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CORPORATE SUSTAINABILITY PRACTICES DISSEMINATED IN THE SPECIALIZED MEDIA[1]

PRÁTICAS DE SUSTENTABILIDADE EMPRESARIAL DISSEMINADAS NA MÍDIA ESPECIALIZADA

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ABSTRACT

This research aims to analyze sustainability initiatives proposed by organizations and publicized in the media. The methodology adopted is characterized as documentary research, based on the collection and analysis of reports published in specialized communication portals, seeking to understand how these practices are disseminated. The main results show that companies listed on B3 have been adopting both concrete actions, such as issuing green bonds, bioeconomy funds, international certifications, and investments in carbon credit projects, as well as institutional strategies aimed at reaffirming socio-environmental commitments and strengthening the organizational image through recognition in rankings, in a context where practices are often aligned with the companies' sectors of activity. The study also reinforces the need for critical analysis to avoid greenwashing, as these initiatives prioritize a predominantly positive approach, demonstrating the importance of a more consistent integration of sustainability into corporate discourse and practice.

Keywords*: corporate sustainability, socio-environmental responsibility, Governance, institutional strategies.*

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RESUMO

A presente pesquisa tem como objetivo analisar as ações de sustentabilidade propostas por organizações e divulgadas em veículos de imprensa. A metodologia adotada caracteriza-se como pesquisa documental, baseada na coleta e análise de reportagens publicadas em portais de comunicação especializados, buscando compreender como essas práticas são disseminadas. Os principais resultados evidenciam que as empresas listadas na B3 vêm adotando tanto ações concretas, como emissão de títulos verdes, fundos de bioeconomia, certificações internacionais e investimentos em projetos de crédito de carbono, quanto estratégias institucionais, voltadas à reafirmação de compromissos socioambientais e ao fortalecimento da imagem organizacional por meio do reconhecimento em *rankings*, em um contexto que as práticas são frequentemente alinhadas aos setores de atuação das empresas. O estudo também reforça a necessidade de uma análise crítica para evitar o *greenwashing*, pois essas iniciativas priorizam uma abordagem predominantemente positiva, demonstrando a importância de a sustentabilidade integrar de forma mais consistente o discurso e a prática empresarial.

Palavras-chave: sustentabilidade corporativa, responsabilidade socioambiental, governança; estratégias institucionais.

INTRODUCTION

Sustainability has been a relevant topic for society for decades. The debate has already taken place at major conferences organized by the United Nations (UN), held in Stockholm (1972), Tbilisi (1977), Rio de Janeiro (1992), Thessaloniki (1997), and Johannesburg (2002). During this period, efforts have always been made to review the human-environment relationship and the role of governments, the private sector, the scientific community, the media, and civil society (Sulaiman, 2011).

Based on this historical context, it can be observed that the concepts of sustainability are associated with human action and ensuring the availability of natural resources for future generations (Hajian; Kashani, 2021; Khalesi, 2024). Based on this conceptual evolution, organizations are seeking management models that improve environmental, social, and economic sustainability



practices. Due to market pressures or investor awareness, they adopt mechanisms that demonstrate business ethical transparency (França; Silva; Mendonça, 2024), presenting their sustainability actions.

Considering this movement, socio-environmental problems triggered by human actions in the environment have stimulated discussions and the development of educational and informational practices with the potential to raise public awareness of environmental preservation. In this context, the media, including digital social networks, has proven to be an important instrument for disseminating information and raising social awareness about environmental issues (Amorim; Dias, 2016).

Print media, or media of a regular and journalistic nature, also plays a fundamental role in constructing meanings about sustainability. One example is the sustainability-related supplement of a newspaper, analyzed by Kirchof, Wortmann, and Bonin (2013), which presents reports on recycling and resource conservation, as well as mobilizing collective actions, such as protecting green areas and engaging in carbon credits. It was observed that sustainability is frequently presented as an opportunity to rethink business models, technologies, and lifestyles, in addition to being reinforced by the discourse of institutions and celebrities that lend legitimacy to the topic.

