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ЕКО-ВІЗІЯ БІЗНЕСУ: КЛІМАТИЧНА НЕЙТРАЛЬНІСТЬ З ПОЗИЦІЙ ДІДЖИТАЛІЗАЦІЇ ТА ЗЕЛЕНОГО МАРКЕТИНГУ

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BUSINESS ECO-VISION: CLIMATE-NEUTRALITY IN TERMS OF DIGITALIZATION AND GREEN MARKETING

Анотація. Динамічна зміна парадигми сучасної економіки у напрямку кліматичної нейтральності окреслює нові виклики для міжнародного бізнесу, потребуючи формування прогресивної еко-візії. Таке коригування безпосередньо пов'язане з трансформацією бізнес стратегій в контексті відповідності екологічним, соціальним та управлінським принципам. Попри широке висвітлення проблематики зеленої економіки у сучасному науковому дискурсі, залишається актуальним питання взаємопосилення кліматичного цілепокладання крізь призму інноваційних цифрових рішень, а також новітніх підходів зеленого маркетингу та PR. Метою статті є визначення імперативів формування еко-візії сучасного бізнесу з урахуванням можливостей діджиталізації та стратегічної інтеграції інструментарію зеленого маркетингу. Автори обґрунтовують важливу роль ESG-концепції у формуванні еко-візії, що гармонійно посилюється завдяки інтеграції сучасних цифрових рішень. Дослідження надає рекомендації щодо використання цифрових інновацій задля посилення складових ESG, сприяючи досягненню кліматичної нейтральності економіки. Аналітичні викладки показують, що наскрізна діджиталізація надає широке коло інструментів для збору та аналітики зелених даних, управління викидами, розумних сенсорів та систем зеленого моніторингу. Більш того, більшість цих цифрових інновацій видаються де-факто ефективними та зрозумілими для сучасних корпорацій, що підтверджуються результатами міжнародних опитувань. З іншого боку, просування необхідності зеленого-цифрового переходу для бізнесу видається неефективним без виваженого позиціонування та PR. У статті узагальнено загальні стратегічні підходи до зеленого маркетингу, які є ефективними для підтримки кліматичних цілей компаній та дозволяють балансувати проблему грінвошингу. Наведено приклади міжнародних корпорацій на шляху до декарбонізації, а також роль цифрових платформ у підтримці еко-візії бізнесу, зокрема через репутаційне позиціонування на прикладі списку Climate A. У підсумку, стаття охоплює найбільш критичні виклики, з якими стикаються міжнародні корпорації у досягненні кліматичної нейтральності, підкреслюючи ефективність цифрових рішень в управлінні сталістю. Результати окреслюють ключову роль зеленого PR у просуванні екологічної відповідальності та залученні стейкхолдерів. Водночас, автори наводять позитивні повсюдні тенденції у формуванні споживчого попиту на екологічно чисті продукти та практики. Одним з важливих висновків є те, що цифрова трансформація та зелений PR є взаємозалежними стратегіями, які підсилюють еко-візію бізнесу, створюючи синергійні ефекти задля досягнення кліматичної нейтральності економіки.

Ключові слова: еко-візія, кліматично-нейтральна економіка, діджиталізація, зелений маркетинг, зелений PR, міжнародний бізнес.

Abstract. The dynamic shift of the modern economic paradigm towards climate neutrality presents new challenges for international business in the context of developing a progressive eco-vision. This adjustment is directly related to the transformation of business strategies in line with environmental, social, and governance principles. Despite the extensive coverage of the green economy in the modern scientific discourse, the issue of mutually reinforcing climate goals through innovative digital solutions and approaches to green marketing and PR remains relevant. The objective of this article is to identify the imperatives for shaping the eco-vision of modern business, taking into account the possibilities of digitalization and strategic integration of green marketing

