

Una Europa Summer School 2024

Sustainability in communication and education

Spreading the word | Creating awareness

1-5 July 2024

Alma Mater Studiorum - Università di Bologna

University of Bologna, Dept. of Education, Aula Magna

Via Filippo Re 6, Bologna, Italy



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

June 11th, 2024

14.00-17.00 On line preliminary event on MS Teams.
Coordinated by Janina Taigel, Freie Universität Berlin
and Elena Toth, Alma Mater Studiorum - Università di
Bologna

On line Lecture by Enda Murphy, UC Dublin and Tim
Smits, KU Leuven

July 1st, 2024

9.00-11.00 Welcome speeches.

Organization, activities and aims of the summer
school

11.00-13.00 **Lecture + discussion: The
GreenComp (the European Sustainability
Competence Framework): a tool to reflect on
social and environmental issues from an
interdisciplinary perspective**

Marta Ilardo, Marta Salinaro, Alma Mater Studiorum
- Università di Bologna

[Light lunch](#)

14.30-18.30 **Workshop: Transformative
education via Service-Learning and Design for
Change**

Gonzalo Jover, Juan Peña-Martínez, Patricia Martín-
Puig, Universidad Complutense de Madrid

[Welcoming event \(optional\)](#)

July 2nd, 2024

9.00-13.00 **Workshop: Let's talk about sustainability:
strategies to manage debates and feedbacks**

Luca Ferrari, Elena Pacetti, Alessandro Soriani, Alma Mater
Studiorum - Università di Bologna

[Light Lunch](#)

14.30-18.30 **Workshop: What communication
strategies to face of climate change? Narrative
strategies and tools for building a transformative
narrative on sustainability and climate change**

Jesús Sanz Abad, Isabel González Enríquez, Universidad
Complutense de Madrid

July 3rd, 2024

9.00-13.00 **Workshop: European transnational
projects in sustainability. Exploring synergies
across disciplines (part 1)**

Francesco Girotti, Elena Luppi, Alma Mater Studiorum -
Università di Bologna

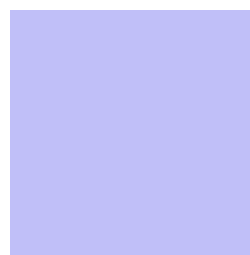
[Light Lunch](#)

14.30-16.00 **Workshop: European transnational
projects in sustainability. Exploring synergies
across disciplines (part 2)**

Francesco Girotti, Elena Luppi, Alma Mater Studiorum -
Università di Bologna

16.30-18.30 **Lecture + discussion: Be and Seem:
How Organizations Communicate and Build a
Sustainable Image & Legitimacy and the Emerging
Phenomenon of Greenwashing-Brownwashing**

Gregorio Martín-de Castro, Universidad Complutense de
Madrid



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July 4th, 2024

One day field trip in a protected area in the neighbourhood of Bologna

Regional Park of the Gessi Bolognesi, Messinian Gypsum karst area, World Heritage UNESCO

*The day of the field trip, hiking boots or shoes with a good grip are highly recommended. Long pants, warmer sweater to wear (our group will be guided inside a Gypsum cave) and sportive/outdoor clothing are also suggested. Sunscreen and some insect repellent could be useful as well. Lunch won't be provided on the day of the field trip: therefore students need to bring their lunch.

July 5th, 2024

9.00-13.00 **Workshop: Should academics fly? Scientific mobility and sustainability – an ethical challenge**

Annett Wienmeister, Freie Universität Berlin

Light Lunch

14.30-16.30 **Lecture + discussion: Smart ways to communicate sustainability in food**

Silvia Gaiani, University of Helsinki

16.30- 17.15 **Informal discussion among the PhDs: How and why to keep in contact, PhDs networks, etc.**

17.15-18.00 **Closing ceremony, final remarks, ideas & suggestions for future summer schools in the framework of UnaEuropa - Sustainability**

