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## **OPTIMIZATION OF ENERGY SUPPLY COMPANIES' COMMUNICATION POLICY WITHIN GREEN MARKETING CONCEPT: DTEK KYIV ELECTRIC GRIDS' CASE STUDY**

*The purpose of this article is to explore and outline the strategies for optimizing the communication efforts of DTEK Kyiv Electric Grids energy company within a green marketing framework, especially under the challenging conditions of the ongoing war in Ukraine.*

***Research methodology.** The methodological basis of the study is a complex of general scientific special methods. Descriptive and comparative methods were used to work with scientific and media-critical sources on the specified topic, while systemic methods were used in the study of the factual material on the current state of the energy industry and its prospects. The methods of generalization and synthesis served to formulate the conclusions of the research outcomes.*

***Results.** The article substantiates the importance of transparent, effective communication to maintain customer trust and engage stakeholders. Green marketing is a vital tool for energy companies such as DTEK Kyiv Electric Grids, especially in such difficult times as the war in Ukraine. It not only enhances the company's brand image, but also promotes compliance with environmental protection principles, economic efficiency and social responsibility. Key strategies for effective communication in green marketing include maintaining transparency and honesty, engaging stakeholders, using digital platforms, and highlighting sustainability initiatives. These strategies help to build trust, manage public expectations, and create a positive perception of the company's efforts.*

***Novelty.** It is for the first time that DTEK Kyiv Electric Grids is under study from the perspective of green marketing strategies development with a focus on optimizing communication toolkits in the electrical supply industry within the current energetic agenda.*

***Practical significance.** The results of the study can be used as a guide for energy companies operating in conflict zones when planning and developing communication strategies. Such optimization makes it possible to increase the effect of the interaction of subjects and objects of communication during a crisis caused by martial law.*

***Key words:** communication policy, green marketing, communication strategies, environmental sustainability, DTEK Kyiv Electric Grids.*

## I. Introduction

Studying electrical supply's agenda from the perspective of green marketing scholarship is getting increasingly important in the context of sustainable development goals (SDGs) and the global push towards sustainability by 2050, which aligns with several SDGs, particularly Goal 7 (Affordable and Clean Energy), Goal 12 (Responsible Consumption and Production), and Goal 13 (Climate Action) (Sustainable Development, 2023), outlining green marketing's foci in this sector on promoting renewable energy sources, energy-efficient products, and sustainable practices throughout the supply chain. This urgency emphasizes the appeal to the foundational concepts, applicable to the electricity sector, among which is green marketing, outlined by Michael Jay Polonsky as "[All] activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." (Polonsky, 1994, p.30) The ongoing war in Ukraine has profoundly disrupted the nation's energy sector, posing severe challenges for DTEK Kyiv Electric Grids, which has led to the extensive damage of critical infrastructure, including power plants, substations, and transmission lines, resulting in frequent power outages and a reduced capacity to supply electricity. Supply chains for essential materials and equipment have been disrupted, making repairs and upgrades difficult. The heightened security risks mean that field teams are often working in dangerous conditions, further complicating restoration efforts. Additionally, the financial strain, caused by the war, has limited the company's ability to invest in new technologies and sustainability initiatives. Despite these formidable obstacles, DTEK Kyiv Electric Grids is committed to maintain reliable service and advance its green marketing efforts, emphasizing the importance of environmental sustainability even in times of crisis.

## II. Problem setting and research methods

The purpose of this article is to explore and outline strategies for optimizing the communication efforts of DTEK Kyiv Electric Grids within the framework of green marketing, especially under the challenging conditions of the ongoing war in Ukraine. The article aims to highlight the importance of transparent, effective communication in maintaining customer trust and stakeholder engagement. It examines the specific challenges faced by the company due to the conflict and proposes actionable strategies for leveraging green marketing to build resilience, enhance brand reputation, and promote sustainability initiatives. By doing so, the article intends to provide a comprehensive guide for energy companies operating in conflict zones, demonstrating how a commitment to green marketing can contribute to long-term stability and environmental stewardship.

