

# DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

## Where do we communicate sustainability?

Objective	Measures	
Identify the most suitable digital communication channels	<ul style="list-style-type: none"> <li>✓ We know which channels are best for reaching our target group.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We take into account the reliability of different channels regarding sustainability matters in the eyes of consumers.</li> </ul>
Use digital communication channels actively	<ul style="list-style-type: none"> <li>✓ We communicate about sustainability on our social media channels.</li> <li>✓ We use the existing, functioning channels.</li> <li>✓ We take care of the activity and updates of our social media channels.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We disable our inactive channels.</li> <li>✓ We place sustainability matters in a prominent place on our website.</li> <li>✓ We also communicate our sustainability on digital sales and evaluation platforms.</li> </ul>
Keep the media in mind	<ul style="list-style-type: none"> <li>✓ We inform the media (local newspapers, travel magazines, other newspapers, TV, radio) about our sustainability achievements.</li> </ul>	