tools. The authors substantiate the critical role of the ESG concept in shaping the eco-vision, which is effectively enhanced by the integration of modern digital solutions. The study provides recommendations on how to use digital innovations to strengthen ESG components in order to achieve climate neutrality. The analytical expositions indicate that digitalization provides a wide range of tools for collecting and analyzing green data, emissions management, smart sensors, and green monitoring systems. Furthermore, the majority of these digital innovations are de facto effective and understandable for corporations, as evidenced by the results of international surveys. Conversely, promoting the necessity for a «green-digital» transition for business seems ineffective without a balanced positioning and PR. The article presents a summary of the most effective general strategic approaches to green marketing that allow companies to achieve their climate goals while avoiding the issue of greenwashing. It provides examples of international corporations on the way to decarbonization and the role of digital platforms in supporting the eco-vision, in particular through reputational positioning, using the example of the Climate A list. Finally, the article discusses the most significant challenges faced by international corporations in achieving climate neutrality and emphasizes the effectiveness of digital solutions in managing sustainable development. The research findings outline the pivotal role of green PR in promoting environmental responsibility and engaging stakeholders. At the same time, the authors note positive trends in consumer demand for environmentally friendly products and practices. One of the key findings is that digital transformation and green PR are mutually reinforcing strategies that reinforce a business's eco-vision, creating a synergistic effect for climate-neutral economy.

Key words: eco-vision, climate-neutral economy, digitalization, green marketing, green PR, international business.

JEL codes: M21, M31, O31, Q01.

Problem statement. As global climate change continues to pose severe risks to ecosystems and economies alike, there is an increasing pressure on businesses to reduce their carbon footprints and achieve climate neutrality. Thus, the eco-vision of businesses plays a pivotal role in shaping strategies that align with environmental sustainability goals. Moreover, the global movement towards net-zero emissions necessitates the engagement of a broad array of international stakeholders [1]. The urgency of these measures was highlighted at COP28, which called for a 43 % reduction in carbon emissions by 2030 to stay within the 1.5°C global warming threshold [2].

Thus, global businesses have to adopt green standards as a foundational aspect of their strategic framework to effectively transition to climate neutrality. The integration of these standards is greatly enhanced by digitalization, which not only supports but accelerates climate-related initiatives through advanced technological solutions [3]. Nevertheless, the implementation of digital toolkit brings about challenges such as ensuring the effectiveness of the technologies used, securing data, and managing resource availability.

It is critical that businesses develop a strong eco-vision that not only incorporates but prioritizes digital transformation and green marketing within their strategies. The rapid evolution of digital technologies offers unprecedented opportunities to enhance business operations, marketing strategies and environmental sustainability.

On the other hand, as stakeholders are becoming more environmentally conscious, companies face mounting pressure to demonstrate responsible behavior. Businesses that proactively adopt green practices and digitalisation are likely to enhance their

reputations and secure a trust-based relationship with customers, investors, and regulators. Thus, new eco-vision should strategically harness the synergies between digital transformation, ESG principles and proactive public relations to address environmental challenges, thus facilitating sustainable growth and aligning corporate actions with global climate stewardship and social responsibility objectives. This strategic approach not only supports environmental goals but also enhances corporate sustainability and stakeholder engagement in the long term.

Research and publication analysis. The review of scientific sources on the topic of the study allowed to summarize the following important theses.

The study by Kofanov et al. highlights the essential role of green marketing tools in business management, particularly in a digitalized society [4]. Innovative marketing eco-tools are crucial for ensuring business profitability and maintaining a positive image in response to growing environmental concerns. The implementation of such tools can mitigate climate change effects, helping achieve climate neutrality goals.

Digital transformation is considered as an important lever for green sustainability. For instance, Cao et al. explore the impact of digital transformation on carbon neutrality and sustainable development, using the Metaverse as a case study [5]. Their findings indicate that digital transformation, particularly in corporate environments, can significantly boost environmental benefits, supporting carbon neutrality efforts. Thinking this way, Maksymova and Mietule discuss the twin transitions of digitalization and green initiatives towards a climate-neutral economy. The research covers over 200 eco-digital projects worldwide, showing how digitalization drives the transition to a low-carbon economy [6]. It also assesses the global diversity of these projects and their regional differentiation, suggesting that digital solutions significantly contribute to achieving climate neutrality.