In this same context, topics such as environmental journalism emerge to introduce sustainability to readers, encouraging new ways of reflecting on the subject. The dissemination of content through print media, such as newspapers and magazines, contributes to society's better understanding of the topic, favoring the development of socio-environmental awareness. In this sense, the analysis of news reports addressing sustainable practices is relevant, as it makes it possible to identify how this information reaches the public and reinforces the importance of environmental preservation (Sulaiman, 2011).

Considering the above, this research aims to analyze the actions



proposed by organizations related to sustainability and disseminated through the press.

THEORETICAL FRAMEWORK

The sustainability perspective, as already presented, originates from the evolution of debates on the subject, especially at United Nations (UN) conferences (Sulaiman, 2011). According to Hajian and Kashani (2021), the concept defined in 1987 by experts, based on the Brundtland Report on sustainable development, is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

According to Khalesi (2024), the concept of sustainable development is introduced as a new paradigm. It seeks to reconcile economic, social, and environmental aspects to ensure the well-being of present and future generations. The objective is to protect natural resources while meeting human needs. This perspective makes the long-term vision clear, since the interests of future generations must be analyzed.

Furthermore, the focus on balancing environmental protection with social and economic development is also central, fostering a spirit of shared responsibility as a process of change. This involves the exploitation of material resources, financial investments, and technological development paths that must acquire a harmonious meaning (Claro; Claro; Amâncio, 2008).

Large companies maintain strong relationships with both the environment and the communities located in their areas of operation, which frequently requires substantial financial investments. In addition, the increase in standards and regulations in recent years has made the adoption of sustainable practices almost an obligation for these organizations (Oliveira et al., 2012).

However, companies, in addition to carrying out actions, seek to publicize them. The approach to disseminating information, when it occurs intentionally,



refers to the use of social media. Silva et al. (2020) investigated how companies participating in the Corporate Sustainability Index (ISE) use these channels to communicate their practices.

The study sought to identify the alignment between the messages conveyed and the principles of corporate governance and corporate sustainability. Over one year, posts on Facebook, Instagram, and YouTube from the 28 companies included in the ISE portfolio were examined. The results identified YouTube as the platform where corporate responsibility messages appear most frequently and achieve the highest number of views. Regarding engagement, companies in the financial sector stood out in particular (Silva et al., 2020).

Still regarding the control of activities, projects broadcast in the media, such as TV series, may or may not present elements of sustainability. Saraiva (2022) analyzed TV series related to home renovations to identify the presence of sustainability elements. It was observed that, in most programs, concerns about the topic are limited, with only a few exceptions. Thus, it is concluded that, although the topic is widely discussed in academia, with various methodologies, legislation, and procedures aimed at promoting sustainability in built environments, its application is still infrequent in productions with greater popular reach.

Regarding unintentional dissemination, there are news reports. In a specific context, Tondolo and Pavan (2023) explain that there are at least two challenges to publishing news on sustainability. The first concerns the need for topics related to the 2030 Agenda to meet journalistic news production requirements so that they can be effectively disseminated. The second concerns the negative tone of news coverage, which tends to emphasize warnings and threats, while sustainability news seeks to convey an informational and positive message. They also highlight the role of the media as an opinion former, which



could facilitate the process of raising public awareness and contribute to a more qualified public debate on issues relevant to society.

In addition to concerns about the appropriate dissemination of actions, there is also concern about the alignment between dissemination and practices. Within this perspective, situations of greenwashing can be observed, that is, situations in which companies, despite adopting environmental discourse, engage in actions that do not correspond to the reality presented. According to Delmas and Burbano (2011), greenwashing can be understood as the combination of two distinct behaviors: poor environmental performance accompanied by positive communication that seeks to convey the opposite impression.

American environmentalist Jay Westerveld coined the term greenwashing in 1986 when criticizing a hotel's initiative that encouraged guests to contribute to the environment by reusing towels. However, the intention was to reduce costs, while the hotel continued to maintain unsustainable practices in other areas (Pereira, 2024).

