

# Outlook

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

 Universität Bremen

**ZMML**  
Zentrum für Multimedia in Lehre



# The course

<b>01_ Introduction</b>	• 2 episodes: Course Overview & Introduction (plus: inofficial intro)
<b>02_Disciplines / key terminology</b>	• 4 episodes
<b>03_ Theories &amp; perspectives</b>	• 4 episodes
<b>04_ Sustainability communication as field of research</b>	• 4 episodes
<b>05_Dialogue: Social Change</b>	• Dialogue
<b>06_ Communication of Sustainability</b>	• 4 episodes
<b>07_ Communication about Sustainability</b>	• 4 episodes
<b>08_ Communication for Sustainability</b>	• 4 episodes
<b>09_Outlook</b>	• 1 episode (plus: inofficial outro)
<b>10_Dialogue: Employability / research perspectives</b>	• Dialogues



# Learning outcomes

## Learning outcome 1:

**Describe** the diverse nature of contemporary practices of sustainability communication on an individual, organizational and societal level, the relationship of strategic communication practices to other public communication practices, the role of stakeholders and publics and the communication practitioners in and outside of organizations (corporate, NGO, political and educational institutions etc.)

## Learning outcome 2:

**Develop** comprehensive and well-founded knowledge in sustainability communication as field of study, an understanding of how other disciplines relate to the field and an international perspective on the field.

## Learning outcome 3:

**Understand** the key elements of communication theories, strategies and tactics, and, thus, the character and operationalization of best practice sustainability communication planning frameworks.

## Learning outcome 4:

**Advance** your understanding of social and civic responsibility and develop an appreciation of the philosophical and social context of sustainability communication. Advance your knowledge and respect of ethics and ethical standards in relation to communication of, about and for sustainability.

## Learning outcome 5:

**Anticipate and Interpret** current issues and challenges of a world in transformation and social change. Develop a deep understanding of and skills to create change, develop advocacy, leadership and authorship in and for sustainability communication.



