

MEMBER COMMUNICATIONS KIT

PET SUSTAINABILITY COALITION



ABOUT THE KIT

Your Member Communications Kit includes the language you need to share your PSC membership with employees, customers, and suppliers, ensuring stakeholder support throughout the planning, implementation and growth of your sustainability efforts.

Feel free to use the materials that follow in part, in its entirety, or as an inspiration. Please let us know how you are sharing your membership so that we can amplify your efforts to make the most impact.

STAKEHOLDER IDENTIFICATION

EMPLOYEES

Your employees are key to innovation, goal setting, and implementation. They have the deepest knowledge of opportunities for efficiency improvements and communicating with this important stakeholder group might unlock some interesting ideas!

CUSTOMERS

Customers and consumers are demanding sustainable brands and products more than ever. Communicating with this stakeholder can help increase sales, improve reputation, and encourage your team to take next steps.

SUPPLIERS

Suppliers have a big impact on your environmental and social footprint. Knowing your suppliers policies can help you avoid unknown risks and your suppliers might have solutions in place for other customers that you can access too.



PSC COMMUNICATION GUIDELINES



LOGO REGULATIONS

- Members are encouraged to share their Coalition membership with the media, customers, buyers and sellers via company websites and printed literature. You are encouraged to include the PSC Logo on:
 - Your website footer & sustainability page
 - Company email signatures
 - Printed sales materials & business cards
- Members are prohibited from using the Coalition logo or any other graphical representation of the Coalition on their product(s) or packaging.
- Members are prohibited from using the Coalition logo or any other graphical representation of the Coalition to indicate that their products are environmentally preferable in any way, including using words such as sustainable, green, eco, or environmentally friendly.
- **For parent companies with multiple brands:** you can disperse your membership benefits (events and project credits) across the family of brands in whatever way you would like. Unless you are an ICON member or above, you are only allowed to display the PSC logo within one member company and PSC will include one member company in our website and in our materials. You may determine which brand you wish to display. Suppliers (packaging, ingredients, co-packers) cannot extend PSC logo use to their client companies.



The Pet Sustainability Coalition Logo is PSC's organization logo to be used as mentioned in the logo regulations.

FOLLOW US



The Pet Sustainability Accredited Business Logo is only to be used by Pet Sustainability Accredited Companies.

If you are interested in becoming accredited, [download our 4 Step Process](#)

PSC COMMUNICATION GUIDELINES



GUIDING PRINCIPLES

- Members are encouraged to share their membership status.
- Coalition membership implies that your company is authentically interested in pursuing sustainability and that you have agreed to meet all minimum requirements of membership.
- The Coalition does not engage in any “greenwashing” activities or promote its membership as evidence that member companies are more sustainable than those companies who are not members. “Greenwashing” is understood to include any activity by a company that prioritizes the marketing components of sustainability without undergoing sustainability implementation strategies that improve their environmental and social performance. See our Green Claims Guidelines for guidance.
- Non- Endorsement Policy: No PSC member shall state, suggest or imply that PSC endorses, certifies, promotes or supports any of such PSC member’s products or services and/or that there is any affiliation or association between PSC and such member.
- No PSC member shall state, suggest, or imply that membership alone constitutes any certification of its products or services or that its products or services meet or comply with any particular standards or criteria. Only companies that achieve PSC Accreditation may make such verified claims. This rigorous, third-party process sets the leading standard for sustainable business in the pet industry.



FOLLOW US



EMPLOYEE COMMUNICATIONS

HOW TO TALK TO YOUR EMPLOYEES ABOUT YOUR PSC MEMBERSHIP

We encourage you to send [this flyer](#) to your staff.

Below is text you can adapt to communicate to your staff, executive leadership and managers.

[Company Name] is excited to announce that we have joined the Pet Sustainability Coalition (PSC). PSC supports the pet industry in two ways, with projects and consulting that enhance our unique sustainability strategy and improve our impact, and two by facilitating industry-wide cohorts and working sessions on core issues too complex for any one company to solve on their own. PSC has demonstrated that sustainability pays by improving productivity, encouraging innovation, saving money through efficiencies, and meeting the growing consumer demands for healthy, safe and sustainable products.

Our membership in PSC delivers education, inspiration, and implementation support that will help us formalize our sustainability action plan. We know that global issues matter to you, as both an employee and a consumer. We encourage you to help us find ways to integrate sustainable practices into our everyday processes and procedures. Take the time to explore PSC's valuable tools, resources, and a vibrant community all working toward a more sustainable pet industry.

