CONCEPTUAL ENVIRONMENTAL COMMUNICATION

- A theoretical review of environmental communication concepts

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Within the recent years, two major factors have shaped the public relations profession. The climate change has increased the focus on CSR within organisations. The organisations have been assigned with additional responsibility of being socially and environmentally concerned. This was specified with the introduction of Elkinton’s (1994) TBL, and discussed in relation with Corporate Sustainability by van Marrewijk in 2003. With van Marrewijk’s discussion the connection of Corporate Sustainability and TBL was created with CSR as the mediator.

The second major factor affecting the PR profession is the economic crisis, which created a higher demand for transparency from the investors to organisations. With the climate crisis being given more awareness through the 1990’s an increase in the demand for more clearly environmental performance communication was established. Thus, it is important for an organisation, and more specifically, the public relation office to have sufficient knowledge of how to conduct such environmental related communication. This thesis, therefore, focused on the newly emerged environmental communication concepts and had the goal to systematically categorise so they were applicable for public relations practitioners.

Facilitating the thesis to engage in the categorisation, the concepts were discussed through a hermeneutic approach as introduced by Schleiermacher. This enabled the thesis to define what the scope of the concepts were and in what context they were presented, thus, showing the connection or differentiation between the concepts.

In order to facilitate the discussion of the new concepts, the field of PR was defined, on the basis of Tench and Yeoman’s (2006) discussion, and recognised as strategic two-way communication tool for reaching organisational objectives. Furthermore, it was identified through a discussion of the two original schools of thoughts within CSR, with the additional systemising provided by van Marrewijk (2003), that CSR was a mediator between TBL and Corporate Sustainability, with the later being the ultimate goal.

The conceptual framework consists of five different concepts where each was individual identified through a theoretical discussion. First, Sustainable Communication, which was introduced by McDonagh (1998), was identified to be a process which function is to limit the environmental alienation that can come between an organisation and its stakeholders.
Thereafter, the discussion of the two concepts Green Advertising and Green Signalling defined that both concepts has elements of Sustainable Communication within their scope. Furthermore, the element of Corporate Image Advertising was touched upon by both notions, which created overlapping aspects of the two concepts.

As Feldman, Soyka, and Ameer (1996) argued then Green Signalling was a communication method conducted by companies to provide clarity, which lowered the risk for investors.

Whereas, a discussion between Cox (2010), Banerjee et al. (1995), and Kilbourne (1995) identified Green Advertising as a concept which depended upon the sender’s intentions, by range from product advertisement to organisational image management.

For a PR practitioner to communicate environmental related aspects to the organisation’s publics is not just about the shape of the message. With Cox’s (2010) presentation of Environmental Communication the practitioner is given two discursive functional tools in which he can shape the message. Through a pragmatic approach the practitioner is provided with tools to educate, persuade, or alert about environmental problems. A constitutive approach is providing the communicator to shape the recipient views on nature, giving the practitioner another functional tool.

Walk the Talk, is a phrase which is more important than ever before. When communicating environmental related aspects the practitioners needs to be aware of making cohesion between organisational objectives and the message he is conducting. Brown (2010) argues, through the concept of Green Communication, that in order for the practitioner to walk the talk he needs to be aware of the method in which the message is communicated. This is achieved by using the method which is most environmentally friendly.

The conceptual environmental communication framework has been constructed with the purpose of creating the much needed overview over the newly emerged aspects. This is achieved through a systematically review of the emerged concepts and how they relate. However, the need for further research is still present. The relationship between the other two factors in TBL, Profit and People, and Planet needs to be analysed as these are often being communicated together and therefore affecting each other.
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1 INTRODUCTION

“The choice is awesome and potentially eternal. It is in the hands of the present generation” (Gore, 2009).

It was the former Vice President of the United States of America, Al Gore who in his recent book wrote the introduction quote. The quotation shows how people are trying to influence the general public’s conception of the environmental issues we are facing. This is supported with a 300 percent increase of lobbyists dealing with climate legislation compared to similar climate legislation brought forward to the House of Congress a few years back (Gore, 2009, p. 355). It is, however, not only the political scene that can feel the consequences of the growing influence the climate debate is having. It is often that the political agenda has a big influence on how companies act, this is apparent in the UN Global Compact, where three out of ten principles, an organisation should take into account when creating a company report, are environmental related aspects (UN-Global-Impact, 2010). Therefore, it is important for an organisation and more specifically the public relation office to have sufficient knowledge of how to conduct such environmental related communication.

Some might argue that this has been the case for numerous years. Since the mid-fifties various academics have discussed the definition of CSR, where several have included environmental related aspects. However, in 2003 Bowd et al. described CSR as the new buzzword within management and communication literatures (Bowd, Harris, & Corelissen, 2003). In this context and along with the fact that environmental aspects are given more and more attention, many new terms in the field of environmental communication have been introduced. Some examples that have more recently surfaced are concepts such as Green Advertising, Environmental Communication, Green Signalling, Green Communication, and Sustainable Communication. Thus, it can be dreadfully confusing for public relation practitioners to enter this field. This thesis will therefore seek to answer the following question;

- How can the different concepts of environmental communication be systematically categorised so they are applicable for public relations communicators?

In order to construct the necessary framework, different theories will be analysed where the core concepts are defined. This facilitates a discussion of the concepts, which has the purpose
of defining if we are dealing with a brand new public relation theory, an extension of the traditional views on CSR, or if it is bound to the context in which it is communicated. The discussion enables the thesis to construct the framework needed to provide an overview of the different concepts, giving this field of study some much needed clarity.

1.1 METHODOLOGY

The thesis will be structured in two main parts. The first is a systematic review of literature where the approach is based on Friedrich Schleiermacher’s hermeneutics (Sherratt, 2005). This approach is the most adequate method as the purpose of the thesis is to understand and interoperate the intentions of the authors of the different theories. In order to construct this understanding the thesis will be focusing on the psychological dimension of the hermeneutic cycle, giving the thesis the ability to define what context the theories are introduced in and thereby how they differentiate. By taking this approach the thesis can establish an overview of the different concepts surrounding environmental communication.

With the different concepts identified and the differences highlighted, the second part of the thesis can be constructed. A framework is needed to create a systematic approach for public relation practitioners when entering the field of environmental communication. The framework will be based on the core concepts identified in the first section, and from there the direction will be in which context the different approaches are most applicable.

