

# DIGITAL4SUSTAINABILITY ALLIANCE COMMUNITY **COMMUNICATIONS PACKAGE GUIDE**





About this Communications Package Guide

## **Thank you for joining the Digital4Sustainability Alliance Community.**

We are delighted to welcome you to our pan-European community of organisations committed to equipping Europe's workforce with the digital skills necessary to drive the green and digital transition. This communications package provides you with a suite of materials designed to support your engagement, promote your involvement, and maximise your visibility as an Alliance Community Partner.

The package includes promotional templates, brand assets, and key messaging which can be customised to reflect your organisation's voice and shared across your communication channels.

# Digital4Sustainability Alliance Community Assets

A full suite of assets is available for download via the Alliance Community shared resource hub. These include:

- **Alliance Badges:** Visual identifiers for partners of the Digital4Sustainability Alliance Community.
- **Partner Badges:** Editable versions allowing you to insert your organisation's logo.
- **Social Media Assets:** Ready-made visuals for use across multiple platforms.
- **Website Banners:** For inclusion on your organisation's website.
- **Virtual Meeting Backgrounds:** Branded backgrounds to use in online meetings and webinars.
- **Communications Pack Guide:** This document.



# Digital4Sustainability Alliance Community

## Website and Social Content

### Suggested Text for Website or Blog Post

*Please adapt and localise in accordance with your organisation's brand guidelines.*

#### **Announcing Our Commitment to the Digital4Sustainability Alliance Community**

We are proud to announce that [Organisation Name] has joined the Digital4Sustainability Alliance Community, a European initiative dedicated to advancing the digital and sustainability skills required to accelerate the twin transition.

At [Organisation Name], we recognise that digitalisation and sustainability are deeply interconnected. Our participation in the Alliance Community reflects our commitment to empowering our workforce, fostering innovation, and contributing to a more competitive, inclusive, and sustainable Europe.

#### **Why We Joined the Digital4Sustainability Alliance Community**

As part of our ongoing commitment to developing future-oriented capabilities, we are proud to support initiatives that prioritise digital sustainability skills. Our participation will help strengthen collaboration with peers across Europe, enhance our training programmes, and contribute to the collective effort of building a resilient, green, and digitally skilled workforce.

#### **Our Commitment**

We pledge to actively support the objectives of the Digital4Sustainability Alliance Community by sharing knowledge, contributing to best practice exchange, and promoting lifelong learning opportunities that address the skills needed for Europe's twin transition.

#### **Find Out More**

Visit the [Digital4Sustainability website](#) to learn more about the Alliance Community and how to get involved.



# SEO Tips for Presenting the Content

- **Use Relevant Keywords:** Include terms such as "Digital4Sustainability", "twin transition skills", "digital and green workforce development", and "sustainability skills training".
- **Linking:** Link to relevant internal pages (e.g. your organisation's sustainability or training programmes) and include an external link to Digital4Sustainability.
- **Meta Description:** Example: "[Organisation Name] joins the Digital4Sustainability Alliance Community to support Europe's green and digital transition by investing in workforce skills."
- **Use of Creatives:** Include the supplied logos, banners, and graphics with descriptive ALT text.



## Customising the Messaging

Please adapt the messaging to reflect your organisation's specific priorities and brand identity. Include direct quotes from leadership, highlight relevant projects or partnerships, and connect your announcement to your broader ESG and workforce development goals.



# Social Media Content Suggestions

## LinkedIn

1. [Organisation Name] is proud to join the #Digital4Sustainability Alliance Community, advancing Europe's twin transition by strengthening digital and sustainability skills. Learn more about our commitment: [link]
2. Building a sustainable and competitive Europe starts with investing in people. That is why [Organisation Name] has joined the #Digital4Sustainability Alliance Community to foster the essential skills for the green and digital future. [link]

## Facebook

1. Exciting news: [Organisation Name] has joined the Digital4Sustainability Alliance Community! Together with partners across Europe, we are supporting the development of digital and sustainability skills for the twin transition. Learn more: [link]
2. Our commitment to a sustainable, future-ready workforce has led us to join the Digital4Sustainability Alliance Community. Find out how we are contributing to Europe's twin transition: [link]

## Instagram

1. We're proud to be part of the #Digital4Sustainability Alliance Community! Investing in digital and green skills is at the heart of building a resilient and competitive Europe. [link]
2. Digital. Green. United for the future. [Organisation Name] joins the #Digital4Sustainability Alliance Community. Learn more: [link]

## X (formerly Twitter)

1. We are proud to join the #Digital4Sustainability Alliance Community and support Europe's twin transition through skills development. Learn more: [link]
2. Building green & digital skills for the future: [Organisation Name] joins the #Digital4Sustainability Alliance Community. [link]





## Social Media Content

# Tips for Posting

- Tailor the messages to align with your brand voice and values.
- Include leadership quotes to personalise the announcement.
- Tag @Digital4Sustainability and use #digital4sustainability (where applicable) to amplify your posts.
- Use provided visuals to enhance engagement.
- Include a clear call to action linking to Digital4Sustainability.
- Post at times optimised for your audience.
- Engage directly with audience responses.

