

College of Management

Project Communications

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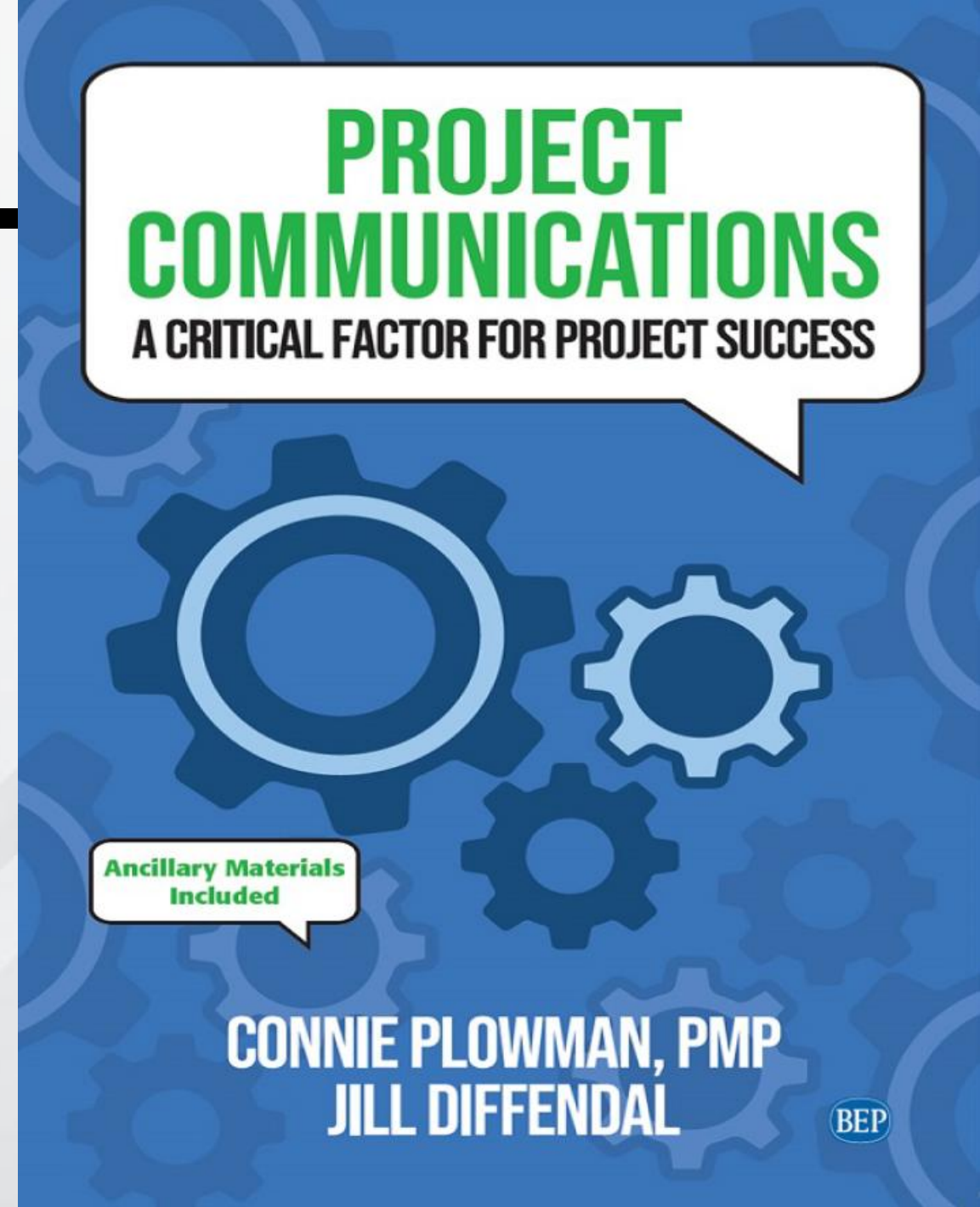
PMG 112

Lecture 10



Reference Book:

- Ch1: Introduction.
- Ch2: Exploring Communication Theories.
- Ch3: Knowing Your Audience.
- Ch4: Starting with the Basics.
- Ch5: Planning Project Communications.
- Ch6: Managing and Monitoring Project Communications.
- Ch7: Using Project Communication Tools.
- Ch8: Communicating Change.
- Ch9: Managing Conflict through Communication.
- Ch10: Closing.