**Analysis of recent research and publications.** The multisectoral envision of electrical supply is enhanced by the advancements in technology, driving green marketing strategies in the electrical supply sector, stemming from leveraging innovations such as: smart grid technologies (Khalid, 2024), energy storage solutions, emphasizing the role of energy technologies and storage technologies in energy management via enabling greater integration of renewable energy sources (Onu, 2023), as well as "Internet of Things" (IoT), enhancing energy efficiency in households and industries (Ball, 2024). Stemming from such circumstances the electrical supply companies are extending their green marketing efforts to encompass their entire supply chain, which involves promoting transparency in sourcing and manufacturing processes, highlighting partnerships with suppliers who adhere to sustainable practices, and showcasing efforts to reduce carbon emissions in transportation and logistics (Shekarian et al., 2022). Inevitably, the transition to sustainable electrical supply faces several challenges (including high initial costs of renewable technologies, intermittency issues with some renewable energy sources as well as the need for significant infrastructure upgrades (Kabeyi, 2023, p.685), (Joskow, 2019, p. 293), (Busch, 2023, p. 38). However, these challenges also present opportunities for innovative green marketing approaches, encouraging companies to focus on demonstrating the long-term cost savings and environmental benefits of sustainable technologies, showcasing advancements in energy storage and smart grid technologies that address intermittency issues, and suggesting job creation and economic growth potential in the green energy sector (Senyapar, 2024), (Capullo, 2024).

Such perspectives on green marketing of electrical supply in the context of developing sustainable community have been under study via various conceptual frames. For example, in "Green Power Marketing: Increasing Customer Demand for Renewable Energy" (1998) Ryan H. Wiser explores how green marketing could develop a customer-driven market for renewables by emphasizing that "growing evidence suggests that some customers will make purchase decisions based, in part, on the environmental characteristics of the power supply" (Wiser, 1998, p. 107).

The concept of the "Four Ps Strategy for Green Marketing" (Kordshouli, 2015, p. 316) has been applied to the electrical supply sector, where "the four Ps" (product, price, place, and promotion) are converted into 'the four GPs' (green product, green price, green place, and green promotion) with the purpose to include sustainability criteria into the marketing strategy (Dabija, 2018, p. 175), which helps adapt the traditional marketing mix of "product, price, place, and promotion" to green marketing, where "product" is for developing renewable energy sources and efficient technologies, "price" is for setting competitive prices for green electricity, "place" is for ensuring accessibility of green power options, and

“promotion” is for marketing the environmental benefits of renewable electricity (Sandu, 2014, p. 557). Krishnaswamy Chitra expands the traditional marketing mix for green products via including “product, price, place, promotion, process, people and physical distribution” (Chitra, 2007, p.175). This framework can be applied to marketing renewable electricity, with “process” referring to sustainable generation methods and “people” including both employees and customers with an eco-mindset. For electrical supply, this involves marketing renewable energy sources that meet consumer demand while minimizing environmental impact.

The theoretical frames of the current research are based on the links between environmental responsibility and business profitability in the energy sector, emphasized by the collection of chapters “Green Business: Concepts, Methodologies, Tools, and Applications” (2018), which provides the comprehensive coverage of sustainability practices in business, including the energy sector via exploring how “incorporating practices that serve the overall community and ecological well-being can also allow businesses to flourish economically and socially (Green Business, 2018, p. 797). Also the current research’s approach stems from the necessities for sustainable development, aligning with socio-economic advancement, outlined by the “Green Marketing: Strategic Transformation to Sustainability” paper collection (Green Marketing, 2020, p. 6), exploring the ways of marketing eco-friendly products, including renewable electricity, from the perspective of sustainable development via emphasizing the opportunities, associated with green marketing strategies and consumer behavior in the context of sustainability.

