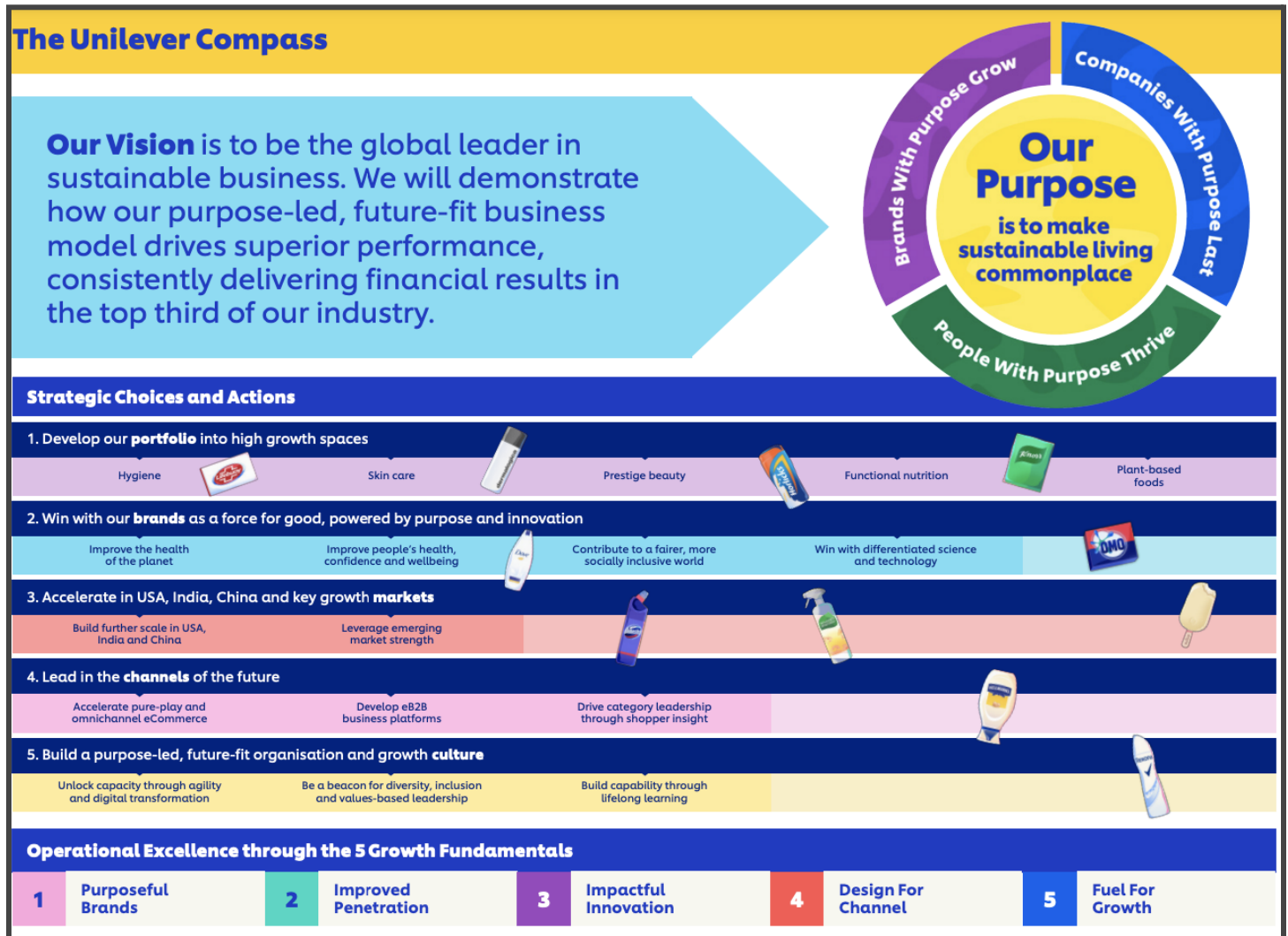
- Short-term success (3-6 months):
 - Identify 5 main SDGs and incorporate statistics into the website:
 - How many partner organizations support a specific SDG?
 - The increase in economic value provided to an organization targeting a specific SDG as a result of the partnership with Planeterra.
 - Greater insight into what motivates consumers (donors)
 - Understand which SDGs donors care about most and highlight how Planeterra contributes to them.
 - Understand how the incorporation of statistics affects donations.
 - Use the insight to drive communications objectives.
 - 20% increase donor engagement on social media and website
 - 15% increase in donations to Planeterra coming website traffic
 - 10% increase in donations to Planeterra coming from social media traffic
 - Increased trust between Planeterra and stakeholders
 - 90% response rate from community partner survey
 - 70% response rate from individual and corporate donor surveys
- Long term success (1-2 years):
 - 20% increase in customers for tourism enterprises
 - More money circulating through partner communities
 - Add 5-10 community partners per year
 - Increase in partner revenue resulting from increased customer engagement with Planeterra
 - Establish a more engaged/inspired community

CONCLUSION

As stated above, “authentic integration” of UN Sustainable Development Goals goes beyond alignment, involving accurate measurement of relevant key progress indicators to validate the organization's commitments to creating sustainable positive impacts. Planeterra is in a great position to begin to implement the recommendations within this report, but to create the maximum benefits from doing so, the biggest focus must be on being authentic, and having clear, specific indicators and data to measure the impacts of projects and partner organizations. Planeterra has a tremendous opportunity to essentially redefine professionalism and attention to detail within the community tourism sector, by adopting and referencing the SDGs meaningfully and specifically, not just anecdotally.

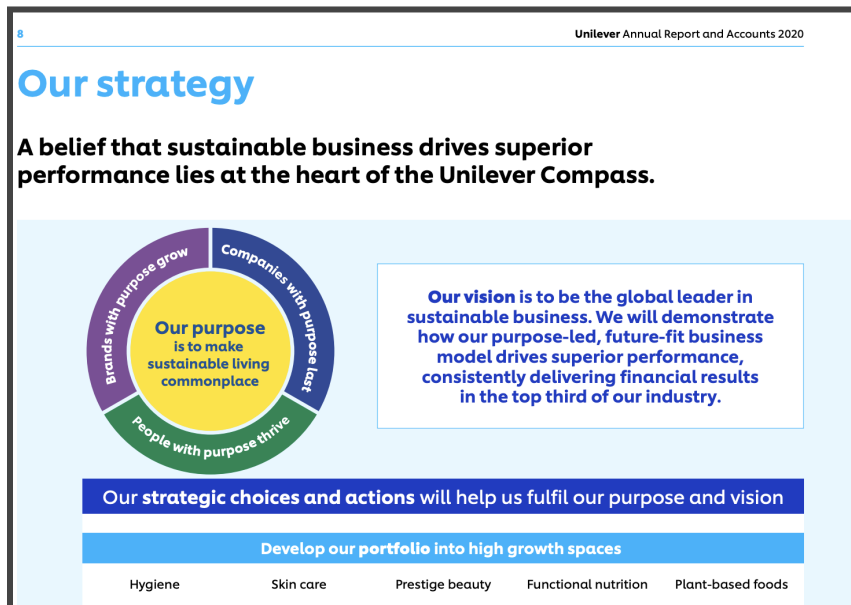
APPENDICES

Appendix A: The Unilever Compass

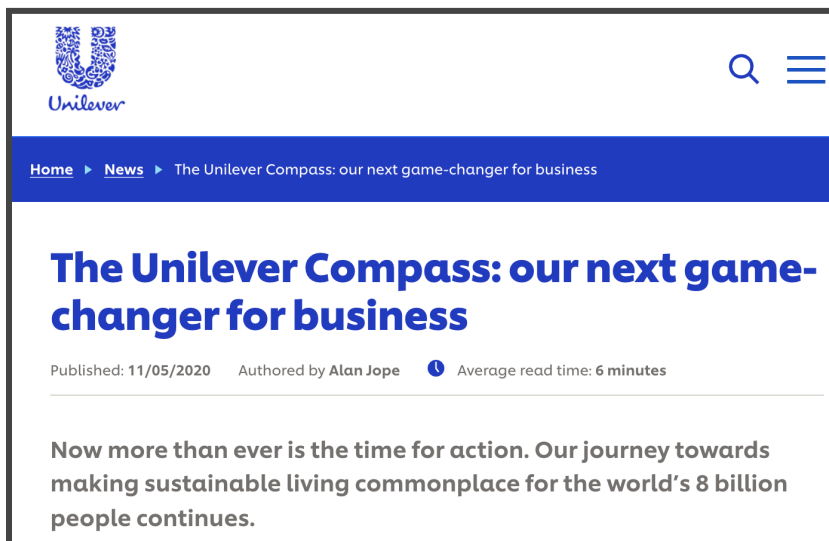


This is an overview of the 'Unilever Compass' strategy. It lists the five strategic choices that stem from the company's purpose. The marketing team then added examples of product offerings, business acquisitions, supply channels, etc. to bolster each strategic choice. The visual is clear, concise, and visually appealing. At the same time, it provides enough information to be a credible communication tool for potential stakeholders.

