

SDG washing or responsible and trustworthy SDG sustainable communication?

The case of the Danish Communication Industry

Reflections and ideas for explorative studies



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Looking for traces







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Decision deliveries and digital tools – Turku's legendary hotel progressively renewed

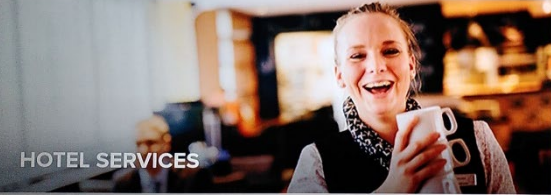



**WIKLUND**
ORIGINAL BY SOKOS HOTELS


ROOM 520


**TV**


**WELCOME TO TURKU**


**HOTEL SERVICES**

**SUSTAINABILITY**

 **LANGATON VERKKO**

 **YouTube**

 **NÄYTÖN JAKAMINEN**



SUSTAINABILITY

WE CARE

BACK

SOKOS HOTELS IS THE MOST SUSTAINABLE HOTEL CHAIN IN FINLAND

For eight years in a row, the Sokos Hotels chain has been named Finland's most sustainable hotel chain in the annual Sustainable Brand Index study.

Sustainability has long been a cornerstone of the Sokos Hotels operations. For example, all Sokos Hotels are part of the Green Key environmental programme, through which sustainable operations are systematically developed.

Read more: www.sokoshotels.fi/responsibility-at-sokos-hotels



City of Turku: Climate resilient urban planning in Turku

Canemure action C.12 of the city of Turku aims to reduce GHG emissions and environmental impacts of urban areas as well as to improve the capabilities to adapt to climate change by urban planning. Canemure works both on processes and methods of urban planning as well as promotion of actual realization of best practices and pilots on energy efficient public buildings, renewable energy production, stormwater management and sustainable mobility. Actions will be located in the new, growing city district of Skanssi and the brownfield zone of the city. Remarkable growth of construction and population will be seen on these crucial areas of infill development within the coming 10-20 years. Thus special attention should be paid on the climate resilience of the areas from several perspectives. Canemure will focus on energy efficiency, stormwater management and sustainable mobility whilst we take into account also the holistic context of sustainable development.

Implementation

Promoting energy-efficiency, environmental impact assessment and experimental solutions of public buildings (C.12.2).

Energy efficiency as part of environmental impact assessment will be

A Voluntary Local Review 2020


The implementation of the **2030 Agenda** for Sustainable Development in the City of Turku



