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Different perceptions of Corporate Citizenship in a company in the Brazilian power sector

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Abstract

Currently, the Sustainable Development Goals (SDG) gave basis to the SDG Compass which invites all companies to integrate SDGs into organizational practices and evaluate the company's position on the issue. Corporate citizenship gained space in the discussion of the responsibilities of the firms regarding sustainability. Several models were developed for the later, being corporate citizenship one of those. Some authors advocate that this is not a stagnant concept inside a company, which must flow through stages for achieving maturity on the subject. Based on a validated assessment tool, a Brazilian company was surveyed and the perception of 131 employees on eight dimensions of corporate citizenship was measured. Considering the internal stakeholders perception of the concept a prerogative for a company's citizenship performance, it is relevant to understand the general organizational climate to improve the internal marketing strategies for sustainability. Through a cluster analysis, it was possible to identify two distinct groups among the employees: ones that classifies the company in an early stage of corporate citizenship maturity and other that consider the company in a high level of maturity and understanding of this concept. Therefore, the integration of the concept among the different organizational areas, an important step when developing a sustainability strategy, needs to be reinforced through internal communication and alignment to engage employees in the corporate citizenship actions of the company.

Keywords: corporate sustainability; sustainable development goals; integration; internal marketing.