

Session Title: Climate Communications

Name: Philippe Fonta

Position: Founder and CEO, SCRUM-Consult (Sustainability, Corporate Responsibility and Uncertainties Management)

Communication on Climate Change is complex in order to stimulate innovation for efficient solutions and avoid catastrophism, discouragement and blaming on individuals and companies. Backed up with a strong experience on climate change management in private companies, international organizations and non-for-profit associations, the presentation will illustrate ways of using internal and external communication as a way to inform and motivate employees and stakeholders of the company's sphere of influence, to structure the overall approach, and to set up a robust monitoring and verification system to support this communication and to justify the company's license to operate.