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Corporate Environmental Dialogue

Understanding the social communication process as a key success factor for real change and improvements

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Abstract

The environmental dialogue in the sense of communication of environmental issues in and in between companies, is the key success factor of ecology oriented behaviour. The following contribution originated within the scope of a research project at the Swiss Federal Institute of Technology Zurich (ETH) and the University of St. Gallen (HSG) on social communication aspects in enterprises related to the corporate ecological change process.
What led to this project was the realisation that the problem of the subject does not lie in the technical development of computerised solutions, but rather in the lack of communication between people within a company. Not the computer, but the people as a social community, their thinking and their behaviour are the central point of this research. The corporate environmental dialogue between the individuals and the different groups as well as the dialogue between the company and their stakeholders become the key success factor of all actions and improvements.

The foreseen contribution will demonstrate the importance of the social community in an organisation to transmit information into real and effective actions. The paper will be structured as follows:
In a first part it will be shown how people transform data into actions. As a consequence it will be seen, that the individual behaviour is highly dependent of the social communication and the corporate culture.
In the second part the social rules and mechanisms as key factors for real change and activities will be discussed.
This will lead in the third part where the implications for transforming recognition's into actions are discussed and what are the consequences for building up corporate environmental information systems.

Keywords:

Environmental dialogue, corporate communication, social behaviour and interaction, corporate environmental information systems