SUSTAINABLE
DEVELOPMENT
GOALS









<https://www.facebook.com/watch/?v=825202168174596>

Greenpeace Turku

Send beskedSynes godt om🔍


Billeder

Se alle



Videoer

Se alle

0:07

VITAL ISSUE


TIME

IT IS
TO
LEAD

THE FIGHT ON THE
CLIMATE
CRISIS

PRIME MINISTER
SANNA
MARIN

PLEASE LEAD YOUR PARTY AND
OUR NATION
TO NECESSARY
ACTIONS
NOW

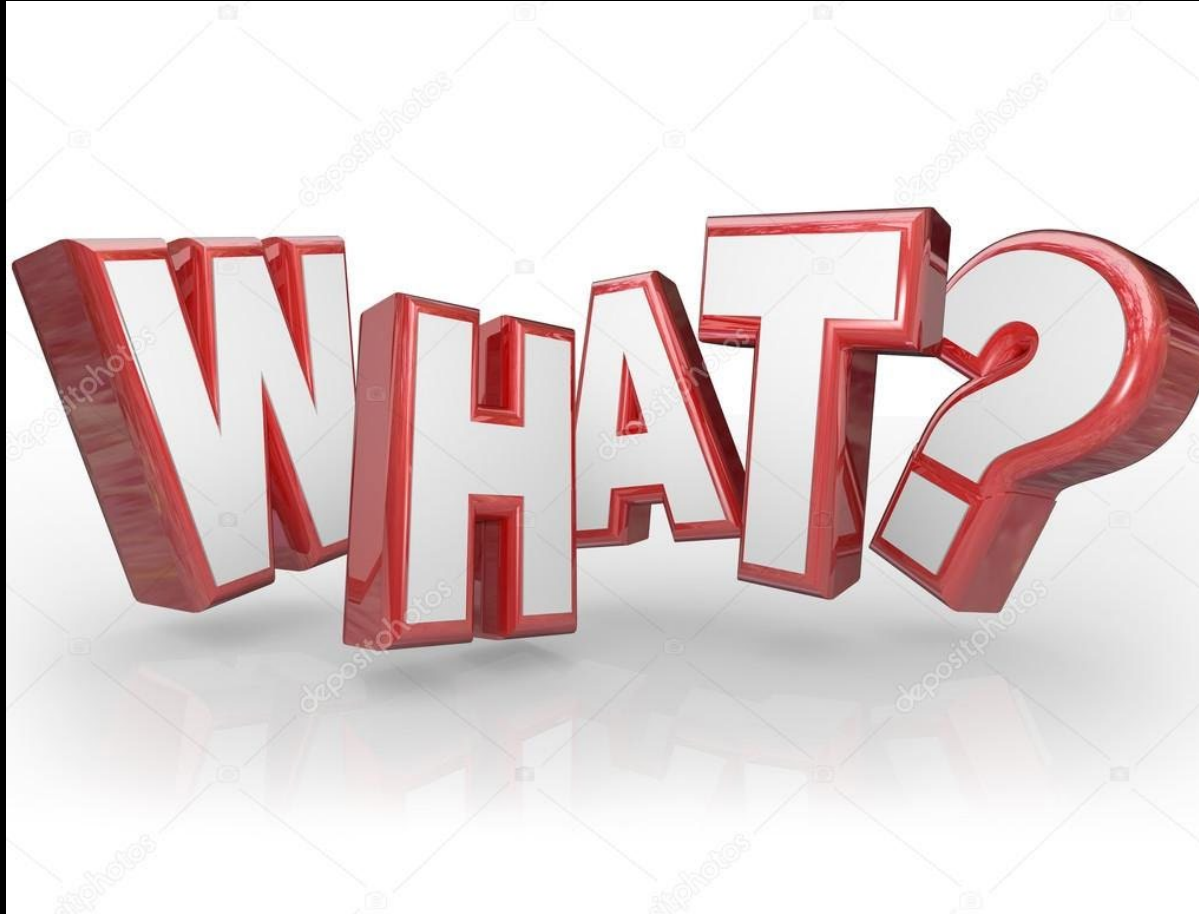


TIME TO ACT

GREENPEACE

greenpeace.org

What?



How to enact trustworthy / trusted SDG communication?

Enablers and constraints (context)?

Focus on the role and perspective of communicators (OrgCom)

Social construction of "SDG" and "SDG Communication"

Construction and negotiation of meaning (free floating signifiers)

Enactment of SDG in communicating and acting

(NB communication itself: symbolic interaction, making something "common")

Why?



VIRKSOMHEDERS KLIMAARBEJDE

Markant stigning i en ny slags sager: Nu er Danish Crown under kraftige anklager



📷 Mandag formiddag varslede Greenpeace slagterigiganten Danish Crown om en klage til Forbrugerombudsmanden. Arkivfoto: Lærke Posselt/Ritzau Scanpix

KATRINE GRØNVALD RAUN FREDERIK VINCENT LOUISE VOGDRUP-SCHMIDT

31. MAJ. 2021 KL. 21:00

🔗 DEL

Ny, stor klage er på vej til Forbrugerombudsmanden over Danish Crown for vildledning af forbrugerne med den landsdækkende og største kampagne i virksomhedens historie: klimakontrolleret gris. Anklager om greenwashing accelererer ifølge eksperter

