

4. COMMUNICATIONS PLAN

1. RESPONSIBILITY

Promote greater awareness among DFAIT employees and clients of the need for sustainable development.

2. ACCOUNTABILITY

JEN is accountable for developing and implementing a communication plan to meet the requirements of the Environmental Management Plan.

3. CONSIDERATIONS

Experience in both the private and public sector indicates that employee and client support is the key to implementing sound environmental management practices.

DFAIT initiatives to increase environmental awareness include the adoption of a departmental green logo, a program of monthly environmental events at the Pearson Building, publication of environmental tips in the departmental notices, and a variety of activities at posts.

4. PRIORITIES

Develop and implement a communications program to meet the objectives of DFAIT's Environmental Management Plan (JEN/BCC).

Prepare environmental awareness information kits for missions (JEN).

Publicize DFAIT's environmental management initiatives to date (JEN/BCC).