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COMMUNICATIVE DIMENSION OF ENVIRONMENTAL AWARENESS AND CIVIC RESPONSIBILITY IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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Abstract. *The article examines communication as a mechanism for shaping environmental awareness and civic responsibility in the context of sustainable development. It substantiates the role of environmental education, digital communication, public governance and ecological citizenship in advancing the UN Sustainable Development Goals.*

Keywords: *environmental awareness; environmental citizenship; sustainable development; public governance; European Union; environmental education; information exchange.*

The study examines the communicative dimension of environmental awareness and civic responsibility within the sustainable development framework. Its purpose is to determine how communication contributes to environmental citizenship, supports the UN Sustainable Development Goals, and strengthens citizens' participation in environmental decision-making. The study synthesises academic literature, international policy documents, and empirical evidence on public attitudes toward environmental and climate policy. The results show that communication performs not only an informational but also a value-forming and behavioural function: it influences environmental awareness, encourages responsible practices, and connects public authorities, educational institutions, civil society, business, and citizens. Environmental education, digital platforms, social media, participatory governance, ESG-related practices, and environmental projects are identified as key channels of such influence. The results can be applied in public environmental communication, educational programmes, awareness campaigns, stakeholder engagement, and local environmental initiatives. The scientific novelty lies in treating communication as a cross-cutting mechanism linking environmental awareness, ecological citizenship, civic responsibility, education, and public governance rather than as a separate information-transfer function. The study concludes that progress toward sustainable development

requires a combination of regulatory, educational, digital, and participatory instruments capable of transforming environmental values into sustained patterns of responsible behaviour. Further research should evaluate specific communication instruments for different social groups and levels of governance.

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