Antallet af sager om vildledende grøn markedsføring, også kaldet greenwashing, er vokset markant i de seneste par år, og tallet vil kun blive større, i takt med at flere virksomheder skal

Green

White

Purple

Pink / Rainbow washing

Red

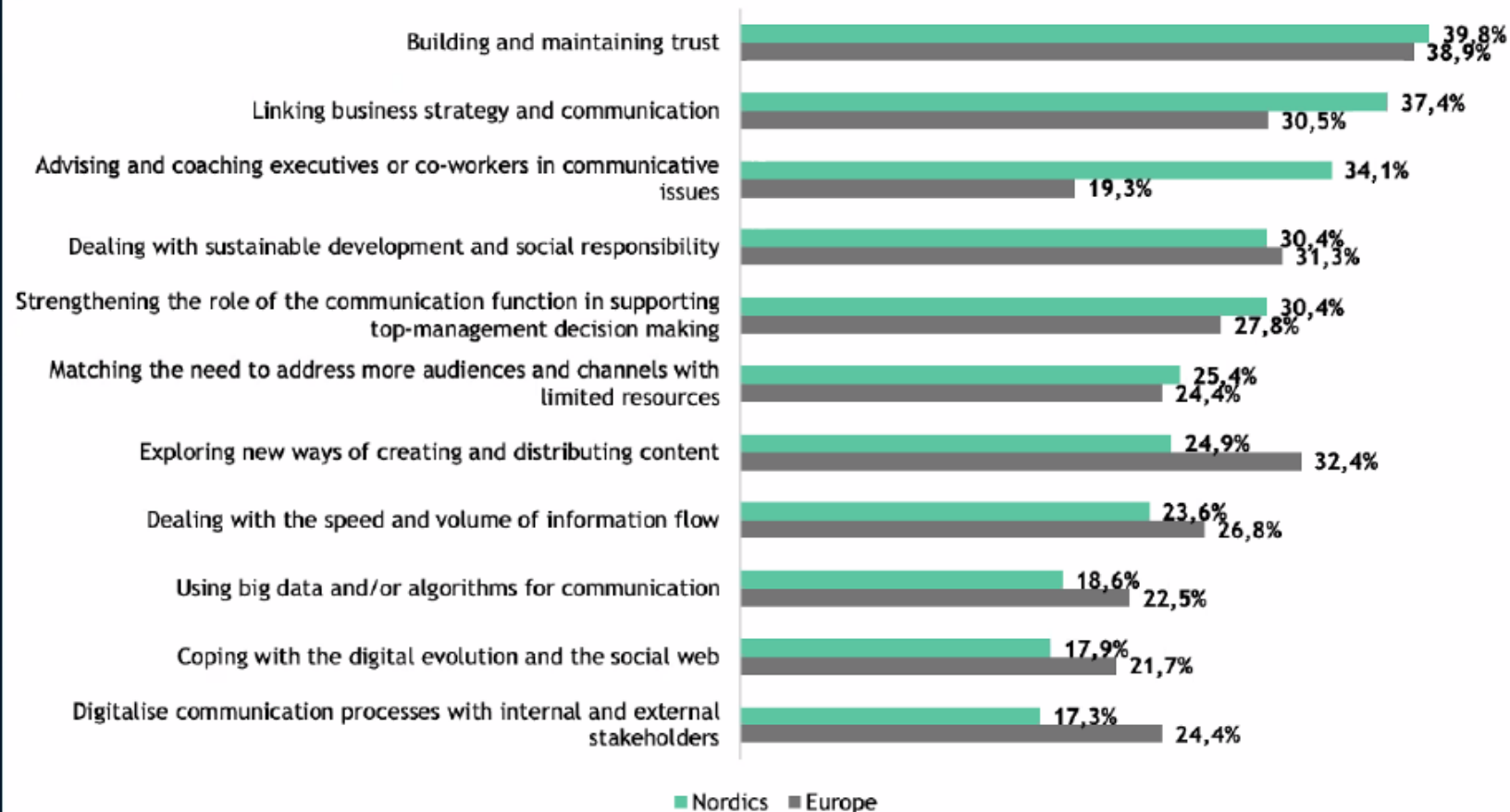
SDG




Danish Crown
25% mindre
klimaaftryk siden 2005
Og vi skal videre.
klimakontrolleret.dk