- **Access the PSC Toolkit:** Explore ready-to-use guides and templates to support sustainable practices across roles. [Explore the toolkit here.](#)
- **Join the LinkedIn Member Group:** Connect with like-minded peers, share ideas, and stay in the loop. [Join here](#)
- **Attend Free Webinars:** Learn from experts and other members during exclusive PSC sessions. [Register for upcoming webinars.](#)
- **Events:** Attend PSC's in-person educational and networking events throughout the year, with rotating locations to bring members together throughout the industry. [View upcoming events here.](#)
- **Sign up for the Newsletter:** Stay inspired and informed with monthly updates on tools, events, member stories, and industry insights. [Sign up here.](#)

If you are interested in participating in our sustainability work or leading an initiative, please have [your company's PSC point person] contact [your PSC member specialist] so that we can work together to make your vision a reality. We believe social and environmental sustainability is a basic business responsibility and hope that you will support our efforts towards a more sustainable future.



FOLLOW US



CUSTOMER & WEB COMMUNICATIONS



HOW TO TALK TO EXTERNAL AUDIENCES ABOUT YOUR PSC MEMBERSHIP

Below is text you can adapt to communicate to your external audiences about your PSC membership.

As a member of the Pet Sustainability Coalition (PSC), we are committed to implementing sustainable business practices that minimize our impact on the environment and the communities where we do business. We believe sustainability is a critical component of any successful business strategy and are proud to say that we are taking steps towards a more sustainable future for our customers and the pets they love.

PSC is a collaborative nonprofit that provides tools, educational resources and implementation support to drive environmental and social impact.

LANGUAGE FOR ADVERTISEMENTS

Proud member of The Pet Sustainability Coalition



FOLLOW US



SUPPLIER COMMUNICATIONS



HOW TO TALK TO YOUR SUPPLIERS ABOUT YOUR PSC MEMBERSHIP

PSC offers a [supply chain code of conduct tool](#) that can be used to create or enhance your CoC

Below is text you can adapt to communicate to your suppliers about your PSC membership.

The Pet Sustainability Coalition (PSC) is a collaborative industry partner that helps companies identify ways to improve their environmental and social performance. PSC supports the pet industry in two key ways: through projects and consulting that enhance each company's unique sustainability strategy and improve impact, and by facilitating industry-wide cohorts and working sessions on issues too complex for any one company to solve alone. As a supply chain partner, you are a critical part of this work. Your unique perspective can help us reduce waste, increase efficiencies, and innovate products and services that benefit the environment and the communities where we do business. PSC has demonstrated that sustainability pays by improving productivity, encouraging innovation, saving money through efficiencies, and meeting growing consumer demand for healthy, safe, and sustainable products.

By joining our company in our quest to become more sustainable, you too can experience bottom line savings through efficiency improvements, improved worker productivity and satisfaction, reduced supply chain risk, higher customer and consumer satisfaction, and improved sales revenue.

PSC works with all types of companies including manufacturers, distributors, brands, retailers, and service providers. If you have ideas on how to improve or redesign products, processes or business models please let us know!



FOLLOW US



SOCIAL MEDIA COMMUNICATIONS



SHARING YOUR MEMBERSHIP ON SOCIAL MEDIA

Social media is a dynamic channel for engaging consumers, amplifying your sustainability message, and building a purpose-driven community. Please use this guide as a reference or inspiration for your brand's social media content.

Tag PSC:

Instagram: [@petsustainability](#)

LinkedIn: [Pet Sustainability Coalition](#)

Facebook: [Pet Sustainability Coalition](#)

Recommended Hashtags:

#PetSustainability

#PSCmember



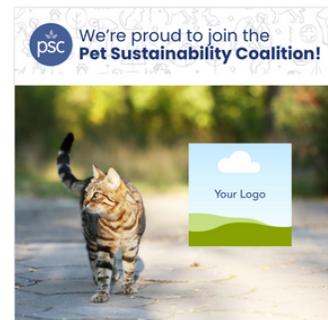
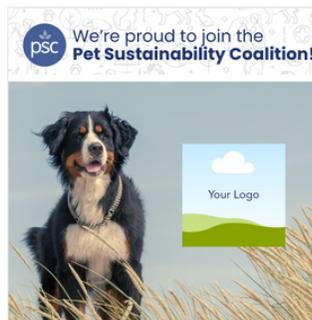
LinkedIn/Instagram/Facebook:

We're proud to have joined the Pet Sustainability Coalition (PSC)! We're working on [insert sustainability initiative here] as part of our commitment to building a more responsible, resilient pet industry. Being part of PSC connects us with a global community raising the bar for the pet industry. Together with the PSC community, we're raising the bar for what the pet industry can be.

X / Twitter:

We're now part of the Pet Sustainability Coalition (PSC)! Taking action with [your initiative here]. Together, we're pushing for a pet industry that puts sustainability first.

Social Graphic Templates:



[Download graphics here](#)

FOLLOW US



MEDIA COMMUNICATIONS (PRESS RELEASE)

HOW TO TALK TO THE MEDIA ABOUT YOUR MEMBERSHIP



FOR IMMEDIATE RELEASE

[Company name] Joins the Pet Sustainability Coalition

[Headquarters Location] - [Month, Year] - The Pet Sustainability Coalition (PSC) proudly welcomes [Company Name] as the latest brand to join its growing community of companies dedicated to advancing sustainable business practices in the pet industry. As a new member, [Company Name] takes a meaningful step toward creating positive impact for pets, people, and the planet.

