

The Roman Declaration on Green Communication Responsibility

1 – As my/our contribution to our universally recognized duty of care for the planet I/We as professional communicators declare our support for the Roman Declaration on Green Communication Responsibility.

2 - RECOGNISING

The 2030 Agenda for Sustainable Development adopted by all United Nations member states in 2015.

The increasing public demand and legal requirement for reporting environment, social and governance action and progress towards those strategic development goals (SDGs).

3 – RECOGNISING

The essential role of communication in mobilising the collective action necessary to achieve these objectives.

4 - RECOGNISING

The International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World (INTERDECOM) launched in 2020

5 –THE ROMAN DECLARATION ON GREEN COMMUNICATION RESPONSIBILITY

Calls on all professional communicators to adopt these best practice guidelines to demonstrate their green communication responsibilities.

6 –lead by example in responsible communication, always clearly differentiating between fact and opinion

7 – always act ethically in the best interests of the sustainable consumer.

8 - speak out against irresponsible and incorrect dis- and misinformation.

- 9 – promote diversity by the development of local codes of best practice which respect prevailing language, cultural, political, religious environment differences
- 10 – ensure every green communication programme takes into account the possible impact on the planet.
- 11 – offer positive creativity as the answer to “green washing” negativity.
- 12 – ensure every strategic/tactical plan is data driven and their outcomes are measurable.
- 13 – promote education of internal and external stakeholders by recognizing/ sharing/promoting examples of best practice
- 14 – take every opportunity (eg World Environment Day) to promote responsible green communication
- 15 – By respecting these guidelines seek to raise public awareness of best professional communication practice and practitioners.

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