1.2 STRUCTURE

As described above the first section is a literature review. In order to limit any misinterpretation of the thesis, the first section will be introduced with a description of the field in which this thesis is written. This will mainly draw upon Tench and Yeomans interpretation from 2006. Furthermore, to review what scenarios there have been and still are, when communicating environmental related aspects, Corporate Social Responsibility (CSR) theories will be discussed, and the core concept of the founding theories will be defined. This enables the report to see if there are any drawbacks from the new emerging theories to the original CSR approach. In addition, the Triple Bottom Line theory (TBL) as presented by John Elkington and van Marrewijck will be discussed with the main focus on what they refer to as Planet. This gives the thesis a chance to see how CSR have evolved from the beginning to more recent years with TPL being introduced in 1994.
With the foundation in place, the emerging theories will be introduced and analysed in order to interpret what context the different authors are presenting the theories in, and what the core concept of the theories are.

The first concept which is discussed is Sustainable Communication which is introduced by McDonagh (1998). Kilbourne (2004) is criticising the usability of the model embedded in Sustainable Communication, his perspective is included to give a two dimensional view on the concept. The second concept presented is Green Advertising, Kilbourne (1995) and Banerjee, Gulas, and Easwar (1995) lead the discussion with Cox (2010) providing additional material. Third, the notion of Environmental Communication will be discussed, introduced most recently by Cox (2010), the notion provides the thesis with recent perspectives. Green Signalling is the fourth theory presented, Feldman, Soyka and Ameer (1996) relate environmental communication to corporate reputation management, and provide therefore interesting views related to public relations. Finally, the notion of Green Communication is introduced by Brown (2010) as a method to conduct communication in relation to the environment, thus providing an important insight for PR practitioners. In addition, the relationship between the emerged concepts, the original schools of thought of CSR, and the newer adaption in the form of TPL will be established.

As described in the introduction, the enormous focus on the environment in today’s political and business scene, leads to more and more concepts emerging which seem to describe something that from the outside appear very similar. Thus, the purpose of the second section is to construct a systematised framework that will create the necessary overview. The first section analysed the different concepts and identified the scope of their context, making them applicable for the framework. The model will first be presented as a whole and thereafter the individual stages will be explained. Through the presentation of the individual stages, small examples will be given to enhance the understanding of the framework.

Finally, an overall conclusion will be provided which will establish if the thesis has managed to accomplish its original goal.

1.3 DELIMITATION

The field of public relations is very broad and many scholars and academics have engaged in the discussion of the different aspects within the field. The theories and perspectives chosen
This thesis have meant that others have been excluded through the discussion of new emerging concepts, which obviously is delimitating to the thesis.

By discussing the theories through a hermeneutic approach the context in which the theory is presented is established. The second part of the hermeneutic cycle, the grammatical presentation, has not been touched upon as this is beyond the scope of the thesis.

The construction of the model shows that it only focuses on Planet from the TBL theory, any connections between this path and Profit or People have not been explored. This has given the thesis the opportunity to reach the analytic depth needed to clarify the individual terms within environmental communication, but also functions as delimitation to the thesis.

The theories have been analysed through a strictly theoretical perspective, this is a natural limitation as case analysis could have enhanced the understanding and possibly brought different perspectives to the concepts.

2 ENVIRONMENTAL COMMUNICATION AND THE THEORETICAL SPHERE

This thesis will strive to create clarity to a subject that potentially can be perceived as very broad. It is therefore important, in order to rule out any unnecessary misunderstanding, to define the field of study. A short description of public relations will introduce the chapter, which will be followed by a description of what is known as traditional CSR and how it has emerged.

2.1 FIELD OF STUDY

Public Relation (PR) communications is a concept which has been around for several years. Tench and Yeoman refers to Harlow who in 1976 found 472 different kinds of definitions of PR (Tench & Yeomans, 2006, p. 4). Many definitions focus on overall goals, processes, and tasks of PR, where Argenti states that “typically, the effort was focused on prevent the press from getting too close to management” (Argenti, 2009, p. 46). Other definitions turn their focus to the practise of ideal communication, with the ideal being two-way communication and the construction of a positive relationship between an organisation and their publics. One example that Tench and Yeoman present is by Cutlip et al. “public relations is the management function that establishes and maintains mutually beneficial relationships
between an organisation and the publics on whom its success or failure depends” (Tench & Yeomans, 2006, p. 5). As indicated in Argenti’s statement the definition he presents is outdated, it will therefore be argued that PR has established itself as a recognised strategic two-way communication tool for reaching organisational objectives. The concepts presented in this thesis are all within this given field, with the additional perspective of all having environmental related aspects as their focal point.

2.1.1 CORPORATE SOCIAL RESPONSIBILITY

As mentioned in the introduction, CSR has become the word of choice within management and communication literatures through the last decade. This is well illustrated with articles discussing CSR increasing by 407 percent from 2001 to 2002 (Bowd, Harris, & Corelissen, 2003). This does however also mean that there are many different definitions of CSR. In order to determine what historical context the new emerging environmental concepts are presented within, this thesis will briefly give a review of Bowen school of thought, Friedman school of thought, as well as the more present views from van Marrewijk and Elkinton with their interpretation of TPL.

1.1.1.1 BOWEN SCHOOL OF THOUGHT

In 1985 Wartwick and Cochran presented Bowen’s School of Thought as one of the two basic premises for CSR, according to Bowen it is a business obligation “to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of our society” (Wartick & Cochran, 1985, p. 3). This implies that businesses have a direct responsibility to the society. However, according to Bowd et al. (2003) it is not only Bowen’s one point of view that makes up Bowen School of Thoughts. Carroll builds upon the notion presented by Bowen and establishes a pyramid with different levels of responsibility (Tench & Yeomans, 2006, s. 103). The economic responsibility to the society is the first level; an organisation needs to be profitable in order to move to the other levels of the pyramid. The second stage is the organisations legal responsibility, where the third is to be ethically responsible. This means that the organisation needs to obey the law and do what is right, just, and fair. The final level is philanthropic responsibilities. This level is achieved by going the extra step in order to contribute additional recourses to the society. Another part making up Bowen School of Thought is the stakeholder approach presented by
Freeman in 1984 (Bowd, Harris, & Corelissen, 2003). He argues that an organisation has a specific responsibility to each group of stakeholders, engaging in a so called social contract.

There are many discussions of Bowen School of Thought, and many have different point of views. The three views presented in the above section are, however, the most dominate in this field. To sum up, Bowen School of Thought believes it is an organisation obligation to obey legal and ethical requirements as well as go beyond these levels to satisfy the demands of the different stakeholder groups.