# “Sustainability Communication”

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



# “Sustainability Communication”

## Communication of Sustainability

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

## Communication about Sustainability

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

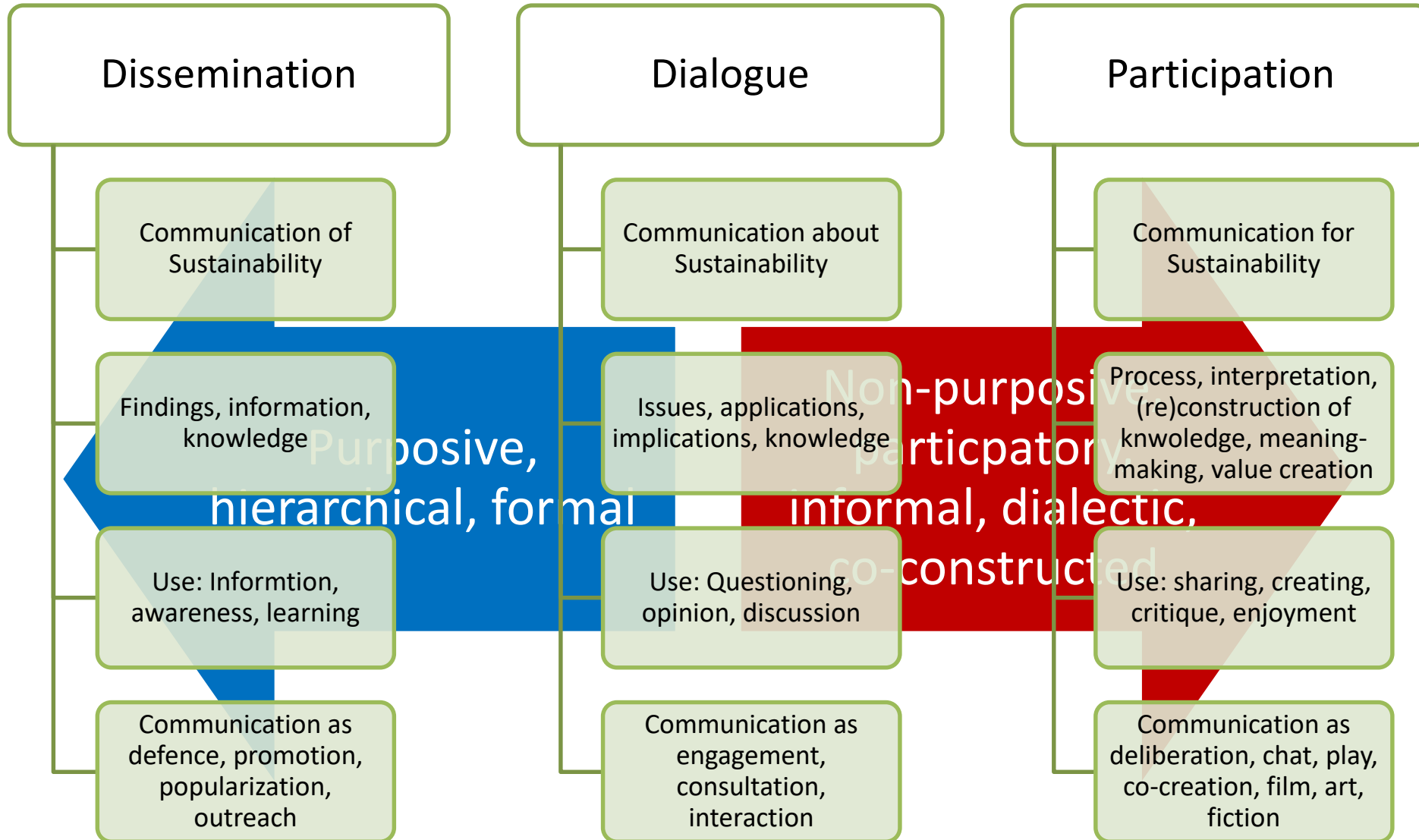
## Communication for Sustainability

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



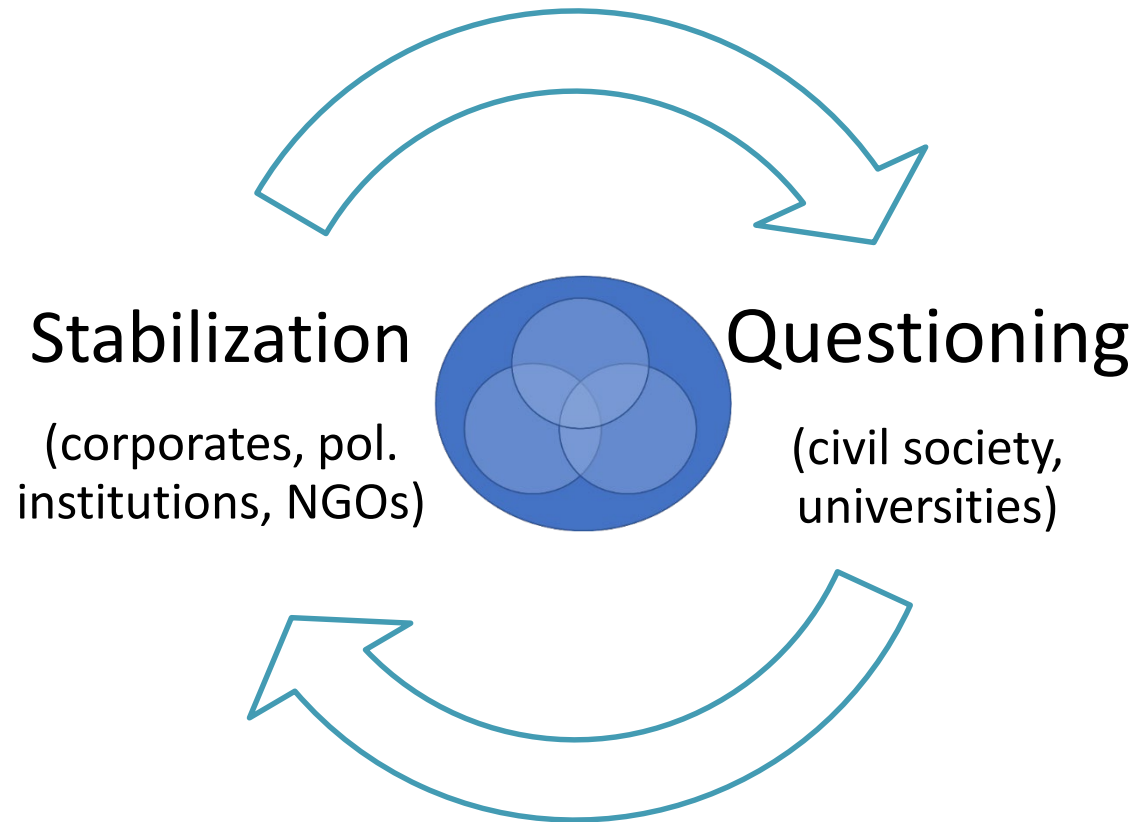


## D. Discursive construction of a "new norm"





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## Potential research topics

