**Water<Less Internal Communication**

**Goal:** To achieve employee awareness and understanding of the new Water<Less campaign meaning, message and benefits to both the company and consumer.

**Key Messages**

1. The Levi’s Water<Less initiative can reduce up to 96 percent of water use normally used in denim production, with the same look and feel of other Levi’s denim.
2. The Levi’s Water<Less initiative is intended to be a forever campaign — by 2020 we aim to be using the Water<Less method for 80 percent of our products.
3. The Levi’s Water<Less initiative is a Corporate Social Responsibility (CSR) action to help the environment
4. The Levi’s Water<Less initiative benefits the company, community and the consumer by reducing our carbon footprint
5. The Levi’s Water<Less initiative strives to set an example for other companies to promote sustainability

**Stakeholders and Messages**

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| **Stakeholder** | **Message** | **Media** | **Timing** | **Responsibility** | **Status** |
| **(All) Corporate employees** | Water<Less is not just about our jeans, but about our lives.  Every small step taken every day to reduce, reuse and recycle helps the environment and sets an example to others. | Tactic: Distribute reusable water bottles (with Water<Less logo) for all corporate staff and eliminate 90 percent of our disposable water cooler cups.  Media — memo and email notice. | 4/13/17 | Ms. Skinner | In Progress |
| **Upper management corporate** | Water<Less is a CSR initiative moving toward a more sustainable way of production and way of life, setting an industry-wide example to other clothing manufacturing companies. | Tactic: Presentation on tactics for other stakeholders, as well as projected statistics on lowering our water use and gaining consumers due to good CSR. | 4/13/17 | Ms. Skinner | In Progress |
| **Marketing department** | Customers should see through our website, videos and social media that the Water<Less initiative is a great step forward to sustainable practices in a large corporation. Sustainability does not mean sacrificing style. | Tactic: Email subscribers a 10 percent discount for their first pair of Water<Less jeans when they use #WaterLessLevis with a social media share.  Media — email | 4/17/17 | Ms. Skinner | On Time |
| **Retail employees** | Water<Less is an example of Levi’s CSR, and shows other companies that sustainability can still equal profitability. Promoting these jeans is beneficial to you, the customer and the environment. | Tactic: Incentive for whomever sells the most Water<Less jeans in one month receives one pair for themselves at no cost!  Media — email, break room memo (and managerial communication) | 4/17/17 | Ms. Skinner | On Time |
| **Retail management** | Water<Less is the next step in Levi’s latest CSR initiatives. Water<Less jeans use less water and less energy in their production with the same classic Levi’s look and feel. Push sustainability and affordability aspects. | Tactic: Managers will brief their team verbally and through email (with team’s weekly schedule) on Water<Less product, selling points and purpose for company and customer. Communicate incentive for selling as many as possible.  Media — email | 4/13/17 | Ms. Skinner | In Progress |