In the Ukrainian context, the marketing component of energy efficiency at traditional and renewable energy facilities emphasizes Ukraine’s potential for wind and solar energy development, outlining that improving energy efficiency could significantly reduce the growth in energy consumption (National Energy and Climate Plan of Ukraine, 2024, p. 217). Along with the emphasis on the importance of green innovation, supply chain management, and corporate social responsibility in achieving sustainable energetic consumption, this strategic plan for Ukraine stresses that electrical supply companies will need to integrate these concepts into their marketing and operational strategies to align with the intention to implicate sustainable development strategy. The urgency of envisioning green marketing in the electrical supply industry from the perspectives of the development of green marketing orientation stems from the challenges of outlining the importance of consumer attitudes, technological innovation, and government policies in shaping green marketing strategies. As environmental concerns continue to grow, the focus on optimizing communication of the electrical supply industry in the context of green marketing is likely to emerge, by providing valuable insights for electrical supply companies for example, seeking to implement effective green marketing initiatives.

Recent research and publications provide valuable insights into the strategies and challenges associated with optimizing communication for DTEK Kyiv Electric Grids in the context of green marketing. The studies highlight the importance of digital transformation in the energy sector, as demonstrated by DTEK’s initiatives to integrate innovative solutions and digital platforms. For instance, the articles from “24 Innovations and DTEK” emphasize how digital transformation can enhance operational efficiency and customer engagement through real-time updates and transparent communication channels. These sources suggest that leveraging digital tools not only improves service reliability but also helps in building a sustainable brand image, which is crucial in promoting green marketing efforts.

Additionally, several publications focus on the role of innovative management and stakeholder engagement in achieving sustainability goals. The research outcomes, covered in the publications, edited by Garbuz (Garbuz et al., 2013) and Hillo (Hillo et al., 2021), discuss the significance of adopting innovative management practices and involving various stakeholders, including local communities and international partners, to drive green initiatives. The emphasis on collaborative efforts is further supported by the reports of the European Commission and IRENA, which highlight the benefits of cross-sector partnerships in promoting renewable energy projects. These findings suggest that such a combined approach of digital innovation and active stakeholder engagement is essential for DTEK Kyiv Electric Grids to optimize communication strategies and effectively market their green initiatives amidst the challenges posed by the ongoing war in Ukraine (Renewable Energy Prospects, 2018).

### **III. Results**

In the current wartime context, DTEK Kyiv Electric Grids faces multiple challenges, with keeping the lights on as people repair infrastructure to be of primary importance. Supply chains are interrupted for critical suppliers of materials and equipment, causing the repair or upgrade work to be difficult. Meanwhile, security risks make the situation more complicated as field teams are often deployed to dangerous situations while they reestablish power. The capacity of the company to invest in green and other new technologies has been constrained since 2001 by financial demands arising from wars. But at the same time while handling and addressing these challenges, DTEK Kyiv Electric Grids is still able to provide a reliable service and move forward in achieving environmentally-friendly ambitions that require promotion across green marketing (Information about DTEK, 2024).

Other terms like “eco-friendly marketing” or “environmental marketing” claim more importance than others (as are used). It appeals to approaches, aiming at sustainability, being green and reducing the carbon footprint. This is especially relevant in this context of energy, because we have all made important commitments to fight global warming and develop renewable energies. In this market, some of the key aspects that green marketing is focusing on include an emphasis on environmentally friendly practices, sustainable projects and energy-efficient technology. These features are essential for an energy company to cultivate a positive reputation, comply with ever-tightening government regulations and support its investments from both the buying public as well as institutional investors interested in renewable power stories (Digital transformation of the energy industry: the experience of DTEK, 2020).

Energy supply companies' involvement in green marketing results in the range of benefits, including its impact on the environment via reducing greenhouse gas emissions, minimizing pollution and promoting sustainable use of natural resources. This eliminates the area as a source of man made emissions, and if their energy sources are wind, solar or hydroelectric too, this outlines their “almost zero” impact on the environment. Through the use of green marketing, businesses can both increase sales and save money by reducing energy consumption rather than transmitting other costs downstream. It also creates new lines of marketing from the perspective of increasingly willing to pay for quality products and services, which can also help improve a company's perception on the market with investors or partners who need to connect their branding and ideology into long-term sustainable goals.

Green marketing aims to create a sense of corporate mission and community engagement within society, which calls on businesses to support environmental awareness and education by collaborating with communities, governments and nonprofit organizations. When energy supply companies deliver on their commitment to sustainability they are likely to experience stronger relationships with customers and stakeholders, motivating a rise in loyalty from these clients. For DTEK Kyiv Electric Grids, during the ongoing military situation in Ukraine, this is not only a strategic business method of green marketing but also an opportunity to emphasize their resistance and responsibility for environmental changes (Innovations and digital transformation will become priority areas of development for DTEK in the coming decade, 2020).

