



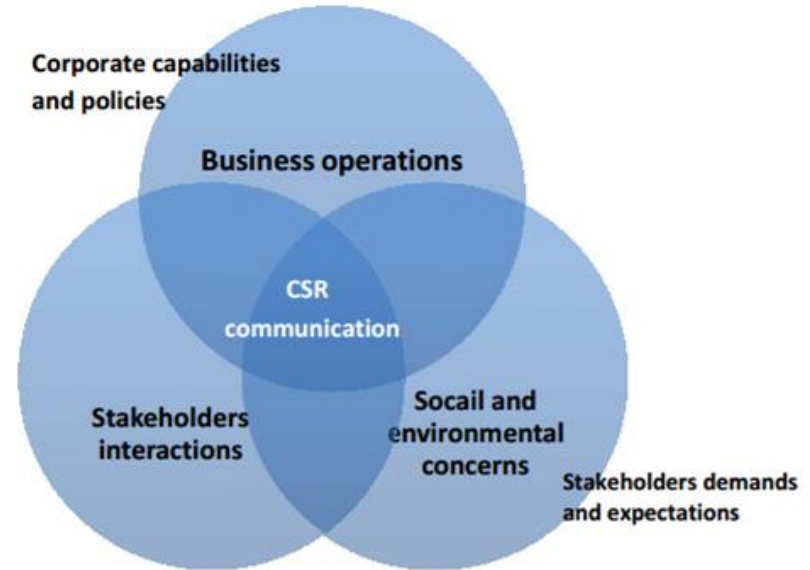
# CSR IN COMMUNICATION ETHICAL AND RESPONSIBLE COMMUNICATION

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# WHAT IS ETHICAL AND RESPONSIBLE COMMUNICATION?

- Fundamental to responsible thinking, decision making, and the development of relationships and communities within and across contexts, cultures, channels, and media.
- Ethical communication enhances human worth and dignity by fostering truthfulness, responsibility, personal integrity, and respect for self and others.





# COMMUNICATION AT THE HEART OF ANY CSR STRATEGY

- CSR: How a company engages with the world and community
  - How it communicates its interaction with the world
- Communication → requires both a speaker and a listener (a good story always needs someone who listens)
- Effective communication → always mindful of the company's achievements and the priorities of all the personnel involved
- Communication → allows stakeholders to know a company's efforts
- Key factor in increasing the company's image



# WHY BRANDS SHOULD BE MEANINGFUL?

- A brand/company with pro-social marketing initiatives can help differentiate it in the market 
- Social purpose and sustainability have become an integral part of marketing strategy better marketing results and a good response from people 
- Idea of “do well by doing good” companies obtain benefits with their contribution to society
- A company actively contributing to society’s welfare is often perceived as trustworthy.
- Inspiration for employees and buyers
- Connection between brand, beneficiaries, and consumers.

# TRENDS IN CSR COMMUNICATIONS

- **Communication technology:** Smart devices and technology in general provide a powerful new way to unite people and create solutions for some of the biggest social and environmental issues around the globe.
- **Social media for CSR reporting:** Web page forums, social media forums in which a company can communicate with consumers in a more direct and informal way but delivering a message.
- **Engagement with external stakeholders:** A good relationship with NGO's, citizens, and governments

# BENEFITS OF EFFECTIVE CSR COMMUNICATION

- Effective communication helps anticipate and avoid situations that might get the company in trouble
- Essential to effectively influence consumer behaviour and attitude.
- Enhancement of the company's image
- Increases the customer's loyalty
- Willingness of the customer to buy the product or stick to the brand



# WHAT IS THE RIGHT CSR COMMUNICATION STRATEGY?

- Social purpose and sustainability: part of marketing strategy
- Communication is what makes a company socially responsible: transparent and honest
- Reporting: proof of a company's commitment
- Communication can also inspire others
- The CSR philosophy of a company changes its reputation

BUT... it needs to be honest and opened. It is easy to prove incorrect data today, and it is dangerous for the company's reputation (valuable asset)



# WHAT IS THE RIGHT CSR COMMUNICATION STRATEGY?

- CSR works better when the company talks about issues and efforts taken to solve them
- Illustrating information with evidence
- Careful: CSR communication is not about the media!

Summarize: an opened and honest communication is a good strategy when it comes to CSR issues.

# EXAMPLES OF CAMPAIGNS

Burger King  
“We are the same inside”



Google  
“Google fights against the Ebola”

# EXAMPLES OF CAMPAIGNS



## Technology

Digital technology and the sharing economy are disrupting traditional patterns of car use and ownership



## Air Quality

Congestion and air quality affect millions of people every day in cities across the globe



## Emissions

Vehicles and other forms of transportation emit greenhouse gases and contribute to climate change

**Ford is responding to these global trends and challenges by leveraging our core strengths in automotive while driving innovation to create mobility solutions of the future**

“Ford is a leader in green building and is committed to the sustainable design of our facilities and landscapes using the basic principles of resource effectiveness, life cycle assessment, health, safety and environmental performance”

# EXAMPLES OF CAMPAIGNS



Creating real sustainable value is the key to enabling the Company to achieve other business values

- Clear goals
- Clear strategy to achieve the goals
- Mapping the problem
- Support projects that improve the life of the community
- Establishment of priorities
- Present real evidences (Annual Reports)
- Understand responsibilities as a big company