

Introduction

Episode 02: Introduction into „Sustainability Communication“

Assoc. Prof. Dr. habil Franzisca Weder
School of Communication & Arts
University of Queensland, Brisbane, Australia



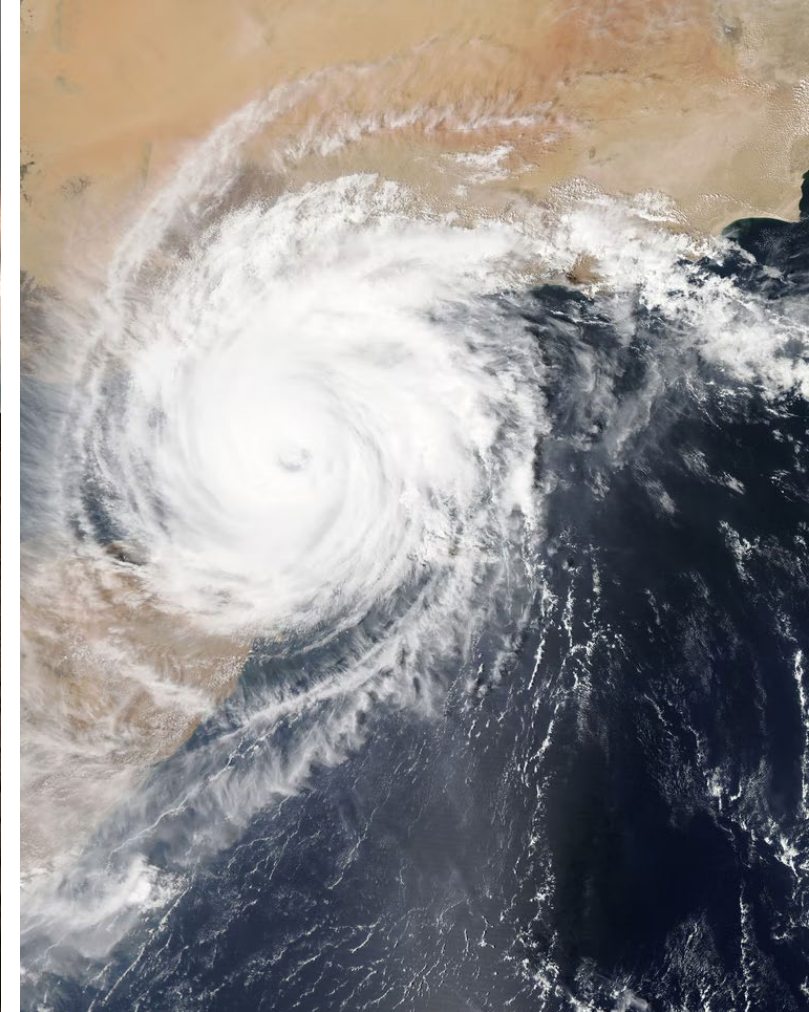
Let's get started...

Source: <https://pixy.org/5709084/>, Licence: CC0





Let's get started...



Source: Firefighter: Photo by Paul Chambers on Unsplash/ Dry Earth: Photo by redcharlie on Unsplash/ Hurricane: Photo by NASA on Unsplash



Let's get started...

- Call for responsible human interaction with nature, social & cultural environment
- Social understanding, willingness to problematize & and develop possible solutions
- What are the problems?
- What are the most dominant issues?
- What is already problematized – and what needs to be problematized?