We have to admit the study by Zameer et al., who examines the linkage between green process innovation, environmental orientation, and environmental performance, showing that green competitive advantage plays a mediating role [7]. This research underscores the importance of green innovations in enhancing environmental performance, contributing to the achievement of carbon neutrality.

On the other hand, study's focus involves using digital technologies to improve the accuracy and transparency of ESG reporting, facilitating informed decision-making, and fostering innovations that contribute to sustainability [8, 9]. Frameworks like the ESG Maturity models, which focus on refining the reliability of environmental metrics, are instrumental in overcoming challenges associated with traditional reporting methods [10].

Moreover, strong business eco-vision can significantly mitigate risks associated with «greenwashing», where companies may inaccurately portray their environmental efforts [11]. By firmly embedding Green PR into their strategic outlook, businesses can effectively communicate their genuine environmental commitments and actions, thereby enhancing their reputation and building trust among stakeholders.

Methodology. The methodology of this research employs a multi-faceted approach to examine how digital technologies and green marketing can be utilized to develop new eco-vision on the global pace towards climate neutrality. It aims to identify synergies and leverage points between these areas, proposing a comprehensive strategy for corporations.

The methodology is also based on the following analytical methods. First, literature review and comprehensive analysis of analytical sources on digital and green strategies. Second, case-studies for the examination of real-world corporate sustainability implementations under green standards, ESG-paradigm and digital shift. Third, quantitative analysis, that implies statistical evaluation of data on corporate green investments and consumer awareness of IT implementation for decarbonisation. Fourth, expert insights, that include forecasts and opinions from industry experts to analyze the integration of digital transformation, green marketing, PR and ESG principles within sustainability frameworks.

Uninvestigated parts of problem defining. Despite extensive discussion of green economy issues within contemporary academic discourse, the question of how innovative digital solutions and green marketing and PR approaches can mutually enhance climate goal setting remains highly relevant. This pertinence arises from the evolving nature of digital technologies, which continuously offer new tools and methods to support environmental sustainability. Integrating these technologies with strategic green marketing and PR can significantly amplify the effectiveness of initiatives aimed at reducing carbon footprints and promoting sustainable business practices. Thus, exploring the synergy between digital innovation and green PR strategies not only enhances the practical implementation of climate-related goals but also fosters a more integrated approach to sustainable development. This integration is essential for businesses aiming to align more closely with the growing societal demands for environmental responsibility and to capitalize on the competitive advantage that a robust eco-vision provides.

The research objective. The objective of this article is to delineate the essential elements for the formulation of an eco-vision of contemporary business, with particular attention to the current opportunities and the cross-cutting nature of digitalization. Additionally, it will examine the prerequisites for the strategic integration of green marketing tools.

The statement of basic materials. The Reuters' report revealed that CEOs of modern international corporations face three primary challenges that complicate strategic decision-making [12]: socio-economic pressures from decarbonization to achieve climate neutrality; increasing regulatory standards for environmental practices; complex reporting requirements alongside with the challenges of matching ESG standards. These issues highlight the critical need for corporations to craft an innovative business eco-vision that embraces digital transformation tools and technologies.

The ESG framework, which includes environmental, social, and governance factors, expands traditional financial metrics to cover areas such as environmental sustainability, consumer protection, and equitable employment practices, making it a comprehensive measure of corporate performance [13]. The demand for robust ESG metrics is growing, as seen in the increased usage of online platforms that provide insights into environmental, social, and governance data management, sustainability risk optimization, and emissions control.

Strategically, there is a variation in approaches: European corporations tend to invest more in ESG data management and sustainability risk solutions, driven by strict reporting standards, while North American companies focus on short-term emissions management strategies. This reflects different regulatory pressures and corporate priorities [14].