Araujo, Gonçalves-Dias, and Pagotto (2019) analyzed a case of possible greenwashing, selected from relevant situations investigated by Procon of São Paulo – Consumer Protection Foundation. The results indicated that the labeling and environmental practices adopted by the manufacturer were only partially aligned. It was also found that the packaging contained elements subject to challenge, with ambiguous and sometimes exaggerated information.

The evidence further indicated that the label could be questioned both for noncompliance with applicable regulations and for its limited ability to clearly inform consumers. It was also found that the lack of transparency or the use of foreign-language terms made the labels susceptible to challenges by the National Council for Advertising Self-Regulation (CONAR) and the Consumer Protection Code. This case may represent the difficulty of clearly understanding the content



of communications (Araujo; Gonçalves-Dias; Pagotto, 2019).

In light of the above, sustainability can be understood as a constantly evolving concept, discussed both in academia and in different spaces of social communication. Companies, pressured by regulations and society, seek to adopt sustainable practices and also publicize them through different media. However, studies show that challenges still exist, whether in the clarity of the information presented or in the consistency between discourse and practice. Thus, analyzing how organizations present their sustainability actions in the press becomes relevant to understanding how this content contributes to the development of more consistent socio-environmental awareness.

METHODOLOGY

The research is classified as descriptive and qualitative in nature, using the documentary research method. With the objective of analyzing the actions disseminated by large organizations in the national context, news reports addressing practices related to sustainability were examined.

The information was obtained from specialized press outlets through online publications. To compose the sample, five reports were selected from each of the following portals: Revista Exame and Portal UOL. The search was conducted using the terms "sustainability" and "B3", considering the period of 2024 and 2025. The selection corresponded to the first five reports that clearly identified actions and were associated with companies listed on B3.

To meet the criterion of large organizations, only companies listed on the Brazilian stock exchange, B3 S.A., were considered. This choice, although it restricted other possibilities, ensured a focus on the analysis of larger companies. The collected data were recorded in a separate file for subsequent processing. In the analysis stage, the Content Analysis technique was employed, which enabled the categorization and interpretation of the information. The results were



then presented and discussed based on the data found.

RESULTS AND DISCUSSION

Initially, two charts on the reports analyzed will be presented to understand their central themes. Chart 1 presents the reports identified on the UOL portal, and Chart 2 presents the reports identified on the Exame.com portal.

Chart 1: UOL - Sustainability Reports

Title	Company (B3)	Sustainability Actions
Como os novos reportes de sustentabilidade vão mudar a avaliação das empresas (How the new sustainability reports will change the evaluation of companies_	Renner (LREN3), Vale (VALE3)	Adaptation to the ISSB standard; integration of climate and social metrics; greater transparency for investors. Voluntary adoption by Vale and Renner.
Itaú emite R$ 1,4 bi em título sustentável de olho em biodiversidade (Itaú issues R$ 1.4 billion in sustainable bonds with a focus on biodiversity)	Itaú Unibanco (ITUB4)	Issuance of sustainable bonds; resources for small and medium-sized enterprises for environmental restoration; support for the recovery of degraded pastures. | |
Itaú amplia meta e mira R$ 1 trilhão em crédito sustentável até 2030 (Itaú expands target and aims for R$ 1 trillion in sustainable credit by 2030)	Itaú Unibanco (ITUB4)	Expansion of the sustainable credit target; financing of environmental projects; encouragement of renewable energy and a low-carbon economy.
Petrobras vai comprar carbono de reflorestamento com preço pré-definido (Petrobras to purchase reforestation carbon credits at a predefined price)	Petrobras (PETR4)	Purchase of carbon credits; encouragement of reforestation; incentives for emissions offsetting.
Por que o balanço de carbono da Suzano mostra o desafio do net zero (Why Suzano's carbon balance shows the challenge of net zero)	Suzano (SUZB3)	Monitoring of the carbon footprint; commitment to net zero; sustainable forest management.