The most important strategic issues for the profession

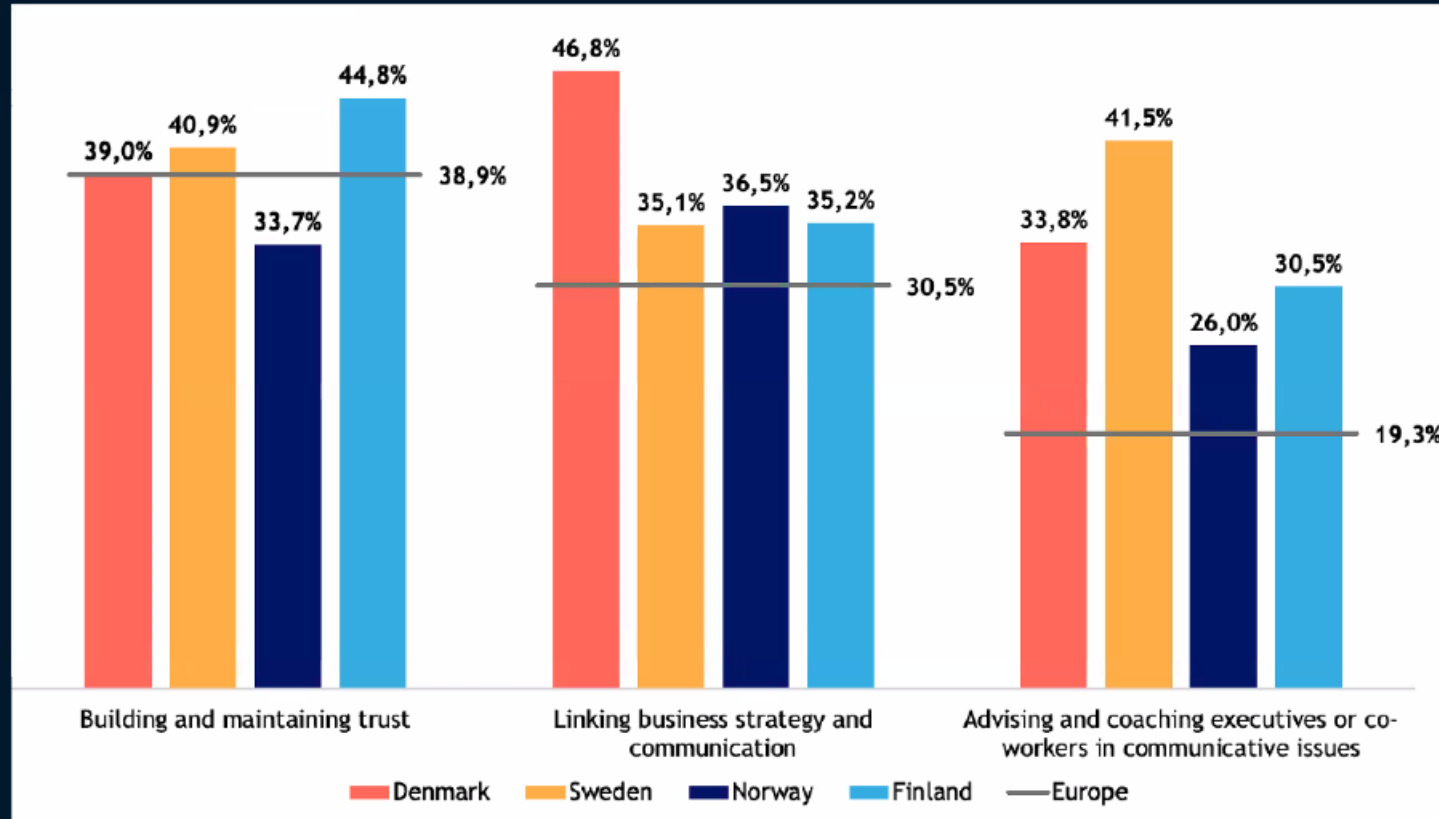


✓ *Trust is expected to dominate the agenda at least until 2024.*