## Building Europe's Sustainable Digital Future!

We sincerely thank you for your commitment to the Digital4Sustainability Alliance Community. Your participation plays a vital role in supporting Europe's ambition to equip its workforce with the skills needed for a sustainable, competitive, and digitally empowered future. Together, we can create meaningful impact and foster the transformation needed to successfully navigate the twin transition.



### Legal Disclaimer

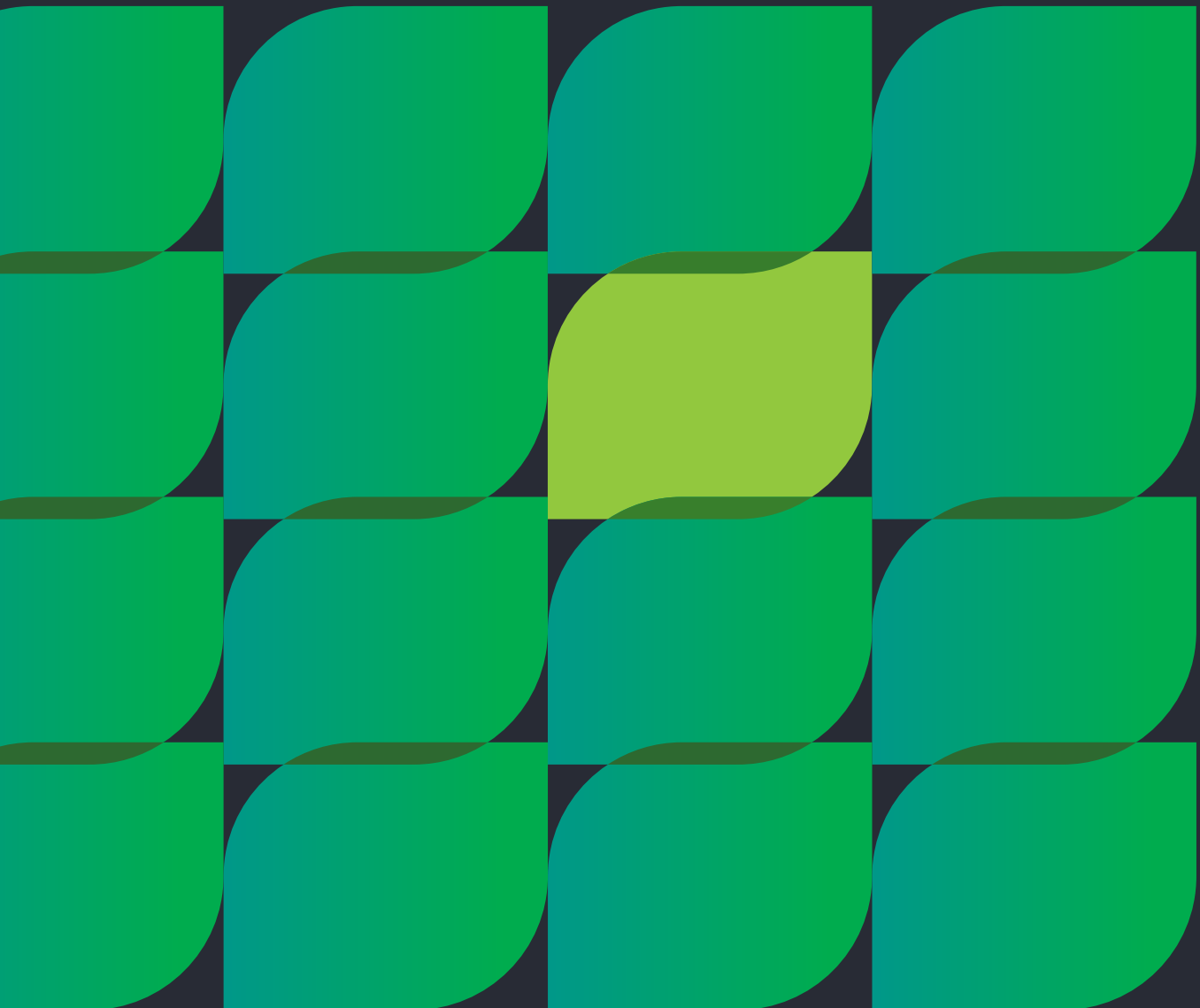
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# Thank You!

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