Source: Research data, 2025.

Regarding the reports from the UOL portal, the first one analyzed, entitled "How the new sustainability reports will change the evaluation of companies", addresses the early adoption, by Lojas Renner and Vale, of financial reports that



integrate risks and opportunities related to sustainability and climate. These documents must establish direct connections between these aspects and financial statements, estimating impacts in the short, medium, and long term.

The measure represents progress in terms of transparency and standardization of disclosed information, in addition to incorporating a relevant governance element by standardizing the way risks are communicated and ensuring shareholders greater access to the management of these factors within organizations. As an example, the companies' projections cited in the report regarding changes in taxation linked to the reduction of greenhouse gas emissions stand out.

The report "Itaú issues R$ 1.4 billion in sustainable bonds – with a focus on biodiversity" has sustainable credit as its central theme. Of the amount raised, R$ 1 billion will be allocated to micro, small, and medium-sized enterprises, focusing on financing the conversion of degraded areas into agricultural land through pasture recovery and economic reconstruction following the floods in the southern region of the country. The funds were obtained through the issuance of sustainable bonds, reinforcing the role of the financial market in mobilizing capital for initiatives related to biodiversity and socio-environmental issues.

The report "Itaú expands target and aims for R$ 1 trillion in sustainable credit by 2030" presents the bank's objectives of operating across three strategic pillars: diversity and development, climate transition, and sustainable finance. According to the article, the strategy supporting this target is "to offer products and services that help customers transition to a low-carbon economy, focusing on adaptation to and mitigation of climate risks." In this way, Itaú undertakes to actively contribute to the transition toward a low-carbon economy. In addition, the bank established targets for granting microcredit to small businesses, seeking, for example, to serve female workers such as seamstresses, which presents a social approach beyond the environmental dimension.



The report "Petrobras to purchase reforestation carbon credits at a predefined price" highlights the proposal for forest restoration in the Amazon, remunerated through the sale of carbon credits at previously established prices. The initiative provides for planned reforestation, with the granting of credits in the initial phase when resources are most needed, since returns only materialize at least five years later due to the slow growth of trees. It is thus recognized that Petrobras is entering the carbon market, representing a change from its traditional profile.

The report "Why Suzano's carbon balance shows the challenge of net zero" addresses the issue of greenhouse gas emissions in the pulp sector, highlighting the case of Suzano. According to the article, the company emits 3.9 million tons of CO_2 and removes 6.2 million. In this sector, both emissions reduction and carbon sequestration initiatives are essential factors for progressing toward emissions reduction targets.

Chart 2, referring to the reports identified on the Exame portal, is presented below.

The first report analyzed from the Exame portal is "Amid the anti-ESG wave, Natura reinforces commitments: 'There is no more time for setbacks'". In a context marked by the advancement of an agenda opposing ESG (Environmental, Social and Governance), the company demonstrates concern about reaffirming its position in defense of environmental preservation, human rights, and the appreciation of diversity. Although no specific practical actions are presented, the report highlights Natura's effort to reinforce its discourse aligned with its line of action and previously established targets.



Chart 2: Exame - Sustainability Reports

Title	Company (B3)	Sustainability Actions
Em meio à onda anti-ESG, Natura reforça compromissos (Amid the anti-ESG wave, Natura reinforces commitments)	Natura &Co (NTCO3)	Reaffirmation of environmental and social targets; focus on Amazonian biodiversity; inclusion of local communities.
Petrobras e Banco do Brasil firmam acordo de R$ 6,5 bi em compromissos sustentáveis (Petrobras and Banco do Brasil sign R$ 6.5 billion agreement on sustainable commitments)	Petrobras (PETR4), Banco do Brasil (BBAS3)	Multibillion-real agreement with verified targets; focus on green projects; sustainable credit lines.
Petrobras lança fundo de R$ 100 mi para bioeconomia (Petrobras launches R$ 100 million fund for bioeconomy)	Petrobras (PETR4)	Creation of a R$ 100 million fund for bioeconomy; financing of innovation in environmental conservation and restoration.
Suzano conquista certificações sustentáveis inéditas (Suzano obtains unprecedented sustainable certifications)	Suzano (SUZB3)	Unprecedented international certifications for lignin and cellulose; traceability; responsible forestry practices.
TIME lista empresas que aliam crescimento com sustentabilidade (TIME lists companies combining growth with sustainability)	Odontoprev (ODPV3), AES Brasil (AESB3), Arezzo&Co (ARZZ3)	Inclusion in the TIME ranking; environmental and social governance practices; renewable energy; healthcare with social responsibility; sustainable fashion supply chain.