Additionally, larger corporations are more equipped than smaller firms to increase investments in sustainable development, reflecting their greater revenues and larger carbon footprints. This readiness is essential for pushing forward comprehensive green transition strategies and underscores the importance of establishing a robust business eco-vision. Such a vision, integrating ESG considerations, is vital for driving sustainable growth and resilience, enabling corporations to navigate the complexities of today's regulatory and economic landscapes effectively, and positioning them for long-term success in a globally conscious market.

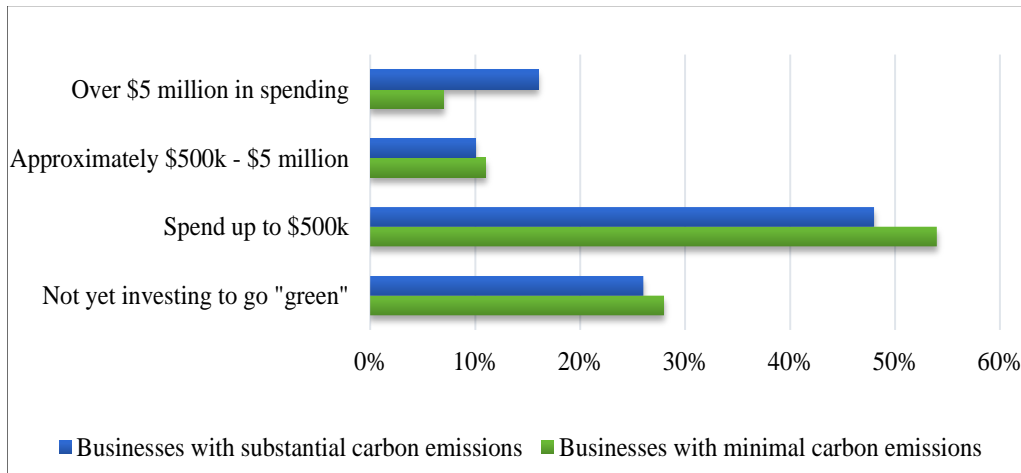


Fig. 1. International corporations' costs on the green transition

Source: Systematised, summarised and grouped according to [12]

The diagram demonstrates that a significant division of corporations responsible for substantial carbon emissions exhibit readiness to adopt strategic measures toward achieving economic climate neutrality. Approximately half of international corporations allocate modest budgets to the green transition, whereas 16 % of businesses with large carbon footprints are prepared to invest over \$5 million annually in decarbonization projects as part of their sustainability strategies. Conversely, about a third of international corporations do not plan to fund their decarbonization, often due to insufficient regulatory pressure or a lack of understanding of the available technological solutions for carbon footprint reduction.

Incorporating a strong business eco-vision that leverages digitalization can address these gaps, enhancing engagement in green transition efforts. The current digital landscape provides a plethora of technological tools that international businesses can utilize effectively to manage their climate impact and reduce their carbon emissions. This approach not only supports regulatory compliance but also aligns with progressive corporate sustainability practices (Fig. 2).

The data indicates that international business stakeholders highly regard the effectiveness of current digital tools in facilitating the economy's green transition. Sensors and smart meters for data collection are at the forefront, receiving the highest efficiency rating of 91 %, suggesting that their deployment is one of the more

straightforward digital interventions in terms of implementation ease [4, 7]. These devices are foundational for initiating climate-neutral business strategies that promote informational monitoring and transparency. In contrast, the adoption rates for data management technologies are less encouraging: enterprise resource planning systems for data collection (23 %), data management systems (17 %), emissions accounting tools (23 %), and blockchain for logistics and supply chains (31 %) are perceived as more complex and challenging to implement effectively.

