



Contribution ID: 9

Type: **not specified**

CSR and its Role in Communicating Climate Change Challenges

Corporate world has long assessed the importance of the corporate social responsibility (CSR). Climate and environmental impact are one of the most important parts of CSR reporting and communication. Firms, communities, and individuals must shift their perspectives on CSR from voluntary actions to almost obligatory initiatives. In light of expected climate challenges, this study advocates concentrating CSR reporting and increasing our inquiry into the role of communication in environmental efforts. Communication is more than a means of cultivating a positive business image in order to obtain or maintain legitimacy. It is the method by which CSR-related sustainability, environmental and climate change projects are developed. The study has reviewed CSR dimensions and initiatives, CSR reporting and role of communication in environmental challenges. This research has used secondary qualitative method, reviewing previously published scholarly literature and studies on the selected topic. The findings cannot be considered exhaustive and conclusive, but have provided a better insight and perspective on the mentioned frameworks and their interpretations. CSR and sustainability communication have traditionally been viewed through the lenses of public relations, marketing, public affairs, and crisis management. Communication was frequently viewed as a means of enhancing a business reputation and credibility, and has been used to address climate change and environmental concerns to a lesser extent. Researchers and practitioners must consider the role of CSR communication in a broader context. Given the difficulties connected with climate change, good communication is critical for mobilization and deciding on goals through consensus.

Keywords: *Corporate social responsibility, climate change, sustainability, corporate communication*

Primary author: NIKADIMOVŠ, Oļegs (University of Latvia)

Presenter: NIKADIMOVŠ, Oļegs (University of Latvia)