✓ *Key differences towards Europe regarding “advising and coaching” as well as comms’ alignment with business strategy.*



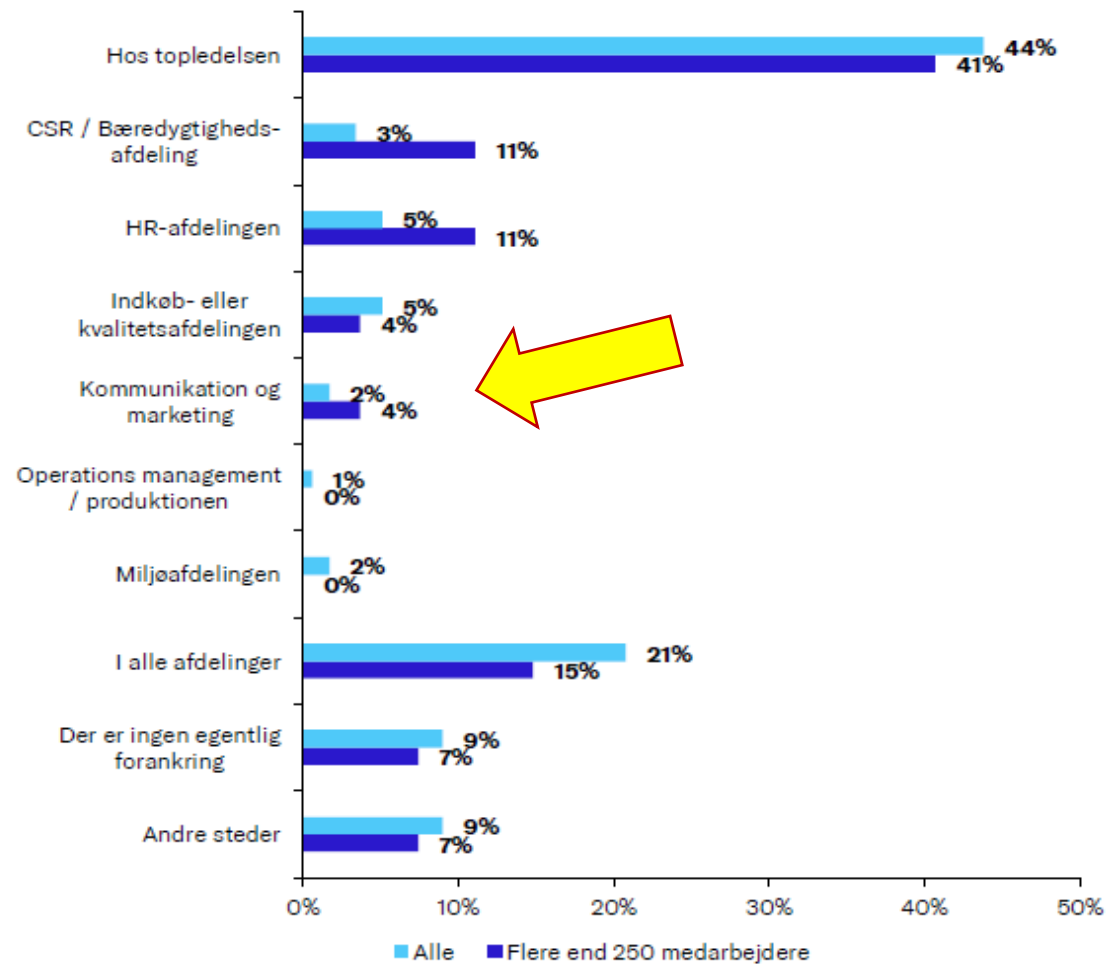
The top 3 strategic issues across the Nordics



