

Communication Plan

Steps in creating an internal communication plan

Step One

Choose a clear and specific title

“New Water-Saving Measures in Olive Washing”



Step Two

Briefly explain what the change or update is about



Step Three

Define the target groups (who should participate or who is affected)



Step Four

Why is this important? Link to ESG values and local relevance.



Step Five

Clear timeline or next steps

“The new process starts on Monday 17 June.”



Step Six

Ask for input in a friendly way





Step One

“New Water-Saving Measures in Olive Washing”



Step Two

“We are introducing a new method for cleaning olives that uses 30% less water.”



Step Three

“Administrative staff will monitor usage on a weekly basis.”



Step Four

This helps to reduce water wastage in dry periods and supports our ESG goals.



Step Five

“The new process starts on Monday 17 June.”



Step Six

Do you have any questions or tips? Tell Maria or drop your idea in the “green box” next to the break room!












