

Business Advocacy Playbook

CREATED BY COLIN PRICE CONSULTING LLC
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Why engage in public policy advocacy?



Some problems require collective action. Systemic change, industry transformation, or a more level playing field often require changes to public policy and working in coalition.

Examples: Supply chain decarbonization, ingredient & product safety, ESG disclosure & reporting, sustainability claims



Elements of a winning advocacy campaign

- Solve a systemic issue to catalyze transformative change
- Have a campaign plan to invest wisely create value
- Be authentic & collaborative

Solve a systemic issue

1

Your starting point is to make sure you have a clearly defined problem or issue that needs fixing.

Ask the following questions:

1. Is this issue materially relevant to the business?
2. Is this issue suitable for changes in public policy (read broad)?
3. Is action on this issue timely?

If the answers to all are “yes”, proceed.

Have a campaign plan

2

Transformative change and the business value that comes along with it requires time and intention. You’ll need a smart campaign plan to be successful.

The plan should include:

1. Policy gap analysis
2. Stakeholder landscape assessment
3. Legislative strategy
4. Community engagement & communications roadmap

Be collaborative

3

Business is competitive. But to be successful in an advocacy campaign you’ll need to be collaborative. That means working in coalition with competitors, partnering with NGOs, and mobilizing your community.

Throughout implementation of your campaign plan the key to value creation is authenticity.