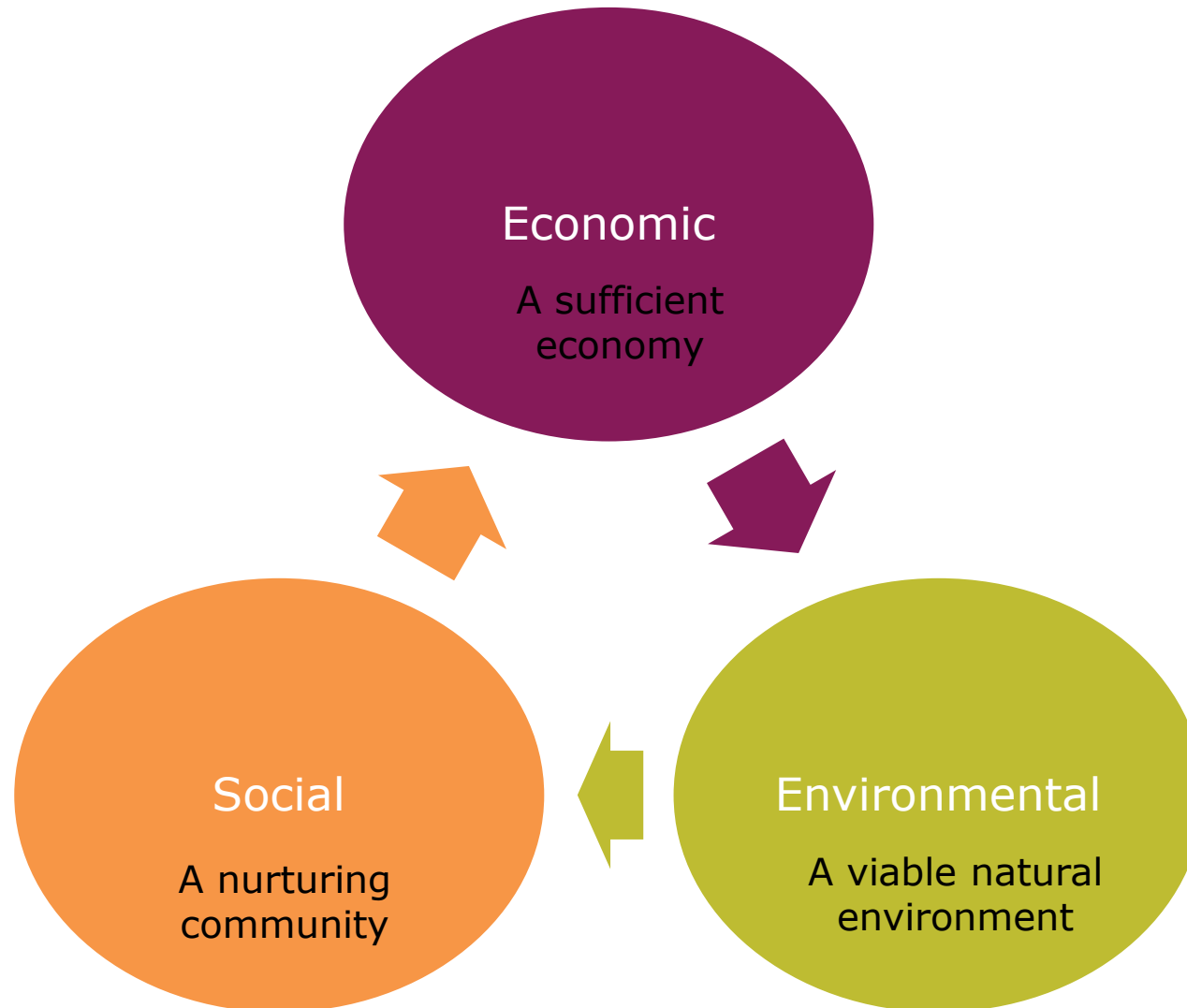
What „is“ sustainability?

Source: Photo by Nareeta Martin on Unsplash





Sustainability as principle



Sustainability

...avoidance of the depletion of natural resources in order to maintain an ecological balance



“Sustainable Development”

THE GLOBAL GOALS For Sustainable Development



- Principles for change
- Norm for change?
- Framework for organizational action?
- „Moral compass“ for individual behaviour and change?

Source: www.theglobalgoals.org/resources



What is “Sustainability Communication”?

“We have to change the way we communicate. All action is emotional, and in order to get an emotional connection we need to understand what it is.”

(J. Trollbäck, CCO/creator of Global Goals icons)



