

2 Disciplines / Key Terminology

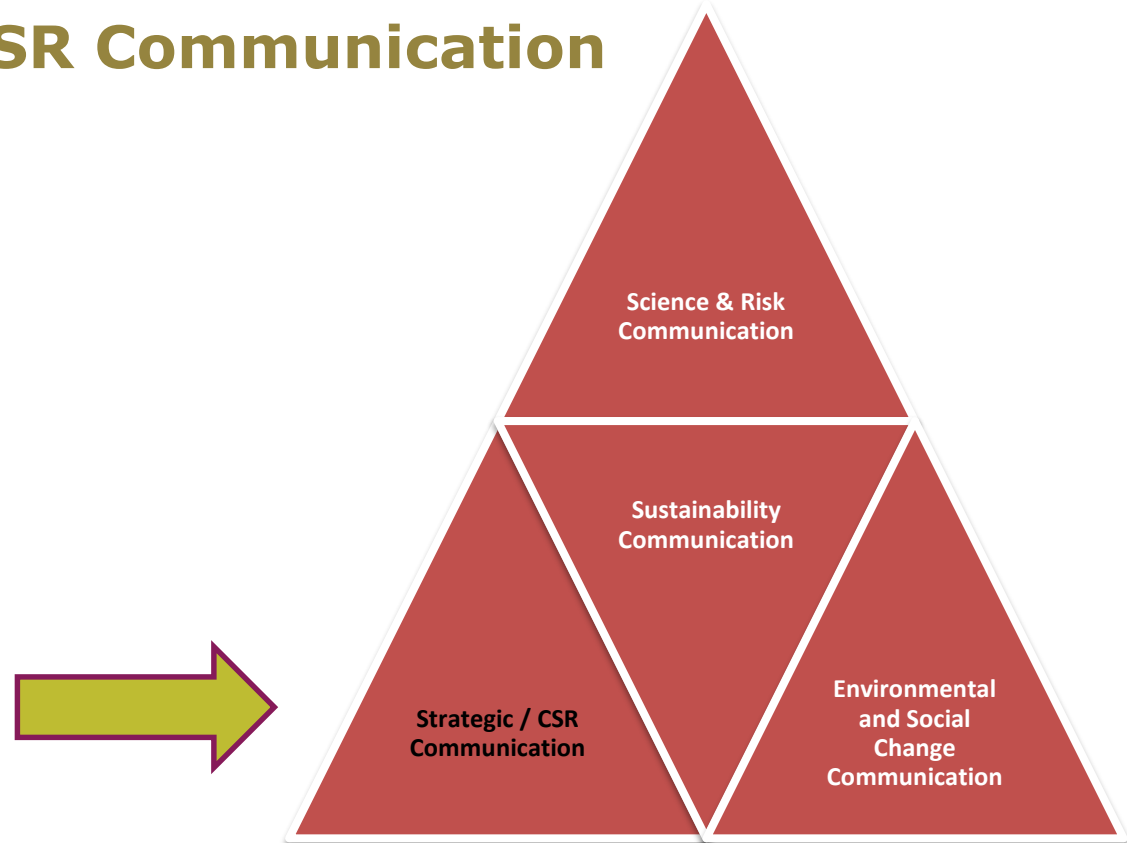
Lesson 04: CSR / CSR Communication

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Where are we?

- Episode 1.1: Phenomena & key terminology
- Episode 1.2: Science Communication / Climate Change Comm.
- Episode 1.3: Environmental Studies / Environmental Communication
- Episode 1.4: CSR / CSR Communication**





Learning outcomes

Learning outcome 1:

Describe the diverse nature of contemporary practices of sustainability communication on an individual, organizational and societal level, the relationship of strategic communication practices to other public communication practices, the role of stakeholders and publics and the communication practitioners in and outside of organizations (corporate, NGO, political and educational institutions etc.)

Learning outcome 2:

Develop comprehensive and well-founded knowledge in sustainability communication as field of study, an understanding of how other disciplines relate to the field and an international perspective on the field.

Learning outcome 3:

Understand the key elements of communication theories, strategies and tactics, and, thus, the character and operationalization of best practice sustainability communication planning frameworks.

Learning outcome 4:

Advance your understanding of social and civic responsibility and develop an appreciation of the philosophical and social context of sustainability communication. Advance your knowledge and respect of ethics and ethical standards in relation to communication of, about and for sustainability.

Learning outcome 5:

Anticipate and Interpret current issues and challenges of a world in transformation and social change. Develop a deep understanding of and skills to create change, develop advocacy, leadership and authorship in and for sustainability communication.



Overview


- A. Responsibility
- B. CSR
- C. CSR Communication



Recap

- Climate change communication is about educating, informing, warning, persuading, mobilizing and solving a very critical problem / risk
- Deeper level: climate change communication is shaped by our different experiences, mental and cultural models, and underlying values and worldviews



 Science / CC Comm: Communication about & of climate change



Communication *for* change?