- Visual Sustainability Communication: How do images of the future look like? How does a sustainable future look like?
- Think global, report local: Sustainability communication in local media and community groups
- Communicator networks: Who are the key figures in sustainability communication? Why do we need new communicator roles?
- Communication spaces: What are conversations spaces where sustainability is problematized, negotiated and – more generally - communicated about?



# 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?



Search Filter Hide All

Williams, Sheryl Cunningham  
JUN 24 3:00 - 3:45 AM Thematic Panel  
[Live Q&A for pre-recorded panel](#)

**17 - Grappling with Earthly Loss: Novel Perspectives on Ecological Grief**  
Catherine Bruns, Christopher Jackson, Jessica Chaplain, Joshua Barnett, Tyler Rife  
JUN 24 4:00 - 5:30 AM  
[Live Roundtable](#)

**18 - The wild and social justice**  
Debra Merskin, Joanne Marras Tate, Madison Jones, Moana de Almeida, Wouter Blankestijn  
JUN 24 6:00 - 6:45 AM Thematic Panel  
[Live Q&A for pre-recorded panel](#)

28

**Social Time: Yoga Happy/Coffee Hour**  
Thursday June 24th, 7:00 - 7:45 AM AEST

[Social gathering](#)

View

Joanne Marras Tate

Franzisca Weder Suzie Kellett



Source: private





## Sustainability and communication

### **And further questions like...**

- communication of an inconvenient truth
- contradictions around “green advertisements”
- economic interest of corporations and the concept of sustainability – CSR & Sustainability Communication
- local, regional and national interests do not always match global phenomena, strategies and solutions needed – what about local business and sustainability?
- What about the role of media corporations? What is their responsibility?
- What about communicator ethics? Responsibilities of individuals communicating about climate change, crises and sustainability?



# Media technologies & sustainability

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  'default',  
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userDetailsCardOnHover = showOnHover(UserDetailsCard);  
  
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  secondaryLink,  
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}) => {  
  includeAvatar && {  
    <UserDetailsCardOnHover  
      user={user}  
      delay={CARD_HOVER_DELAY}  
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    </UserDetailsCardOnHover>  
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  <div  
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    <UserDetailsCardOnHover user={user} delay={CARD_HOVER_DELAY}>  
      <Link  
        to={{ pathname: buildUserProfile(user) }}  
        className={classNames(styles.name, {  
          [styles.alt]: type === 'alt',  
          [styles.centerName]: !secondaryLink,  
          [styles.inlineLink]: inline,  
        })}  
        children || user.name  
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      {!secondaryLink  
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renderWhatNowItem(title, url) {  
  return (  
    <li className={styles.footerSubItem}>  
      <a  
        href={trackUrl(url)}  
        target="blank"  
        rel="noopener noreferrer"  
      >  
        <title>  
      </a>  
    </li>  
  );  
}  
  
renderFooterSub() {  
  return (  
    <div className={styles.footerSubItem}>  
      <Link to="/" title="Home - Unsplash">  
        <Icon  
          type="logo"  
          className={styles.footerSubLogo}/>  
      </Link>  
      <span className={styles.footerSubLogo}>  
    </div>  
  );  
}  
  
render() {  
  return (  
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      <div className="container">  
        {this.renderFooterMain()}  
        {this.renderFooterSub()}  
      </div>  
    </footer>  
  );  
}
```

Source: Photo by charlesdeluio on Unsplash



# Media technologies & sustainability



Source: Photo by Maxim Hopman on Unsplash







## Media technologies & sustainability

### **And further questions like...**

- Acting on social media for sustainability
- Production & disposal of new technologies
- AI, digitalization, responsibilities and ethics
- Participation, social change
- Creative writing, drama, storytelling, giving sustainability a face
- Learn to take authorship for sustainability stories in various media formats



# Let's go...

We need change! ... and disruption!



Source: private





## Let's stay in touch...

Twitter: Franzisca\_Weder

Tiktok: culturesofsustainability

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

Spotify: „Sounds like sustainability...“

Or linkedin