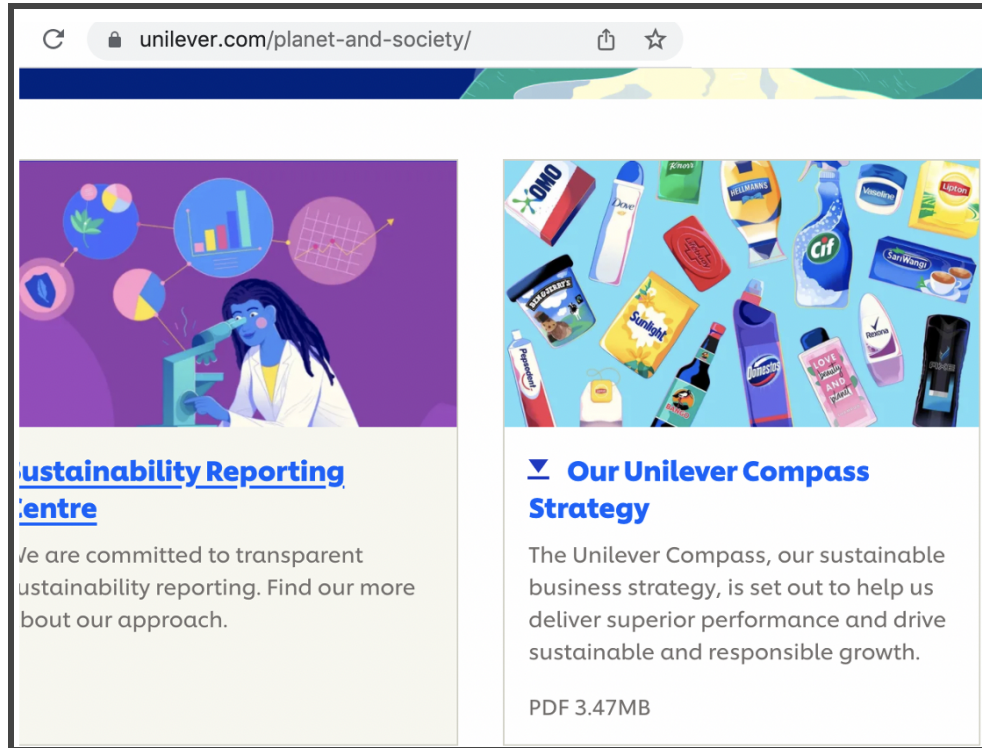
Appendix B: Unilever References to the “Unilever Compass” in Communications



Above is a screenshot taken from page eight Unilever’s 2020 Annual Report. The report references the ‘Unilever Compass’ twenty-six times and uses it to preface the entirety of Unilever’s business outcomes for 2020.

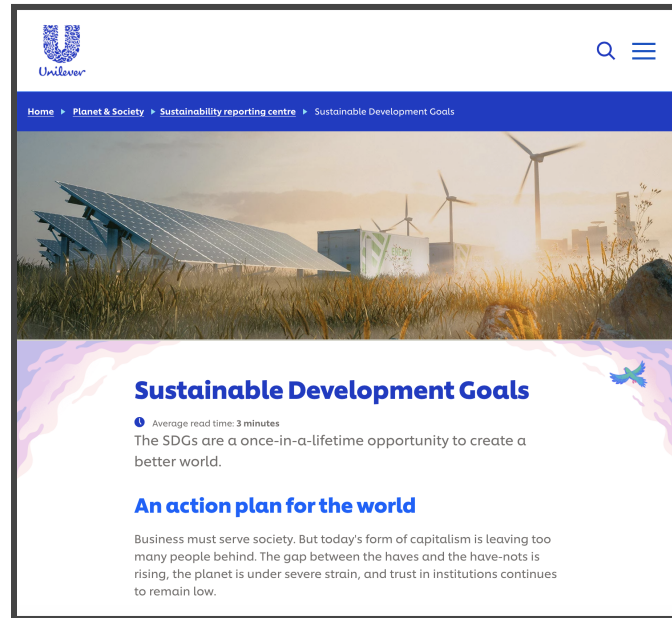


The screengrab above is from the ‘News’ section of the company’s website. It was authored by an internal Unilever correspondent and discusses the positive outcomes Unilever intends to achieve by creating the ‘Unilever Compass’.



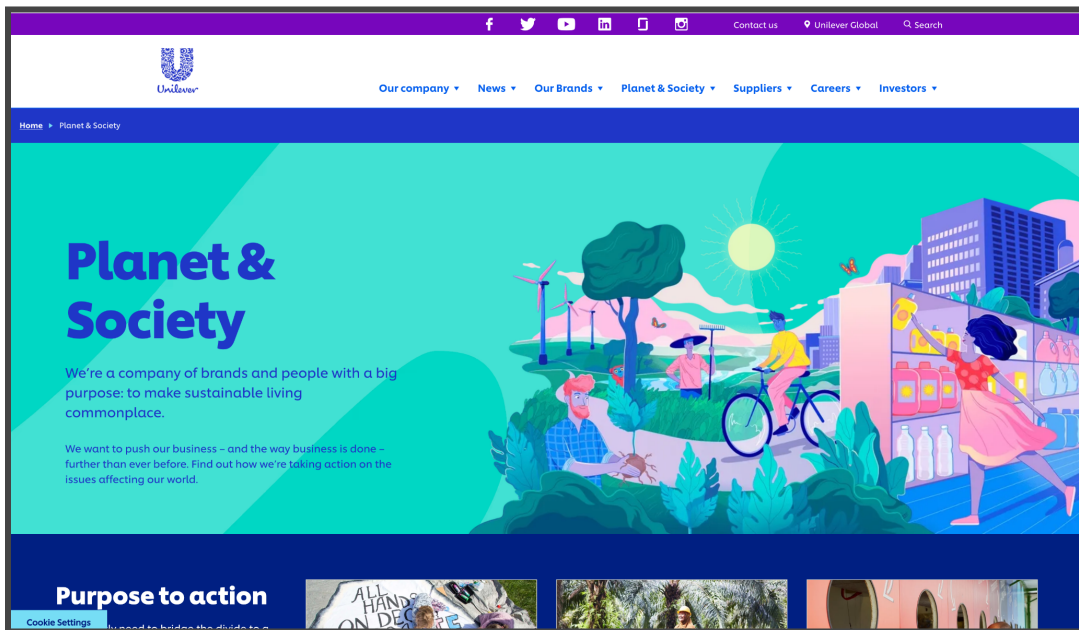
The third screenshot above is taken from the 'Planet & Society' page on Unilever's website. It redirects the visitor to a PDF document that gives an overview of the 'Unilever Compass' as it relates to the company's strategy and subsequent business activities. You can see a screenshot from the PDF document in Appendix A.