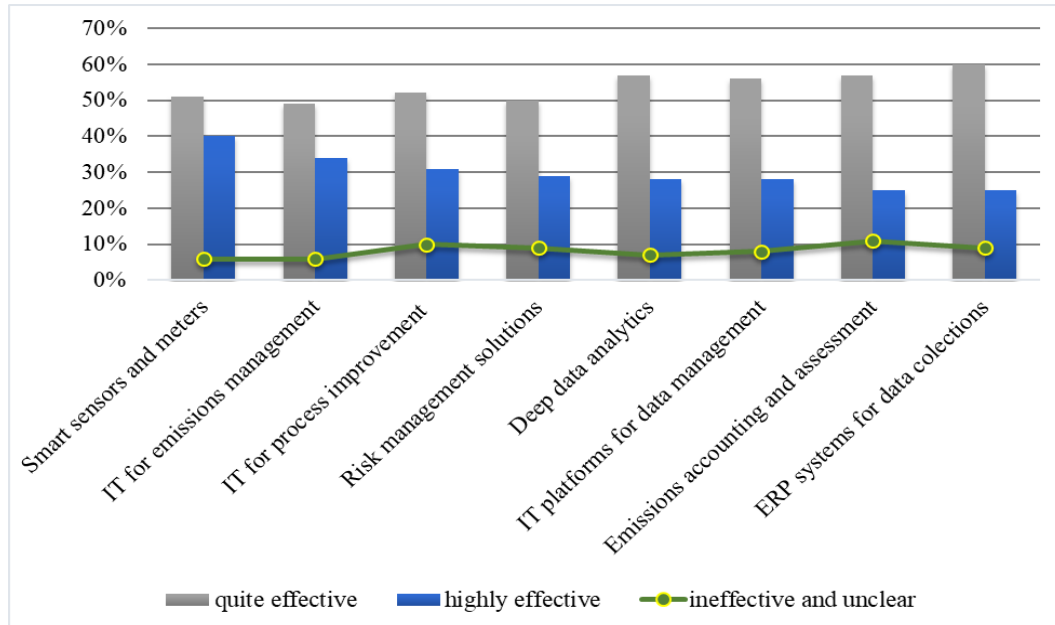


Fig. 2. Level of business awareness on digital technologies related to climate initiatives

Source: Systematised, summarised and grouped according to [11, 14]

The integration of digital technologies presents a substantial challenge for multinationals in advancing the green transition. This integration, despite its complexity, is essential and underscores the varied digital solutions available globally for climate neutrality. Reducing carbon emissions remains a strategic priority for international corporations, a task that can be addressed by adopting existing digital solutions [6]. Projections indicate a surge in corporate investment towards digital-green transitions, aiming to bolster operational efficiency and reduce emissions through renewable energy and big data analytics for ESG metrics [15].

An eco-vision rooted in ESG principles is becoming central, with 45 % of small and medium-sized enterprises planning to deploy digital technologies for energy and emissions management within a year, as shown by JLL's October 2023 study [16]. The uptake of data analytics and modeling tools has risen by 14 % year-over-year. Digitalisation also enhances the automation of data collection and the reliability of green reporting, as seen in S&P Global Ratings and Fitch Ratings' development of

digital tools that provide a comprehensive view of ESG risks and investment assessments, balancing ESG concerns.

The Carbon Disclosure Project (CDP) exemplifies a successful digital-green transition, operating as a non-profit digital platform facilitating the disclosure of environmental impacts by companies. It collaborates with 827 investment organizations to encourage corporate climate action, aggregating data to evaluate the environmental efforts of over 3,000 companies [17].

Its Climate A list annually acknowledges corporate leaders in climate change initiatives and encourages positive shift in business eco-vision. In 2023, nearly 13 % of assessed companies achieved high ratings for environmental transparency and climate action [17]. To earn 'A' status, companies must meet rigorous criteria, including quality ESG reporting and comprehensive green transition plans validated by the Science Based Targets Initiative. Notably, corporations like Danone, L'Oréal, Coca-Cola, Ford, Hermes, Mitsubishi Electric, and Unilever, among others, have aligned their eco-vision with digital production transformation, targeting a 30 % carbon footprint reduction by 2025.