DTEK Kyiv Electric Grids is a company facing several operational challenges, among which the current essential ones are caused by an actual war in Ukraine, which has so far ceased vital supplies and equipment being transported across Ukraine, and this is a major problem considering supply chain disruptions are among the largest issues surrounding grid updates (Rosokhatska et al., 2022). These disruptions hinder the company's ability to perform timely repairs and implement new technologies, directly affecting the reliability and efficiency of the power supply. Infrastructure damage is another critical challenge, with power plants, substations, and transmission lines frequently targeted or caught in the crossfire, leading to widespread power outages and a compromised electrical network. The physical damage to infrastructure necessitates extensive repairs and rebuilding efforts, which are both time-consuming and resource-intensive (Information about DTEK, 2024).

Not only does DTEK Kyiv Electric Grids face operational challenges during the war, but it also has to deal with massive communications problems as well. Developing clear and purposeful communication with customers, employees, stakeholders in a conflict zone is of main necessity. The dynamic nature and uncertainty of the current situation means it must be continually updated with transparency on all relevant variables (Olekcuik, 2014), especially in the confusion of war via providing both accurate and timely information. Being one fundamental challenge faced by governments, media and the public alike, it is misinformation, that can spread very easily and even unintentionally, but leading to panic sounds confusion. The company is fighting to provide the true information and facts, updating its customers as soon as possible on what efforts have been put in place for restoration of power under abnormal conditions due the AGENCY mixed with false stories about its dedication towards maintaining public safety (DTEK starts scouting innovative solutions in the UK with Blue Lake, 2022).

DTEK Kyiv Electric Grids is appreciated for keeping up the operational integrity as well as clear communication through the times of such uncertainty, which stems from the company's awareness about well structured communication as an essential element for not just operational efficiency but also relationship developing and trust with all its stakeholders. In simplifying a wartime life for the company, DTEK Kyiv Electric Grids deals with not only operational challenges but communication ones as well because of the company's green marking strategy along with its sustainability activism.

Even such large-scale facilities as DTEK Kyiv Electric Grids cover their green history, and especially when they have to develop communications at the time of severe crisis, like this active war in Ukraine is occurring. Zubair noted that good communication can go a long way towards boosting the brand value of any company, developing trust with stakeholders and raising awareness about efforts by corporations to promote sustainability. Below are the strategies to help direct a company achieve some of these goals (About challenges and threats, 2021).

At this stage DTEK Kyiv Electric Grids is a good example of structuring a transparent communication relationship in times of crises and uncertainty. Being transparent means disclosing entire companies

including all the problems and measures aimed at resolving these issues. In the context of war, where misinformation and uncertainty spreads like wildfire, protecting transparency helps to establish trust and a good track record. It assures stakeholders that the company is being proactive in addressing this situation, and they are true to their mission of providing secure energy while also advancing a positive social contribution (Innovation DTEK launched a platform for collecting innovative ideas for the company, 2020).

At time of the war transparency is at utmost importance because of stakeholders' (including employees, investors and customers) awareness about the war's effect on the company's operational functions. It is also necessary that information about the condition of infrastructure, availability of resources and drop off in electricity supply be regularly reported by DTEK Kyiv Electric Grids. This information should come out in many forms so it reaches the masses, and people are not prevented from good services due to lack of knowledge (About challenges and threats, 2021).