Chapter 10: Contemporary Issues in Business Communication

The purpose of this chapter is to help you:

- Understand the concept and importance of Green Communication.
- Explain environmental and social responsibility in corporate communication.
- Apply ethical sustainability messaging principles.
- Identify greenwashing and propose ways to avoid it.



Chapter 10: Contemporary Issues in Business Communication

The purpose of this chapter is to help you:

- Interpret basic ESG reporting and stakeholder communication.
- Distinguish transparent and credible environmental claims.
- Develop communication strategies that support sustainability impact.
- Recognize future trends in green and sustainable communication.



Chapter 10: Closing

Project Communication Management



Ends are not bad things; they just mean that something else is about to begin. And there are many things that don't really end, anyway, they just begin again in a new way. Ends are not bad, and many ends aren't really an ending; some things are never-ending

Contemporary Issues in Business Communication



Green Communication

Chapter 10: Contemporary Issues in Business Communication

Introduction to Green Communication

- **Green communication** refers to a strategic approach that integrates environmental awareness into organizational messaging.
- It aligns communication practices with sustainability goals and promotes ecological responsibility.
- By shaping public attitudes and influencing behavioral change, green communication supports broader societal efforts to address climate concerns and environmental decline.

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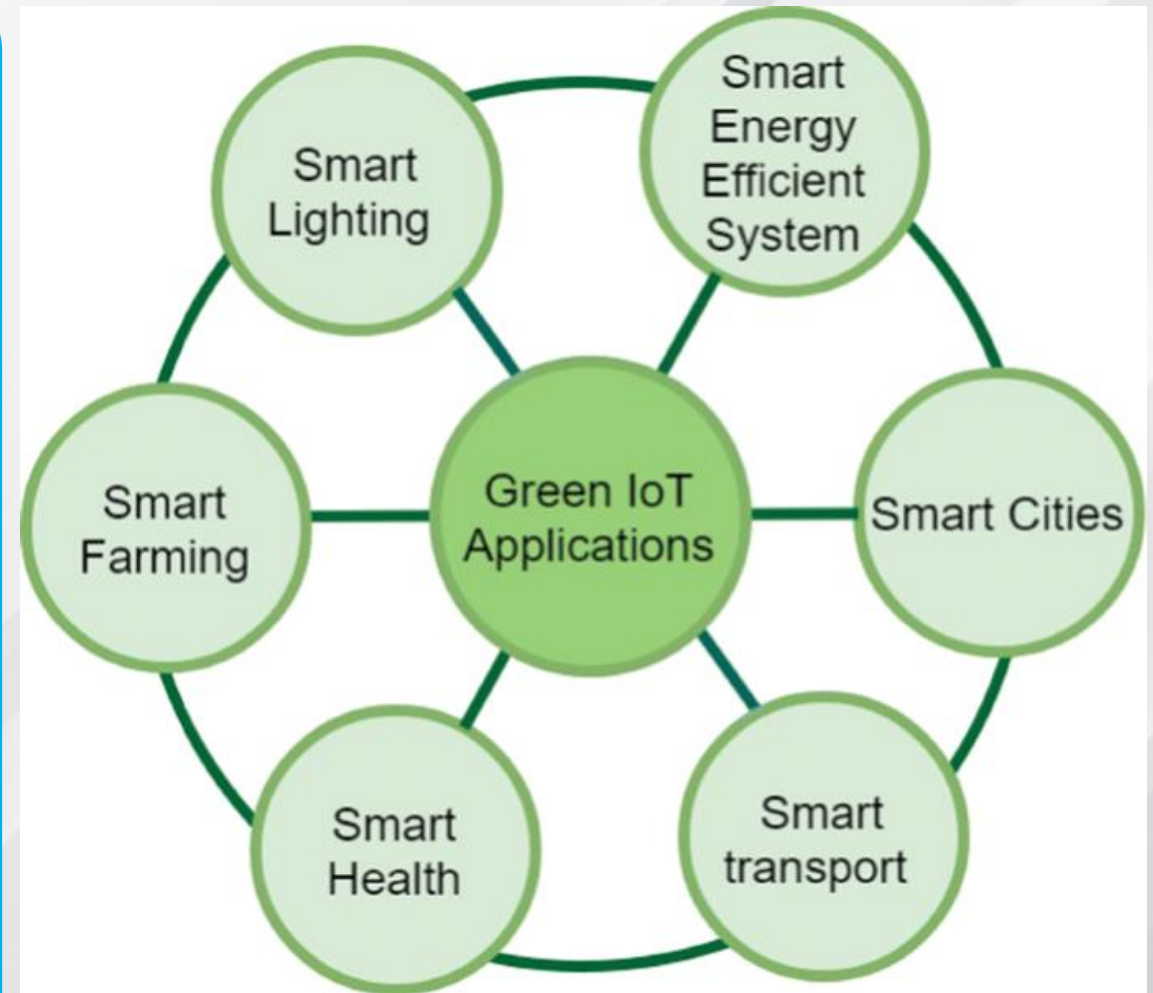
Introduction to Green Communication