1.1.1.2 FRIEDMAN SCHOOL OF THOUGHT

Milton Friedman has a somewhat different perspective to what is the social responsibility of an organisation. He believes that an organisation’s only responsibility is to satisfy the needs of its owners/shareholders which he stated was generally the generation of profit (Bowd, Harris, & Corelissen, 2003). By comparing his theory to Carroll’s pyramid of CSR then we can see the direct differences that distinguish the two schools of thought. Friedman believes that an organisation is only to obtain the first three levels, where it is the government’s obligations to handle the social welfare of the society.

1.1.1.3 TRIPLE BOTTOM LINE

As mentioned in the introduction CSR have become more and more present in academic literature over the last decade. But nevertheless, there has still been a need to define what CSR really is. Marcel van Marrewijk tried in 2003 to define CSR and Corporate Sustainability. He presents a proposal which was given by Erasmus University during the Corporate Sustainability Conference in 2002. Here the ultimate goal is Corporate Sustainability; this is achieved by meeting the needs of the present without compromising the ability of future generations to meet their own needs (van Marrewijk, 2003, p. 101). In this proposal CSR is seen at the intermediate stage where organisations are trying to balance Profit, People, and Planet. These three categories are also known as the Triple Bottom Line.

TBL is a term that was presented in 1994 by John Elkington. Between 1999 and 2001 TBL was becoming a more and more used expression when communicating CSR, and the development of separate aspects associated with environmental communication was established, with one of the three aspects in TBL being Planet. The TBL is, as Elkington describes it, best understood by; TBL agenda focuses corporations not just on the economic
value that they add, but also the environmental and social value that they add – or destroy (Elkington, 2010, p. 3). Elkington describes the need for TBL to be introduced is due to a shift in paradigm, where he sees TBL dependant on seven revolutions, and one of the revolutions being Transparency. In the old paradigm it was closed, where it now has revolutionised so it is now open (Elkington, 2010, p. 3). Thereby organisations are now more likely to communicate what effect their production is having on the environment than earlier.

As described in the beginning of this chapter, PR is a strategic two-way communication tool for gaining organisational objectives. According to Bowen’s School of Thought this two-way communication is where the society surrounding the organisation demanded them to have greater responsibility than just being profitable. This was the beginning of CSR. Where many academics still discuss the nature of CSR, van Marrewijk proposed Corporate Sustainability as the ultimate goal, with CSR being the mediator between the goal and TBL. By including the TBL, profitable, which Friedman means is the ultimate responsibility, societal, and environmental aspects were also included in the communication path between the organisation and its publics. In addition, the introduction of TBL introduced environmental communication as a separate path within public relation. This progress through the field of public relation communication has seen paradigm shifts and created revolutions. When trying to find a specific method on how to conduct environmental communication, many terms which seem to be surrounding the same topic are brought forth. It therefore seems that we are on the edge of a new revolution, with environmental communication at the epicentre. It has been developing over the last fifty years, and with terms like environmental communication, green communication, sustainable communication, green advertising, and green signalling, being introduced we once again need to create an overview of the different theories within this field. Thus, the following chapter will analyse these new terms and determine what context they are introduced within, in order to construct a framework which can give an overview and make them more applicable for public relations practitioners.

2.2 EMERGING THEORIES

The previous chapter established that the public relation profession have developed through from Corporate Social Responsibility into the notion of Triple Bottom Line. This thesis will argue that the road is not end at TBL; on the contrary, developments in recent years have
caused new theories to emerge. Through a discussion of the emerged concepts, where the definition is identified and the scope of the concept is established, the chapter provides the necessary knowledge needed when categorising these concepts.

2.2.1 SUSTAINABLE COMMUNICATION

Sustainable Communication is one of the most dominate theories in this field of study, through the following discussion the concept will be identified, and the scope of the theory will be analysed. Thus providing the thesis with the knowledge needed to situate the concept in the given field.

In 1998 Pierre McDonagh argued that there is a need to “clearly communicate the ecological issues of sustainable development to a wider audience than is presently achieved in society thus raising the importance of the communicative act.” (McDonagh, 1998, p. 592). The need is created by the fact that stakeholders to an organisation see Sustainable Development as optimism; this situation is always favourable for organisations as it can lead to positive effects upon their reputation. Thus, McDonagh presents the theory of Sustainable Communication that should satisfy the need. Before looking at the definition he presents, it is important to understand the scope of the theory and the situation in which it is presented within. This makes the concept tangible for future discussion and later systemising. The next section will therefore look into the concepts of sustainable consumption and sustainable development which McDonagh uses as the founding concepts in Sustainable Communication.

According to McDonagh (1998) then Long and Arnold argues that sustainable development has been adopted as a path for companies because many stakeholders sees it as optimism. However, McDonagh argues that in order to gain sustainable development consumers need to move from hyper consumption\(^1\) to sustainable consumption (McDonagh, 1998, p. 592). In 1994 the Oslo Ministerial Roundtable gave the notion Sustainable Consumption the definition as “the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life-cycle so as not to jeopardize the needs of future generation” (Bentley & de Leeuw, 2010, p. 8).

\(^1\) “Hyper consumption, (...), exists when consumption has no referent to the natural law of value. (...) it is consumption for its own sake. (McDonagh, 1998, p. 592)
As presented in the beginning of this section, the reason for introducing Sustainable Communication theory is that organisations are adopting the strategy of **Sustainable Development**. The United Nations gave in 1987 the definition of Sustainable Development as “*meeting the needs of the present without compromising the ability of future generations to meet their own needs*” (Nations, 1987). This is the same definition used by Erasmus University when describing Corporate Sustainability, which van Marrewijk also uses as a foundation in the discussion about the TBL; this will be elaborated later in the thesis.

It is clear that McDonagh wanted to create a theory that suited the emerging trend with companies reacting to satisfy the demand of their stakeholders. This reaction was labelled Sustainable Development; however, it was not until a few years later when consumer’s consumption habits shifted from hyper consumption to sustainable consumption that the process became evident.

McDonagh gives the definition of Sustainable Communication as “(...) an interactive social process of unravelling and eradicating ecological alienation that may occur between an organization and its publics or stakeholders” (McDonagh, 1998, p. 599). The process of Sustainable Communication is to help organisations to facilitate the paradigm shift from hyper consumption to sustainable consumption. This can be achieved by the organisation convincing its stakeholders that they are engaging in environmental friendly activities and thereby enhance a more positive reputation. McDonagh argues that in order to make these process achievable, organisations need to be open and honest when communicating with their stakeholders (McDonagh, 1998, p. 600).

