



EPP ethical marketing & communications policy

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Why do we need this policy?

Transparent communications, both internal and external, is a key element of any sustainable development strategy.

This policy is an expression of our dedication to properly communicate EPP's activities through marketing and public relations, social media, websites and other communication channels, and to prevent accusations of, for example, greenwashing. We want to effectively and transparently engage and communicate with our stakeholders in the spirit and in line with ESG requirements.



A woman with dark hair tied back, wearing a light blue polo shirt, is shown in profile from the chest up. She is looking down at a black smartphone held in her hands. The background is a bright, out-of-focus indoor setting with a window. A large blue rounded rectangle is overlaid on the right side of the image, containing white text.

Ethical communications principles used at EPP

Rules of ethical communications at EPP

Ethical communications is about passing information between two parties in a manner that is accurate, truthful and acceptable.

Therefore honesty, transparency and respect are applied when communicating on behalf of EPP, and communications is designed so that the recipient clearly understands the message.



How do we communicate at EPP

1. We are open, honest and transparent
2. We are respectful for our audiences and stakeholders
3. We provide facts and data-driven information
4. We aim to use clear language that is tailored to our audience – [diversity and inclusion in communications](#)
5. We avoid speculations, negative tone and judgemental language
6. We do not lie or try to make things look better even when dealing with difficult situations
7. We strive to answer all questions – even the difficult ones – from our stakeholders without undue delay. If we don't know the answer at a given time, we come back later with an answer
8. We are self-aware and apologetic when we make a mistake
9. We are aware of colourwashing practices including the most well-known and common type of them – greenwashing, we [know the ways to prevent them](#), and we make every effort to avoid such practices



Diversity and inclusion in communications



People are diverse, including the way they absorb information or communicate with others. Therefore, communications also need to be diverse.

Diversity in communications is about taking into account different audiences when developing verbal, written, visual or non-verbal messages. It adapts and adjusts communications styles, approaches and content to effectively engage and connect with people from diverse backgrounds.

Inclusive communications considers and respects the diversity of individuals by eliminating barriers that might arise from differences in culture, language, abilities, and perspectives. It:

- Avoids stereotypes
- Is mindful of cultural sensitivity
- Uses clear and plain language
- Is accessible (it accommodates visual and auditory impairments)
- Utilises both text and visual representations
- Is easily converted to different languages
- Uses respectful language

Greenwashing can be avoided by

- Taking a fact-based approach (through verification of facts, not using any false information)
- Using only claims and data that are based on verified sources (e.g. scientific research, third-party certifications or government data)
- Using the latest data and reports on the company, not relying on information that may be out of date
- Providing information in a manner that is not distorted or misleading, even if the content is true and accurate
- Avoiding general statements (“environmentally friendly”, “this solution is green”)
- Using precise, understandable, non-emotional language, without technical terms (e.g. avoiding jargon) that may be incomprehensible to the recipient
- Eliminating claims that a solution is better than others in a particular category or industry, without bearing in mind its overall environmental impact



Dos & Don'ts



The best practices used

DO:

Include relevant sources while communicating data and figures

Give the broader context so your message is clearly understood

Show the impact your actions/achievements/investments have on the stakeholders including the Planet

Update your claims in case of technical advances

Make appropriate comparisons

Support key messages by clearly verified facts and figures

DON'T:

Use general claims

Use unclear or ambiguous claims

Make references to overall environmental/social friendliness

Overestimate the small, insignificant positive aspects to make the overall business look more sustainable

Use irrelevant/selective comparison groups

Be subjective and excessively optimistic while making evaluation of your business impact