Appendix C: Unilever article about United Nations Sustainable Development Goals

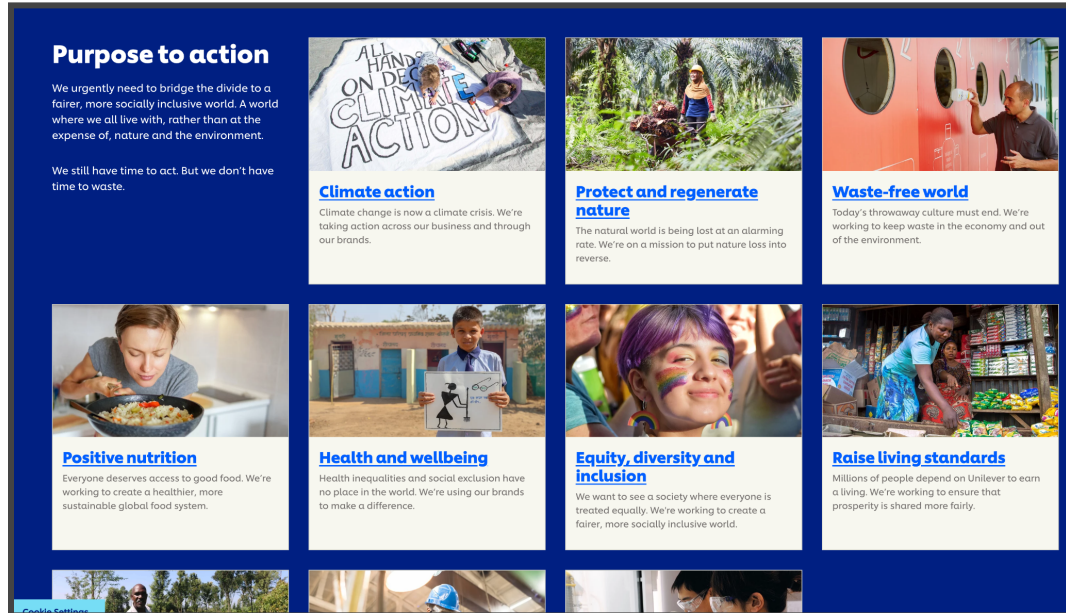


This is a screenshot from Unilever’s website of the article titled “Sustainable Development Goals”. Planeterra can reference it if they want to have a designated section of their website discussing what the SDGs mean to them. Also, Planeterra can include hyperlinks to other areas on the website that discuss its actions contributing to the SDGs.

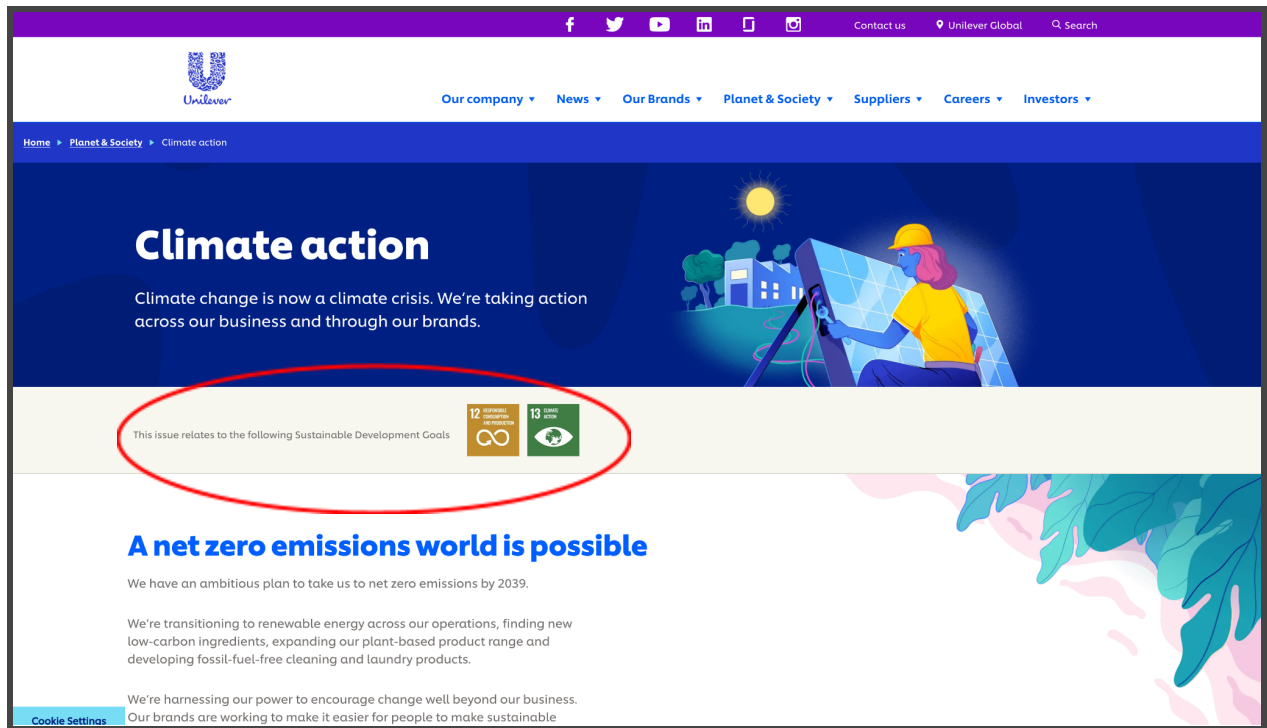
Appendix D: Unilever's Website Navigation to Communicate its Impacts



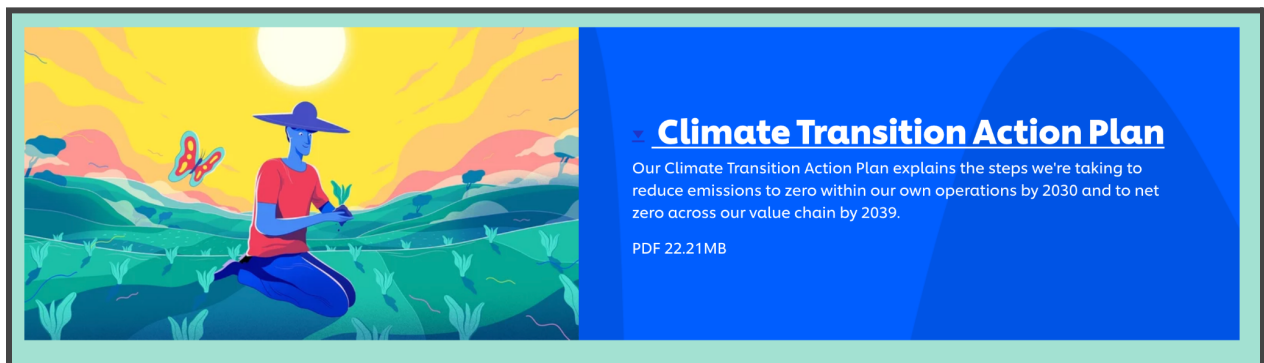
This is a screenshot of the 'Planet & Society' which serves as a launchpad to view issue-related impacts.



This is a screenshot from the 'Planet & Society' page that lists some of the issues Unilever wants to address. We selected the first one listed, climate action, to continue our navigation.



Above is a screenshot from the climate action page that we were redirected from the 'Planet & Society' page. The red circle shows that the corresponding SDGs that Unilever has identified are highlighted at the top of the page.




Unilever also includes the PDF for its Climate Transition Action Plan at the bottom of the climate action page. This helps concerned readers gain more information about Unilever's actions towards this issue, instead of muddling the rest of the page with nitty-gritty details!

Appendix E: Example of how Planeterra can include SDG alignment for “Who We Support”


planeterra.org/who-we-support/

About us Our Work News & Stories The Network Shop **Donate**



Planeterra Project Sthree - Sri Lanka



CRAFT SHOP & CAFE

Watch on  YouTube


EMPOWERING WOMEN

Women make up over half of the tourism workforce and yet they are often underpaid and have limited opportunities to move into higher positions in their jobs. Planeterra helps women redefine their roles in society by providing life-changing access to education and job-training.