- Green communication is an interdisciplinary field drawing from environmental science, psychology, and strategic communication.
- It helps organizations address complex challenges such as climate risk, consumer skepticism, and environmental ethics.
- Its relevance continues to grow as global systems move toward sustainability-driven development.

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The emergence of green communication is linked to rising global concerns about climate change and resource depletion.

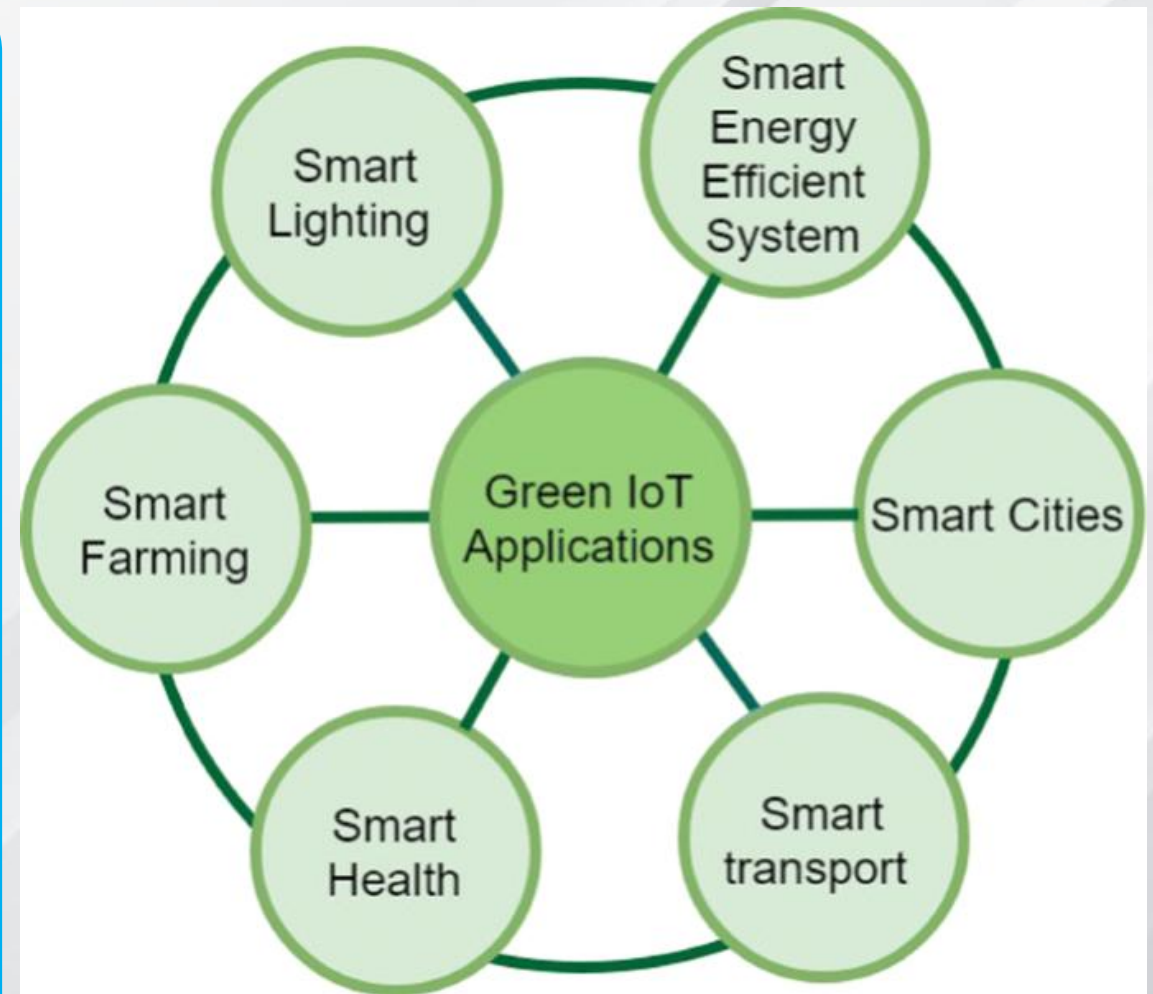
- Organizations use sustainability-focused communication to demonstrate accountability, reduce reputational risks, and strengthen stakeholder engagement.
- This makes green communication a central pillar in responsible business practice.