McDonagh presents a model which illustrates the process of Sustainable Communication (Appendix A); the focal point in the model is the interaction and consensus between the given organisation and its stakeholders. The model gives the organisation the opportunity to act open and honestly with its stakeholders, which was established as criteria for successful Sustainable Communication. Analysing the model more in depth, identifies the organisations actions as being in two main categories.

The first being tools for promoting corporate image; here aspects such as cause-related marketing and corporate philanthropy are represented. The other main category is aspects which are not visible for publics outside of the organisation, this can for an example be environmental management system within production or environmental policy documents. Both these categories are parts of an ecocentric organisations’ environmental marketing
communication effort. This effort comes out as a something that can be seen as an overall eco-disclosure and eco-access from the organisation. On the opposite side of the model the outside stakeholders are present. Stakeholders such as consumers, media representation, investors, suppliers, and the government all play some part of the two-way communication process where they interact by creating eco-trust from the consumers’ point of view. This can be exemplified through a dialogue between the organisation and its stakeholders in the form of regulations and equal beneficial actions. It is between the organisations environmental marketing communication effort and the trust and dialogue given by the outside stakeholders that the process of Sustainable Communication is operating. McDonagh phrases it as interaction and consensus.

McDonagh argues that the four principles, ecological trust, ecological access, ecological disclosure, and ecological dialogue needs to be present in order to get the theory of Sustainable Communication to work, referred to as building blocks for the theory (McDonagh, 1998, p. 602). When talking about ecological trust then Sustainable Communication is working as a tool to rebuild the trust that might have been diminished during ecological crisis. As mentioned in the introduction chapter, the ecological agenda is now more present than ever before and the fact that society as a whole are forced to realise that we have to minimize impact on the environment in more or less every action we do. This is also present for organisations, whom with regulations and stakeholder demands are encouraged to become environmentally responsible. This reflection makes McDonagh’ principle of ecological trust current even sixteen years after it was introduced. The second principle McDonagh is presenting is ecological access, the more open and accessible the organisation is, the easier it is for various stakeholders to build trust. This has also become apparent with the introduction of the TBL method of communicating, where organisations also report on how they are performing within societal and environmental aspects, with previous norms only focusing on economical performance. This links directly with the third principle ecological disclosure, which is together with ecological access the two principles emitted by the organisation. As McDonagh states about organisations “they are judge by what they are freely prepared to reveal about their activities” (McDonagh, 1998, p. 603), then organisations are doing this more in the line of reputation management rather than by force from governmental offices. The final principle, Ecological dialogue is understood by stakeholders giving feedback to the organisation so that they can improve their actions, and
opposite so the organisation identifies how the various business decisions create equal opportunities for their stakeholders.

The theory of Sustainable Communication, as presented by McDonagh, can from the reflections provided be seen as a process of achieving sustainable consumption. However, Kilbourne (2004) is sceptical with this notion. He acknowledges that before organisation can become environmental friendly the biggest problem is still that there needs to be a paradigm shift. He believes that the most efficient path to create this shift is not through Sustainable Communication but rather through conventional advertising. The reason for this is that in order to empower a paradigm shift, the process must be embedded within the paradigm itself with starting point matching the present paradigms situation. He argues that the three criteria’s of the present paradigm is set to be economic growth, material well-being, and Pareto optimality\(^2\), which Sustainable Communication all fail, where conventional advertising can achieve these (Kilbourne, 2004, p. 204).

Although, the model might not provide the paradigm shift needed. Then the concepts of Sustainable Communication introduce fundamental theoretical aspects within the thesis field of study. Many of the later emerging concepts have links directly to Sustainable Communication; this will be identified and demonstrated in chapter 3.

### 2.2.2 GREEN ADVERTISING

Robert Cox argues that there are three major types of communication from an organisation to its public about environmental issues, green marketing or green advertising, corporate campaigns, and finally a strategy which operates to challenges environmental critics (Cox, 2010, p. 332). This section will analyse the first concept, which will be labelled Green Advertising throughout the thesis.

Green Advertising is probably one of the most known concepts presented in this thesis. However, just as many academics have different point of views on CSR, then there are also a number of different views on Green Advertising. In this section the most dominating theories within this field will be touched upon.

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\(^2\) A Pareto-optimal situation is when “it is impossible to put one person in a better position by giving them more resources, without putting someone else in a worse position” (Financial Times, 2010)
In order to minimise any confusions this thesis will use the definition of advertising which is presented by Richards and Curran in 2002 “Advertising is a paid nonpersonal communication from an identified sponsor, using mass media to persuade or influence an audience.” (Richards & Catharine, 2002, p. 64). The word Green is of more interest, as this is the one defining what kind of communicative message there is being transmitted to the public.

In 1995 Kilbourne set out to clarify if Green Advertising existed and if it was useful to develop ecological awareness. The first objective for his investigation was to define what the scope of the word Green is. This is essential when trying to understand what context Green Advertising is to be situated within. Kilbourne states that “the terms ecology, environment, and green appear synonymous” (Kilbourne, 1995, p. 9), however, as he continues he argues that they are different concepts with contradicting political content. Kilbourne argues that within the word green there is various levels that determine the political content delivered by the sender. He uses the terms anthropocentric green and ecocentric green, and refers back to Dobson who in 1990 used different labels but for the same measurement with “little g” and green with a “capital G” (Kilbourne, 1995, p. 10). In addition, Banerjee, Gulas, and Iyver (1995) use the terms “shallow ecology” and “deep ecology” for the same measurement. This is a prime example of how academics use different terms to describe concepts of the same origin. However, all of the concepts refer to the intentions the sender has when communicating the message. To sum up, there is not one single clear definition of the word Green; however it should be seen as a variable that is determined by the sender. “Anthropocentric green”, “little g”, or “shallow ecology”, is views that reflect nature as something humans can use as instruments in order to accomplish a goal. Where on the opposite side “ecocentric green”, “green with capital G”, and “deep ecology”, refers to views which sees nature as something embedded within the welfare of humans and not just a tool for reaching goals (Kilbourne, 1995, p. 9). This discussion is very similar to the views presented by the two dominating schools of thought within CSR. Freidman would argue that the sole responsibility of an organisation is to create profit, which nature can be used as a tool to gain, reflecting anthropocentric perspectives. Contradicting, Bowen school of thoughts would argue that it is the organisations responsibility to operate and preserve to social and environmental areas they are operating in, and thereby seeing the nature as a part of the business operations, which reflects Ecocentric perspectives.
The definition is, however, not one dimensional. Kilbourne has constructed a two dimensional framework (Appendix B). The first dimension is the political, which reflects the position one might take to what degree of change is acceptable and how change is to be effected. The second dimension is positional, which is described above (Kilbourne, 1995, p. 9). What Kilbourne has not managed to construct is a clear definition of Green Advertising. He concludes that the concept of Green Advertising exists and if an advertisement can be placed within the framework which he presents then it can be considered as Green Advertising. This have the fault that the definition is determine by the individual receiver. However, it can be argued that the scope of Kilbourne’s definitions on the word Green, is referred to by Cox (2010, p. 335) as Green Product Advertising. Where the product is the organisations communicative message, this does not make the discussion regarding the word Green inapplicable.