This function promotes the following Sustainable Development Goals:


To learn more about our contribution to the UN SDGs click on the goal icon




DESA




Panauti Community Homestay




Amba Chutney Cooperative



Sthree




Women With Wheels



Sisterhood of Survivors

planeterra.org/who-we-support/


About us Our Work News & Stories The Network Shop **Donate**



Planeterra's Bike with Purpose in B...

BIKE WITH PURPOSE



Caye Caulker, Belize

Watch on  YouTube


NEW PATHS FOR YOUTH

Youth in many parts of the world have limited access to formal education, and have few opportunities for jobs. Planeterra supports programs that help at-risk youth develop skills to work in tourism and hospitality, and provides them with a chance to create positive life paths.


This function promotes the following Sustainable Development Goals:


To learn more about our contribution to the UN SDGs click on the goal icon




Oodles of Noodles




City Walk




El Hongo



Mescladis



Cuzco Youth Drop-in Centre "Inti Runakunaq Wasin"



Bike with Purpose

Appendix F: Competitor Audit

	Treadright ^{1.1}	Tourism Cares ^{1.2}	Travel Foundation ^{1.3}	Charity Water ^{1.4}	Care ^{1.5}	Plan ^{1.6}	Planeterra ^{1.7}
Web page dedicated to the SDGs	X	X				X	
Incorporation of SDGs across website	X					X	
Alignment between SDGs and organization partners	X						
Unique language describing alignment with SDGs						X	
Indication of specific targets within the SDGs	X					X	
Incorporated analytics within SDGs							
Links to internal organization information about SDGs							
Links to external sites about SDGs		X				X	

The table above is the culmination of the research for each competitor. Details regarding what we found and the incorporation of SDGs into website designs can be found below.


1.1. Treadright: They have a page dedicated to the UN SDGs, called UN Global Goals. Within each of their project partners page, there is a short description of the UN SDG that the project partner aligns with. The description is not in-depth and shares the same language that is on the UN Global Goals page. There are multiple locations on their webpage that discuss the SDGs, however, there are specifics with how Treadright works towards the Global Goals. Additionally, there are no links to either external or internal resources for consumers who are looking to become more knowledgeable about the SDGs. Treadright exemplifies some of the characteristics of indicating the specific targets within the SDGs through their qualifying criteria to become a partner, however, they do not make this widely known to the public and consumers through their website.



UN GLOBAL GOALS

This project advances Global Goal 15: Life on Land and takes immediate action to protect and prevent the extinction of leopards, an at-risk species. The project promotes harmony between humans and animals by engaging the local community in citizen science.

[LEARN MORE](#)



1.2. Tourism Cares: One page is dedicated to the UN Sustainable Development Goals that provide general education of what the SDGs are. There are no specifics within their explanation of what the individual goals are or how Tourism Cares impacts certain SDGs. The only tie-in to their work with the SDGs is to say “Tourism Cares has adopted these SDGs” and use them to guide our organizational goals, educational tools, and events.” There is a link to an external site about the SDGs.

Sustainable Development Goals

Professional Development

A common language around sustainability.

The Sustainable Development Goals are used globally, and not just in our industry. They act as a shared blueprint, tool and resource for all industries, world-wide.

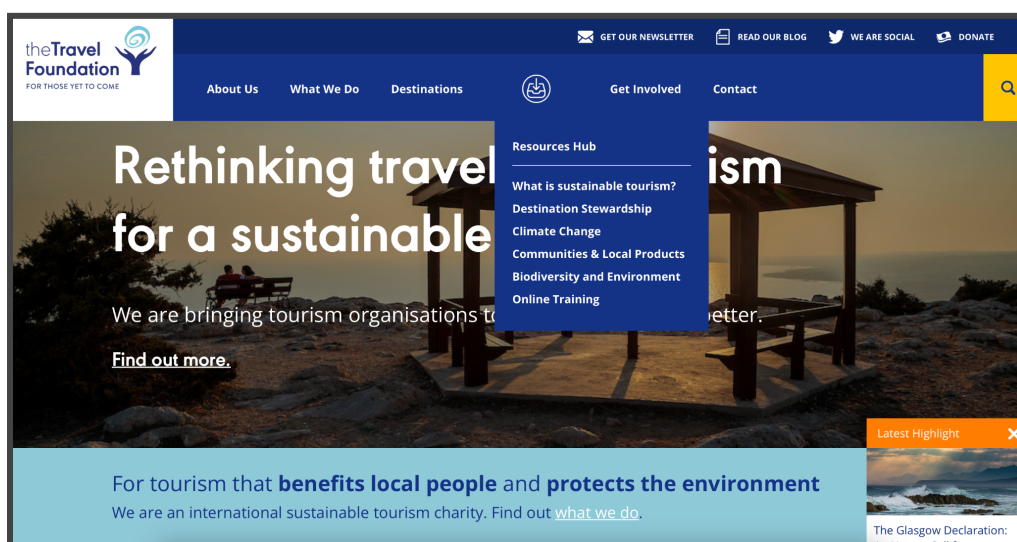
In 2015, world governments agreed on [The 2030 Agenda for Sustainable Development](#). At the center of the plan, the 17 Sustainable Development Goals (SDGs) were designed to end poverty, save our planet and create a prosperous world for all by 2030.

Tourism is one of the only industries in the world that can play a role in actioning all 17. Tourism Cares has adopted these “SDGs” and use them to guide our organizational goals, educational tools and events.

We encourage you to explore and embrace the global goals. When you are participating with Tourism Cares, you will learn how to align with the core elements of the SDG’s as part of your strategic sustainable development.

[Learn More about SDGs](#)

1.3. Travel Foundation: There is no information regarding the UN SDGs provided on their website. Multiple links bring the consumer to internal documents; not about the SDGs but an in-depth look into their partners. Those documents include case studies about their project partners, standards that they hold their project partner to, and more in-depth descriptions about who their project partners are. The Travel Foundation also has a resources hub that is made up of multiple web pages dedicated solely to provide more information regarding what they do.

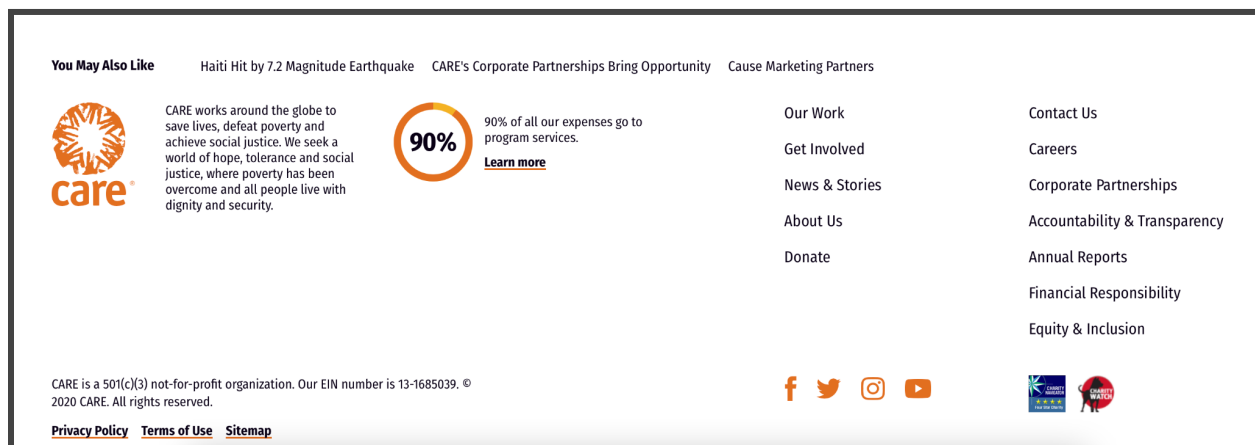


The screenshot shows the Travel Foundation website. The header includes the logo and navigation links: About Us, What We Do, Destinations, Get Involved, and Contact. A search icon is also present. The main banner features the text "Rethinking travel for a sustainable tourism" and "We are bringing tourism organisations to better." Below this is a "Find out more." link. A "Resources Hub" dropdown menu is open, listing: What is sustainable tourism?, Destination Stewardship, Climate Change, Communities & Local Products, Biodiversity and Environment, and Online Training. At the bottom, a blue bar states: "For tourism that **benefits local people** and **protects the environment**. We are an international sustainable tourism charity. Find out [what we do](#)." A "Latest Highlight" section on the right shows "The Glasgow Declaration".