✓ Finnish comms professionals emphasize “trust”, Danes “strategic alignment”, and Swedes the “coach and advisor” roles.



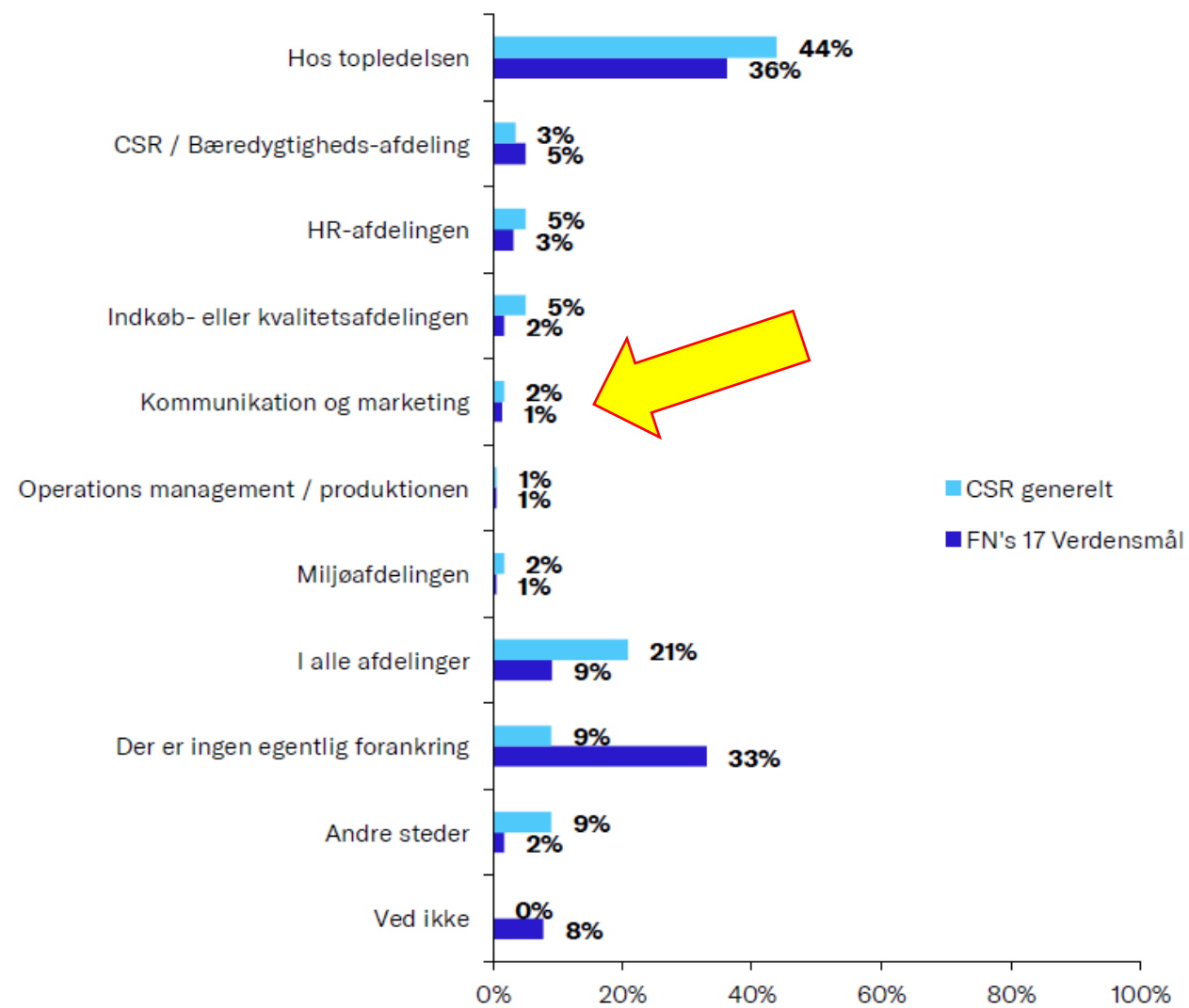
Figur 6: Hvor i virksomheden er arbejdet med CSR forankret?



