



DIX & EATON

# #greenblushing<sup>SM</sup>

**Green•blush•ing** *n*: limited or no information disseminated by an organization so as to understate or ignore its commitment to and actions on environmental and social responsibility

## Symptoms include:

- » Assuming your annual sustainability report is enough
- » Telling only the stories you are asked about
- » Neglecting to leverage your achievements internally
- » Shying away from the tougher topics
- » Feeling that what you're doing is "not that special"
- » Assuming some stakeholders don't care or don't need to know

**Identifying your sustainability communications sweet spot is the solution.**

Please reach out to us to learn more and discuss!

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