In the same journal as Kilbourne presented his framework in, another article written by Banerjee et al. (1995) manages to give a more specific definition of Green Advertising. Banerjee et al. states that an ad can be considered Green Advertising when it meets one or several of the subsequent criteria (Banerjee, Gulas, & Easwar, 1995, p. 22)

- Explicitly or implicitly addresses the relationship between a product/service and the biophysical environment
- Promotes a green lifestyle with or without highlighting a product/service
- Presents a corporate image of environmental responsibility

The definition is presented in an article where the authors are trying to establish an analytic framework which can draw attention to the structure of a Green Advertisement. Through the analysis they were able to conclude that when explaining Green Advertising it is best done in three dimensions. The first being sponsor type advertising. The second is ad focus, where the focus is on the sender instead of the receiver of the message. And finally the third is the depth of an ad; this was referred to in the previous section with the depth being labelled shallow or deep (Banerjee, Gulas, & Easwar, 1995, p. 23). This definition is more specific than the one provided by Kilbourne (1995), however, it fails to systemise the different categories. Where Kilbourne’s framework is mainly directed upon Product Advertisement, Banerjee et al. includes more aspects with their definition of Green Advertising. For an example the third criteria presented is more directed towards a category that does not falls into the same category of product advertisement but more towards a tool for reputation management. Thus,
trying to give Green Advertising a specific definition fails as there are different shapes and presentation which it can be formed within.

More recently Robert Cox (2010) provided an overview of the different kinds of Green Advertising. As mentioned earlier he uses the term Green Product Advertising (Cox, 2010, p. 335), such effort is meant to show how a product can be environmental friendly with is function or how it is environmental friendly produced. Another type is Environmental Image Enhancement (Cox, 2010, p. 339); this is a tool which is used to improve an organisations image, showing how it is concerned about the environment, and how an organisation is environmentally performing. This category is very similar to the views presented in the previous section by Banerjee et al. (1995).

With the three academic views on Green Advertising reflected, then it is clear that it is not applicable to give one specific definition of Green Advertising. The context in which the definitions and frameworks are presented within varies; however, they have all concluded that different types of messages can be labelled as Green Advertising. It is depending upon the sender’s intentions, for what the communicative purpose is. This can vary from product advertisement to organisational image management. With the definition given by Banerjee et al. (1995) and framework provided by Kilbourne (1995), it is possible to determine if an ad is to be considered Green or not.

2.2.3 ENVIRONMENTAL COMMUNICATION

In 2010 Robert Cox published the second edition of his book *Environmental Communication and the Public Sphere*. This is one of the most resent presentations of theoretical views connected to this thesis’ theoretical framework. For this reason, it is essential to analyse and discuss the views presented in order to determine the scope of the theory and the context in which it is presented.

Cox believes that communication with environmental content between friends, colleagues, family, and businesses has a noticeable effect upon the way the environmental situation is formed. Cox argues that his book has three different purposes. First, the aim is to create knowledge into how communications affects the way we perceive environmental related aspects. Second, the purpose is to draw attention to methods used by organisations to communicate environmental issues. Finally, the purpose of the book is to engage the reader in joining the discussions taking place about organisational environmental commitment (Cox,
2010, p. 3). Cox presents seven areas in which his definition is embedded, however, to keep focus and relevance only the areas social marketing and advocacy campaigns, environmental collaboration and conflict resolution, risk communication, and Representations of nature in popular culture and green marketing will be described in this section.

The first with relevance is social marketing and advocacy campaigns (Cox, 2010, p. 18). This notion is given to campaigns with the purpose of changing people’s behaviour towards nature or to inform the general public about environmental related issues. This can be exemplified via marketing campaigns where the government is informing of the benefits with saving power, when switching from a traditional incandescent bulb to a more energy efficient light bulb.

Another area of interest is Environmental collaboration and conflict resolution (Cox, 2010, p. 18). This is grounded in local business having conflicts about various issues with relation to the environment. Academics have therefore found an interest in how companies can communicate in order to gain mutual benefits. This type of dialogue is characterised as constructive, open, civil communication, generally as dialogue; a focus on the future; an emphasis on learning; and some degree power sharing and levelling of the playing field (Walker, 2004, p. 123).

A third area of which Cox’s definition is reflected by is Risk Communication (Cox, 2010, p. 18). Cox argues that risk communication covers two areas. The first being, the commutative strategy performed by organisations when informing the public about possible health risks. An example of this can be seen when organisations communicate about diseases such as the recent H5N1 virus (Bird Flu). The other area is how cultural understating is shaping the acceptance level of risk by the public. The example which is given by Cox reflects how the residence living near a nuclear weapon factory accepts or rejects certain cleanup methods; this is bound to whether they have a high cultural sensitivity compared to a technical sensitivity (Cox, 2010, p. 19).

The final area of interest is Representations of nature in popular culture and green marketing (Cox, 2010, p. 19). However, in comparison with the previous discussed concept, this part of Cox’s definition is reflecting the use of natural elements in mass media. In addition, these explorations are also affecting the public’s attitude towards nature.
As it is noticeable from the descriptions above, then Cox’s definition of environmental communication is taking many different aspects under its theoretical umbrella. Cox states that environmental communication means the pragmatic and constitutive vehicle for our understanding of the environment as well as our relationships to the natural world; it is the symbolic medium that we use in constructing environmental problems and negotiating society’s different responses to them (Cox, 2010, p. 20). With this definition Cox opens up for a dual functional theory. The first function is the pragmatic view of environmental communication. This is meant as a tool or vehicle to educate, alert, persuade, and help communicators to solve environmental problems. This is often the function used in campaigns by NGO’s and governmental offices; however, it can also be used when a company is comparing its products to one similar by showing the environmental benefits of buying the company’s product. The second function of the theory is when environmental communication is constitutive. This implies how communication is able to shape our views on nature. The method of how natural aspects are perceived as attractive or intimidating can be affected through the construction of the communicative message.

