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**STRATEGIC COMMUNICATION AND ENVIRONMENTAL DECISION
MAKING:
AN ITALIAN CASE STUDY**

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ABSTRACT

The role of communication is potentially strategic in companies, particularly in those operating in sectors with a strong environmental impact, because it can boost the achievement of corporate goals and contribute to the success of the company (van Riel, 1995; Grunig, Grunig, Dozier, 2002; Goodman, 2006; Invernizzi, Romenti, 2009). Nevertheless, the strategic role of communication seems to be undergoing a radical change. Rather than seeking the most suitable ways to inform stakeholders in order to bring them to accept final initiatives, strategic communication should deal less with communicative initiatives and more with corporate decision making processes (Invernizzi, Gambetti, Romenti, 2009).

At the beginning of 2006, *Enplus*, an international company working in the Italian energy sector, was authorized to build a thermoelectric plant in an agriculture area in southern Italy. The *Enplus* case is useful to describe the strategic contribution that communication can provide to defining of the company's overall proposal, from the characteristics of the plant to its related services. Communication professionals have stimulated the *Enplus* management to align the initial proposal to the needs and expectations which emerged from the dialogue with the community and local authorities.

References

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