

# ENVIROMENTAL TESTIMONIALS



AgriXPlainer

## Description of the activity

Involving environmental testimonials in educational marketing brings authenticity and emotional resonance to your message. These testimonials, often from environmental advocates, experts, or individuals with firsthand experience in sustainability, help convey the importance of eco-friendly practices in a relatable way. By showcasing real stories and actions, they inspire the audience to adopt similar behaviors, making sustainability concepts more engaging and accessible. This approach enhances credibility, builds trust, and encourages learners to take personal responsibility for environmental protection. Ultimately, it strengthens the impact of educational campaigns by connecting theory to real-world examples of positive change.

## Easy operations to be replicated

- **Collaborative reels or posts:** share short videos or quotes from environmental advocates on social platforms to highlight sustainable practices and inspire followers.
- **Guest Blog or Article:** feature a testimonial from an environmental expert or activist in a blog or newsletter, discussing eco-friendly actions and their impact.
- **Webinars or Live Q&A:** host an online event (i.e. IG live) where environmental advocates discuss their experiences, answer audience questions, and share tips on sustainability.

## Expected outcomes

- **Behavioral Influence:** audiences are more likely to adopt sustainable practices when inspired by relatable examples of positive change.
- **Stronger Emotional Connection:** personal testimonials create an emotional link with the audience, making the message more memorable and impactful.
- **Broader Reach:** leveraging well-known environmental advocates helps expand the message to a wider, more diverse audience.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> <li>enhance the credibility and impact of sustainability messages and eco-friendly behaviors and thus promote your firm which already practices them</li> </ul>	<ul style="list-style-type: none"> <li>Personal stories create a deeper emotional connection with the audience</li> <li>Testimonials provide relatable examples, encouraging individuals to adopt sustainable practices by seeing others succeed</li> </ul>	<ul style="list-style-type: none"> <li>potential new customers (fans and followers of the testimonials)</li> <li>farmers</li> </ul>

## Type of experts to be involved

- environmental testimonials
- social media strategists
- social media managers
- videomakers
- photographers & digital strategists
- event organizers

## Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> <li>No specific geographical requirements are needed</li> </ul>	<ul style="list-style-type: none"> <li>collaborative events</li> <li>collaborative content creation</li> </ul>	<ul style="list-style-type: none"> <li>Be sure to respect authors' images copyright.</li> </ul>

## Tips & tricks/successful case study

- Select individuals whose environmental efforts are consistent with your audience and align with your firm's goals.
- Share testimonials through various formats like videos, social media posts, blog articles, or infographics to reach different audiences.
- Focus on practical, sustainable actions that the audience can easily replicate in their daily lives.

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