1.4. Charity Water: No information around the SDGs is provided on the website.

1.5. Care: There is no information regarding the UN SDGs provided on their website. In the footnote of Care’s webpage, they have links to internal documents to increase transparency

regarding where donations go and across the overall organization, however, there is nothing specific to the SDGs.



1.6. **Plan:** There is a page dedicated to their work with the SDGs, including the formation and execution of the goals. They include 5 specific targets that the organization aims to accomplish:

- An end to all violence against children
- An end to child marriage
- All children to complete 9 years of quality, free, and safe education
- Birth registration and legal identification for every child
- All girls and boys have a voice and effectively participate in decisions affecting them

These goals are outlined in a picture slideshow (the first slide is shown below). They do give two specific examples of how they contribute to the subgoals of the SDGs, saying “This may mean changing a national law to prohibit child marriage (Target 5.2 in the Global Goals) or ensuring that schools are safe and inclusive for girls and children with disabilities (Target 4.a).” In addition to this, they include their participation in lobbying for the formation of the SDGs and include external links to informational sites about the SDGs.



1.7. **Planeterra:** No information around the SDGs is provided on the website.

Appendix G: Summary of Planeterra's current SDG alignment

Decent work and economic growth

- 8.5: Advocate for travel companies to pay the true cost of community travel experiences so that communities are paid living wages and more income stays within the community.
- 8.6: Support youth training programs within the tourism industry to reduce youth unemployment.
- 8.7: Support organizations that are working to end modern slavery and provide opportunities for at-risk communities to empower and dignify its inhabitants. Child welfare policies in place, and ChildSafe training provided through Friends-International.

Gender Equality

- 5.1: End discrimination against women by partnering with enterprises that train, employ and empower women. Breaking down societal barriers by supporting financial independence, confidence and engaging women in nontraditional livelihoods.
- 5.2: Partnered with organizations whose mission is to protect and empower women facing violence.
- 5.5: Majority of Planeterra's partners are run by women, this actively supports the uplifting of future generations.

No Poverty

- 1.1: Making tourism a more accessible form of livelihood and working with nonprofits that address the underlying contributors to poverty. An ethical substitute to professional tourism corporations that keeps income in the hands of local communities.

Reduced Inequality

- 10.1: Work with organizations that create job opportunities for low-income earners.
- 10.2: Prompt economic and social inclusion for marginalized groups.

Climate Action:

- 13.b: Support organizations that raise the capacity that local communities have to manage climate related programs.

Partnerships for the Goals:

- 17.17: Connects travel companies to include community tourism in their businesses.

Appendix H: Consultants' Panel

Consultants that joined us on October 25th and their occupation:

- *Tiffany Boyles*: Red Philanthropy Consulting & Street Business School
- *Stacy Edgar*: Leeds School, SRS Trade & Impact, Global Girlfriend
- *Noga Kikhia*: Redstone Strategy Group, Fulbright/Lab4, Boettcher/Leeds Scholar

During the consultants' panel, we discussed with Tiffany the importance of integrating SDGs into social media presence and how to effectively create a survey that will wield a high response rate. Tiffany also showed us a chart that the Street Business School uses to communicate their alignment with the SDGs. This was used as inspiration for the SDG chart that our team designed for Planeterra.



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		Kyaninga 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 Minsi (UCBUM)	
Generation for Change and Development - GenCad				Village HopeCore Int'l	
				Water for People	

Appendix I: Planeterra Partner SDG Alignment

Below is an example of the Excel spreadsheet that our team used to determine how the community partners aligned with each SDG. Some community partners had inactive, disconnected or sparse websites and social media, which explains why not every community partner is accounted for. The sheet contains 195 rows, so just this snapshot will be used as an example.

Organisation Name Nombre de la Organización	Website	SDG 1	SDG 2	SDG 3	Top 3 SDGs
IKhwa ttu San Training Centre	https://www.khwattu.org/	8: Decent Wc	15: Life On Li	1: No Poverty	8: Decent Work and Economic Growth 15: Life On Land 1: No Poverty
ACP SAN PABLO - CATARATA GOCTA	@CATARATAGOCTAA				
Action-on-CBT (Dead link and not on website)	https://actiononebt.com				
Addiopizzo Travel	www.addiopizzotravel.it	8: Decent Wc	10: Reduced	16: Peace/Ju	8: Decent Work and Economic Growth 10: Reduced Inequalities 16: Peace/Justice/and Strong Institutions
AFER HomLunch	http://femmesrurales.com/	1: No Poverty	8: Decent Wc	5: Gender Int	1: No Poverty 8: Decent Work and Economic Growth 5: Gender Inequality
AidChild Equation Cafe	https://aidchild.org/	3: Good Heal	4: Quality Edi	8: Decent Wc	3: Good Health and Well-Being 4: Quality Education 8: Decent Work and Economic Growth
Ak Orgo	https://www.instagram.com/akorgo/	8: Decent Wc	1: No Poverty		8: Decent Work and Economic Growth 1: No Poverty
Amba Chutney Cooperative (Dead link)	ambachutneycooperative.org	8: Decent Wc	1: No Poverty	3: Good Heal	8: Decent Work and Economic Growth 1: No Poverty 3: Good Health and Well-Being

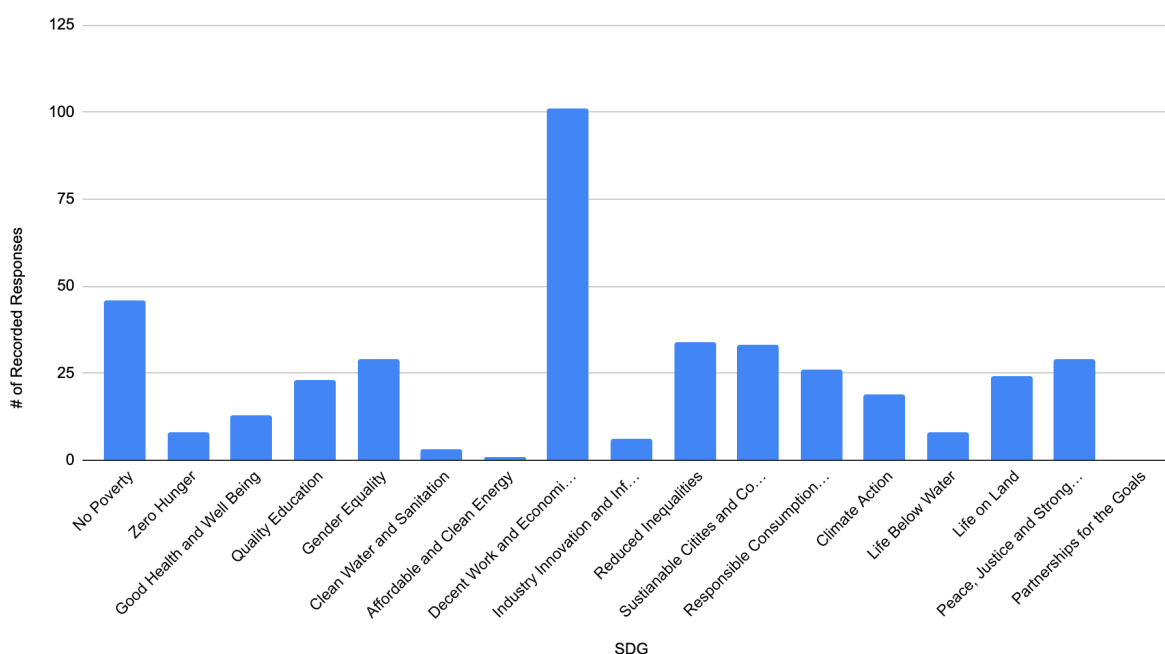
The chart below shows the SDG and the number of responses that we recorded.

