

# DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

## When do we communicate about sustainability?

Objective	Measures
Communicate regularly	<ul style="list-style-type: none"> <li>✓ We plan the schedule of our publications.</li> <li>✓ We carry out communication in accordance with the annual clock.</li> <li>✓ We carry out communication according to the content calendar.</li> </ul>
Communicate at every stage of the customer journey	<ul style="list-style-type: none"> <li>✓ We take advantage of theme days and sustainability campaigns.</li> <li>✓ We know when the best time to reach our stakeholders is.</li> <li>✓ We schedule publications when necessary.</li> <li>✓ We reiterate our sustainability.</li> </ul>
	<ul style="list-style-type: none"> <li>✓ We communicate with our customers on their customer path even before the service.</li> <li>✓ We communicate with our customers while they use the service.</li> </ul>
	<ul style="list-style-type: none"> <li>✓ We also remember to communicate with our customers after the service.</li> </ul>