Digitalization facilitates ESG initiatives by enhancing data collection, analysis, and automation in environmental, social, and governance domains, supporting international corporations in their green transition.

For the Environmental (E) group, digitalization's role is vital in achieving climate neutrality and decarbonization, with effectiveness hinging on a corporation's eco-vision and its dedicated sustainable development department. Digital solutions for this group are essential for data on operational aspects, energy consumption review, and innovative production upgrades.

Social (S) indicators, though indirectly related to climate sustainability, are integral to the overarching sustainable development strategy and social equity in the green transition. Digital monitoring here supports the evaluation of social impacts such as gender balance in climate initiatives and social welfare in high-emission areas, with cloud technologies and corporate systems being key solutions.

The Governance (G) group's indicators are central to enacting and withstanding climate change effects, requiring digital tools for managerial decision-making and strategy, especially in communication and cooperation to align with ESG goals.

In this context, a well-defined eco-vision becomes the driving force behind the successful digitalization of ESG initiatives. It informs the environmental group by setting clear goals for data-driven decarbonization efforts. In the social sphere, an eco-vision guides the incorporation of equitable practices into the sustainability agenda, while for governance, it shapes the strategic deployment of digital tools to enhance decision-making and ensure ESG compliance. Overall, a coherent eco-vision is indispensable for integrating digital solutions across all ESG aspects, catalyzing a comprehensive and effective approach to corporate sustainability in the face of global climate challenges.

On the other hand, such green-digital transition also aligns with green marketing and PR since it contributes to ESG-concept and climate neutrality by promoting environmentally responsible products and practices, thereby influencing consumer behavior and corporate reputation. It aligns marketing strategies with ESG goals, directly supporting climate neutrality through consumer engagement and brand differentiation based on sustainability credentials. Typically, managers strive to

engage potential consumers in the challenges posed by unethical, frequently catastrophic business practices that jeopardize prospects for future generations. Utilizing green PR enables companies not only to enhance their reputation but also to effect tangible change concerning environmental issues by showcasing their dedication to sustainable development. Through the implementation of green PR, companies can inform the public about their environmental endeavors, allure consumers towards eco-friendly products and practices, and establish benchmarks for environmental responsibility within their respective industries.

With the escalating emphasis on environmental concerns, the significance of green PR is burgeoning for companies endeavoring not solely to enhance their reputation but also to effect genuine change toward a sustainable future. This stance finds validation in research findings (Fig. 3).

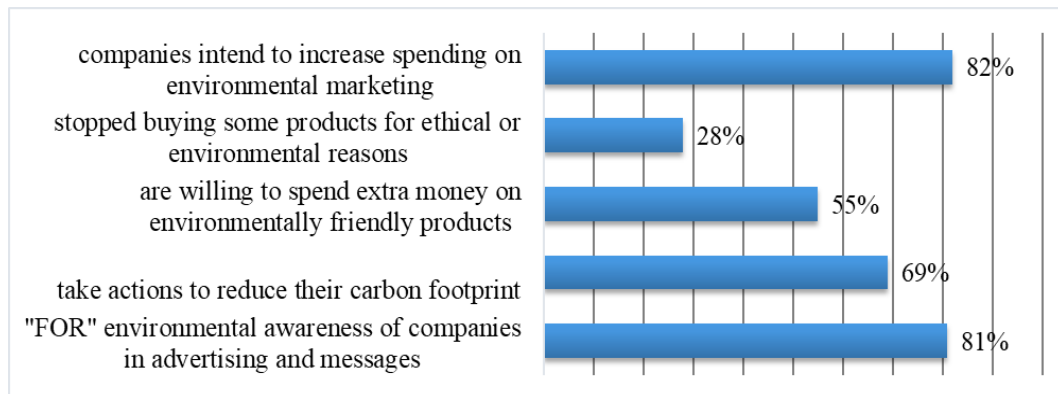


Fig. 3. Results of the study on assessing consumer environmental awareness

Source: compiled by the authors based on research by Deloitte, McKinsey.