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A key component of green communication is reliance on accurate and science-based information.

- Organizations provide stakeholders with credible data to help them understand environmental impacts.
- This enhances transparency, promotes informed decision-making, and encourages environmentally responsible behavior across communities and institutions.

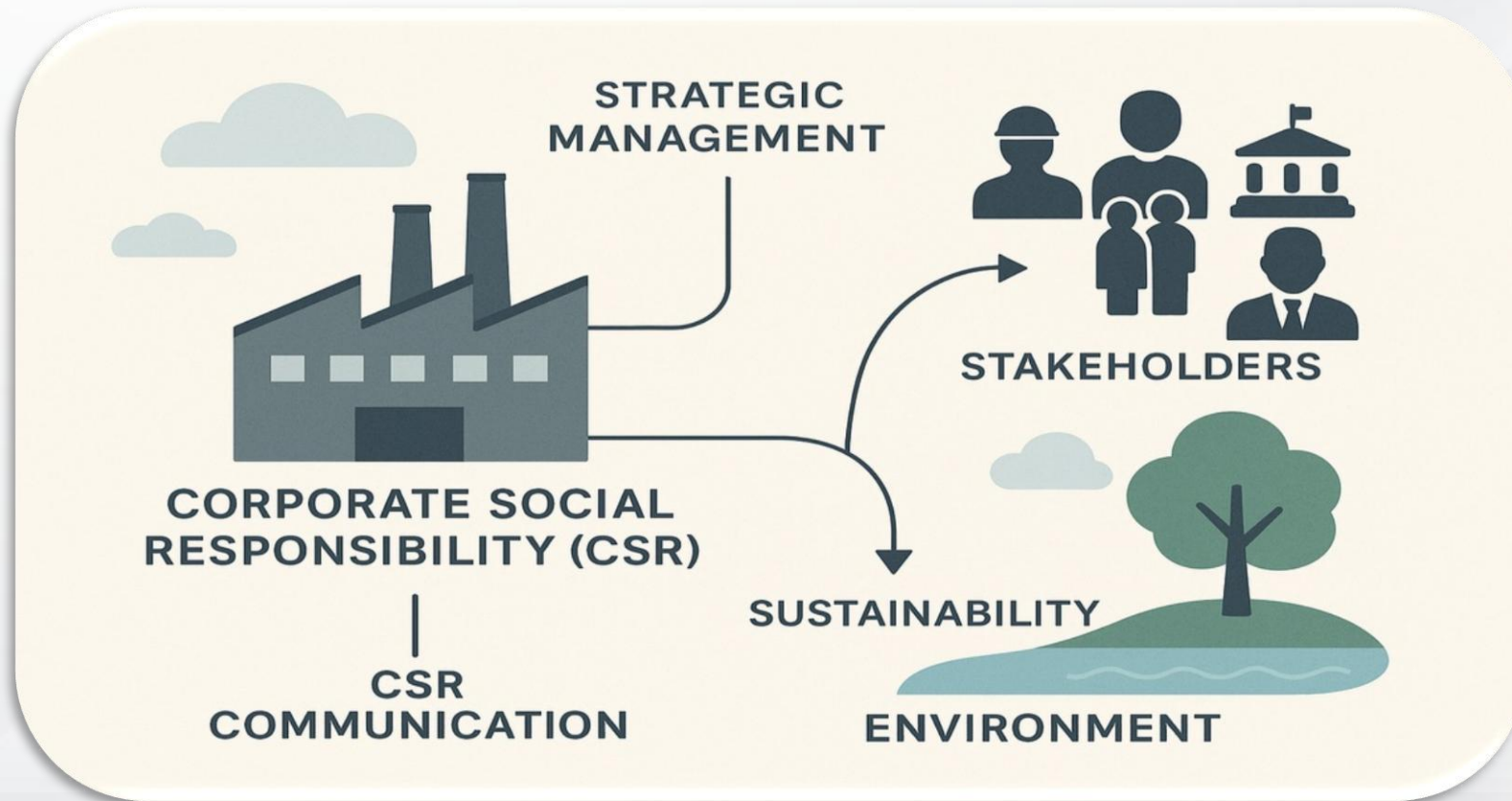


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Introduction to Green Communication

