

DIGITAL SUSTAINABILITY COMMUNICATION

SELF ASSESSMENT TOOL

What do we say about sustainability?

Objective	Measures
Identify the focus of our sustainability	<ul style="list-style-type: none"> ✓ We know the impact of our operations on society, people and nature ✓ We have identified the most important areas of sustainability for our core operations
Identify the different dimensions of sustainability: ecological, socio-cultural, economic, security, ethics, diversity	<ul style="list-style-type: none"> ✓ We recognise the different dimensions of sustainability in our own operations. ✓ We communicate the impacts of our operations on the environment. ✓ We communicate the financial impacts and sustainability of our operations. ✓ We communicate the social impact of our operations. ✓ We communicate the cultural impact of our operations. ✓ We communicate the safety of our operations and services.
Demonstrate sustainability	<ul style="list-style-type: none"> ✓ We communicate the certificates we have achieved. ✓ We communicate the brands and standards we have achieved. ✓ We communicate the sustainability rewards we have achieved. ✓ We communicate the sustainability networks we belong to.
View the sustainability work as a continuous effort	<ul style="list-style-type: none"> ✓ We also highlight unfinished sustainability work. ✓ We also bring up challenges in our sustainability work.
To avoid resorting to greenwashing or pinkwashing	<ul style="list-style-type: none"> ✓ We follow the Consumer Ombudsman's guidelines (in Finnish) in our environmental claims.

DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

	<ul style="list-style-type: none"> ✓ The validity of our claims can be verified. ✓ We do not mislead in our communication. 	<ul style="list-style-type: none"> ✓ We foresee stricter regulation of environmental claims (e.g. the Green Claims Directive).
Report on sustainability	<ul style="list-style-type: none"> ✓ We share our Corporate Sustainability Report publicly. ✓ We know what kind of sustainability reporting is required for a company of our size. 	<ul style="list-style-type: none"> ✓ We communicate our key figures.