

DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

How much does our sustainability communication cost?

Measures

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| <ul style="list-style-type: none">✓ We understand that effective communication costs money.✓ We budget resources for sustainability communications (personnel, time, salary).✓ We support our personnel's internal meetings related to corporate sustainability communications. | <ul style="list-style-type: none">✓ We take into account the possible costs of producing the content.✓ We take into account the possible costs of distributing the content (social media advertising).✓ We take into account the potential costs of measuring the effectiveness of communication.✓ We take into account the potential costs of analysing the effects of communication. |
| <ul style="list-style-type: none">✓ We take into account the possible costs of proofreading and language revisions.✓ We take into account the possible costs of translating the content.✓ We take into account the possible costs of content search engine optimisation.✓ We take into account the possible costs of building and maintaining websites.✓ We take into account the costs of influencer marketing and social media collaboration. | <ul style="list-style-type: none">✓ We train people responsible for sustainability communication.✓ We support our personnel in developing their sustainability communication skills. |