**LEVI’S x WATER<LESS**

**Employee Campaign Plan**

**Campaign Launch: January 1, 2022**

**Goal:** The Water<Less campaign encourages consumers, as well at Levi’s employees, to use less water in their everyday lives and in exchange provide clean water to those around the world. The purpose for this campaign is to create excitement and support, and convey to employees that together we can create a cleaner, more sustainable environment.

**Key Messages (these messages were pulled from the company’s website)**

1. The apparel industry has a tremendous impact on the environment. As a brand that plays a role in this, it’s on us to do everything we can to create the styles you love, but do so in a way that still respects our planet.
2. Buy better. Wear longer. With Water<Less jeans, we make products that are sourced in better ways, from better materials, crafted at the highest quality and made to be extremely durable. And you? Just keep wearing the products you love for as long as possible.
3. **BETTER CLOTHES. BETTER CHOICES. BETTER PLANET. WEARING WHAT YOU ALREADY OWN IS THE MOST SUSTAINABLE THING YOU CAN DO, BUT WHEN YOU DO BUY, BUY BETTER. CHECK OUT SOME OF OUR MOST INNOVATIVE PRODUCTS.**
4. Becoming a more sustainable clothing brand is important to us, and it’s a work in progress. We’ve made some great strides in some areas and we’re pushing ourselves to do better in others, but we’re in it for the long haul. And we hope you’ll join us.
5. **WE’VE MADE SOME GREAT PROGRESS.**

**Stakeholders and Messages**

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| **Stakeholder(s)** | **Message** | **Media** | **Timing** | **Responsibility** |
| Executives | LEVI’s is launching an exclusive product that will allow the company to do their part in the effects of the fashion and apparel industry manufacturing.  | Press Release | ASAP – before actual progression of the campaign. At initial  | Executives and store managers should know about the upcoming campaign to prepare. |
| Retail Employees | Wearing WHAT YOU ALREADY OWN IS THE MOST SUSTAINABLE THING YOU CAN DO, BUT WHEN YOU DO BUY, BUY BETTER. CHECK OUT SOME OF OUR MOST INNOVATIVE Products. | Meetings; include images and actual pieces of clothing for examples. |  At the initial phase of the campaign. | Wear Levi’s; Educate yourself on Water<Less jeans; sell more sustainable fashion choices with style. Hold employee meetings discussing sustainability and how people can re-use old clothes and still maintain style (but focusing more on Levi’s products). Have employees set up creative (sustainable) outfits,have examples ready.  |
| Retail Employees; people who produce the jeans | We’ve Made Great Progress: 4.2 billion liters of water saved since introducing Water<Less® in 2011. 6 billion liters of water reused and recycled. 75% of our cotton now comes from more sustainable sources. 65% of our products are currently made in factories that run our Worker Well-being programs. | Video to show at a meeting | Show at the initial moments of the campaign. | Show (retail) employees how their jeans have made a difference through video. This tactic is so customers know that the new “green-friendly” campaign is not a new scheme to attract eco-friendly consumers, but to show the company has already been working on doing their part since 2011, and not just recently because it’s trendy. |
| People who produce Levi’s jeans | Becoming a more sustainable clothing brand is important to us, and it’s a work in progress. We’ve made some great strides in some areas and we’re pushing ourselves to do better in others, but we’re in it for the long haul. And we hope you’ll join us. | Meetings | Before initial moments of campaign.  | Start the campaign with employees already in agreement with  |
| Executives | The apparel industry has a tremendous impact on the environment. As a brand that plays a role in this, it’s on us to do everything we can to create the styles you love, but do so in a way that still respects our planet. | Newsletter | As soon as possible, before the new year so they can get with the program of the upcoming year.  | Reminding employees of the cause through informational newsletters that inform executives and managers. Executives are to read the newsletter and update and educate employees on Levi’s sustainability efforts.  |
| Influencers (working under the brand name already) | Buy better. Wear longer. With Water<Less jeans, we make products that are sourced in better ways, from better materials, crafted at the highest quality and made to be extremely durable. And you? Just keep wearing the products you love for as long as possible. | Social Media | Early on and in the middle of the campaign. | Have influencers, such as Emma Chamberlain, post about their outfits of sustainability (while partnering with Water<Less jeans). |
| Employees | Becoming a more sustainable clothing brand is important to us, and it’s a work in progress. We’ve made some great strides in some areas and we’re pushing ourselves to do better in others, but we’re in it for the long haul. And we hope you’ll join us. | Social Media, Blog | Towards end of campaign | Have employees blog about what they learned about living sustainably (through their fashion choices) and how this affected their live’s overall.  |
| Employees | Buy better. Wear longer. With Water<Less jeans, we make products that are sourced in better ways, from better materials, crafted at the highest quality and made to be extremely durable. And you? Just keep wearing the products you love for as long as possible. | Event | Mid-way through campaign | Through a party or have a day where employees wear their best #Livein Levi’s (Water<Less or sustainable) outfit. Employees will be inspired to wear Levy’s clothes that they like; this will lead them to have better preference in selling the exclusive material. |
| Executives | **WE’VE MADE SOME GREAT PROGRESS.** | Have Executives Show their #Livein Levy’s Style: Post on social media  | This can take place throughout the campaign. | What’s a proper company without the same support from all executives. Executives sporting the cause will also make employees feel more comfortable about doing the same; it also makes bosses come off as more natural and relatable. Do they really support the cause if they don’t sport the fits themselves either? Executives participating also signifies success. |
| Employees | Becoming a more sustainable clothing brand is important to us, and it’s a work in progress. We’ve made some great strides in some areas and we’re pushing ourselves to do better in others, but we’re in it for the long haul. And we hope you’ll join us.**WE’VE MADE SOME GREAT PROGRESS.** | Have employees post with their families – Social Media | By the end of the campaign – to prove that sustainability spreads thanks to the efforts of the employees. | This shows how important employees are to their businesses. This experience will then leave employees wanting to do more and help more with whatever project their company comes up with next.  |