When communicating the complexities of DTEK Kyiv Electric Grids, transparency enhances a better handling and management of expectations, helping to garner trust from investors. It should also engage in open dialogues about the challenges it faces: supply chain layouts, infrastructure attrition and security risks. In recognizing these difficulties, the company shows its commitment to storytelling and enables stakeholders to grasp a bit of what is actually going on (Digital transformation of the energy industry: the experience of DTEK, 2020). DTEK Kyiv Electric Grids intends not only to describe the problem but report on what is being done to resolve it. These details should incorporate efforts made to fix compromised infrastructure, obtain the necessary resources and ensure that its workers are safe. Sharing specific examples of the company's actions, like sending out crews to restore power or working with overseas partners to secure vital equipment helps show how proactive the company is. Updates on progress of these efforts must be communicated frequently. By providing updates, the company helps inform and engage stakeholders. This steady stream of information contributes to a narrative of resilience and tenacity, underpinned with the drive that those at PUMA remain devoted to surmounting these circumstances to maintain their eco-marketing aspirations. Understanding the importance of involving community and stakeholders to produce effective communication in green marketing should be among the priorities. Initiatives of the DTEK Kyiv Electric Grids are recommended to involve local communities, government bodies and non-profit organizations. Involvement can be in a number of different ways including, but not limited to public forums, community outreach programs and development projects (Innovation DTEK launched a platform for collecting innovative ideas for the company, 2020).

Stakeholder engagement creates a sense of partnership and mutual accountability. The organization gets relevant feedback and data for operational guidance and decision-making. This might include input on local energy needs and preferences. Thus, SolarShare can target its marketing materials to reach green communities where there is most likely pent-up demand (Innovations in the energy industry of Ukraine, 2020). Such an approach increases transparency and stakeholder accountability. For example, DTEK Kyiv Electric Grids could ensure its inclusivity and transparency by involving stakeholders in decision-making processes as well as keeping updated on the company's development. This tactic will ultimately lead to greater trust and buy-in for the company's programs, therefore improving green marketing efficacy overall (Garbuz et al., 2013).

Working with local and global partners is the other essential component of stakeholder engagement. Through these partnerships, the company has access to resources and expert advice which can be used in order for the brand to execute their eco-friendly efforts. As an example, DTEK Kyiv Electric Grids could cooperate with international companies providing access to technological solutions and best practices in the field of renewable energy and improving its efficiency (Global innovations in solar energy for 2019). Likewise, partnerships with local businesses are the key to success in this economy. The non-profits and local governments can be a conduit for community-efficiency programs, or renewable projects. These partnerships can create local skills and a sense of community ownership over the company's green endeavors (A quiet revolution in the field of energy: innovations born in Ukraine and recognized in the world, 2017).

At this moment DTEK Kyiv Electric Grids seeks to know what effective communication could be the most effective one. Thus, interacting with the hospital system – whether requesting external transfers or checking patients at night on a busy workup floor near its emergency department – can face the delays as well as misplacement behind other duties (Miillera and Hopfa, 2017). DTEK Kyiv Electric Grids has to create more efficient means of engaging its partners, so it informs them in a timely and transparent way. Transparent proactive communication will empower those partnerships and magnify the effect of their green marketing (Innovations in the energy industry of Ukraine, 2020).

In today's digital age, leveraging social media and other digital communication tools is essential for effective green marketing. These platforms provide a powerful means of reaching a broad audience and engaging with stakeholders in real-time. DTEK Kyiv Electric Grids should utilize various digital platforms, including social media, email newsletters, and the company's website, to share information about its initiatives and engage with stakeholders (Effective green business, 2021). Social media platforms, such as Facebook, Twitter, and LinkedIn, offer a unique opportunity to communicate directly with the public.

The company can use these platforms to share updates, highlight green initiatives, and engage in conversations with stakeholders. For example, DTEK Kyiv Electric Grids can post regular updates on the progress of renewable energy projects, share success stories and testimonials, and answer the questions and respond to comments from the public (Garbuz et al., 2013). In addition to social media, the company should leverage other digital communication tools, such as email newsletters and its website. Email newsletters can provide regular updates to subscribers, including information about new initiatives, upcoming events, and opportunities for involvement. The company's website can serve as a central hub for information, offering detailed descriptions of green projects, sustainability goals, and progress reports (Global innovations in solar energy for 2019, 2019). Providing real-time updates is crucial for maintaining transparency and keeping stakeholders informed. During times of crisis, such as the ongoing conflict in Ukraine, real-time updates help to manage expectations and reduce uncertainty. DTEK Kyiv Electric Grids should use digital platforms to provide timely information about power outages, infrastructure repairs, and other operational updates (DTEK Energo and Innovation DTEK are launching a pilot project using an underwater drone, 2021). Stemming from the importance of real-time engagement, the company can address concerns, answer questions, and gather feedback for active engagement with stakeholders on digital platforms. This two-way communication helps build trust and foster a sense of community. For example, the company can use social media to conduct live Q&A sessions, where representatives address questions from the public in real-time. This approach not only provides valuable information but also demonstrates the company's commitment to open and transparent communication (Energy atlas, 2018).