- Green communication also focuses on building trust between organizations and stakeholders.
- Trust is fostered when sustainability messages are consistent, transparent, and backed by real evidence.
- This strengthens organizational legitimacy and improves public confidence in environmental initiatives and long-term sustainability ambitions.

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Environmental & Social Responsibility in Business Communication

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Environmental Responsibility in Communication

Environmental responsibility in communication requires organizations to disclose how their activities impact ecosystems and natural resources.

- This involves reporting carbon emissions, waste management, and energy consumption.
- Transparent communication allows stakeholders to understand environmental risks while reinforcing organizational accountability.

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Environmental Social Responsibility in Communication

Social responsibility in communication concerns how organizations represent fairness, respect, and human welfare.

- Ethical communication protects communities from misleading information and ensures messages support wellbeing.
- This strengthens trust and demonstrates a genuine commitment to socially responsible business practices.

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Environmental Social Responsibility in Communication

Integrating environmental and social responsibility ensures a comprehensive sustainability focus.

- Organizations must balance ecological preservation with human development, labor rights, and community welfare.
- Holistic communication reflects broad sustainability goals that extend beyond environmental impacts alone.

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Environmental Social Responsibility in Communication

- Responsible communication acknowledges links between environmental harm and social inequality. Issues like pollution and climate risks often disproportionately affect vulnerable communities.
- Transparent communication about these impacts strengthens environmental justice and demonstrates ethical responsibility.

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Environmental Social Responsibility in Communication

- Organizations that consistently practice responsible sustainability communication build long-term legitimacy.
- Such credibility leads to a stronger reputation, improved stakeholder loyalty, and enhanced ability to influence environmental and social progress across the sectors in which they operate.

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Ethical Sustainability Messaging

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Ethical Sustainability Messaging

- **Ethical sustainability messaging** ensures that environmental claims are accurate and grounded in evidence.
- Organizations must avoid exaggeration and provide clear explanations of sustainability actions.
- Ethical messaging supports transparency, improves public trust, and strengthens the credibility of sustainability initiatives.

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A vital component of ethical sustainability messaging is balanced disclosure.

- Organizations must communicate not only successes but also challenges.
- This balance prevents the perception of selective information and demonstrates integrity in sustainability efforts..



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Ethical sustainability messaging relies on standards such as GRI, ISO, and lifecycle assessment frameworks.

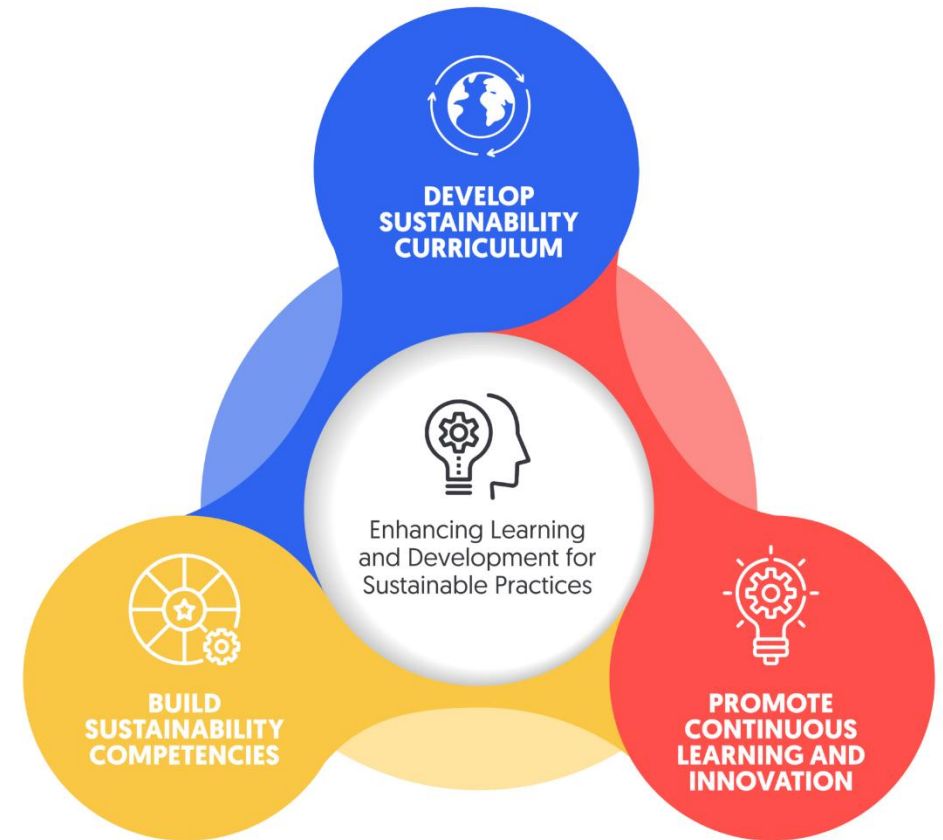
- These standards guide organizations in assessing environmental impacts and reporting them transparently. Stakeholders use these frameworks to evaluate the reliability of sustainability claims.