With the definition given by Cox and the areas which he implies that his definition is undertaking, it is visible that Cox is paying attention to how the message is built up through rhetorical and discursive tools. Environmental communication is not defined as a specific public relations communication path, as compared to Green Advertising. It is however, a method which is used within public relations publications when wanting to have an effect upon the public’s opinion to environmental related issues. In addition, it can be used as a tool to convert the environmental knowledge which is embedded within the public in a manner which can create positive reputation for an organisation. As Environmental Communication is something which is used in business to business communication, advocacy campaigns, crisis communication, and green advertising it can be understood as discursive tools available for the PR practitioner. Cox believes that these tools can be used by governmental offices to ensure a better environment, but also by private business to increase reputation or market products.

2.2.4 GREEN SIGNALLING

The notion Green Signalling is presented by Stanley J. Feldman, Peter A. Soyka and Paul Ameer (1996) in an article taking departure of identifying how environmental management and performance can increase stock prices. The term Green Signalling is therefore not
presented in a strictly public relations situation; nevertheless, it shows the need for a more uniformed terminology when describing environmental related communication.

With the financial crises still affecting the business scene today, the need for positively influencing the investors is still present. The uncertainty that the crises creates, situates the organisations with a demand from the investors with more information needed to even out the uncertainty (Feldman, Soyka, & Ameer, 1996). Feldman et al. (1996) argues that the amount of information made available about an organisations environmental performance is directly influencing the investor’s perception of risk when engaging in buying the organisations stocks. Furthermore, they argue that the transparency and the level of relevance, details, and reliability of the information are affecting the risk assessment, the higher the level is communicated the lower the risk is perceived.

The communication conducted by companies to reduce the risk can be done through different methods. Some of the examples given by Feldman et al. are periodic press releases, stand-alone environmental reports, television commercials and newsprint advertisement, and participation in industry-wide programs. (Feldman, Soyka, & Ameer, 1996, p. 6). These different approaches are all under the term Green Signalling. The different approaches all work as support for the organisations corporate objectives, and when done well, Feldman et al. argues that it constitutes strategic environmental communication. However, Feldman et al. (1996, p. 5) argues that it is brought to a higher level than just public relation activities due to the use of corporate strategy. However, as introduced in the beginning of this thesis, public relations are seen as a part of a strategic management tool to reach corporate objectives. Therefore the importance of discussing this notion is clear, as a vital part of corporate communication is dealing with investor relations and positively influencing the risk assessment done by these.

2.2.5 GREEN COMMUNICATION

Green Communication is a notion that has not been given much attention from scholars and academics. However, as the analysis will identify the concept of Green Communication is essential for PR practitioners. This section will give a short description of the concept Green Communication to determine the scope of the concept and the relation to PR.

The founder of Earth Friendly Moving, Spencer Brown, argues that Green Communication is certain method of communicating. The more green the better. For an example, instead of
sending out monthly newsletters on traditional paper the Green Communication methods is to sent them via email or make them available on intranets (Brown, 2010). In general he argues that the communication method which is using the least amount of energy is the most applicable when applying Green Communication. Green Communication is indirectly related to public relation communicators. This can be exemplified by an employee being assigned with a task of communicating green initiatives an organisation is implementing. It would be contradicting to the green though to send out a ten page printed presentation. Instead the digital media is now so rich that it offers public relations communicators a collection of energy sufficient communications methods. This is the reason for Green Communication also being a vital part when communicating environmental aspects to the public. This is supported by Brown (2010), how argues that the best way to communicate green is to “walk the talk”.

2.3 PART CONCLUSION: WHAT IS THE SITUATION?

Through the discussion of the five concepts Sustainable Communication, Green Advertising, Environmental Communication, Green Signalling, and Green Communication it becomes clear that some are very different and others are overlapping in some areas. This section will provide a short overview of the theories which will lead up to the next chapter presenting the framework.

Sustainable Communication was the first concept to be analysed. McDonagh (1998) argues that the overall goal for society is sustainable consumption. This can be established through organisations conducting sustainable development. The model presented by McDonagh’ provides an overview of how communication is used when organisations are trying to establish sustainable consumption. The four main areas in which the given organisation and its stakeholders are conducting two-way communication are eco-disclosure, eco-access, eco-trust, and eco-dialogue. The notion eco-access is practical refereeing to the same concept as the discussed concept, Green Signalling. The main points within both are that the more open an organisation is the greater value communication is for reputation management, by decreasing the risk for investors. Furthermore, Green Signalling is referring to public relation communication methods such as press releases and environmental reports, all of which McDonagh labels eco-disclosure. Therefore the term Green Signalling can be placed under the same umbrella as eco-disclosure and eco-access.
Both Kilbourne (2004) and McDonagh (1998) argue that in order to gain sustainable consumption there is a need for paradigm shift. However, contradicting to McDonagh then Kilbourne argues that sustainable communication will not facilitate the change. He argues that the shift should be done through general product advertising. This product advertising is very similar to what Banerjee et al. (1995) presents as Green Advertising. They, however, argue that Green Advertisement is more than just product advertising. They provide three different concepts that an advertisement can be placed under. Additional to product advertising, Banerjee et al. (1995) argue that when a company is presenting their image as being environmental responsible, or if they are informing the public about green lifestyle this can also be perceived as Green Advertisement. However, both concepts can be referred back to Sustainable Communication. Cox (2010) defined Green Advertising as communication efforts showing how a product can be environmentally friendly with its function or how it is environmentally friendly produced. This given concept incorporates aspects from both Kilbourne and Banrejee et al. and will be the concept referred to throughout the thesis.

During the discussion of Green Advertising, the word Green was analysed. Although given many different labels, they all concern the communicative purpose of the sender. The deeper environmentally involved they are, the greener the message is communicated. This needs to be clear in order to ensure the correct interpretation of the communicative message.

According to Cox (2010), different grammatical and discursive tools can be used by public relations communicators in order to affect the stakeholder’s opinion and views on their organisation. With the dual functional definition of Environmental Communication the thesis will apply a discursive aspect to the framework presented in the next chapter.