Highlighting green projects and initiatives is a key aspect of green marketing. DTEK Kyiv Electric Grids should consistently showcase its efforts to promote sustainability, including investments in renewable energy, energy efficiency programs, and environmental conservation projects. By highlighting these initiatives, the company can demonstrate its commitment to environmental stewardship and differentiate itself as a leader in sustainable energy (Elliott, 2021). For example, the company can share stories and case studies of successful green projects, such as the installation of solar panels or the implementation of energy-efficient technologies. These stories can be shared through various channels, including social media, newsletters, and the company's website. By providing detailed information and tangible examples, the company can effectively communicate the impact of its green initiatives and inspire others to support and participate in its efforts (Mamalyga, 2017). Promoting energy efficiency and renewable energy projects is a crucial component of green marketing. DTEK Kyiv Electric Grids should actively promote its efforts to enhance energy efficiency and expand the use of renewable energy sources. This promotion can take various forms, including public awareness campaigns, educational programs, and community outreach initiatives (Elliott, 2021). Public awareness campaigns can help inform the public about the benefits of energy efficiency and renewable energy. These campaigns can include advertisements, social media posts, and informational brochures that highlight the environmental and economic benefits of sustainable energy practices. Educational programs, such as workshops and seminars, can provide valuable information and training to community members, helping them to understand and adopt energy-efficient practices (Digital transformation of the energy industry: the experience of DTEK, 2020).

Community outreach initiatives can engage local communities in the company's green projects. For example, DTEK Kyiv Electric Grids can collaborate with local schools and community organizations to implement renewable energy installations, such as solar panels on school buildings. These projects not only promote sustainability but also provide educational opportunities for students and community members (DTEK Energo and Innovation DTEK are launching a pilot project using an underwater drone, 2021). Successful green marketing campaigns in conflict regions around the world provide valuable insights and inspiration for DTEK Kyiv Electric Grids. Good examples of such experience can be found in the Middle East regions, where energy infrastructure has been severely impacted by conflict, and companies have implemented innovative green marketing strategies to rebuild and promote sustainability. For instance, the Masdar City project in the UAE is a prime example of a successful green initiative (Miillera and Hopfa, 2017). Despite regional instability, this project has created a sustainable urban environment powered entirely by renewable energy, setting a global standard for green development. Similarly, in Afghanistan, the Afghanistan Renewable Energy Union (AREU) has worked to promote renewable energy projects that provide clean power and job opportunities, helping to stabilize local economies and improve quality of life amidst ongoing conflict (DTEK starts scouting innovative solutions in the UK with Blue Lake, 2021).

DTEK Kyiv Electric Grids also embarks on several green initiatives that underscore its commitment to sustainability, even in the face of adversity. One notable example is the company's investment in renewable energy projects, such as the construction of solar and wind power plants (Green business starts with a green office, 2019). These projects not only contribute to reducing carbon emissions but also ensure a more resilient and diversified energy supply. The company's efforts to implement smart grid technologies enhance energy efficiency and reliability, allowing for better management of energy

resources during times of crisis (A quiet revolution in the field of energy: innovations born in Ukraine and recognized in the world, 2017).

The impact of these initiatives on the community is significant, because of the introduction of renewable energy sources via reducing the region's dependence on traditional fossil fuels, leading to improved air quality and a healthier environment. The community's reception of these initiatives has been overwhelmingly positive, with many residents expressing appreciation for the company's efforts to promote sustainability and resilience. Through community engagement programs and educational campaigns, DTEK Kyiv Electric Grids has effectively communicated the benefits of its green projects, fostering a sense of shared responsibility and support among the local population (Effective green business, 2021). These examples illustrate how DTEK Kyiv Electric Grids is leveraging green marketing to navigate the challenges posed by the ongoing war in Ukraine. By drawing on global best practices and implementing innovative sustainability initiatives, the company not only enhances its operational resilience but also strengthens its relationship with the community and reinforces its commitment to environmental stewardship (Energy atlas, 2018).

