

NAVIGATING ENVIRONMENTAL CSR CHALLENGES: THE "C7" FRAMEWORK FOR SUSTAINABLE SOLUTIONS

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ABSTRACT

Corporate Social Responsibility (CSR) has become a cornerstone of contemporary business practices, aiming to harmonize profit generation with environmental and ethical considerations. However, the successful execution of environmentally conscious CSR initiatives faces a multitude of challenges that can hinder their effectiveness. This paper delves into these challenges and presents a comprehensive solution framework, the "C7" concept, tailored to address the unique intersection of CSR and environmental concerns.

Implementing environmentally focused CSR initiatives encounters challenges such as vague environmental goals, inconsistent commitment to sustainability, misalignment of stakeholders, standardized approaches that disregard local ecologies, insufficient communication, non-compliance with environmental regulations, and stagnant strategies. These hurdles can undermine the intended ecological impact of CSR initiatives, potentially leading to reputational damage and ecological risks.

The "C7" concept provides a strategic approach to surmount these challenges effectively. It encompasses Clarity, ensuring that specific environmental objectives are communicated transparently; Commitment, fostering a culture of dedication to sustainable practices throughout the organization; Collaboration, promoting partnerships with stakeholders to pool resources and expertise; Customization, tailoring initiatives to suit regional ecological nuances; Communication, establishing transparent dialogue with stakeholders about CSR activities and progress; Compliance, adhering to environmental laws and standards; and Continuous Improvement, maintaining adaptable strategies that evolve in response to dynamic ecological challenges.

In conclusion, the "C7" framework offers a robust solution to the challenges faced in implementing environmentally conscious CSR initiatives. By embracing Clarity, Commitment, Collaboration,

Customization, Communication, Compliance, and Continuous Improvement, organizations can navigate obstacles more effectively, maximize their ecological impact, and align their business objectives with the imperative of environmental preservation. Through the "C7" framework, CSR initiatives can drive positive environmental change while simultaneously advancing business goals.

KEY WORDS – *Corporate social responsibility, Sustainable development goals, C7*