

# DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

## With whom do we communicate sustainability?

Objective	Measures	
Understand the sustainability of the target groups	<ul style="list-style-type: none"> <li>✓ We target our communication by target group.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We know our key target groups' expectations of sustainability.</li> </ul>
Increase interaction	<ul style="list-style-type: none"> <li>✓ We encourage giving feedback in our communication and sales channels.</li> <li>✓ We actively monitor feedback and other messages from our stakeholders.</li> <li>✓ We are open to feedback and respond to it publicly.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We encourage dialogue in our communication channels.</li> <li>✓ We participate in the discussion in our own communication channels and others.</li> <li>✓ We collaborate with influencers.</li> </ul>
Keep personnel in mind	<ul style="list-style-type: none"> <li>✓ We actively communicate sustainability issues to our personnel.</li> <li>✓ We listen to our personnel in sustainability matters.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We highlight the sustainable behaviour of our personnel.</li> <li>✓ We provide training to our personnel on sustainability.</li> </ul>
Support our business	<ul style="list-style-type: none"> <li>✓ We communicate our sustainability requirements to our entire ecosystem.</li> </ul>	<ul style="list-style-type: none"> <li>✓ We participate in building a shared understanding of sustainability in the area/ecosystem.</li> </ul>