

## CSR Communication – 20 mins

Mark Brown (BI)

**Former:**

Chemical engineer (Mobil Oil)  
Sales representative (IBM)

**Now:**

Cand. Philol. + Ph.D. 2008: *Managing nature – business as usual* (language of green business),  
University of Oslo.

Teacher/researcher (BI)

## CSR Communication – 20 mins

1. Successful 2-way communication of meaning is not possible.
2. Problem for "authenticity" ?
3. Differences in meaning are a consequence of differences in doing.

N	Concordance	
1	the need for tighter controls of <b>such chemicals</b> to ensure that we <b>minimise</b> our risk of exposure. However, the statistical analysis does identify the following	
2	5 times greater than for non-smokers. <b>Radiation</b> poses an easily <b>reducible</b> health risk to populations all over the world, but has not up to now received widespread	
3	ed rape crops alone next spring in the name of science. <b>These farm-scale trials</b> risk irreversible genetic pollution of the environment and the contamination of	
4	erroneous assumption that <b>poor development</b> automatically <b>reduces</b> disaster risk, so the development community already owns the problem. Competition • Tea	
5	ry, all companies except British Energy are ranked with respect to their carbon risk profile and performance. Rankings were based on: 1. CO2 emissions per unit	NC
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7	tner. <b>By coming together</b> they have combined their expertise and <b>mitigated</b> the risk of being over exposed. Figure 4: ACF Partnership/Structure SENU NRU ACU"	
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cause

→ RISK →

consequence

## Environmental NGOs

## Green business



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## Environmental NGOs



## Green business



## Sign versus meaning





Diagram showing a linear flow: Cause (red box) → RISK → consequence (grey box).



A green arrow points from the word "RISK" in the diagram to the man's head.


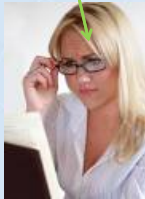



Diagram showing a flow: ? (pink box) → Managing (yellow box) → RISK → ? (grey box).



A green arrow points from the word "RISK" in the diagram to the woman's head.

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## "RISK"



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15 November 2012


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## CSR Communication – 20 mins

1. Successful 2-way communication of meaning is not possible.


Response?



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## CSR Communication – 20 mins

1. Successful 2-way communication of meaning is not possible.
2. Problem for "authenticity" ?

## Authenticity

(Peggy's chapter on CSR and Communication)

"What it actually **stands**  
for and does...."

"**Walking....**"

"**Actions** speak louder..."

**doing**

"...What it **says** that it  
stands for does."

"**....talking.**"

"... than **words.**"

**language signs**

# Authenticity

(Peggy's chapter on CSR and Communication)

<p>"What it actually <b>stands</b> for and does...."</p> <p>"Walking...."</p> <p>"Actions speak louder..."</p> <p><b>doing</b></p>		<p>"...What it <b>says</b> that it stands for does."</p> <p>"....talking."</p> <p>"... than <b>words</b>."</p> <p><b>language signs</b></p>
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# Authenticity

<p>"What it actually <b>stands</b> for and does...."</p> <p>"Walking...."</p> <p>"Actions speak louder..."</p> <p><b>doing</b></p>		<p>"...What it <b>says</b> that it stands for does."</p> <p>"....talking."</p> <p>"... than <b>words</b>."</p> <p><b>language signs</b></p>
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CSR & Communication workshop

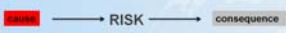
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12




# Insincerity





<p>"What it actually <b>stands</b> for and does..."</p> <p>"Walking..."</p> <p>"Actions speak louder..."</p> <p><b>doing</b></p>	<p>"...What it <b>says</b> that it stands for does."</p> <p>"...talking."</p> <p>"... than <b>words</b>."</p> <p><b>language signs</b></p>
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## CSR Communication – 20 mins

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2. Problem for "authenticity" ?

Response?

