

# Innovation Sustainn Methodologies



## Sustainn COMM

### Aim

Identification of communication axes, actions and messages to improve stakeholder satisfaction with sustainability.



### 4 Steps

- Step 1: Identification and prioritization of stakeholders
- Step 2: Definition of communication axes
- Step 3: Concepts 4 Future
- Step 4: Communication activities



### Added Value

- Define communication strategies for all the stakeholders around the organization
- Identification of sustainability best practices and concepts to be communicated avoiding greenwashing