Ranking Based on Quantity of Responses for Each SDG		
Rank	SDG	#
1	8: Decent Work and Economic Growth	101
2	1: No Poverty	46
3	10: Reduced Inequalities	34
4	11: Sustainable Cities and Communities	33
5	5: Gender Equality	29
6	16: Peace, Justice and Strong Institutions	29
7	12: Responsible Consumption and Production	26

8	15: Life on Land	24
9	4: Quality Education	23
10	13: Climate Action	19
11	3: Good Health and Well-Being	13
12	14: Life Below Water	8
13	2: Zero Hunger	8
14	9: Industry, Innovation and Infrastructure	6
15	6: Clean Water and Sanitation	3
16	7: Affordable and Clean Energy	1
17	17: Partnerships for the Goals	0

We also created a bar chart in order to visualize the data above.

Community Partner Alignment with Each SDG



Appendix J: SDG Chart Prototype

Home page with an overview of the SDGs and instructions on how to operate the site. horizontally scrolling mechanism to display all of the SDG icons.



PLANETERRA

The United Nations' seventeen Sustainable Development Goals (UN SDGs) are the blueprint for sustainably conscious organizations to measure their efficacy in creating a better future. The SDGs are used by governments and companies to measure their contributions towards addressing the world's most pressing social and ecological problems. Planeterra has decided to use these goals as impact measurement.

By horizontally scrolling, and clicking on icons below you can see how Planeterra's many community partners play a part in achieving the sustainability goals set by the UN.

1 NO POVERTY


2 ZERO HUNGER


3 GOOD HEALTH AND WELL-BEING


4 QUALITY EDUCATION


5 GENDER EQUALITY




PLANETERRA

The United Nations' seventeen Sustainable Development Goals (UN SDGs) are the blueprint for sustainably conscious organizations to measure their efficacy in creating a better future. The SDGs are used by governments and companies to measure their contributions towards addressing the world's most pressing social and ecological problems. Planeterra has decided to use these goals as impact measurement.

By horizontally scrolling, and clicking on icons below you can see how Planeterra's many community partners play a part in achieving the sustainability goals set by the UN.

5 GENDER EQUALITY


6 CLEAN WATER AND SANITATION


7 AFFORDABLE AND CLEAN ENERGY


8 DECENT WORK AND ECONOMIC GROWTH


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE


When an icon is clicked the user is taken to the respective SDG screen, clicking the 'X' will take the user back to the home page.

X

PROMOTE SUSTIANED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL.



Below are some of Planeterra's community tourism partners whose work contributes to decent work and economic growth.

- Khwa ttu San Training Center
- Addiopizzo Travel
- AFER HomLunch
- AidChild Equation Cafe
- Ak Orao

The user can scroll vertically to view the community partners whose work contributes to the goal.

X

- Eco turismo la Chonta
- Ecosphere
- EDGO Experiences
- El Hongo
- Empresa comunal Mirador de Cuyuni Ausangatec Hatun Pukaran
- Favela Experience
- Friends International
- Fundación En Vía
- Gabon EcoSafaris
- Give a Heart to Africa

Appendix K: Blog Post

Planeterra and the SDGs!

About us: Hi! We're a group of five undergraduate students at the Leeds School of Business at the University of Colorado. Our names are Charlotte Bell, Nathaniel Bodner, Sydney Chytka, Piper Rundell, and Holden Samuels. Our collaboration with Planeterra was a semester-long consulting project we embarked on through one of our classes, 'Business Solutions for the Developing World'. We are all driven to learn and understand the ways in which both non and for-profit organizations use different models to sustainably address huge issues.

We were thrilled to be asked to conduct an audit of Planeterra and their work, and provide an overview of how the United Nations' Sustainable Development Goals (SDGs) could be integrated into the website, social media, and other communications. The 17 SDGs, as well as the 169 targeted indicators of success, provide a great framework for further defining Planeterra's mission and goals, as well as for demonstrating the kind of specific, measurable impact that we all want to see being made!



It has been incredibly exciting for us to read and learn about the exceptional network of people and organizations that have been brought together, and with the right strategies around implementing these goals, we can put these wonderful stories in more people's hands.

As an organization supporting sustainable tourism enterprises in over 70 countries around the world, Planeterra and their partner organizations have a tremendous impact across the vast majority of the SDGs, and have a tremendous opportunity quantify and communicate that impact, as well as educate and make others aware of the global agenda Planeterra will become a part of.

Appendix L: Competitor Social Media Audit

	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							

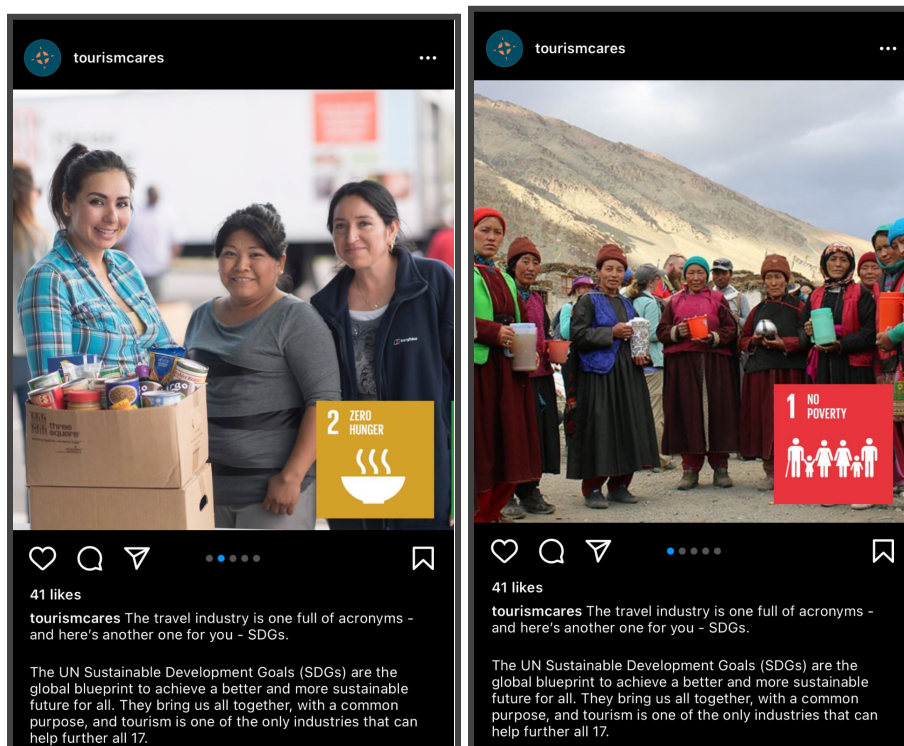
* = Verified Account

= Common Mention of SDGs

= Minimal Mention of SDGs

= No Mention of SDGs

The Tourism Cares Instagram has an informative post explaining to followers what the UN Sustainable Development Goals are, with photos corresponding to some of the goals.



As can be seen from the competitor social media audit above, Charity Water, Care, and Plan are the only verified accounts, and their follower counts are leagues above any other organization.