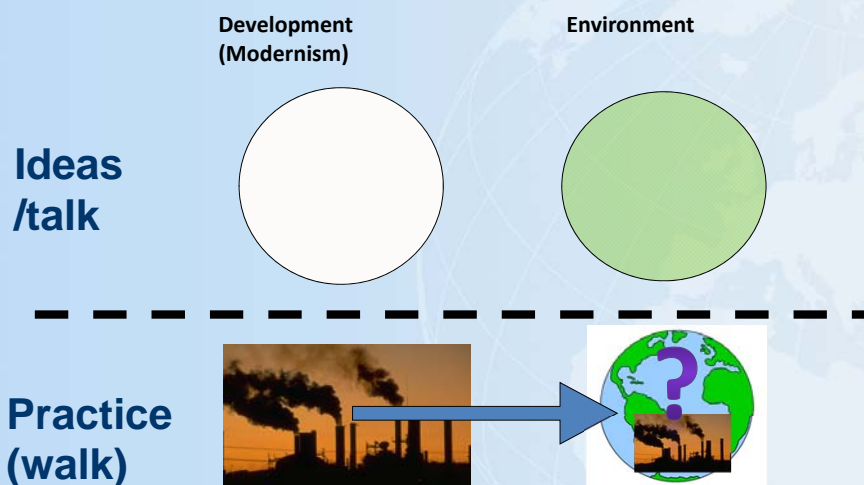

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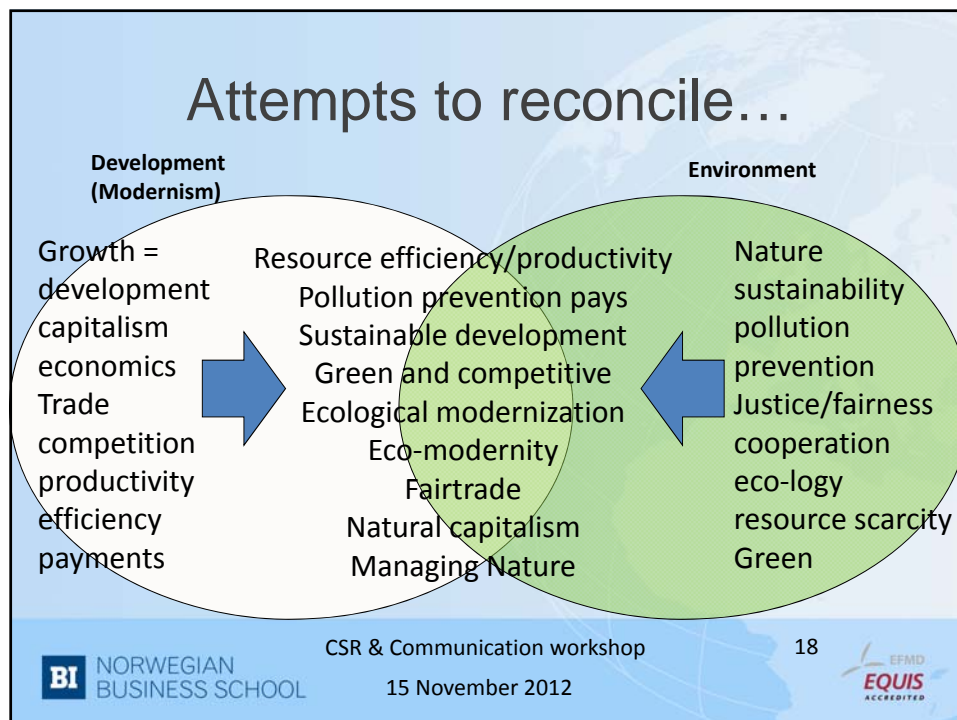
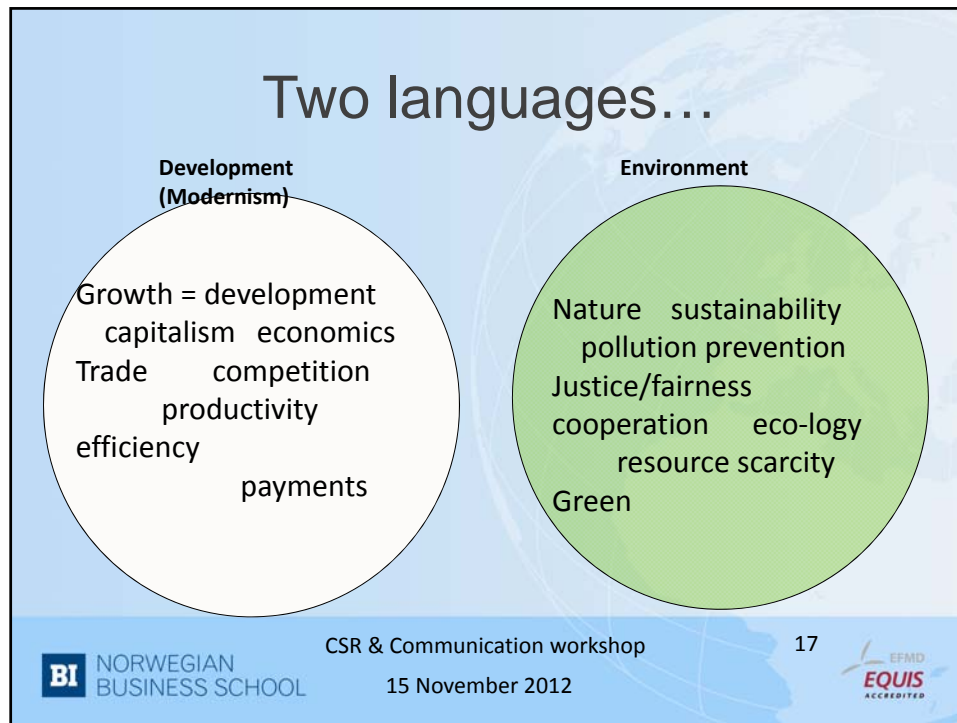
## CSR Communication – 20 mins