A. Responsibility

Recap

Climate change & environmental communication: human-nature relationship, nature has no voice,



EC: Communication about environmental affairs



Communication *for* change!



A. Responsibility

But who is responsible for “taking a voice” for nature, who are the “authors” of change??



Source: private



A. Responsibility

- Organizations of all kind are responsible towards their environment / the society
- They are embedded in the society – and therefore responsible for their action

CSR: „a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis“

EU, green book, 2001: Corporate Social Responsibility



A. Responsibility

Background

- Responsibility is a “relational term”
- Prospective: obligation, liability, license to operate
- Retrospective: justification, legitimatization



A. Responsibility

Subject – Who?	Object – About what?	Instance – To whom?
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- a collective, or
- sum of subjects

- relevance for the whole society, or
- aids some group or individuals in need
- beyond legal requirements

- society, citizens, human beings, future generations

Forward-looking	Backward-looking
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- precaution and strategic thinking
- a shared concern about the future

- taking responsibility for non-intended consequences – strict responsibility



B. CSR

Background: Business Ethics

Big question:

Ethical / economic values, what comes first?



Journal of Business Ethics

Source: Screenshot www.springer.com/Journal/10551



B. CSR

... is a self-regulating concept or business model

... it helps a company being socially accountable to itself, its stakeholders, and the public (social license to operate)

CSR means being conscious of and responsible for the kind of impact they are having on all aspects of society, including economic, social, and environmental



C. CSR Communication

- CSR communication: “process of anticipation stakeholder’s expectations, articulation of CSR policy and managing different ... tools designed to provide true and transparent information about a company`s or a brand`s integration of its business operations, social and environmental concerns, and interactions with stakeholders” (Podnar, 2008: 85)
- Integrative perspective on CSR communication: “harmonization of all CSR-related communication strategies and activities” (Diehl et al., 2017)
- Information, response, and involvement as “guides” for communication management (Morsing, 2017; Morsing & Schultz, 2006; Grunig & Hunt, 1984)



C. CSR Communication



Source: private



C. CSR Communication

Go Green!

Our Responsibility!

Be Green!



Quick Start Tracking Shipping Services

[Home](#) > [Services](#) > [Sustainability](#) > Environmental Responsibility

Green Logistics and Environmental Responsibility

Efficiencies to make a world of difference.



We've taken a global, enterprise-wide approach to reducing greenhouse gas emissions – from our fleets to our facilities. Our optimised network is a single integrated system that handles all our services, creating powerful connections between our company, our partners and the planet. We've

Source: <https://www.ups.com/mt/en/services/sustainability/environmental-responsibility.page?>



C. CSR Communication

Theoretical approaches to CSR Communication

Instrumental approaches (CSR = a mere means to the end of profits) (Friedman 1970; Porter & Kramer 2002; 2006)

Integrative approaches (CSR = integration of social demands) (Sethi 1975; Preston & Post, 1975; Mitchell et al., 1997; Carroll, 1979)

Ethical approaches (CSR = ethical values/obligation) (Freeman, 1984; Brundtland Report 1987)

Political approaches (CSR = social duties/rights & participation in a certain social cooperation) (Davis 1960; Donaldson & Dunfee 1994; Andriof & McIntosh 2001; Matten & Crane 2005; Garriga & Melé 2004)

But: "The field of scholarship that CSR represents is a broad and diverse one, encompassing debates from many perspectives, disciplines, and ideological positions." (Crane et al., 2008, p. 7; Diehl et al., 2017; Golob et al., 2013; Elving et al., 2015)



C. CSR Communication

Perspective on Sustainability (Science / CC Comm):

Sustainability as counter narrative (solution?) to climate change



C. CSR Communication

Perspective on Sustainability (Environmental Comm)

Sustainability as (moral) principle of change

Sustainability as principle of restoration / regeneration



C. CSR Communication

Perspective on Sustainability (CSR Com)

Sustainability as principle (moral compass) of action

Sustainability as label for “good behavior”, “used” in communication



Outlook

Fields & disciplines feeding in CSR Com as field of research

- Management communication
- Public Relations
- Organizational communication
- Marketing communication
- Rhetoric



CSR Com: Communication about & of CSR (reporting)



Communication *for* transformation!



Reflection

1. Try to identify examples of CSR communication on corporate websites.
 - What are the key words that are used?
 - Where and how is sustainability used (and possibly abused)?
2. Whom are corporates talking to when they communicate about their responsibility?
3. What are the dimensions of CSR and Sustainability that are communicated the most (environmental, economic, social) – and what about culture?



Overall reflection to the whole lecture unit

1. What are the perspectives and understandings of and approaches to sustainability from
 - A science / climate change communication perspective
 - An environmental communication perspective
 - A CSR communication perspective
2. In which of the disciplines is sustainability more debated, in which of the disciplines is sustainability not (yet) debated – and why?