Kilde: Dansk Erhverv, december 2018.

Note: n (Alle) = 178. n (Flere end 250 medarbejdere) = 27. Det er kun virksomheder, som arbejder med CSR, som har fået dette spørgsmål.

Figur 23: **Hvor i virksomheden er arbejdet med verdensmålene forankret?**



How?



- Collaboration
- Engaged scholarship
- Co-creation
- Focus on networks of stakeholders in the times of networks of analog and digital, social, mobile, interactive media)
- Focus on communicators (communication professionals) as source and actor

Preliminary research design and framework

NB Explorative study /ies

Mixed methods:

Quantitative data

survey

Qualitative data

survey

research interviews

(Case studies)

Methods: Content analysis (Attride-Sterling, TNA; Discourse analysis (Fairclough, CDA)

Philosophy of Science Social Constructivism (Gergen) /Hermeneutics (Gadamer)

Person, organization, communication function

Person

(Communication professional)

Demographics, education
job status, experience, role
(communicator,

job function/
department:

Management/
strategy
Communications
PR
Marketing
HR
CSR

Communication function

Influence
Performance

Organization

Structure

size

industry

Alignment top
management

Communication

"SDG-born" / "SDG-immigrants"

Sector

private

public

civil society (NGO)

comm.agency

Situation and perception

SDG communication (CSR communication)

Situation / state of the art

SDG strategy

Responsibilities
Goals / objectives
Ressources
Challenges / barriers
Sucess stories
Track record /history

SDG communication

Responsibilities
Goals / objectives
Ressources
Challenges / barriers
Sucess stories
Track record / history

Perception / sensemaking / sensegiving

Expectations towards organization (ideal): Importance of SDG
(SDG strategy // SDG communication)

Expectations towards communicator themselves (ideal):
Importance of SDG
(SDG strategy // SDG communication)

Satisfaction with organization's effort, contribution, ambitions
Responsibility, goals/ objectives, impact

Satisfaction with communicator's own effort, contribution,
ambitions and opportunities
Responsibility, goals/ objectives, impact