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Organizations must train communication teams to ensure they understand sustainability concepts and environmental science.

- Such training reduces misinformation risks and strengthens message accuracy. Effective internal capacity building is essential for ethical sustainability communication.



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Ethical sustainability messaging empowers consumers and stakeholders to make informed decisions.

- When environmental information is clear and credible, it influences purchasing behavior and supports wider societal efforts toward sustainable living and responsible resource use.



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Avoiding Greenwashing

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Greenwashing

- **Greenwashing** occurs when organizations exaggerate or falsify environmental claims.
- It undermines public trust, damages credibility, and contradicts sustainability values.

Avoiding greenwashing is essential for maintaining ethical communication and supporting genuine sustainability performance.

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Common greenwashing practices include vague claims, irrelevant information, false certifications, and selective disclosure.

- Stakeholders have become increasingly aware of these tactics, making organizational transparency more important than ever in sustainability communication.



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To avoid greenwashing, environmental claims must be directly linked to measurable actions.

- Organizations should provide data-driven evidence of sustainability progress and explain how claims are verified.
- This strengthens legitimacy and stakeholder trust.



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Transparency is the strongest tool against greenwashing.

- Organizations that offer complete information, third-party verification, and detailed methodologies build trust and demonstrate a genuine commitment to sustainability improvement.

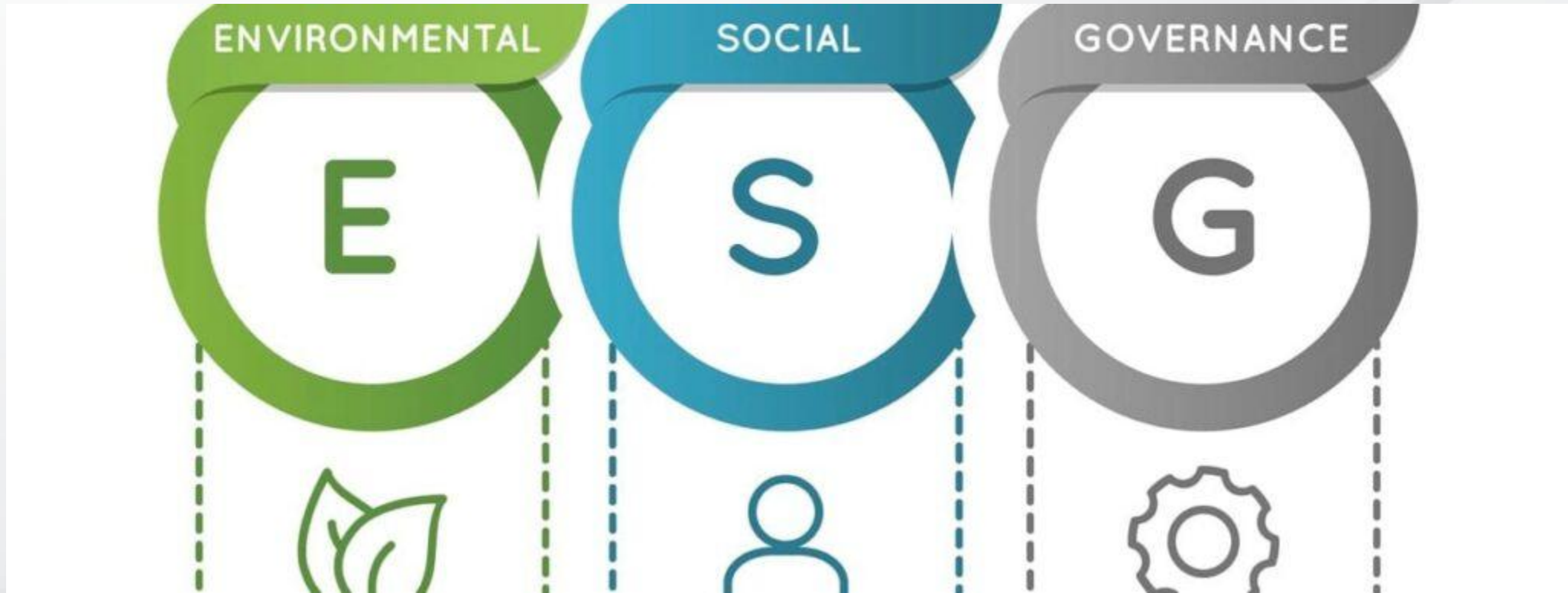
Global Greenwashing Regulations:

