

Appendix 2: Analysis of companies' communication on YouTube

Company	Stantec		
Video number	1		
Featured YouTube video URL	https://www.youtube.com/watch?v=5dWFEYZWF3Q		
Title	Stantec Climate Solutions		
Duration	1:53		
Hashtags in the description	#climatechange #stantec		
URL in the description	http://www.stantec.com/climate		
Content description	Beginning voiceover addresses the viewer to resonate regarding ecological issues; generic emotion-inducing background music; visual content based on stock videos and images		
What is the initiative in the message about?	Innovative solutions to help clients achieve net zero goals and protect assets from climate change impacts		
Sustainability topics mentioned	Infrastructure and transportation networks, ecosystems and biodiversity, food and water systems, clean energy, climate change, community		
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the company:		
	The first 30 seconds feature sustainability issues. Then, the video addresses business services and how they contribute to sustainability		
	If sustainability issue:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	If product / company / company's involvement:	What is the company's commitment (association durability, input amount and consistency) to the message?	Commitment shown in the video Quote from the video: "We've been providing services related to climate change planning, mitigation and adaptation for decades"
		Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	Both, leaning towards input
Does the message acknowledge both business and society benefitting motives ?		Yes: "We recognize that to fulfill our promise to design with community in mind we need to consider climate change in our project work"	
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Yes	
Distinctive elements of the featured video	Does not stand out		
YouTube channel URL	https://www.youtube.com/@StantecInc/featured		
Channel description	Focus on serving communities		
Total number of YouTube videos	625		
Current frequency of uploads on YouTube	2-4 times a month		
YouTube content themes	Working at Stantec, Community engagement, Projects and services, Innovation summit		
YouTube content types	Educational, Descriptive, Interviews, Presentations		

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Company	Schneider Electric SE	
Video number	2	
Featured YouTube video URL	https://www.youtube.com/watch?v=dux6kG13QWM	
Title	At Schneider Electric, Life Is On We Empower All to Make the Most of Our Energy and Resources	
Duration	1:30	
Hashtags in the description	None	
URL in the description	http://spr.ly/SchneiderElectric as well as service overview, job opportunities and socials.	
Content description	Narrated showcase of broad-topic imagery relating to the services the company is offering. Intro tries to be amusing by stating what the company is not about. Fast tempo music and a self-confident atmosphere is present.	
What is the initiative in the message about?	Smart, sustainable energy saving solutions for everyone. Some focus on energy as a human right as well.	
Sustainability topics mentioned	Efficient energy management, circular economy, renewable energy, energy as a human right.	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	The message in the video is predominantly about the services the company offers, with a general tone of environmental consciousness.	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	What is the company's commitment (association durability, input amount and consistency) to the message?	Commitment to sustainability with hard facts is not present in the video
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	The first part of the video focuses on the expertise of the company, while the second part emphasizes the benefits on the receiving end.
	Does the message acknowledge both business and society benefitting motives ?	Yes. The solutions that the company offers are presented as economically beneficial for businesses, as well as society as whole via sustainable solutions.
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Yes.
Distinctive elements of the featured video	"We are not here to save the world"	
YouTube channel URL	https://www.youtube.com/@schneiderelectric	
Channel description	Company's purpose and mission are mentioned and include sustainability	
Total number of YouTube videos	8700	
Current frequency of uploads on YouTube	Daily	
YouTube content themes	Product, Sustainability, Career	
YouTube content types	Educational, Presentations, Conversations, Descriptive	

