**AAPA Communications Awards Submission**

**Category: Annual Reports**

**Summary of Entry:** An engaging and approachable overview of The Port of Virginia’s sustainability efforts across every aspect of the organization. This year, the sustainability report featured more than a dozen short videos by port colleagues, partners and stakeholders that shared our comprehensive view of what true sustainability is and how it enables growth in our communities, across our commonwealth, and around the country.

1. **What are/were the entry’s specific communications challenges or opportunities?**

As one of our six core values, sustainability is at the heart of every decision we make at The Port of Virginia. Our role as a catalyst for commerce means we have a responsibility to maintain and advance the health and promise of our port, our people, our communities, and our environment. And with the data we’re collecting, processes we’re implementing, and projects we’re spearheading, we’re proud to say we’re seeing great progress towards that end.

Many of our stakeholders were unaware of the efforts we undertake regularly to ensure the true sustainability of our port – and its role as an economic engine – for generations to come.

1. **How does the communication used in this entry complement the organization’s overall mission?**

The Port of Virginia’s mission includes the phrase, “*Above all, we will remain responsible members of the communities we serve, a valuable resource to our customers, an excellent place to work, and an economic engine for the region.”*

The Sustainability Report helps demonstrate our commitment to our communities, as well as our operational excellence and fiscal responsibility by educating our wide variety of audiences about our sustainability efforts across our entire organization.

1. **What were the communications planning and programming components used for this entry?**

The goal of this piece was to provide a deeper understanding of our comprehensive approach to sustainability, and do so in an engaging and entertaining way.

1. **What actions were taken and what communication outputs were employed in this entry?**
   1. **Explain what strategies were developed to achieve success and why these strategies were chosen.**

The report “unveils” itself as you scroll down the page in an effort to keep users engaged and anticipating what would be revealed next.

In order to keep the report brief, relevant and intuitive, we broke the report into 4 distinct categories:

* + 1. Sustaining Our Environment
    2. Sustaining Our Communities
    3. Sustaining Our People
    4. Sustaining Our Port

Each of those categories contained subcategories that contained articles, infographics, and/or videos that provided support for our sustainability efforts.

* 1. **Specify the tactics used (i.e., actions used to carry out your strategies).**

We conducted in-person and telephone interviews with colleagues from every division to identify the most important aspects of our efforts to highlight in the report. We then conducted on-camera interviews with colleagues, customers, partners and stakeholders that were edited down to approximately 1-2 minutes that provided high-level summaries of the articles and information in each respective section.

* 1. **Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.**

We assembled the internal team to compile potential articles and sections in October, narrowed the content to the final categories and identified the contributors in November and December, conducted phone interviews in December, filmed the video interviews in January and released this report as a digital publication on February 28, 2018 as another demonstration of sustainability, and placed it on our website.

Every division of our organization (Sales, Public Affairs, Operations, Finance, Human Resources, Legal, Administrative Services & Compliance), created a distribution list of recipients and sent the report via email to those recipients.

1. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

We’ve had over 1,000 unique pageviews of the sustainability report to date.

In the spirit of sustainability, we have repurposed many of the videos and articles into other marketing pieces.

You can find a link to our 2017 Sustainability Report here (http://www.portofvirginia.com/fy17-sustainability-report/).