

## What do we say about sustainability?

Objective	Measures	
Identify the focus of our sustainability	<ul> <li>✓ We know the impact of our operations on society, people and nature</li> <li>✓ We have identified the most important areas of sustainability for our core operations</li> </ul>	✓ We have formulated our key sustainability message into an easy-to-express and memorable core message
Identify the different dimensions of sustainability: ecological, socio-cultural, economic, security, ethics, diversity	<ul> <li>✓ We recognise the different dimensions of sustainability in our own operations.</li> <li>✓ We communicate the impacts of our operations on the environment.</li> <li>✓ We communicate the financial impacts and sustainability of our operations.</li> <li>✓ We communicate the social impact of our operations.</li> <li>✓ We communicate the cultural impact of our operations.</li> <li>✓ We communicate the safety of our operations and services.</li> </ul>	<ul> <li>✓ We communicate the accessibility of our services.</li> <li>✓ We communicate our values to society and the environment.</li> <li>✓ We communicate our views for/against a cause (corporate activism).</li> <li>✓ We use ready-made list of tips, for example from Business Finland, to brainstorm content (in Finnish):         Tips for Sustainability Communication         Tools for Sustainability and Communication         ✓ We use the Sustainability (Communication)         Handbook for our region to brainstorm content.     </li> </ul>
Demonstrate sustainability  View the sustainability work as a continuous effort	<ul> <li>✓ We communicate the certificates we have achieved.</li> <li>✓ We communicate the brands and standards we have achieved.</li> <li>✓ We communicate the sustainability rewards we have achieved.</li> <li>✓ We communicate the sustainability networks we belong to.</li> <li>✓ We also highlight unfinished sustainability work.</li> <li>✓ We also bring up challenges in our</li> </ul>	<ul> <li>✓ We communicate concrete facts and figures about our carbon footprint.</li> <li>✓ We communicate our tax footprint with concrete facts and figures.</li> <li>✓ We tell you about our charity work.</li> <li>✓ We talk about our sustainability goals.</li> <li>✓ We guide our customers and other stakeholders towards more sustainable</li> </ul>
To avoid resorting to greenwashing or pinkwashing	<ul> <li>✓ We follow the <u>Consumer</u> <ul> <li>Ombudsman's guidelines (in Finnish)</li> <li>Finnish)</li> <li>Finnish</li> </ul> </li> </ul>	operations.  ✓ We communicate the things we truly stand for.









## DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

	<ul><li>✓ The validity of our claims can be verified.</li><li>✓ We do not mislead in our communication.</li></ul>	✓ We foresee stricter regulation of environmental claims (e.g. the Green Claims Directive).
Report on sustainability	<ul> <li>✓ We share our Corporate         Sustainability Report publicly.</li> <li>✓ We know what kind of sustainability reporting is required for a company of our size.</li> </ul>	✓ We communicate our key figures.