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Company	Neste Oyj	
Video number	3	
Featured YouTube video URL	https://www.youtube.com/watch?v=HxSqUib5PQ	
Title	Change runs on renewables	
Duration	1:40	
Hashtags in the description	None	
URL in the description	https://www.neste.com	
Content description	Dramatic introduction tries to create a sense of urgency; photos and videos of various climate and technological development related topics; creates an optimistic tone regarding sustainability. The presentation is largely visual, with interesting video design	
What is the initiative in the message about?	Emphasis put on changing the energy landscape and shifting towards renewable energy.	
Sustainability topics mentioned	Renewable energy and resources. Visually - environmental conservation, fighting global warming.	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About sustainability itself. The video hardly mentions the products and specific solutions offered. Main focus is on sustainability itself.	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	No. The video is rather generic and could be used by any other company within the same industry. It is built around promoting renewable resources as the fundamental solution to multiple environmental issues. Visually, some parts may be considered less related.
	What is the company's commitment (association durability, input amount and consistency) to the message?	N/A
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	N/A
	Does the message acknowledge both business and society benefitting motives ?	N/A
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	N/A
Distinctive elements of the featured video	Unique visual components and effects.	
YouTube channel URL	https://www.youtube.com/@NesteGlobal	
Channel description	Focus on company's solutions and contributions to address sustainability issues	
Total number of YouTube videos	464	
Current frequency of uploads on YouTube	3-5 times a month	
YouTube content themes	Product, Sustainability, Career	
YouTube content types	Educational, Descriptive, Presentations, Interviews	

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Company	Vestas Wind Systems A/S	
Video number	4	
Featured YouTube video URL	https://www.youtube.com/watch?v=gJfvnQX8F1o	
Title	Vestas: Wind. It means the world to us.	
Duration	1:41	
Hashtags in the description	None	
URL in the description	None	
Content description	Video showing footage related to the wind energy industry. Generic inspirational music. Mainly presenting the company and its work.	
What is the initiative in the message about?	Emphasis on how great the company is and its committed to wind	
Sustainability topics mentioned	Sustainable energy	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	Message predominantly about the company.	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	What is the company's commitment (association durability, input amount and consistency) to the message?	"The leader and pioneer of the wind energy industry"
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	Company focus is on their own input.
	Does the message acknowledge both business and society benefitting motives ?	90% business motives. Society benefitting motives are markedly less pronounced than economic interest.
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Video uses wide reaching slogans, so without prior knowledge on clean energy it would be hard to discern the connection. Having an understanding of wind energy beforehand makes the message clear.
Distinctive elements of the featured video	Positions itself as a leader in the industry	
YouTube channel URL	https://www.youtube.com/@vestas	
Channel description	Focus on commitment to wind energy	
Total number of YouTube videos	283	
Current frequency of uploads on YouTube	around 1 video every 2 months	
YouTube content themes	Product, Career, Sustainability	
YouTube content types	Presentations, Podcasts, Educational	

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Company	Siemens Gamesa Renewable Energy SA	
Video number	5	
Featured YouTube video URL	https://www.youtube.com/watch?v=deNIBINeIvw	
Title	Siemens Gamesa: Creating a world of difference together	
Duration	1:33	
Hashtags in the description	#climatefirst	
URL in the description	None	
Content description	Crisp narration over videos of natural landscapes, wind farms. Inspiring music. Narrator emphasizes the climate crisis and the company's role in resolving it.	
What is the initiative in the message about?	Advanced wind power solutions to mitigate climate crisis and provide electricity.	
Sustainability topics mentioned	Renewable energy as the key for reducing CO2 and minimizing environmental footprint.	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the company.	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	What is the company's commitment (association durability, input amount and consistency) to the message?	"Our wind turbines generate enough electricity to power over 100 million households per year"
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	50/50. One on hand the video showcases the impact of the business itself. However, general benefit of wind turbines has also been explained, so the impact itself is also mentioned.
	Does the message acknowledge both business and society benefitting motives ?	Yes. Video mentions the expertise and achievements of the business itself as well as the positive effect they have on the planet.
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Yes
Distinctive elements of the featured video	Positions the company as pioneers of renewable energy industry	
YouTube channel URL	https://www.youtube.com/@SiemensGamesaRE	
Channel description	Focus on company's contribution towards energy transition	
Total number of YouTube videos	169	
Current frequency of uploads on YouTube	once a month	
YouTube content themes	Activism, Product promotion, Education on technology	
YouTube content types	Educational, Presentations	

