

# DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

## Why do we talk about sustainability?

Objective	Measures	
Identify the need and motivation for sustainability communication	<ul style="list-style-type: none"> <li>✓ We want to improve our corporate sustainability communication.</li> <li>✓ We want to inform our stakeholders about sustainability.</li> <li>✓ We want to motivate our stakeholders to sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We want to involve our stakeholders in sustainability.</li> <li>✓ We want to engage stakeholders (personnel, customers, financiers, decision-makers, etc.) more strongly in our operations.</li> <li>✓ We want to promote social change.</li> </ul>
Clarify our own sustainability understanding and work	<ul style="list-style-type: none"> <li>✓ We seek a common understanding of sustainability.</li> <li>✓ We want to articulate our sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We train our new personnel to act in accordance with the principles of sustainability.</li> <li>✓ We train our personnel to act in accordance with the principles of sustainability.</li> </ul>
Make the company's values and principles visible	<ul style="list-style-type: none"> <li>✓ We want to identify and articulate the values that guide our operations.</li> <li>✓ We want to communicate our values openly.</li> <li>✓ We also require our partners to act sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We want to increase the legitimacy of our actions.</li> <li>✓ We want to strengthen our credibility.</li> </ul>
Support our business	<ul style="list-style-type: none"> <li>✓ We strive for a more sustainable business.</li> <li>✓ We strive for competitive advantage through our sustainability.</li> <li>✓ We want to grow our business.</li> <li>✓ We want to stand out as a more sustainable service provider.</li> <li>✓ We seek new customers and target groups.</li> <li>✓ We want to respond to consumers' expectations better.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We want to stand out as a more sustainable employer.</li> <li>✓ We want to anticipate risks by being more transparent about our activities.</li> <li>✓ We want to increase the transparency of our operations, for example, in pricing.</li> <li>✓ We want to build a sustainable brand.</li> <li>✓ In stakeholder interaction, we want to find new insights into sustainability (product development, material savings, reduction of emissions, accessibility, etc.).</li> </ul>