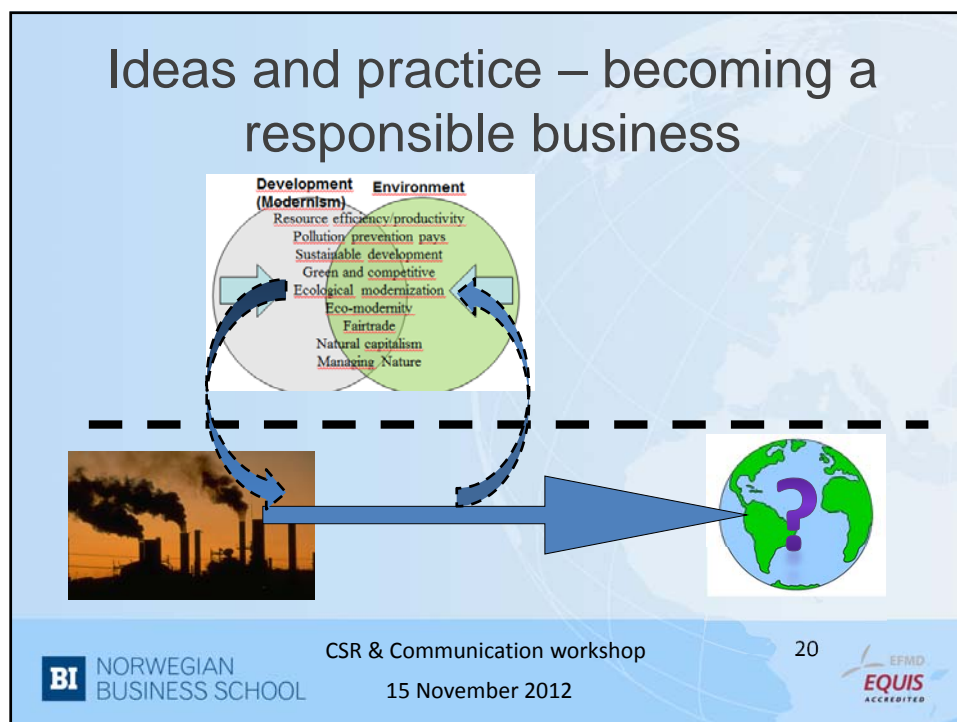
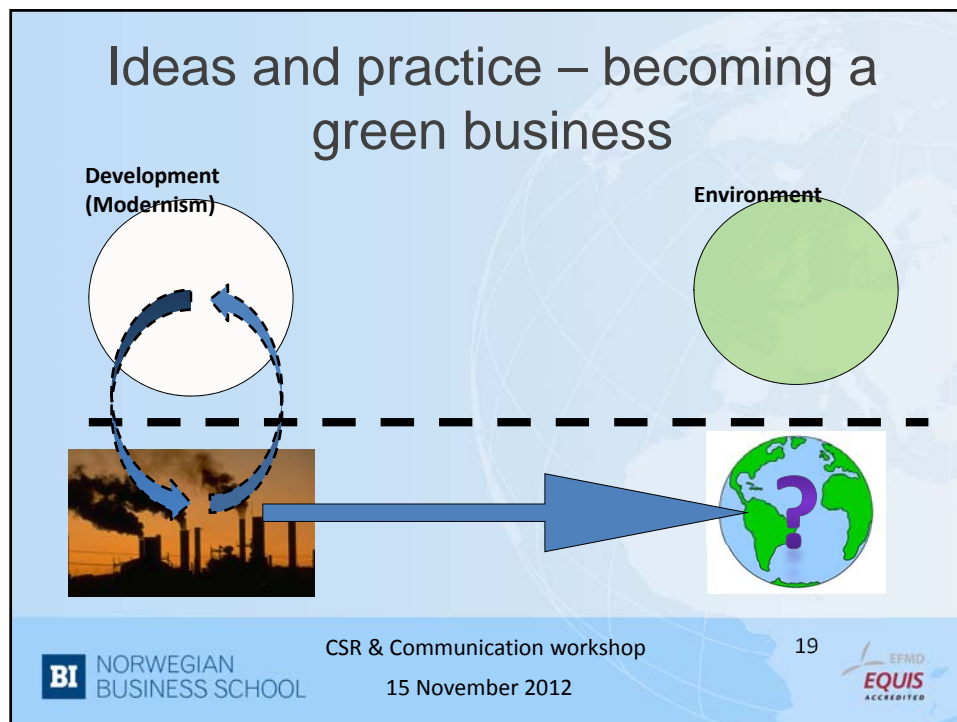
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## Ideas and practice – talk v. walk

