**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 |