



TAIGA COMPANY®



“Breathing life into social communications for business.”

Home

Services

Blog

Cycling

Resources

About

Join Us



Subscribe to Our Mailing List

TELL THEM YOUR STORY

Available as an eBook and Paperback





SUSTAINABILITY/CSR COMMUNICATIONS

Search This Blog



Categories

How Infographics Add Meaning to Sustainability Communications

Wednesday, July 16, 2014 by Julie Urlaub

 Share

1

 Share

13



Sustainability Concepts and ...
HOW DOES RECYCLING WORK?
320 Pins

Infographahics, "*data visualizations that present complex information quickly and clearly*" have been included in communications for a while now but recently, they've been embraced in social media for sustainability communications.

Infographics are visual presentations of information that use the elements of design to display content. Infographics express complex messages to viewers in a way that enhances their comprehension. From a sustainability perspective, this is especially important. Part of the challenge is the definition of sustainability. How do you define it? What does sustainability mean to an organization or industry?

Infographics help contextualize **sustainability concepts** of energy efficiency, waste management, fair trade, and other related information that hopefully inspires us to eco action.

The post, **120 Sustainability Report Infographics**, by Elaine Cohen shares best practices of infographics in sustainability reporting. Including, "the most popular, are the ones that summarize performance highlights across a range of metrics, hoping that adding a few icons to the numbers will make the numbers more palatable. Then there are those infographics that turn simple graphs into works of art - so fifty thousand people becomes lots of little talking heads all across the page, or \$50,000 becomes loads of little money bags. Other popular graphics are used to show the supply chain, or the value chain, in a cool way. Then there are infographics that tell stories, supporting case studies in reports, or trying to. Finally, there are infographics that do nothing more than add color to a page or highlight a number or two in big and bright colors." Read and view the lovely infographics Elain mentions [here](#).

There is growing power in visual storytelling. As Iliyana Stareva points out in her post, **How to Become a Break Through Storyteller [Infographic]**. "We live in an attention and information overload economy; we don't know how to deal with this huge mass of information, which is why attention is now the main currency."

Infographics capture that attention and communicate sustainability concepts quickly and in meaningful ways. How is your organization using visual storytelling to advance the sustainability conversation?

http://blog.taigacompany.com/blog/sustainability-business-life-environment/how-infographics-add-meaning-to-sustainability-communications[17/07/2014 00:09:48]