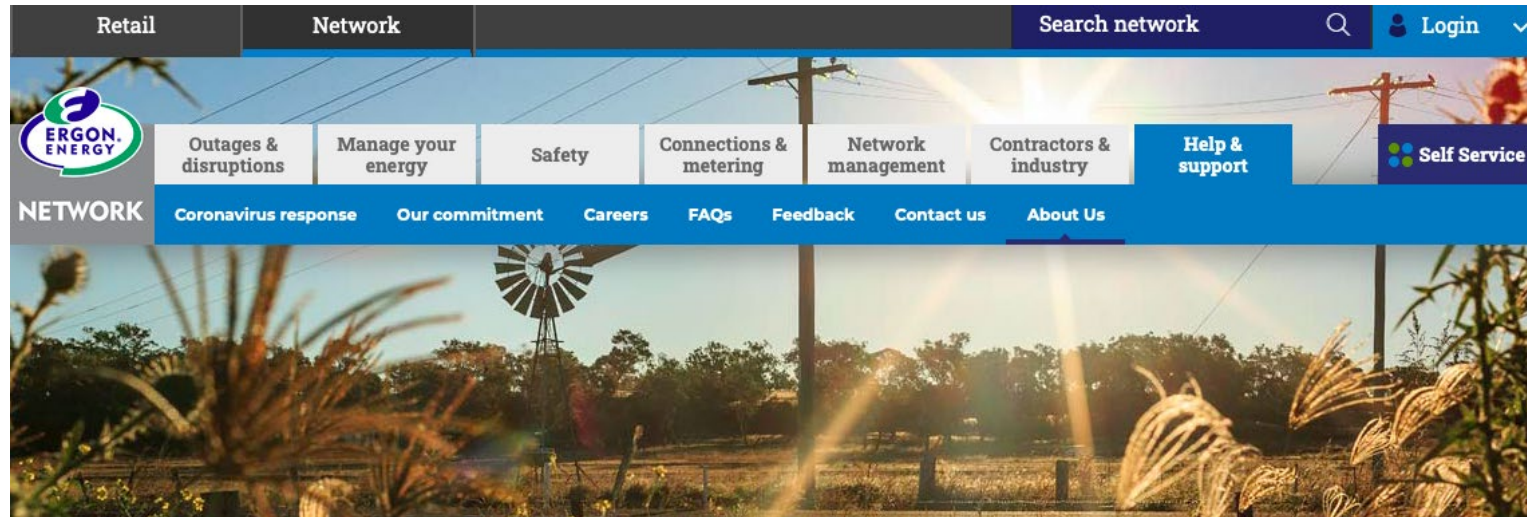
Communication *about* sustainability

Source: Photo by SDG Action Campaign, Licence: CC-BY 4.0 on flickr.com





Communication of sustainability



Sustainability

[Home](#) > [Help & support](#) > [About Us](#) > [Who we are](#) > Sustainability

We manage our business with a view to the future, and have a range of sustainability programs and initiatives.



Report a problem

Report street light or network issues



Smarter Energy

Learn about solar PV, batteries and EVs

[Our buildings](#)

[Renewable energy sources](#)



Communication of sustainability

Source: screenshot www.bunnings.com.au

The screenshot shows the Bunnings Warehouse website. At the top is a dark green header with the Bunnings Warehouse logo on the left and navigation links for 'Sign In', 'Wish List', and 'Cart' on the right, accompanied by a red hammer icon. Below the header is a white navigation bar with 'Our Range', 'D.I.Y. Advice', a search bar, and a 'Go to TRADE' button. The main content area has a breadcrumb trail 'Home > About Us > Sustainability' and a large 'Sustainability' heading. A left sidebar contains a menu with 'About Us', 'Sustainability' (selected), 'Save Energy', 'Save Water', 'Reduce Waste', 'Bunnings and Timber', 'History', 'In Our Community', 'For Our Suppliers', 'For Our Contractors', and 'Property'. The main content features an aerial image of a Bunnings store, a 'Sustainability' section with a definition of their approach, a paragraph explaining the importance of sustainability, and an 'Energy' section with an image of a store interior and text about their greenhouse gas emissions.

BUNNINGS
warehouse

Sign In Wish List Cart

Our Range D.I.Y. Advice Search our products, services & D.I.Y. Advice Go to TRADE

Home > About Us > Sustainability

Sustainability

« About Us Sustainability Save Energy Save Water Reduce Waste Bunnings and Timber History In Our Community For Our Suppliers For Our Contractors Property

Sustainability

We pursue sustainability within our operations by striving to make them socially responsible and environmentally aware and economically viable.

Sustainability is important to us because it's the right thing to do and our customers and team members expect it. We make no claim to be perfect and we understand that our operations have an impact on the communities we live in and more widely. As such, as we continue to grow our business, and employ more team members, we're also committed to reducing our impact and improving the overall efficiency of our operations.

Over the past decade we've focused on a number of areas including energy, water, waste, product stewardship and responsible sourcing. These areas continue to be a key focus for Bunnings today.

Energy

Over 80 per cent of our greenhouse gas emissions come from the electricity we use to power our stores across Australia and New



Communication of sustainability

Source: private





Communication *about* sustainability



Source: private



Communication *of* sustainability



Source: private



Communication *for* sustainability



Source: private



Communication *for* sustainability

Source: private





“Sustainability Communication”

Communication of Sustainability

- S. as alternative *within* capitalism, conservation, compensation, sustainable growth

Communication about Sustainability

- S. as alternative *to* capitalism, abandonment, abstention, degrowth, restrictions

Communication for Sustainability

- S. as revolution, restoration and regenerative practices; new ecological identities, cultural change, innovation



Sustainability in the media



Source: private



Sustainability in the media

- Sense making via social media
- ... so are you seriously vegan, if you don't post it on Instagram?

The screenshot shows a Zoom event interface. On the left is a dark sidebar with a user profile for 'Franziska Weder' and navigation options: Lobby, Schedule, Speakers, Posters, Artworks, Networking, Account, Help, and Logout. The main area has a search bar, filter dropdown, and a 'Hide All' button. Below these are two event listings. The first event is 'Social Time: Yoga Happy/Coffee Hour' on Thursday, June 24th, from 7:00 to 7:45 AM AEST, categorized as a 'Social gathering'. The second event is '17 - Grappling with Earthly Loss: Novel Perspectives on Ecological Grief' on June 24th from 4:00 to 5:30 AM, featuring Catherine Bruns, Christopher Jackson, Jessica Chaplain, Joshua Barnett, and Tyler Rife, categorized as a 'Live Roundtable'. Below the listings is a video player showing a woman in a white t-shirt and grey shorts performing yoga on a blue mat in a room with white cabinets. At the bottom of the video player are controls for Unmute, Stop Video, Participants (4), Share Screen, and More. A 'LIVE' indicator is at the bottom left.