With the rise of corporate social responsibility, consumers and investors are insisting that companies prioritize their social and environmental footprint over profit and expansion. Data reveals the escalating significance and influence of eco-friendly marketing. Illustrated in Figure 3, a noteworthy portion of consumers demonstrate readiness to invest more in items with reduced environmental footprints or those fostering sustainable progress. This indicates a shift in consumer preferences and emphasizes the need for companies to adapt their strategies to these new realities. Hundreds of global brands, including Twitter, Salesforce and Procter & Gamble, Microsoft, Starbucks and Nike, have pledged to achieve zero carbon emissions by 2040, including 2°C by 2030 and to agree to the COP21 Paris Climate Agreement [18].

A review of research in the field of digital marketing reveals a notable increase in the efficacy and reach of digital campaigns. This observation leads to the conclusion that digital transformation holds significant potential. There are numerous avenues for implementing green digital marketing, contingent upon the desired outcomes, financial resources, and industry. Table 1 illustrates potential green digital marketing strategies in the contemporary era.

Table 1

TYPICAL DIGITAL GREEN MARKETING STRATEGIES

Strategy	Example of implementation
Creating and distributing interesting content	Content should educate the audience about the environmental benefits of products or services, such as blog posts, videos, podcasts, infographics, or case studies.
Using of social networks	Raising awareness and encouraging action on environmental issues relevant to the brand, since it explores social media channels to promote sustainability initiatives and greener products.
Using email marketing	Communicating with customers in a personalized and environmentally friendly way. For example, sending newsletters, offers, tips, or stories that highlight the company's environmental values and practices.
Using SEO	The goal is to improve your online visibility and reach potential customers looking for environmental solutions. For example, you can use sustainability-related keywords in your website content, titles, meta descriptions, and URLs. You can use SEO tools to evaluate your competitors' strategies and find new opportunities.
Using PPC	The aim is to target a specific audience that is interested in environmental products or services. For example, using Google Ads or Facebook Ads to create ads that highlight a unique selling proposition and value proposition related to environmental friendliness. Using PPC tools to measure the effectiveness and optimize advertising campaigns.

Compiled by the authors on the basis of [19, 20]

In light of the preceding considerations, it is of central importance to observe the inherent interrelationship between digital transformation and green marketing, including public relations (Table 2).

Table 2

THE LINKAGES BETWEEN DIGITAL TRANSFORMATION AND GREEN PR

Linkage	Characteristic
Raising awareness and engagement	Digital technologies can significantly expand the audience of green PR, ensuring fast and efficient dissemination of information about companies' environmental initiatives through social networks, blogs, websites and other online platforms. This helps to raise public awareness of environmental issues and engage the general public in sustainable consumption.
Effectiveness of green initiatives	Digital transformation allows companies to optimize their internal processes by making them more environmentally friendly. For example, switching to paperless documentation, using cloud technologies to reduce the carbon footprint, or implementing intelligent energy management systems. All this not only increases business efficiency but also becomes part of green PR, demonstrating the company's environmental responsibility.
Innovation and sustainable development	Digitalization opens up new opportunities for innovation in the field of sustainable development. Artificial intelligence, big data, and the Internet of Things (IoT) can be used to create effective solutions that reduce environmental impact and help conserve resources. Projects in these areas can become key elements of green PR, emphasizing the company's innovative approach to environmental challenges.
Feedback and analytics	Digital tools allow companies to collect and analyze large amounts of data on the impact of their environmental initiatives, receive feedback from consumers, and adapt their green PR strategy according to the results.

Compiled by the authors on the basis of the research

Greenwashing deserves a separate study in the context of ongoing research on digitization and green marketing and PR, since this significantly distorts the eco-vision. This practice involves misrepresenting a company or its products as environmentally friendly, often through deceptive advertising or superficial environmental initiatives. Understanding the concept of greenwashing is crucial, as it can undermine the credibility of a company's sustainability efforts.