[1–2 sentences about your company’s sustainability initiatives\commitments.]

[Quote from your team member, e.g., CEO, Sustainability Lead]

[PSC Quote Option 1]

"PSC exists to help companies turn sustainability ambition into action. By joining our coalition, members gain access to expert guidance, practical tools, and a community of peers working to create a more sustainable and resilient pet industry." - Jim Lamancusa, CEO, PSC

[PSC Quote Option 2]

"We believe that the future of the pet industry depends on bold collaboration and measurable progress. PSC supports companies at every stage of their sustainability journey with the tools, insights, and partnerships needed to make real impact." - Jim Lamancusa, CEO, PSC

PSC members are sustainability leaders whose investment supports both internal progress and the broader movement toward collaborative change. [Company Name]’s engagement strengthens PSC’s efforts to tackle the pet industry’s biggest challenges such as sustainable ingredients, circular packaging solutions, and building a more diverse, equitable, and inclusive supply chain.

About [Company name]:

[Brief company bio – 2–3 sentences.]

About the Pet Sustainability Coalition

The Pet Sustainability Coalition advances business through profitable environmental and social business practices. Founded in 2013 by eight companies, PSC now serves nearly 200 member companies across the pet industry, helping them to progress on their sustainability practices, set and strive for ambitious goals, and report on their achievements. Additionally, PSC leads retailers, distributors, brands, and suppliers in pursuing collaborative solutions to some of the largest industry-wide issues, such as sustainable packaging and ingredient sourcing. Connect with us on [LinkedIn](#), [YouTube](#), and [Facebook](#). Learn more at www.petsustainability.org.



FOLLOW US



WEBSITE COMMUNICATIONS

SUSTAINABILITY PAGE GUIDANCE

We encourage all PSC members to showcase their sustainability features and initiatives online. A clear, transparent page builds customer trust and highlights your leadership. The examples provided here use placeholder data to demonstrate structure and tone. Adapt the layout to fit your brand, and replace examples with your own verified claims, visuals, and certifications.

Hero section with authentic images from your operations (Avoid sustainability-themed stock photos)

Highlight why sustainability matters to your business

Break out your sustainability features, initiatives, or SDG goals. For each, state the specific claim, provide substantiation (data, certification, or program), and link to where readers can learn more.

Display the PSC logo and mention your membership year. Add logos of other credible sustainability partners you work with.

Feature only third-party certification logos. Avoid designing your own icons or using unverified badges.

Share real stories from your sustainability journey, both wins and setbacks. Case studies or blog posts work well. If you missed a goal, explain why and what comes next. Transparency builds more trust than polished claims alone.

Provide a way to ask questions and provide feedback

Real member examples:
[Earth Animal](#)
[Crumps Naturals](#)

Sustainability at [Company Name]

Sustainability is central to how we do business. From packaging to operations to sourcing, we're focused on reducing our impact in measurable ways. Explore below to see examples of progress and why these efforts matter to our business.

Energy

Since 2023, our facilities have run on 100% renewable electricity, verified through renewable energy certificates.

[Learn more](#)

Packaging

Our pouches contain 30% post-consumer recycled plastic and are recyclable through the [How2Recycle](#) Store Drop-off program.

[Learn more](#)

Ingredients

90% of our protein supply comes from farms certified by [Certified Humane](#) for animal welfare standards.

[Learn more](#)



[Company Name] has been a proud member of the Pet Sustainability Coalition (PSC) since [year]. PSC brings together pet companies across the industry and provides tools, resources, and hands-on support to help members drive real environmental and social impact.



What's New



BLOG POST: Reducing Energy Use in Distribution
18% electricity savings from LED retrofits since 2022.

[\[Read more\]](#)



Case Study: Plastic Recovery
Removed 10,000 lbs of ocean-bound plastic in 2024 with rePurpose Global.

[\[Read more\]](#)



Blog Post: Farmer Partnership
Goal: 80% Certified Humane by 2024. Current: 65%; new partners are closing the gap.

[\[Read more\]](#)

Do you have an idea for how we can keep improving?

[Send us a message](#)

PET SUSTAINABILITY COALITION



VISION STATEMENT

We envision a thriving and collaborative pet industry that creates positive impact for the communities and environments where we do business

MISSION STATEMENT

We advance business through profitable environmental and social practices



ANTI-TRUST STATEMENT

PSC is committed to structuring all of its activities in a manner consistent with the antitrust laws and takes its obligations in this regard seriously. Each PSC member must be familiar with its obligations under the antitrust laws. It is the responsibility of each member to avoid raising improper subjects for discussion.

TOOLKIT

To explore the Pet Sustainability Coalition Toolkit, your one-stop shop for education, implementation tools, and resources visit petsustainability.org/toolkit-landing-page

FOLLOW US