Source: private



Sustainability in the media

Challenges

- you don't get readers with an inconvenient truth;
- contradictions of "green advertisement";
- economic interest of media corporations contradicts concept of sustainability;
- short-term and news value orientation antagonizes the long-term perspective of sustainability;
- local, regional and national interests do not always match global phenomena, strategies and solutions needed;
- social media amplify those barriers and challenges.



“Sustainability Communication”

1. Sustainability is directly connected with communication (Weder et al., 2021; Michelsen 2007: 25; see also Burgess, Harrison et al. 1998; Agyeman 2007; Killingsworth 2007; Plec 2007; Brulle 2010; Monani 2011; Tinnell 2011)



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2. Sustainability communication: critically evaluate and introduce an understanding of the human-environment relationship into social discourse (Godemann & Michelsen, 2011, Weder et al., 2021)



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2. Sustainability communication: critically evaluate and introduce an understanding of the human-environment relationship into social discourse (Godemann & Michelsen, 2011, Weder et al., 2021)
3. Sustainability & Communication comprises:
 - Communication of sustainability
 - Communication about sustainability
 - Communication for sustainability



Let's go...

We need change!



Source: private





Next steps for you:

Get familiar with the literature, in particular:

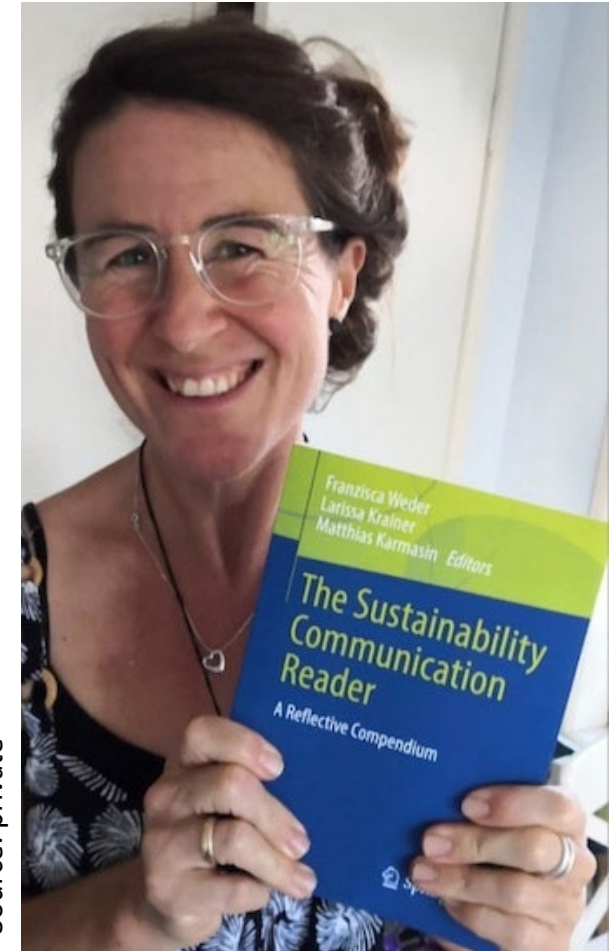
Weder, F., Krainer, L., & Karmasin, M. (2021): The Sustainability Communication Reader. A Reflective Compendium. Springer / VS.

Fischer, D., Lüdecke, G., Godemann, J., Michelsen, G., Newig, J., Rieckmann, M., & Schulz, D. (2016). Sustainability communication. In *Sustainability Science* (pp. 139-148). Springer, Dordrecht.

Godemann, J., & Michelsen, G. (eds.) (2011). Sustainability Communication. Interdisciplinary Perspectives and Theoretical Foundations. Springer.

Newig, J., Schulz, D., Fischer, D., Hetze, K., Laws, N., Lüdecke, G., & Rieckmann, M. (2013). Communication regarding sustainability: Conceptual perspectives and exploration of societal subsystems. *Sustainability*, 5(7), 2976-2990.

Source: private





Next steps for you:

Read newspapers and use various media; try to find examples where you find „sustainability“ used as either „buzz word“, (product) label or media report

If you're curious, follow me on:

Twitter: Franzisca_Weder

Tiktok: culturesofsustainability

Facebook: become part of the „iSustain“ group and share your examples of sustainability communication!

Source: Screenshot Facebook Group „iSustain“