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Company	Salesforce Inc.	
Video number	6	
Featured YouTube video URL	https://www.youtube.com/watch?v=FkHENcNlwDM	
Title	"The March" :60 Join Salesforce x Matthew McConaughey on Team Earth Salesforce	
Duration	1:00	
Hashtags in the description	#TeamEarth #Salesforce	
URL in the description	https://www.salesforce.com/plus , http://bit.ly/SalesforceSubscribe , https://www.salesforce.com and social media	
Content description	A movie style invitation to work together and as business contribute for the sake of communities and the Earth, to pay back what they owe	
What is the initiative in the message about?	An initiative that works to create a movement where companies do well and do good	
Sustainability topics mentioned	Global crisis, local communities, equal opportunities, conservation	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	Issue. The video focuses on the good that businesses can do	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	No, topics addressed are related to what the company does
	What is the company's commitment (association durability, input amount and consistency) to the message?	N/A
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	N/A
	Does the message acknowledge both business and society benefitting motives ?	N/A
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	N/A
Distinctive elements of the featured video	Famous influencer, video content seems filmed specifically for the promotional film	
YouTube channel URL	https://www.youtube.com/@salesforce/featured	
Channel description	Sustainability not mentioned	
Total number of YouTube videos	1,064	
Current frequency of uploads on YouTube	Multiple times a week	
YouTube content themes	Product, Tips, Community, Sustainability	
YouTube content types	Informational, Education, Interviews, Podcasts, Conference recording	

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Company	Brookfield Renewable Partners L.P.	
Video number	7	
Featured YouTube video URL	https://www.youtube.com/watch?v=nCMWtL7KJHk&t=3s	
Title	Brookfield Asset Management: Who We Are	
Duration	1:33	
Hashtags in the description	None	
URL in the description	None	
Content description	Inspirational music, visuals related to investing, company introduction	
What is the initiative in the message about?	Sustainability is not mentioned directly but implied through visuals	
Sustainability topics mentioned	Renewable power	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the company	
If sustainability issue:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
If product / company / company's involvement:	What is the company's commitment (association durability, input amount and consistency) to the message?	Not explicit in the video
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	Focus on input; there is mention of community benefit
	Does the message acknowledge both business and society benefitting motives ?	Yes, focus on serving the client
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Yes
Distinctive elements of the featured video	Sustainability is implied but not in focus	
YouTube channel URL	https://www.youtube.com/c/brookfieldassetmanagement	
Channel description	Renewable power is mentioned, but focus is on company	
Total number of YouTube videos	35	
Current frequency of uploads on YouTube	Monthly or less	
YouTube content themes	Services, Company, Sustainability	
YouTube content types	Informational, Educational, Interviews, Event recordings	

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Company	Dassault Systèmes SE		
Video number	8		
Featured YouTube video URL	https://www.youtube.com/watch?v=cnJ4jSKwiak		
Title	The Only Progress is Human: Urban Renaissance		
Duration	33:48		
Hashtags in the description	None		
URL in the description	http://www.3ds.com/ and social media		
Content description	Latest recording of a digital event (originally shown live and allowing viewer comments). Expert insights on tackling real world challenges with the help of a digital one. An artist's interpretation of the city of tomorrow through storytelling and clear yet abstract visuals. An overview of an initiative that illustrates various challenges humanity is facing and innovation's role in addressing them		
What is the initiative in the message about?	Bringing together nature, humans and innovation		
Sustainability topics mentioned	Sustainable cities, resources, circularity, climate change, carbon and water footprint, public health, resilient communities, mobility		
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the issue. Although the company's expertise/solution emphasis can be felt throughout the whole video, the approach of communication focuses on the importance of sustainable cities and other sustainability challenges		
	If sustainability issue:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	No, topic is related to the business
	If product / company / company's involvement:	What is the company's commitment (association durability, input amount and consistency) to the message?	N/A
		Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	N/A
		Does the message acknowledge both business and society benefitting motives ?	N/A
		Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	N/A
Distinctive elements of the featured video	Long, tv show format, visual style is neon and futuristic		
YouTube channel URL	https://www.youtube.com/user/DassaultSystemes		
Channel description	Brief introduction to company and its solutions for sustainable innovation		
Total number of YouTube videos	2,035		
Current frequency of uploads on YouTube	About weekly, sometimes even daily		
YouTube content themes	Product, Company, Industry, Employees, Sustainability		
YouTube content types	Event recordings, Interviews, Educational, Informational		