However, the prevalence of greenwashing creates both challenges and opportunities. On the one hand, digital platforms provide companies with powerful tools to communicate their sustainability initiatives in a transparent and credible manner, thereby reducing the risk of greenwashing. Through engaging content, interactive features, and real-time updates, companies can foster a genuine dialog with consumers about their environmental practices.

On the other hand, the digital landscape also increases the potential reach of green laundering tactics, as companies can more easily disseminate misleading information to a wider audience. This underscores the importance of high digital literacy among consumers and a regulatory framework to curb deceptive marketing practices.

As researchers delve deeper into the intersection of digitization, green marketing, and PR, it becomes imperative to not only explore opportunities for genuine sustainability communication, but also to address the challenges that arise from these processes. There are numerous ways to implement greenwashing practices, and all cases are difficult to regulate legally. Many of them are cunning or contain half-truths, complicating the detection and cessation of such actions. Unfortunately, the use of greenwashing is widespread among well-known brands, including industry leaders such as Chevron, DuPont, Shell, H&M, Johnson & Johnson, L'Oréal, McDonald's, and others [21, 22].

Detecting and stopping greenwashing practices are crucial tasks to ensure honesty and transparency in the field of marketing and business overall. Regulatory bodies, consumers, and the public must collaborate to identify and avoid such practices effectively, thereby ensuring the effective protection of consumer rights and supporting business accountability to society and the environment.

Therefore, the research findings underscore the significance of the close relationship between green marketing and digitization in the contemporary business environment. This interaction not only enhances the environmental practices of enterprises but also facilitates their digital transformation and increases their competitiveness. The application of green marketing in the digital realm enables companies not only to enhance their image but also to effectively communicate with consumers, respond to their needs and feedback, and influence the formation of their worldview and purchasing preferences. Such an approach creates conditions for the establishment of a more sustainable and environmentally conscious business environment, which contributes not only to the increased profitability of companies but also to the preservation of natural resources for future generations.

Conclusions. Our analysis reveals that the intersection of digital transformation, green marketing and PR is instrumental in advancing the eco-vision of global businesses towards climate neutrality. Digital technologies enhance green transition by broadening access to information and facilitating engagement with diverse audiences, which is crucial for promoting environmental initiatives and raising awareness about sustainable practices. This synergy is essential for embedding environmental responsibility within the corporate strategy and public consciousness.

The global trajectory towards a «greener» future emphasizes the necessity of embedding ESG principles into business strategies to achieve climate neutrality. This transition is bolstered by digitalization, which introduces new tools that support climate initiatives, thus promoting a dual green-digital transition as advocated by the European Commission. The integration of these tools is vital for maintaining transparency in the economy's shift towards climate neutrality and is a cornerstone of the eco-vision in modern corporate practices.

Digital transformation acts as a significant catalyst for climate stability by providing essential data and analytics. This is evidenced by the adoption of technologies such as sensors and smart meters that facilitate effective management of climate sustainability and carbon footprint reduction in international corporations. Nonetheless, challenges persist in the effective integration of digital technologies for a green transition, including issues of technology effectiveness, data security, and incorporation into corporate culture.

On the other hand, green marketing and PR plays a transformative role in climate-neutral business strategies, bridging traditional practices with newest eco-vision tendencies. By leveraging digital marketing strategies, Green PR not only enhances a company's environmental image but also connects with environmentally conscious consumers, contributing to a sustainable future. This integration is crucial for fulfilling the eco-vision of businesses, facilitating better consumer engagement and societal impact.

In summary, digital transformation and green positioning are complementary forces that enrich the eco-vision of sustainable development. Digital technologies expand the reach and impact of Green PR, enabling greater access to information and enhancing communication with stakeholders through social media, online platforms, and websites. These tools are indispensable for promoting environmental initiatives, spotlighting environmental challenges, and fostering widespread adoption of sustainable practices. This synergy is fundamental to advancing the eco-vision that guides corporate strategies towards achieving global climate neutrality.

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