

10 GUIDELINES 4

SUSTAINABILITY COMMUNICATION

THE
01
RULE IS



02
**COMMUNICATION
CONSISTENT**
WITH COMPANY
ETHICS & CULTURE

03

**RESPONSIVE
RELATIONSHIPS**



04 **Truthful disclosure
and Transparency**



05

SUSTAINABILITY
CLAIMS
BACKED UP BY
VERIFIABLE EVIDENCE



SENSITIVITY TO UNINTENDED
GREENWASHING
OR MISLEADING CLAIMS

06



07
SIMPLE
CLEAR
UNDERSTANDABLE
LANGUAGE

08



**CREDIBLE
RELIABLE
INFORMATION
TO THE MEDIA**

09

**SUSTAINABILITY
EDUCATION**



10

**AFFIRM WITH
ACTION**



ANGELA BARTER

SUSTAINABILITY COMMUNICATION STRATEGIST
WWW.ANGELABARTER.COM