Wishes towards top management, / leadership, middle
management, colleagues

Wishes concerning own situation and function / role

The role of communication in / during change

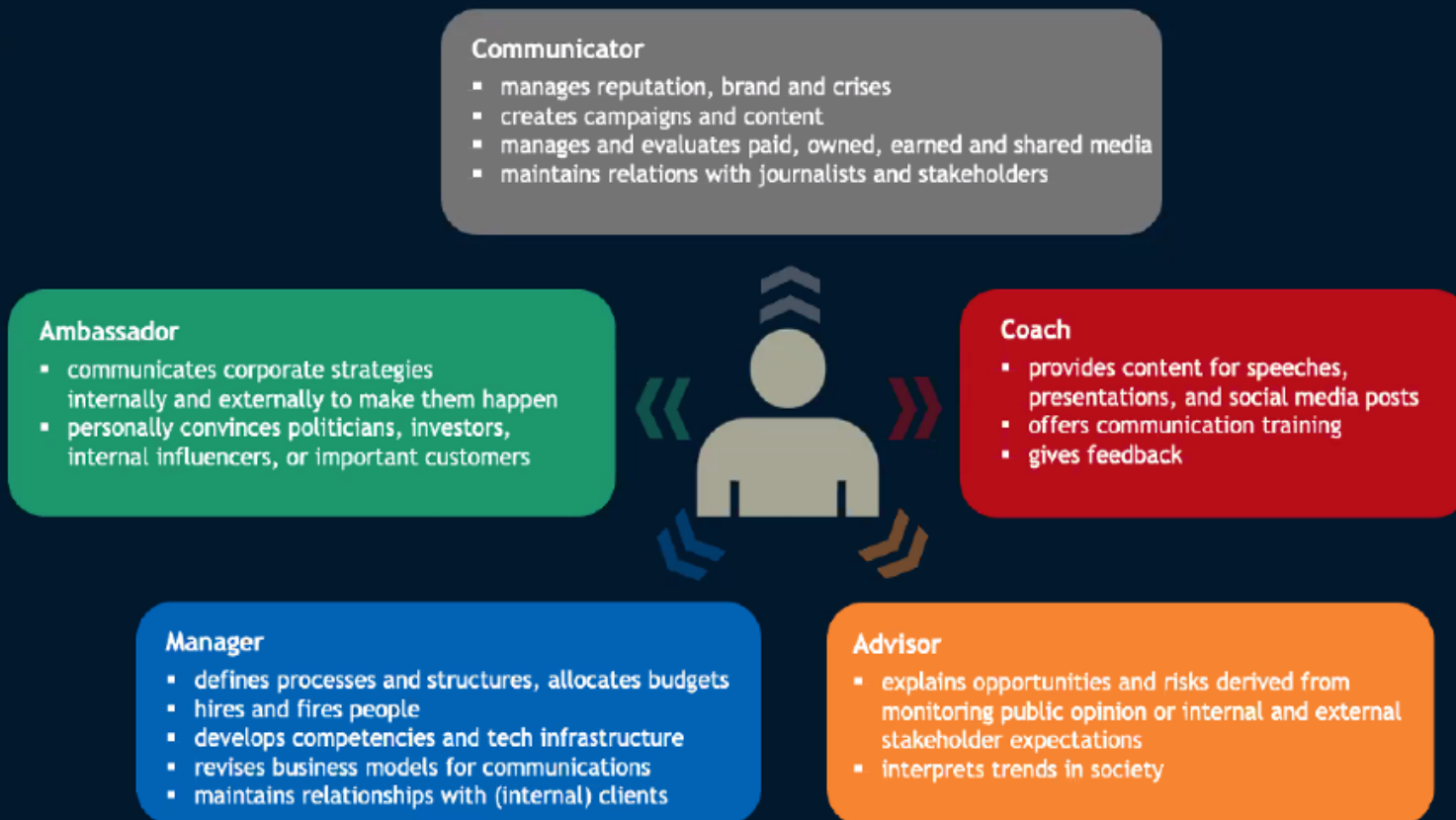
- Communication as a tool
- Communication as process
- Communication as social transformation



Johansson, Catrin & Heide, Mats (2008). Speaking of change: Three communication approaches in studies of organizational change. *Corporate Communications An International Journal* 13(3): 288-305

The roles of the communication practitioner

Communication practitioners take on different roles simultaneously in their daily work



Conclusion

- Chances for management / leadership
 - Trust and legitimacy
 - UN 2030 Agenda for sustainable Development as transformation agenda and chance
 - Understanding the role of communication in change / transformation
- Chances for communicators to contribute
 - Utilizing the different roles
 - Taking responsibility for content and form
 - Communication ethics
 - Respect
 - Transparency
 - Green trust (building) instead of Green washing
 - Walk the talk - also in communication (e.g. inclusive, responsible, "sustainable" communication)
- One of the biggest challenges remains
 - A SDG for Communication is missing
 - Transformational power of communication
 - "Sustainable" and "responsible" communication?