It is clear from the discussion of the emerging concepts, that they distinguished themselves as being individual concepts instead of broader notions such as CSR and the TPL. As this communication method is being portrayed as a tool for strategic communication through risk assessments, the area needs to have more attention. It is therefore important to provide a framework which explains the progress from CSR and TBL to the new emerging theories and how they are interlinked.
3 CONCEPTUAL ENVIRONMENTAL COMMUNICATION FRAMEWORK

Through the analysis of the concepts about environmental related communication it was established that a conceptual framework was needed. This chapter will provide a framework which is categorising the concepts, thus, making them applicable for public relations practitioners. The model will be shown as a whole and thereafter each phase is described to enhance the understanding of the model. Finally, the overall usage will be clarified.
Figure 1
3.1 THE EVOLUTION OF PR TO PLANET

Public relation has developed throughout the years where the content has been differentiated into individual concepts with individual functions. This section will visualise how this progress has facilitated environmental communication theories to emerge.

In chapter 2.1 the definition of PR was given as a strategic two-way communication tool between an organisation and its stakeholders. However, within the field of PR different concepts have emerged which have described the different functions of the field. As the name public relations inclines there is a direct relationship between an organisation and its stakeholders. The most apparent discussion where the relationship has tried to be defined is CSR. The two most dominate views are the ones emerging from the Bowen School of Thought and Friedman School of Thought. Bowen School of Thought puts emphasis on the fact that to have a successful stakeholder relationship the organisation needs to go beyond legal and ethical requirements and engage in a social contract with its stakeholders (Bowd, Harris, & Corelissen, 2003). On the contrary, Milton Friedman argues that the only responsibility of an organisation is to be profitable, and that the social responsibility is up to governmental offices (Bowd, Harris, & Corelissen, 2003). In 2003 van Marrewijk (2003) took departure in Bowen School of Thought when he tried to find a definition of CSR. He presented a model where the overall goal of an organisation is Corporate Sustainability. The model (Appendix C) has constructed CSR as the mediator between three individual functions and the overall goal. The three individual functions were based upon Elkingtons (2010) theory of TBL. Even though TBL was introduced in the early 1990’s, it was not until a decade later that CSR had become the buzzword of management theories, and it was given more attention. Throughout, the following year’s different theories emerged, and with the given situation in relation to the climate crises and more recently the economic crises, academics
sought to find means that could attract investors by using their environmental awareness. In figure 2 the progress is illustrated, where as indicated the thesis focus narrowed from TBL to only analyse the notion of Planet and the newly emerged concepts.

### 3.2 SUSTAINABLE COMMUNICATION – THE FOUNDATION

Many of the emerging concepts in relations to environmental communication have taking departure in Sustainable Communication; in this section it will be illustrated and exemplified where it is situated in relation to the other concepts.

McDonagh (1998) presents Sustainable Communication as a facilitator for organisation to gain sustainable development. It was identified that the definition of sustainable development was similar to the one used by van Marrewijk (2003) when describing Corporate Sustainability. Direct links can therefore be made between CSR as a mediator and Sustainable Communication as a connection between environmental related communication concepts. The model presented by McDonagh (1998), which shows the process of Sustainable Communication, involves many aspects that by others are presented in a different context and are labelled differently. In figure 3 it is illustrated how Sustainable Communication is the beginning of the process, where it then splits up into other categories. It can therefore be determined that PR practitioner communicating environmental communication to the organisations stakeholders are engaging in a process where the start is labelled Sustainable Communication. The process evolves into two separate categories, Green Signalling and Green Advertising.
3.3 DETERMINING THE COMMUNICATIVE PURPOSE

As it is illustrated in figure 3 and 4 then Green Signalling and Green Advertising are two separate concepts, with overlapping content.

Through the discussion in section 2.2.4, Green Signalling, it was identified that communicating environmental performance lowered the risk of investment and therefore made the organisation more attractive for potential investors. These signals are portraying the image of the organisation and can be shaped in many different ways, e.g. through press releases, annual reports, online information about the organisation. In addition, within recent years it has been more and more common for larger organisations to publish individual environmental reports. One example is IBM’s *IBM and the Environment, Annual Report 2008*. Here IBM sums up the different initiatives done over the last year, as well as including a performance indicator. This gives IBM transparency and thereby descending the risk of a possible investment. However, Green Signalling can also be a method in which a corporation portray themselves to the public through Corporate Image Advertising.

Organisations use environmental related issues to enhance their image or reputation. This is often done through a campaign where different kind of advertising tools are utilised. For an example Toyota launched in the end of 2009 a campaign which included posters...
(figure 5), online advertisements in the form of small videos, and televised advertisement. However, the focus was not on one particular product produced by Toyota, it was more on the organisation as a whole. With the tagline of the campaign being *We see beyond cars*, they imply that their purpose is not just to manufacture cars, but also have responsibility for the society around them and thereby also the environment. Campaigns like these functions to positively enhance stakeholder’s perception of the given organisation.

However, as the model shows in figure 4 the two terms Green Signalling and Green Advertising are overlapping. When organisation are using campaigns like Toyota’s they are signalling their environmental concern. However, when the communication is taking place through mediums which the organisation have paid for, and where they have full control over, then it can be seen as advertising. Where the before mentioned press releases are through non-paid channels. The two concepts are therefore portrayed as overlapping but still have elements which distinguish them from each other.

Through the discussion in section 2.2.2, Green Advertising, frameworks whose function is to identify whether a message was green or not where presented. Through these frameworks it came apparent that it is the intentions of the sender which determine how green a message is constructed. Terms such as “Anthropocentric Green” and “Shallow Ecology” have the same meaning, but are presented by two different academics. Depending on which fundamental view the organisation has on CSR or the so called Corporate Sustainability, determines whether the PR practitioners in the given organisation can label their advertisement as Green. E.g. if the organisation believes that the only responsibility is to operate in the interest of its shareholders, Friedman School of Thought, they can be labelled as having a “Shallow Ecological” message. As it was identified during the discussion of Green Communication, it is crucial that a company “walk the talk”. They cannot portray themselves as being green if they are not concerned about the environmental issues surrounding them. This can lead to misunderstandings and create uncertainty for the investors, as they are not aware of the organisations stand point. On the contrary, if a company have environmental concern incorporated in their objectives, and also have a communicative message that place emphasis on their concern, then they have managed to make cohesion between organisational goals and public related communication messages, which is crucial for investors to omit as much possible uncertainty.
When organisations launch an advertising campaign where the focus is on the product, the corporate communication department, and thereby also the PR practitioners, are often involved. This is to ensure the coherency described earlier, because an advertisement can be launched due to many different reasons, it can be to increase sales, enhance reputation, create awareness, etc. With the advertising shown in figure 6, it is clear that the American bottled-water company Ozarka is trying to create awareness with its new environmental friendly bottle. This can be categorised as a Green Advertisement because the communicative message has its emphasis on ecological benefits, which is supported by the fact that Ozarka have a profound objective as being environmental friendly. Because these two factors operate as a coherent unit it entitles the advertisement to be labelled as “Ecocentric Green” or “Deep ecology”.

