

The use of Artificial Intelligence for sustainability communication. Evidence from Iberian companies

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Abstract

The use of Artificial Intelligence (AI) for sustainability communication is an emerging field of research and of growing interest to academics, companies and stakeholders. Given the lack of clarification on its use, this study applied semi-structured interviews with 14 Iberian companies to understand usage practices and contributions of AI to sustainability reporting. The results show that companies are still in the early stages of using this technology, where AI is helpful for detecting data errors, verifying information, translating languages, as well as helping to develop the text of the report and perform benchmarking. If used ethically and consciously, it has the potential to improve the accuracy, relevance and comprehensibility of sustainability communication. Thus, this study contributes to understanding the benefits and precautions to be taken with AI and helps companies make decisions that can add value to more effective and engaging communication.

Track: Sustainability, CSR and Marketing