Source: Research data, 2025.

The article "Petrobras and Banco do Brasil reach R$ 6.5 billion agreement on sustainable commitments" addresses the issuance of credit notes linked to environmental initiatives, including biofuels, renewable energy, and energy transition projects.

The report "Petrobras launches R$ 100 million fund for bioeconomy projects" deals with the creation of a fund intended to accelerate climate initiatives, focusing on biodiversity preservation and the generation of carbon credits. The funds are linked to socio-environmental projects.

The article "Suzano obtains unprecedented sustainable certifications for lignin and cellulose product lines" highlights the achievement of certifications attesting to the use of bio-based raw materials, with the objective of reducing



dependence on petroleum derivatives. In this context, the environmental perspective stands out, evidenced by the adoption of renewable resources in the company's production processes.

The report "TIME lists companies combining growth with sustainability, and three Brazilian companies rank among the TOP 10" presents the progress of Brazilian companies, considering not only environmental, social, and governance metrics but also their financial results. The text emphasizes the international recognition obtained by these organizations by appearing among the top ten positions in a global ranking, which reinforces the legitimacy of their sustainable practices and demonstrates their ability to reconcile economic performance with socio-environmental responsibility.

The reports analyzed show that Brazilian companies have been expanding their commitments to sustainability, whether through concrete actions, such as investments in green credit, bioeconomy funds, and carbon projects, or through the reaffirmation of institutional positions and international recognition.

FINAL CONSIDERATIONS

This research sought to analyze the actions proposed by organizations related to sustainability and disseminated through the press. The analysis of reports extracted from the UOL and Exame portals demonstrates that Brazilian companies listed on B3 have been strengthening their engagement with sustainability in different ways.

Concrete actions stand out, such as the issuance of green bonds, the creation of funds focused on bioeconomy, the achievement of international certifications, and investment in carbon credit projects. However, there are also institutional and reputational positioning strategies, such as the reaffirmation of socio-environmental commitments and recognition in international sustainability rankings. Nevertheless, these practices are not homogeneous but vary according



to the nature of the organizations.

The sustainability practices adopted by the companies studied maintain a close relationship with the predominant characteristics of their sectors of activity. Companies in the financial sector concentrate their efforts on investment funds and sustainable credit. The cosmetics industry focuses on valuing biodiversity and Amazonian raw materials. The pulp company seeks environmental certifications and low-carbon strategies, while companies in other sectors, without an evident direct impact, tend to invest in broader initiatives, such as renewable energy generation. This sectoral alignment reveals a strategic logic of reinforcing corporate identity.

Considering that the analyzed reports are predominantly positive in nature, it should be noted that such an approach may conceal greenwashing practices. By favoring optimistic narratives, specialized media risk reinforcing institutional discourse without questioning the actual effectiveness of the actions. This aspect highlights the importance of deepening critical analysis of the consistency between companies' statements and their practical results, preventing sustainability from becoming merely a rhetorical resource for organizational legitimization.

Finally, it should be emphasized that the results indicate that sustainability is no longer treated merely as a secondary issue and has become more integrated into business discourse and practice, albeit at different levels of depth. Thus, the study reinforces the importance of specialized media in disseminating these initiatives, contributing to the visibility and legitimization of the practices adopted, as well as to the expansion of public debate on the transition to a more sustainable economy.



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