How the World Is Cracking
Down on Misleading

[READ BLOG](#)



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ESG Rreporting

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ESG Reporting

- **ESG reporting** integrates environmental, social, and governance data into comprehensive disclosures.
- Organizations use ESG frameworks to communicate carbon emissions, labor conditions, governance quality, and community impact.
- ESG reporting strengthens transparency and supports sustainable decision-making.

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ESG Reporting

- **Stakeholder** communication within ESG frameworks requires tailored information.
- **Investors** seek risk and performance metrics, **employees** look for fairness and inclusion, and **regulators** focus on compliance.

Effective communication must align with these diverse needs while remaining accurate and consistent.

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Recognized ESG standards such as GRI, SASB, TCFD, and IFRS Sustainability Reporting enhance comparability and credibility.

- Organizations adopting these frameworks improve global competitiveness while ensuring transparent disclosure of sustainability performance.



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ESG Reporting

- **Investors** increasingly use ESG reports to evaluate long-term risk exposure and sustainability opportunities.
- Transparent communication helps investors understand climate risks, ethical concerns, and organizational resilience, ultimately influencing financial decisions.

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ESG Reporting

ESG communication also supports internal decision-making.

- Integrating sustainability metrics into strategy enables leaders to identify risks, design resilient models, and foster innovation that aligns with environmental and social goals.

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Effective Green Communication Strategies



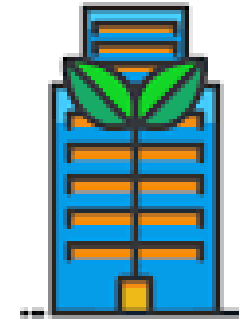
Effective Strategies For ESG Communications

- 1 Research your stakeholders
- 2 Develop key messages
- 3 Choose the right channels
- 4 Measure & evaluate your results
- 5 Build from the baseline

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Organizations use multi-channel strategies including reports, digital platforms, community outreach, and social media.

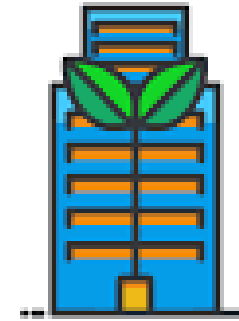
- This ensures sustainability messages reach diverse audiences and remain accessible across communication environments.



**ESG Strategy and ESG
Communication**

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- Behavioral science enhances communication effectiveness by addressing cognitive biases and motivation.
- Social norms, nudges, and framing techniques can guide stakeholders toward more sustainable behaviors in both personal and organizational contexts.



ESG Strategy and ESG Communication

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Effective Green Communication Strategies

Effective communication strategies align sustainability messages with organizational values and stakeholder expectations.

- Clear and evidence-based messages strengthen engagement and support behavioral change, increasing the impact of sustainability initiatives.

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Effective ESG communication strategies to address increasing Investor Interest

Digital first communication to showcase business value from ESG and Sustainability.
Keep up your reputation & improve your ESG scores.