Developing resilience through green marketing involves the ability to adapt to crises and prepare for future challenges. Flexibility and adaptability in marketing strategies are crucial in times of wars and conflicts, as they allow companies to respond swiftly to changing circumstances. For DTEK Kyiv Electric Grids, this means being able to modify communication strategies to address immediate concerns, such as infrastructure damage and supply chain disruptions, while still promoting their green initiatives. For example, during power outages or disruptions, the company can leverage digital platforms to provide real-time updates and transparent information about ongoing repair efforts and the status of energy restoration (Hillo et al., 2021).

Learning from past crises is another essential component of building resilience. By analyzing previous conflicts and the responses of energy companies in similar situations, DTEK Kyiv Electric Grids can identify best practices and lessons learned (Digital transformation of the energy industry: the experience of DTEK, 2020). This knowledge can inform the development of more robust and effective green marketing strategies. For instance, the company can study how other utilities maintained customer trust and engagement during crises and apply those insights to their current situation. Incorporating this learning into their crisis management plans helps the company anticipate potential challenges and develop proactive measures to address them.

Future preparedness involves developing a long-term green marketing plan that prioritizes sustainability and resilience. This plan should outline clear goals and strategies for promoting green initiatives, even in the face of adversity (Green business starts with a green office, 2019). For DTEK Kyiv Electric Grids, this could include a commitment to increasing the share of renewable energy in their portfolio, investing in energy-efficient technologies, and enhancing grid reliability through smart grid solutions. The plan should include measures to ensure continuous communication with stakeholders, highlighting the company's ongoing efforts to maintain service and promote sustainability (Digital transformation of the energy industry: the experience of DTEK, 2020).

Ensuring sustainability and resilience requires a holistic approach that integrates environmental, economic, and social considerations. Environmentally, the company should focus on reducing its carbon footprint and mitigating the impact of its operations on the environment. Economically, it should aim to balance short-term costs with long-term benefits, recognizing that investments in green technologies and infrastructure can lead to significant savings and revenue opportunities over time. Socially, DTEK Kyiv Electric Grids should engage with the community and stakeholders to build support for their initiatives, foster a culture of sustainability, and ensure that their efforts align with the needs and expectations of those they serve (Mamalyga, 2017). In the context of the ongoing conflict in Ukraine, resilience through green marketing also involves addressing the unique challenges posed by the war. This includes maintaining the safety and well-being of employees, protecting critical infrastructure, and securing the necessary resources to continue operations. By emphasizing transparency, engaging stakeholders, and leveraging digital tools, DTEK Kyiv Electric Grids can navigate these challenges while reinforcing their commitment to sustainability (Digital transformation of the energy industry: the experience of DTEK, 2020). Ultimately, developing resilience through green marketing is about creating a robust and adaptable framework that allows DTEK Kyiv Electric Grids to continue promoting and implementing sustainable practices, regardless of external pressures. This not only enhances the company's ability to withstand and recover from crises but also positions it as a leader in the transition to a more sustainable and resilient energy future (Hillo et al., 2021).

#### **IV. Conclusion**

Green marketing offers electrical supply companies a wide range of benefits that align with achieving the Sustainable Development Goals (SDGs) by 2050. These benefits extend beyond environmental impact, encompassing economic advantages and social responsibility. From enhancing brand value and driving innovation to ensuring long-term business sustainability and contributing to global environmental goals, the advantages of green marketing are both substantial and far-reaching. While moving towards a more sustainable future, electrical supply companies that embrace green marketing are likely to be

better positioned for success in the evolving global marketplace. Green marketing offers numerous intersectional perspectives for electrical supply companies in their pursuit of achieving SDGs. Looking towards 2050, green marketing in the electrical supply industry is likely to evolve further: increased focus on localized and community-based energy solutions, greater integration of artificial intelligence and machine learning in energy management systems, the emphasis on the role of electrical supply in creating resilient and sustainable cities, as well as marketing of innovative financing models to make sustainable technologies more accessible. Within such perspectives the special focus should be made on the communicational practices, emphasizing the role of consumer attitudes in driving green marketing initiatives. Adopting green supply chain management in the electrical supply industry highlights the importance of consumer cooperation in promoting eco-friendly practices, which suggests that electrical supply companies need to consider consumer preferences and environmental awareness when developing their green marketing strategies.