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Company	Johnson Controls International PLC	
Video number	9	
Featured YouTube video URL	https://www.youtube.com/watch?time_continue=13&v=GG6mt3nuX28	
Title	The Power Behind Your Mission	
Duration	2:35	
Hashtags in the description	None	
URL in the description	http://www.johnsoncontrols.com and socials	
Content description	Motivational music and intro, stock visuals, info about company's history and benefits of the solutions, received awards	
What is the initiative in the message about?	Innovation to change things for the better	
Sustainability topics mentioned	Sustainable buildings, energy conservation, net zero	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the company and the benefits of its solutions	
If sustainability issue: If product / company / company's involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	What is the company's commitment (association durability, input amount and consistency) to the message?	Video talks about the invention to conserve energy resources made almost 140 years ago
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	Both. There is emphasis on the beneficiaries, but not all of the benefits are related to sustainability. Company inputs are also highlighted.
	Does the message acknowledge both business and society benefitting motives ?	Yes
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company's business?	Yes
Distinctive elements of the featured video	"We are leading the blueprint of the future", also emphasizes credibility	
YouTube channel URL	https://www.youtube.com/user/JohnsonControlsInc/JohnsonControls	
Channel description	Info on about the company and its dedication to protect the environment	
Total number of YouTube videos	1,102	
Current frequency of uploads on YouTube	Multiple times a week (sometimes even day)	
YouTube content themes	Products, Sustainability, Employees, Partnerships	
YouTube content types	Informational, Educational, In English and German, Webinars	

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Company	Kone Oyj	
Video number	10	
Featured YouTube video URL	https://www.youtube.com/watch?v=KMLfv2i8Cts	
Title	Improving the flow of urban life	
Duration	2:19	
Hashtags in the description	None	
URL in the description	https://www.kone.com/en/company/?utm_source=youtube&utm_medium=organic_social&utm_campaign=GL-EN-STRATEGY&utm_content=kone_strategy_video	
Content description	Starts with the “every city has a story” idea, then info on the company’s mission with a hint of sustainability orientation	
What is the initiative in the message about?	Working together to make cities better places to live	
Sustainability topics mentioned	Sustainable urban environments	
Is the message predominantly about the company (product, service, operations, involvement in sustainability causes) or a sustainability issue itself?	About the company	
If sustainability issue: If product / company / company’s involvement:	Does the message emphasize the importance of the sustainability issue by demonstrating a lack of self-serving motives (opting to address topics that are not directly related to their business operations)?	N/A
	What is the company’s commitment (association durability, input amount and consistency) to the message?	Not mentioned in the video
	Does the message focus on the input of the company or the impact of the initiative (the tangible benefits that the intended beneficiaries of a sustainability cause have already received or are expected to receive in the future)?	On the input
	Does the message acknowledge both business and society benefitting motives ?	Yes – success with customers and better living for city dwellers
	Does the message communicate fit by showing a logical connection between the sustainability issue and a company’s business?	Yes
Distinctive elements of the featured video	Starts with an illustration of peaceful moments in life, uses multiple languages	
YouTube channel URL	https://www.youtube.com/@KONECorporation	
Channel description	Info about the company, mention of sustainable places to live	
Total number of YouTube videos	229	
Current frequency of uploads on YouTube	Bi-monthly with breaks	
YouTube content themes	Product, Sustainability, Holidays	
YouTube content types	Informational, Educational, Case studies, Interviews, Webinars	