To sum up, then Green Signalling is messages communicated to stakeholders which has its focus on the given organisation or its performance, whereas Green Advertising has a more direct focus on products or services emerging from the organisation. As illustrated in the model then there are different examples of how the different communication can be shaped, the notions given are only to be seen as examples of various communication methods.

3.4 CONSTRUCTING THE MESSAGE

As mentioned earlier in the thesis, then it is important to “walk the talk” when producing communication with environmental content. It is therefore not enough to simply inform about activities undertaken by an organisation or how it performs. When communicating to the public, PR practitioners needs to ensure that they are communicating most effectively to enhance the positive response to the message.
With the concept of Environmental Communication presented by Robert Cox (2010), the practitioners are given the opportunity of shaping the message with two different functions. The communicative method is dependent upon what the communicative purpose of the message is. An example could be the poster shown in figure 7, which is part of a campaign by the organisation International Road Transport. They are trying to influence the general public’s transport habits, by convincing them that it is a smarter move to take a bus or coach than a private car. It seems like a very simple poster, but by playing to the public’s pragmatic view on the environment then they have enhanced the communicative message. This is seen by the use of two pictures of the world looking healthy, instead of the obvious choice of wheels. This is also noticeable in the Ozarka advertisement in figure 6, where it is situated in a healthy green environment. Both campaigns indicate that they have the environment as a main focus point through the use of environmental discursive tools.

The other function of environmental communication touched upon was the constitutive. One of the clearest examples of this being used by larger organisations can be seen by the activities of the major oil companies through the nineties. Companies like Exxon Mobile tried to influence the view the general public had about the environmental crises. Through persuasive discursive tools and supporting factual documentations, Exxon Mobile tried to convince the public that there was no environmental crisis (Gore, 2009, p. 358). This was done to ensure that the sales of oil would not suffer due to scientist claims that there was a crisis. Via these two functions, the practitioners are given tools to influence the sender by the use of environmental related content.

Furthermore, in alliance with the phrase “walk the talk” the final part of communicating needs to be established. In section 2.2.5, Green Communication, the method or channel in which you send your message is also affecting the communicative purpose of the message. For instance, the British beverage company Innocent Drinks do not send out their annual report on traditional paper. It is being sent to the shareholders of the organisation on 100% recyclable paper and with natural coloured ink. This is coherent with the organisational objectives of keeping things natural (Innocent, 2010), thus indicating to the shareholders that there is a clear unity and minimised uncertainty within the organisation. In addition, it should be mentioned, that when visiting their offices and asking to see a copy of the annual report
this is not possible, because it is only printed in a limited number to save the environmental impact. On the contrary, if requested, a copy of the report can be emailed. This is a clear picture of an organisation that is not afraid of taking non-traditional moves to enhance the communicative purpose.

Through this sections demonstration of how PR practitioners should ensure to use both discursive functions and channels of communication, in order to enhance the communicative message, the final section of the model can be established.

As illustrated in figure 8, the communicative products which the PR practitioner is transmitting needs to be done in the sphere of Environmental Communication Discourse and through Green Communication Methods.
4 CONCLUSION

The field of public relations is continuously evolving and new concepts emerge to suit the trends among their stakeholders. The introduction of CSR was a result of this evolution, followed by TBL. Environmental concern is among the most dominating perspectives people are dealing with in today’s society. This has lead to the development of many new concepts within TLB’s Planet.

The purpose of this thesis was to establish a systemised framework where the different concepts of environmental communication were categorised. This will enable public relation practitioners to use the new concepts when communicating to various stakeholders.

A theoretical discussion of the concepts Sustainable Communication, Green Advertising, Environmental Communication, Green Signalling, and Green Communication examined and identified the individual definitions. Furthermore, the context in which the concepts were introduced has been established, which enables the thesis to recognise how the concepts have relations to public relation, as well as distinguishing them from each other, and connecting them in the framework.

Sustainable Communication was identified as the foundation of the framework which categorised the emerged concepts. During the analysis it was identified that an organisation whose desire is to increase reputation through environmental communication issues to its public needs to recognise Sustainable Development as a strategic course. Sustainable Communication is therefore the foundation of the framework, as this is the first step a PR practitioner needs to take. Before communicating specific initiatives or promoting a corporate image, the organisation has to have environmental concern embedded within its objectives which is implied within Sustainable Development.

The two concepts Green Signalling and Green Advertising facilitate the PR practitioners with the opportunity to categorise the communicative message. Green Signalling is the method in which the organisation portrays itself to its public. With Green Advertising being recognised as a function where the sender could be centre of attention to a specific product. In order to ensure the maximum impact of the message the communication has to be taking place in a realm of Environmental Communication Discourse and Green Communication Methods. This enables the PR practitioner to establish a coherent communication flow from organisation objectives, through context of the message, to an environmentally friendly message.
Through a hermeneutic theoretical analysis of the new emerging concepts, this thesis has been able to construct a model which systematically categorised the concepts. The framework has enabled public relation communicators to construct an overview of the concepts and how they are linked together.

Although the thesis managed to categories the different concepts, there is room for more research. The relationship between societal communication, People in TBL, and environmental communication needs to be investigated as these concepts often are presented together, thus, having an impact on the usability of the model.
5 BIBLIOGRAPHY


6 FIGURES

Figure 1, 2, 3, 4, and 8

All part of the “Conceptual Environmental Communication Model”

Figure 5:

From the Toyotas web site – Behind the Wheels

http://behindthewheelnews.toyota.com/?id=260&fTrk=Default

Figure 6:

From the blog-site: Green World Ads

http://greenworldads.blogspot.com/2008_02_01_archive.html

Figure 7

From the organisation BusWorld web site

http://www.busworld.org/_cms/news/pics/foto_sys_Afbeeldingen_Afbeelding_605.jpg
7 APPENDIXES

7.1 APPENDIX - A

(McDonagh, 1998, p. 601)
7.2 APPENDIX - B

(Kilbourne, 1995, p. 9)

![Graph showing the spectrum of environmental and anthropocentric values]

7.3 APPENDIX - C

(van Marrewijk, 2003, s. 101)

![Diagram of corporate sustainability]

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