Communicate often and early with key stakeholders (Investors, suppliers, regulators)



Be fully transparent to build credibility. Showcase business value from ESG & Sustainability



Communicate with empathy. Understand what issues are important to the investors. Transparency is the key



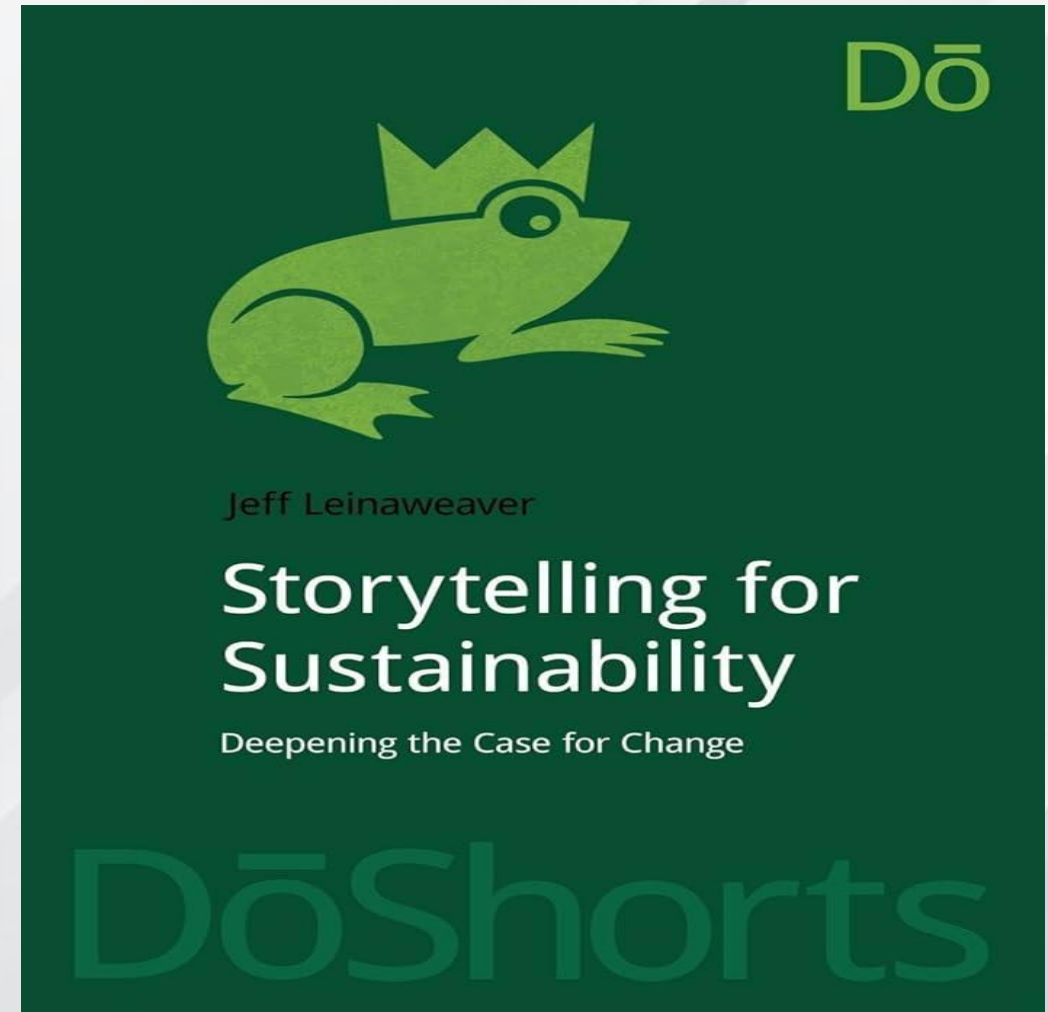
Showcase hard metrics to measure a company's actions. ESG communication can improve your ESG score



Consider communicating on any financial initiatives such as issuance of a green / social bond to fund ESG projects

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- **Sustainability Storytelling** is a persuasive communication approach. Narratives about environmental challenges and community impact make sustainability relatable and emotionally engaging.
- Storytelling strengthens message retention and public involvement.



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(Sustainability) STORYTELLING

In Sri Lanka

Knowledge-based storytelling
 Storytelling as a book
 Storytelling in corporate magazines
 Storytelling based on quotations
 Storytelling based on poetry
 Storytelling based on painting

In UK (from 2007)

Research-based storytelling (for general public) as the Café model
 Storytelling inspired by blogging
 Storytelling on nature, aliens, and the future
 Storytelling based on online poetry

Support towards (Sustainability) STORYTELLING

Research
 The London RCE on ESD work
 Social media



Thank You