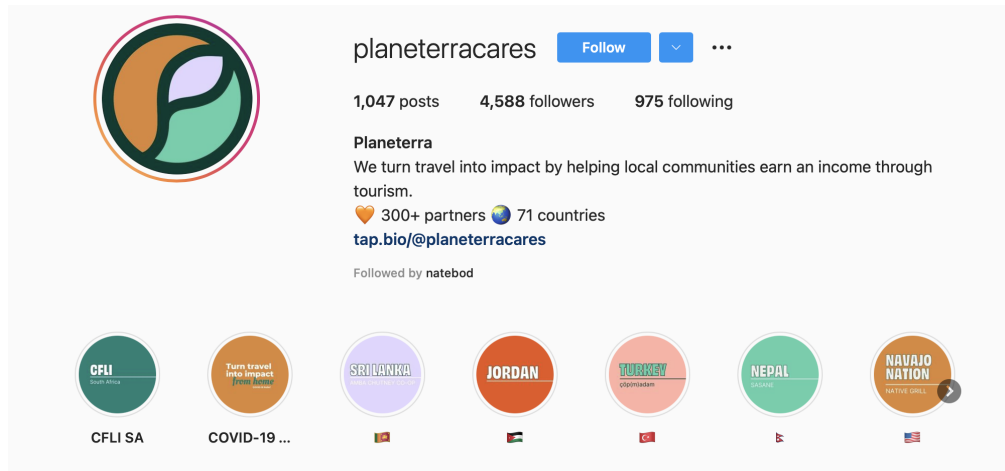
From the graph above, it's clear that Instagram accounts with verification drive higher engagement rates at every tier, with the disparity fairly significant in the middle tiers (*Baklanov*).

Appendix M: Social Media Potential Designs

Highlights Reels

Similar to the COVID-19 Grants highlight page already on Planeterra's Instagram, this section highlights Planeterra's partners and the SDG that they are working to accomplish. An example of a potential design for these highlights can be found below in Instagram post redesign #2 to continue the Planeterra aesthetic.

Current view:



Future View after Highlight Reel is Added:



UN SDG image to use in Highlight:



UN SDGs

When creating this image to include in the highlight reel, it is important to keep in alignment with how the UN wants the SDG logos to be applied. UN SDG logos should not be over-colored backgrounds, which is the reason why the highlight reel image does not include any Planeterra color designs (Sustainable Development Goals Guidelines).

Instagram Post Redesign:



UN SDGs Impacted: 8

Instagram post caption:

Travel is a valuable experience but not everyone benefits equally. And that is why we are changing the game by ensuring that the money from the tourism industry stays within the communities it is built on.

Sanon Training Restaurant is one of many community partners that work with local people to ensure that they have the tools they need to prosper. Fostering positive economic growth works towards accomplishing the United Nations Sustainable Development Goal of decent work and economic growth.



UN SDGs Impacted: 8

Instagram post caption:

Every dollar spent in the tourism industry has an opportunity to make a positive difference.

Panauti Community Homestay is an opportunity for the local women of Panauti to take on a higher responsibility in the community and has given them confidence as they portray their capabilities to each guest that visits the town. Women engaged in the homestay are earning a living for themselves and able to contribute to household expenses, as they become leaders in the community. Panauti Community Homestay works to provide stable work and economic growth for themselves and their community, which is in alignment with the United Nations Sustainable Development Goal of decent work and economic growth.



UN SDGs Impacted: 1, 8, 10

Instagram post caption:

Where you eat, where you shop, and how you tour make ripple effects through the communities you visit. At Planeterra, we want to ensure every ripple is a positive one!

Did you know that Mto Wa Mbu Local Culture Tours is based in a country where the unemployment rate hovers just above 10%?

Mto wa Mbu Cultural Tourism is providing jobs to locals, including women, innovatively and sustainably that celebrate local culture and heritage. Boosting the economies of villages and

towns near national parks also increases the protection of the environment, biodiversity, and curbs urban migration and loss of culture and heritage. By partnering with organizations like these, Planeterra is working towards the United Nations Sustainable Development Goals Ending Poverty, Creating Decent Work and Economic Growth, and Reducing Inequalities.

Appendix N: Survey Questions

Donor Survey Questions

Section 1: Communications

1. How did you find out about Planeterra?
 - a. Traveling
 - b. G Adventures tour
 - c. Social Media
 - d. Recommendation
2. How do you keep up-to-date regarding Planeterra's work?
 - a. Newsletter
 - b. Website
 - c. Email
 - d. Social media
 - e. Other: _____
3. How often do you read updates about Planeterra and their work?
 - a. Every day
 - b. Once a week
 - c. Once a month
 - d. Other:

Section 2: UN Sustainable Development Goals



Image #1



Image #2

4. Which page would you be more likely to interact with? (Referencing the two images above)
 - a. Image #1
 - b. Image #2
5. I am familiar with the United Nations Sustainable Development Goals.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
6. Some SDGs are more important than others
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
7. Choose three of the seventeen Sustainable Development Goals and rank them based on importance (1 being most important, 3 being least important):

- a. Dropdown menu to rank top three SDGs
8. Non-profit organizations that identify Sustainable Development Goals are more trustworthy than those that don't
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
9. Specific metrics and data about an organization's impact make me more inclined to donate.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
10. Which makes you most inclined to support an organization?
 - a. One or more success stories or powerful anecdotes about young entrepreneurs who were able to lift their families out of extreme poverty with the help of the organization's resources,
 - b. Sharing the number of people an organization has lifted out of extreme poverty along with a specific metric, such as increasing real income
 - c. Other: _____

Corporate Donor Survey Questions

Section 1: Corporate Relationship

1. How long have you been a corporate donor?
 - a. Short answer:
2. What other non-profits does your organization support?
 - a. Short answer:
3. Does your organization identify working towards SDGs as a criterion for donation?
 - a. Yes/No
4. If so, please explain what you look for in an organization you would donate to?
 - a. Short answer:

Section 2: UN Sustainable Development Goals



Image #1



Image #2

5. Which page would you be more likely to interact with? (Referencing the two images above)
 - a. Image #1
 - b. Image #2
6. I am familiar with the United Nations Sustainable Development Goals.
 - a. Strongly disagree
 - b. Somewhat disagree

- c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
- 7. Some SDGs are more important than others
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
- 8. Choose three of the seventeen Sustainable Development Goals and rank them based on importance (1 being most important, 3 being least important):
 - a. Dropdown menu to rank top three SDGs
- 9. Non-profit organizations that identify Sustainable Development Goals are more trustworthy than those that don't
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree
- 10. Specific metrics and data about an organization's impact make me more inclined to donate.
 - a. Strongly disagree
 - b. Somewhat disagree
 - c. Neutral
 - d. Somewhat agree
 - e. Strongly agree

Appendix O: Updated Project Chapter as of December 8, 2021

Planeterra SDGs Communications: Project Charter

Project Name	Planeterra SDG Communication Project	Start Date	09/01/2021
Project Partners	Alanna Wallace - Senior Manager, Development and Communications Crystal Browne - Development and Communications Lead	Approval Date	
Project Team Members	Charlotte Bell, Holden Samuels, Nate Bodner, Piper Rundell, Sydney Chytka	Scheduled Completion Date	12/08/2021

PURPOSE

Our team will deliver a comprehensive strategy to integrate United Nations Sustainable Development Goals (SDGs) into Planeterra's communications - i.e. social media, website, presentations. Our team will curate survey questions to give Planeterra more insight into donor expectations and community partner attitudes. Then, we will put together a comprehensive recommendation of how the SDGs could be integrated into social media posts and an implementation plan. Finally, we will draft a blog post for Planeterra to communicate their commitment to the Sustainable Development Goals.

SCOPE

In-Scope.

In-depth research about KPMG and Unilever's SDG communications to compile SDG reporting best practices for Planeterra.

Creation of survey questions that give insight into corporate or individual donor expectations regarding the UNs Sustainable Development Goals.

Partner SDG chart that connects each partner with the SDGs that they align with. This will be a tool for communicating with donors via email and visitors to the website.

We will produce an outline of recommendations that Planeterra can use to guide their social media communications. These recommendations will be based on previous posts and competitor communications. Along with social media recommendations, we will provide a roadmap to implement these social media changes.

Blog post of Planeterra's personal commitment and connection to the SDGs.

Out-of-Scope. We will not facilitate the distribution and collection of donor surveys. Instead, we will create survey questions and suggestions for Planeterra to complete this process.

- Create templates for social media posts
- Carry out website redesign
- Partner survey questionnaire

CONSTRAINTS AND ASSUMPTIONS

Assumed resources provided:

- Access to all data regarding website and social media traffic
- Data regarding partners and how those partners tackle the SDG's

Assumed behavior:

- Both parties communicate and respond in timely manner
- Project partners and team members will be transparent regarding process, risks, and potential setbacks
- Center empathy around decision making
- Use feedback to continually improve process
- Any further assumptions made will be discussed to ensure we are in agreement

RULES

General:

- Student team and project partners check in weekly (whether that means through email or zoom when needed).
- Every member of the team is responsible for ensuring that goals and deadlines are met in a timely and professional manner.