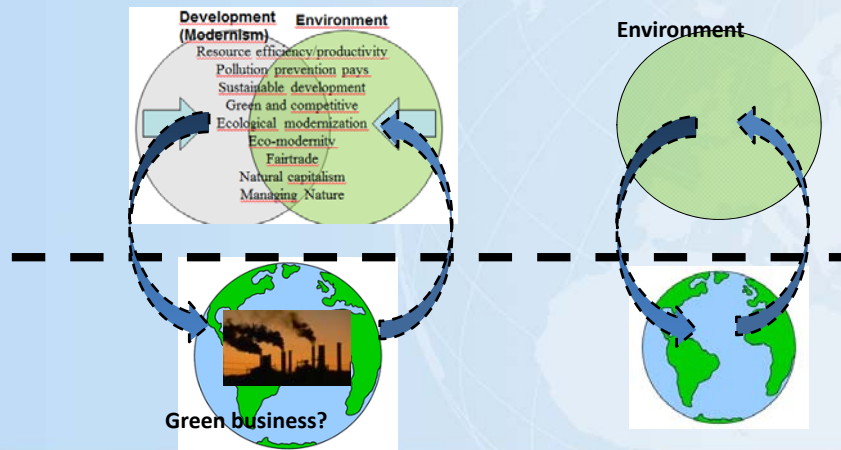






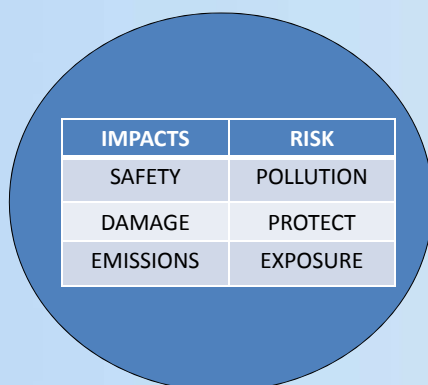


## Ideas and practice – becoming a responsible business

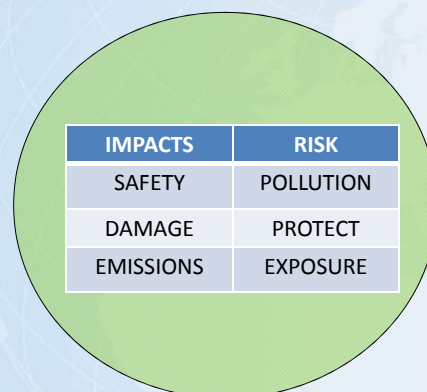


## The appropriation hypothesis: "same words but different usage"

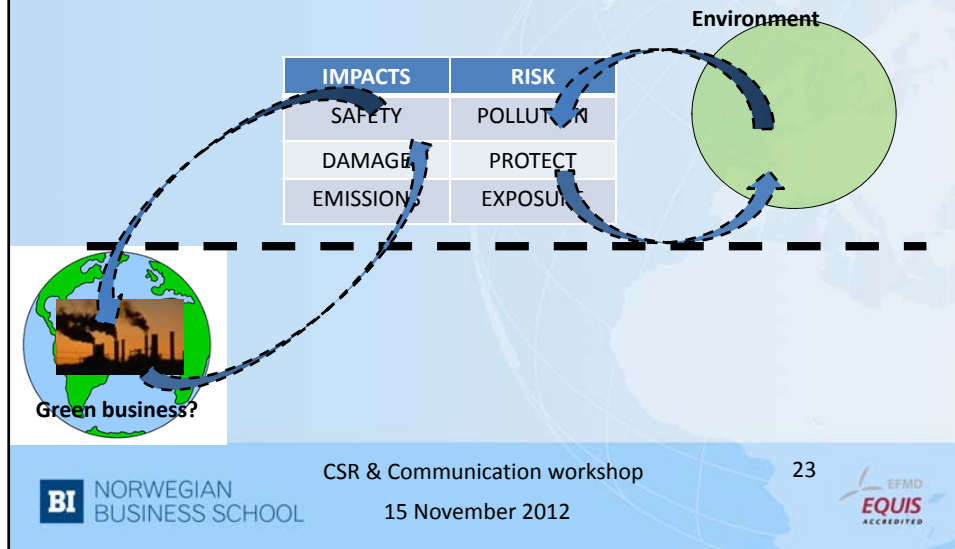
### Green business



### Environmental movement



# Ideas and practice – becoming a green business



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Responses?