Green marketing is regarded as a vital tool for energy companies like DTEK Kyiv Electric Grids, especially in challenging times such as the ongoing war in Ukraine. It not only enhances the company's brand image but also promotes environmental stewardship, economic efficiency, and social responsibility. The importance of green marketing lies in its ability to communicate the company's commitment to sustainability, attract environmentally conscious consumers and investors, and meet regulatory requirements. Key strategies for effective communication in green marketing include maintaining transparency and honesty, engaging stakeholders, utilizing digital platforms, and highlighting sustainability initiatives. These strategies help build trust, manage public expectations, and foster a positive perception of the company's efforts. It is crucial for all stakeholders, including the community, governments, and non-profit organizations, to provide continuous support and collaborate with DTEK Kyiv Electric Grids in promoting green initiatives. The company cannot achieve its sustainability goals in isolation; it requires the active participation and engagement of the entire community. Joint cooperation can ensure the successful implementation of green projects, benefiting the environment and society. The role of the community and stakeholders is paramount in driving the transition towards a more sustainable and resilient energy future. Supporting DTEK Kyiv Electric Grids' green marketing efforts will not only help mitigate the impacts of the current conflict but also contribute to long-term environmental and economic stability, which commits to promoting sustainability and resilience through collective action and unwavering support.

#### Список використаної літератури

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**Лященко А. В., Обласова О. І., Сухенко І. М., Ширшова К. Л. Оптимізація комунікаційної політики енергетичних компаній у концепції зеленого маркетингу (кейс «ДТЕК Київські електромережі»)**

**Мета дослідження** – дослідити та окреслити стратегії оптимізації комунікаційних зусиль ДТЕК Київські електромережі в межах зеленого маркетингу, особливо в складних умовах війни в Україні.

**Методологія дослідження.** Методологічною основою дослідження є комплекс загальнонаукових спеціальних методів. Описовий та порівняльний методи були використані для роботи з науковими та медіакритичними джерелами на зазначену тему; системний – при вивченні фактичного матеріалу про стан енергетичної галузі та її перспективи; узагальнення та синтезу – при формулюванні висновків дослідження.

**Результати.** У статті обґрунтовано важливість прозорої ефективної комунікації для підтримки довіри клієнтів та залучення зацікавлених сторін. «Зелений» маркетинг є життєво важливим інструментом для енергетичних компаній, таких як ДТЕК Київські електромережі, особливо в такі складні часи, як війна в Україні. Це не тільки підвищує імідж бренду компанії, але й сприяє дотриманню принципів охорони навколишнього середовища, економічній ефективності та соціальній відповідальності. Ключові стратегії ефективної комунікації в зеленому маркетингу включають підтримку прозорості та чесності, залучення зацікавлених сторін, використання цифрових платформ та висвітлення ініціатив сталого розвитку. Ці стратегії допомагають зміцнити довіру, управляти суспільними очікуваннями та позитивно сприймати зусилля компанії.

**Новизна.** ДТЕК Київські електромережі вперше проходить дослідження в контексті розробки стратегій зеленого маркетингу з акцентом на оптимізацію комунікаційного інструментарію в електропостачальній галузі в межах поточного енергетичного порядку денного.

**Практичне значення.** Результати дослідження можуть бути використані як орієнтир для енергетичних компаній, що працюють у зонах конфліктів, при плануванні та розробці комунікаційних стратегій. Така оптимізація дає можливість посилити ефект від взаємодії суб'єктів та об'єктів комунікації під час кризи, що спричинена воєнним станом.

**Ключові слова:** комунікаційна політика, зелений маркетинг, комунікаційна стратегія, екологічна стійкість.