Objectives

1. Assess current sustainability communication at OCP
2. Benchmark sustainability communication against competitors
3. Identify sustainability stories and messages essential for key stakeholders
4. Understand social media in Morocco to determine a preliminary social media methodology

Recommendations

1. Transform sustainability commitments to sustainability goals
2. Increase transparency in reporting and increased use of website and social media
3. Transform employees into sustainability advocates
4. Improve communication metrics and analysis to ensure messaging is appropriately received