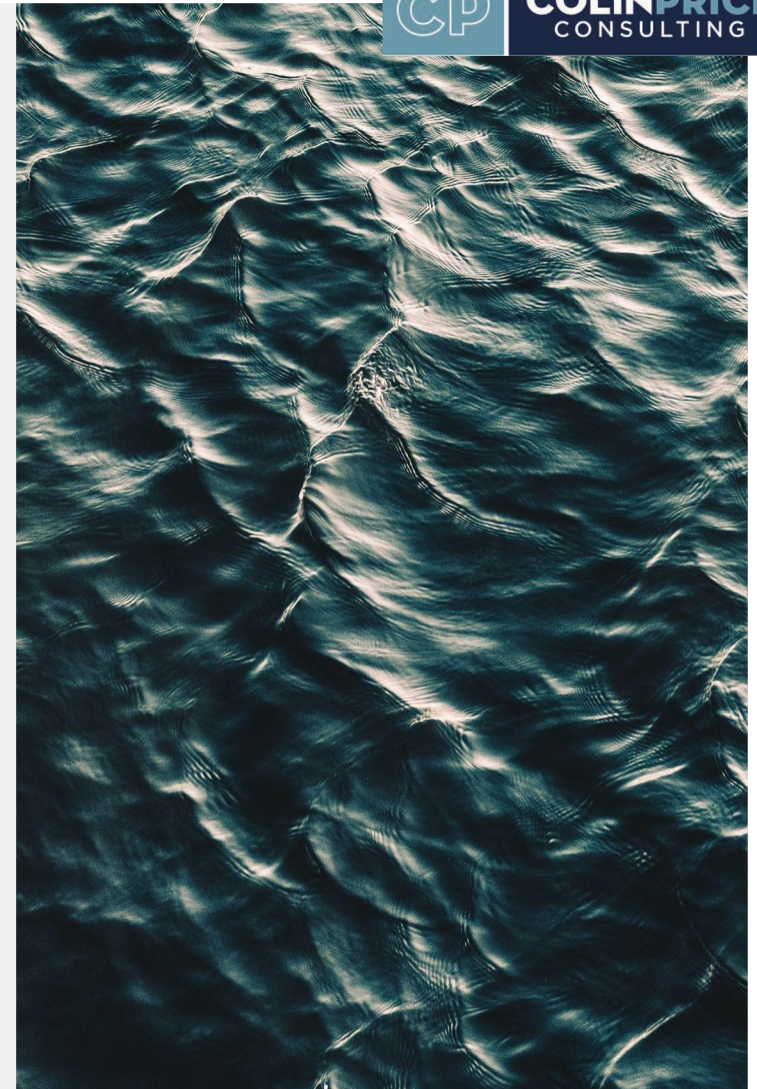
Double click: Advocacy Campaign Plan

Campaign Planning

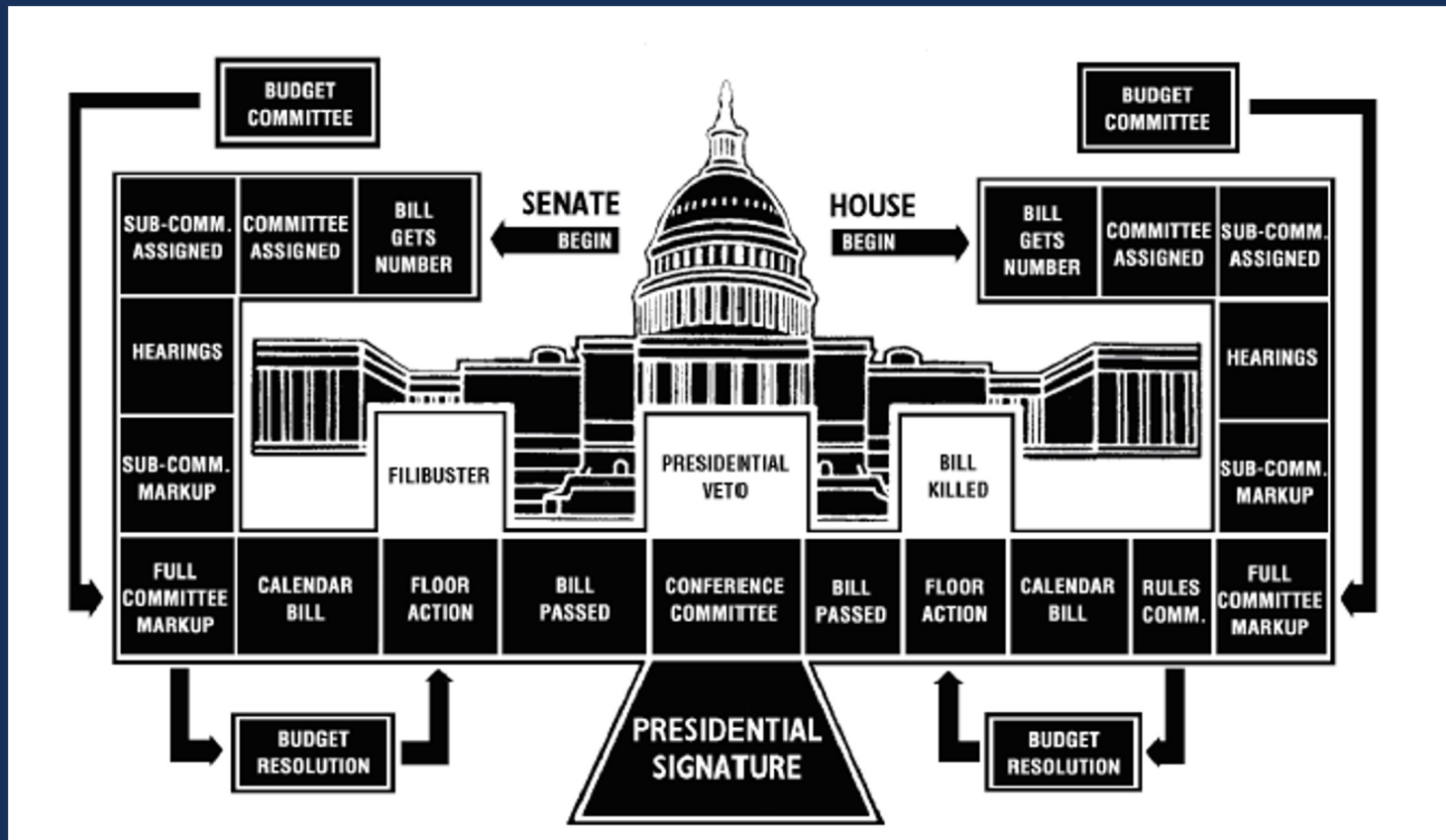
Once you have a clearly defined problem that passes the thresholds test for advocacy (i.e. materiality, suitability, timeliness), you should take the time to build a plan before launching your campaign.

To do it right and reap the benefits, your campaign will likely last multiple years. It will involve a variety of partners and opponents. Here's more about what your plan should include.

1. **Policy gap analysis:** What policies currently exist on this issue? What local, state, or federal agencies are responsible for implementing those laws?
1. **Stakeholder landscape assessment:** Who else is already working on this problem or issue? What NGOs and industry trade groups? Who is funding existing advocacy?
1. **Legislative strategy:** Which legislative committee(s) work on this issue? Who are influential members of those committees? Who could champion a bill on your issue?
1. **Community engagement & communications roadmap:** How will you authentically engage your community? What level of engagement is appropriate? What communication channels will you use to drive action and support?



How a Bill Becomes a Law



About US

We know what it's like to try and make an impact with limited time and budgets. Sustainability consulting can come with a cost that is out of reach for many brands - we deliver credible results at fair & reasonable budgets.

We've led small teams responsible for strategy, planning, project management, and communications so we're in-tune with what it takes to drive results in a dynamic environment with cross-functional partners.

We love uncovering solutions to tough, complex problems. That's one of the reasons Colin has dedicated his 20+ year career to sustainability. **During that time he has worked with NGOs, businesses, legislators, and public agencies on public policy and advocacy campaigns.**

We have a reputation for integrity and robust domain knowledge in multiple impact areas across the practice of sustainability management and ESG strategy. We have experience working with clients in industries including food & beverage, beauty, fashion, wellness, local government, higher education, and green building.

Licenses & Certifications

- Certified Sustainability Professional (ISSP License #0011488137)
- Fundamentals of Sustainability Accounting (SASB)



What clients and colleagues say:

“Colin is a valuable asset to any organization interested in planning and executing a successful policy advocacy campaign. Colin played a critical role in helping Seventh Generation engage constituents and customers in ways that strengthened our brand and influenced key legislators. He is collaborative, reliable, and a strong communicator. I hope we have the opportunity to collaborate again in the future. I highly recommend his services..”
- Ashley Orgain, Seventh Generation

“Colin was instrumental in stepping in to help Thinx navigate a high-risk, public facing issue related to our sustainability practices. He seamlessly integrated with our internal team to help protect our brand reputation by mapping out a credible plan to address the issue. It’s hard to find advisors with strong technical chops and strategic business acumen. Colin has both. I would recommend him to any other brand looking for a solutions-oriented partner with integrity.”
- CJ Frogozo, Thinx

“You'll be hard pressed to find a colleague with as much talent, intelligence and persistence as Colin Price. He has the rare blend of teamwork and leadership, combined with the ability to think about "what's next". Having worked with Colin for over four years, he continues to be diplomatic, honest and hard working. His professional "wins" at the state and national level are beyond impressive, placing him as a well-recognized leader in the public and private sectors of sustainability and social impact.”
- Lindsay Dahl, Ritual

Some brands we've worked with:

BEAUTYCOUNTER



Ritual



Thinx

 Lululemon