Student Team:

- Maintain regular communication with Project Partners. Schedule and attend periodic meetings or calls to provide an update on your progress and seek information and advice.
- Work with The Writing Center on both the draft and final reports before submitting to the Instructor (optional but highly recommended – note Writing Center requires appointment).
- Present draft project report to Project Partner and seek feedback. Project Partner's feedback should be incorporated into the draft and final reports before submitting to the Instructor.
- Perform all the tasks identified in the "Deliverables/Critical Milestones" section, below.
- Notify the Instructor if any issues arise.

Project Partners:

- Maintain regular communication with the Student Team; attend scheduled meetings or calls with the student team.
- Provide all necessary information for the student team to complete the project.
- Provide required feedback to the team on its draft report.
- Provide evaluation of team and work product to the Instructor upon completion of the project.
- Notify the Instructor if any issues arise.

Note of the approved use of reports. With the Project Partner's permission, the reports may be used by the Leeds School of Business for educational purposes (e.g., as sample reports for future classes or posting on the website of the Center for Education on Social Responsibility at the Leeds School of Business).

RESPONSIBILITIES

Main Contact for Project Partner	Charlotte Bell
Presentation Guru	Sydney Chytka
Editing Eagle Eye	Nate Bodner
Research Specialist	Holden Samuels
Point Person for Final Report	Piper Rundell

Appendix P: Feedback Communication

Project Follow-Up

Inbox x

Sydney Elizabeth Chytka

Tue, Nov 30, 9:04 PM (8 days ago)

☆ ↶ ⋮


to Alanna, Crystal, me, Holden, Nate, Piper

Hi Alanna and Crystal,

Our team is almost complete with our final report for the SDG project. We hope that you find our research and suggestions valuable. Will you please take a quick look at our report - we still have proofreading, edits, and a few sections to add - and provide some feedback?

Best,
Sydney Chytka

Planeterra Report - new formatting -edit here f...



Alanna Wallace

Wed, Dec 1, 3:05 PM (7 days ago)

☆ ↶ ⋮

to Syd, Crystal, me, Holden, Nate, Piper

Hi Sydney,


Thank you so much for sending through the final report. It looks like you're very close to completing it!

I've gone through about half of it so far and it all looks very good - I'm really excited to read it when it's finished and will continue reading it tomorrow but wanting to let you know from my first sweep I can't see anything to comment or add - it's very comprehensive. I'll weigh in more on Thursday or Friday, as will Crystal - we've just been a bit snowed under with Giving Tuesday this week!

If you need anything else from me, please let me know.

All the best,
Alanna

Alanna Wallace (she/her)
Senior Manager - Development & Communications



PLANETERRA

19 Charlotte St. Toronto, ON M5V 2H5 CANADA
awallace@planeterra.org |
www.planeterra.org | F: @planeterracares | IG: @planeterracares

Sydney Elizabeth Chytka

Wed, Dec 1, 9:14 PM (7 days ago)

☆ ↶ ⋮

to Alanna, Crystal, me, Holden, Nate, Piper

Thank you for getting back to us! Take your time. We are submitting it on Monday, so anytime before then is perfect!

Also, I was wondering what exactly you were looking for in the blog post? Do you want us to discuss our project? How the SDGs are a good impact measurement framework for Planeterra?

Best,
Sydney

**Crystal Browne**

to Syd, Alanna, me, Holden, Nate, Piper ▾

Dec 2, 2021, 10:53 AM (6 days ago)



Hi Sydney,

I just reviewed the report, and wow you all have done such a fantastic job! Of course, Alanna will review shortly too but I wanted to email quickly and thank you all for the time and effort you put into this. I made a few suggestions but up to you all if you want to do them, mainly just on suggestions on wording.

Regarding a blog, I think we would be happy with anything you wanted to write about, but since you now have a lot of knowledge on the impact of SDG's and why they are important I think that would be fantastic so eventually, we could use it when we implement this project!

Let me know if you need anything else from our end.

Thank you,
Crystal

--

Crystal Browne (she/her)*Development & Communications Lead***PLANETERRA**

Our communication thread between Crystal and Alanna to get feedback on our first draft of the report and some guidance on the blog post.

SOURCES

- Baklanov, Nick. "In-depth Research of Instagram Verification: Does Verification Impact Engagement Rate?" *LinkedIn*, *LinkedIn*, 17 Feb. 2020, <https://www.linkedin.com/pulse/indepth-research-instagram-verification-does-impact-rate-baklanov/>.
- Browne, Crystal. (2021) "Planeterra & the SDGs - SDG Project." Unpublished.
- Charity: Water, <https://www.charitywater.org/>.
- Down, Liam. "Risk of 'SDG Wash' as 56% of Companies Fail to Measure Contribution." *Reuters Events*, 16 May 2018, <https://www.reutersevents.com/sustainability/risk-sdg-wash-56-companies-fail-measure-contribution-sdgs>.
- Hege, Elisabeth. "SDGs Need Ngos, Ngos Need Sdgs." *IDDRI*, 8 Feb. 2017, <https://www.iddri.org/en/publications-and-events/blog-post/sdgs-need-ngos-ngos-need-sdgs>.
- G Adventures. *Planeterra Partners Report*. Jan. 2020. Powerpoint Presentation
- Global, E. Y. (2017, March 9). *Why sustainable development goals should be in your business plan*. EY Australia. Retrieved December 4, 2021, from https://www.ey.com/en_au/assurance/why-sustainable-development-goals-should-be-in-your-business-plan.
- Jayachandran, Seema. "Social Norms - Northwestern University." *IMF Economic Review*, Springer Nature, https://faculty.wcas.northwestern.edu/~sjv340/social_norms_flfp.pdf.
- José, B. L., King, A., & Jayaram, S. (2018, February). *How to report on the SDGs: What good looks like and why it matters*. kpmg.com/sdgreporting. Retrieved December 4, 2021, from <https://assets.kpmg/content/dam/kpmg/xx/pdf/2018/02/how-to-report-on-sdgs.pdf>.
- London, T. (2009, May). *Making Better Investments at the base of the Pyramid*. Harvard Business Review. Retrieved December 5, 2021, from <https://hbr.org/2009/05/making-better-investments-at-the-base-of-the-pyramid>.
- "Make Travel Matter Experiences Qualifying Criteria." *Treadright Foundation*, <https://ttc.com/wp-content/uploads/2019/12/MTM-Qualifying-Experiences.pdf>.
- "Make Travel Matter." *TreadRight*, 8 Nov. 2021, <https://www.treadright.org/>.
- Planet & society*. Unilever. (n.d.). Retrieved December 4, 2021, from <https://www.unilever.com/planet-and-society/>.
- Qualtrics. (2021, November 29). *How to increase online survey response rates*. Qualtrics. Retrieved December 5, 2021, from

<https://www.qualtrics.com/experience-management/research/tools-increase-response-rate/>.

“Sustainable Development Goals Guidelines.” *Sustainable Development Goals - United Nations*, United Nations Department of Global Communications, May 2020, https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/01/SDG_Guidelines_AUG_2019_Final.pdf.

Travel Foundation, <http://www.thetravelfoundation.org.uk/>.

Unilever. (n.d.). *Annual report and accounts 2020 highlights*. Unilever. Retrieved December 4, 2021, from <https://www.unilever.com/investor-relations/annual-report-and-accounts/>.

Unilever. (n.d.). *The Unilever Compass*. unilever.com. Retrieved December 4, 2021, from <https://assets.unilever.com/files/92ui5egz/production/ff779dd94f7e62cba9cef39dd90f5aacf0f02835.pdf/Compass%20Strategy.pdf>.

“World Tourism Organization.” *UNWTO*, <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>.