UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory of Communicating Sustainability

2627-2-F7603Q031

Aims

Knowledge and understanding
Students acquire knowledge regarding the principles and tools of sustainability communication across various application contexts: sustainability-oriented corporate communication (*Corporate Communication for Sustainability*), methods for the public dissemination of sustainability topics (*Divulging Sustainability*), and strategies for communicating environmental impact, with a particular focus on climate change (*Communicating Sustainability Impact*). They also gain an understanding of key regulatory frameworks, reporting standards, and theoretical models relevant to sustainability.
Applying knowledge and understanding
Students are able to design and develop communication strategies tailored to specific target audiences and contexts (corporate, public outreach, scientific-media), applying appropriate tools and language. They are capable of constructing a case study or communication campaign on climate change, translating technical-scientific data and content into effective messages accessible to diverse audiences.
Making judgements
Students develop the ability to critically analyze existing sustainability communication strategies (e.g., corporate reports, public outreach campaigns, media narratives on climate), identifying strengths, critical issues, and risks of greenwashing. They are able to evaluate the effectiveness and ethical consistency of the communication choices made.
Communication skills
Students acquire the ability to communicate sustainability-related content clearly, persuasively, and in a context-appropriate manner—both in writing and orally—when addressing diverse audiences (corporate stakeholders, the general public, the scientific community). They know how to use different formats and types of language (reports, outreach materials, presentations, digital content) depending on communication objectives.
Learning skills
Students develop the ability to independently keep up to date with the constantly evolving topics, regulations, and tools in the field of sustainability communication, identifying and critically selecting relevant sources. Furthermore, the individual acquires transferable skills applicable to diverse professional contexts, strengthening their autonomy in pursuing in-depth study and continuous professional development.

Contents

See individual modules

Detailed program

See individual modules

Prerequisites

Teaching form

See individual modules

Textbook and teaching resource

See individual modules

Semester

First

Assessment method

Student assessment is based on continuous, application-oriented evaluation, consistent with the course's workshop-based format.

For each of the three modules, students must complete a project—either individually or in groups—that applies the communication tools and strategies learned: drafting sustainability-oriented corporate communication material (Corporate Communication of Sustainability module), producing content to communicate sustainability topics to a broader audience (Divulging Sustainability module), and developing a case study on a debated issue related to climate change (Climate Communication module).
Projects are presented and discussed in class, and active participation in workshop activities (exercises, case study analyses, group discussions) is an integral part of the assessment.
The final grade, based on a scale of 30, takes the following elements into account:

quality and coherence of the projects developed across the three modules;

ability to apply the communication tools learned in a critical and independent manner;
clarity of presentation and appropriateness of language for the target audience;
active participation in workshop activities.

Office hours

Contact instructors

Sustainable Development Goals

QUALITY EDUCATION | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION