

Book of Abstracts

Melting Ice, Hot Topics
Conference on Sustainability Communication
for Young Researchers

Edited by: Anilla Till, Orsolya Kovács-Magosi



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MELTING ICE,
HOT TOPICS



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Book of Abstracts
Corvinus Communication Conferences (CoCoCo)
*Melting Ice, Hot Topics: Conference on
Sustainability Communication
for Young Researchers*

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Corvinus Communication Conferences

Melting Ice, Hot Topics:

Conference on Sustainability Communication for Young Researchers

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Keynote Speakers

Paola Sartoretto

Sustainability Beyond the Buzzword - Critical Perspectives and Propositive Communication

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The adjective sustainable is nowadays added to almost anything, from cars to t-shirts. We often do not have time to reflect on what we really mean when we talk about sustainability or say that something is sustainable. Work towards sustainability entails power struggles and ethical conflicts in which communication plays a crucial role. In this talk I will discuss sustainability from a critical perspective and outline how communication may have a propositive role for social change.

Annamária Neag

Will Academia Listen to Young Climate Activists?

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The aim of my keynote is to start a discussion on youth (climate) activism by offering a perspective that is both Central European and global in scope. In this talk, I am mostly interested in discussing whether academia listens to children and young people, in what ways and what other future options there might be. For doing so, I will first start with a global outlook, by providing an overview of research carried out in the field of young people's online civic and political participation.

Following from there, I will focus on our own work to try to showcase how we are trying to offer more space for our young climate activists to make their voice heard in academic research too. I will focus on some of the findings of our ongoing project on digital youth activism in the Czech Republic and Hungary through the Fridays for Future movement. And finally, I will end my talk by highlighting the urgent need for better research and better education in order to tackle the climate crisis.

Adámi, Zsanett & Döbrössy Noémi

The Emergence of Environmental Awareness in Hungarian Families and Communication Among Generation Z Children and Their Parents

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Keywords: family, Generation Z, environmental, communication, children

Family plays a key role in environmental engagement and the development of environmental awareness at the individual level. Before children go to kindergarten or school, where they learn about the environment at some level, they learn from their parents the right or, where appropriate, wrong behavior (Albert & Leveleki, 2008). The environmental habits - selective waste collection, turning off lights after use - or lack of them, developed by family members, especially parents, determine the environmental patterns children later carry. This behavior can be shaped later by a number of factors or individuals - school, work, friends - but the most crucial starting point is a parental example (Payne, 2005).

The primary relevance of this study is that there is little previous research in Hungary on family communication of environmental awareness among Generation Z youth and their parents.

The research methodology of the present study uses a quantitative method in the form of a questionnaire survey. The questionnaire is divided into three major parts. The first part asks about demographic data. The questionnaire is then split into two parts according to whether the respondent is a Generation Z or a parent, but similar questions are asked of both Generation Z and parents living in the same household as a Generation Z child. These questions relate to environmental awareness and communication. At the end of the questionnaire are six questions on environmental conversations. In this section, the questionnaire also assesses the family communication type of the respondent's family to determine the frequency, style, and quality of discourse on the environment in certain family types. The survey was shared on a well-known social media site, and university students were asked to complete it in person. The questionnaire could be filled in for three weeks.

This study aims to provide a complex picture of pluralistic, consensual, protective, and laissez-faire communication types among families where Generation Z youth live, from both the parents and the youth's perspectives, based on the research findings.

Brandisz, Ádám

Sustainability Attitudes of University Students at Corvinus University of Budapest

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Keywords: sustainability, future generations, Q-method approach, green universities, sustainable behaviour change

In the globalised and consumer-driven world of the 21st century, drastic changes are essential to ensure social, economic, and environmental sustainability and to avoid a global catastrophe for humanity. For effective implementation of sustainable development initiatives, it is crucial to gain insight into the needs and interests of future generations, who will not only bear the consequences of today's decisions but will as decision makers, business leaders, or prominent members of the society also find and execute at large scale the relevant solutions solving the controversy between economic development and sustainability issues.

The study aims to understand the internal logic and thought processes of students at CUB (Corvinus University of Budapest), using a Q-method approach. Based on this goal, my research question is the following: What are the sustainability-related consumption habits and activities in everyday life that CUB students prefer most and what factors influence their preferences? The Q-methodology is a research method used to study subjectivity or subjective perspectives, such as opinions, attitudes, and beliefs. It is a combination of quantitative and qualitative methods and involves sorting a set of statements or items into a quasi-normal distribution on a grid or scale.

The results indicate that, although CUB students express an interest in sustainability and are willing to make efforts towards a more sustainable lifestyle, they encounter challenges due to social habits and convenience factors. Through Q factor analysis, three distinct types of students were identified: those who were individually optimistic, those who were individually pessimistic, and those who were concerned but demotivated. The findings of this study offer an opportunity to conduct further research and develop strategies for promoting sustainable behaviour change, as well as cultivating deeply socially embedded green universities.

Capoano, Edson, Alice Balbé & Pedro Rodrigues Costa
**How to Communicate Climate Change to Young
People: First Perceptions From Brazilian and
Portuguese Youth**

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Keywords: climate change, youth, moral, engagement, news

We aim to present the first results of focus groups with youth citizens from Brazil and Portugal about environmental news consumption, and how to generate engagement with climate change articles. The impressions suggest more interest in human stories and climate action than the scientific view or even climate emergency, which could generate rejection and disengagement of the climate debate.

These results are from a project called “Engage for SDG” (www.escolhaverde.com/en), on how the moral values (Graham et al., 2013) of young adults from Brazil, Portugal and Mozambique influence the consumption of environmental news to generate engagement in the climate change debate (Habermas, 2012), one of the UN Sustainable Development Goals - SDGs.

To do so, we collected more than 21 thousand tweets from those countries, in which we analyze the moral discourses about climate change news (Tamborini & Weber, 2020). We also applied a questionnaire of moral domains (Graham et al, 2008) adapted to environmental debate in 300 young people from those three countries. Harm/care and justice/reciprocity were the main moral domains registered. According to the focus groups’ answers, there is a relation between the individual moral domains and the engagement of news articles that contain the same morals.

Fodor-Papp, Péter

A Race for a Cleaner Image: A Case Study of Formula One's Sustainable Rebranding

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Keywords: sustainability, Formula One, sportswashing, greenwashing, sustainable branding

After Liberty media acquired Formula One in 2017, the property went through comprehensive rebranding, in 2020 with the launch of their #WeRaceAsOne campaign it became apparent that they aim to build a more sustainable image for the racing series. This paper aims to examine the efforts of this campaign as a part of the rebranding from the perspective of sustainable, green branding and its possible points of failure relating to greenwashing and sportswashing, as a case study. The study first lays out the necessary theoretical background and applicable models and systems on branding and sustainability to conduct the analysis then moves on to the discussion of research methods and finally the findings and conclusions.

The primary research conducted for this article includes a netnography of selected communications regarding sustainability from Formula One, such as press releases, Instagram, LinkedIn, Twitter, and YouTube posts focusing on new narratives, activities, goals and the values introduced by them to the Formula One brand, their possible categorization as examples of sports and green washing, as well as online reactions to them. Furthermore these media releases and their narratives are discussed in two focus groups, one for dedicated viewers and one for non-viewers, to gain further insight to audience reactions.

The aim of this study is to examine the methods and narratives used by Formula One Management to renew their sports image and identify possible pitfalls that might result in distrust among consumers. Sustainability is an important topic of our day and even brands with traditionally negative sustainability reputations have adapted. This might prove a difficult endeavor worthy of examination.

Gendur, Nóra

The Appearance of Sustainability in the Mission Statements of Eastern and Western European Economic Universities

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Keywords: sustainability, higher education, mission, SDGs, stakeholders

As time progressed, an increasing role was attributed to education, including higher education, in connection with sustainable development. Achieving sustainability in economic life requires leaders who understand the concept of sustainability and make both socially and environmentally responsible decisions. This is greatly influenced by the values acquired at universities.

The aim of the study is to explore the content elements related to sustainability formulated in the mission statements of the European economic universities and to compare the sustainability attitude of the Eastern and Western European universities. Many similar studies have already been carried out for different regions and countries, but no such comparative study has yet been carried out in European context. This is one of the main novelty value of the study.

The Sustainable Development Goals (SDGs) cover all the three pillars of sustainability (people, planet, profit), and the elements related to them and the mentioned stakeholders in the mission statements can be guidelines for understanding the sustainability and responsibility approach of universities.

The research examines 100-100 university missions per region using the method of content analysis, identifying the SDGs and content elements related to them appearing in the missions, the university stakeholders, and whether the universities specifically include the training of responsible leaders in their missions.

According to the expected results, more elements related to sustainability will appear at Western European universities, but the focus will be on social and economic sustainability in both regions. It is expected that the focal points will be different in the universities, but in both regions there will be a strong emphasis on education, innovation and collaborations. In addition, the study creates a university stakeholder map based on the stakeholders mentioned in the missions.

Horváth, Evelin
**Anthropomorphic Virtual Characters for the
Environment**

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Keywords: anthropomorphism; virtual character; virtual influencer; sustainability; environmental communication

Anthropomorphic or human-like virtual characters were initially popular only in computer games. In the last few years, they also appeared in the marketing industry as influencers or brand ambassadors in fashion campaigns (Drenten & Brooks, 2020).

However, little research has been done on how virtual characters can be used as environmentally friendly marketing tools, or even as ambassadors for sustainability or environmental communication. This study explores this question through a literature review and an analysis of case studies.

The results show that the use of virtual characters for marketing purposes in the fashion industry leaves a smaller environmental footprint than fashion campaigns using real models. While the production of photo and video material for a traditional campaign involves a large number of staff travelling and the use of environmentally unfriendly, energy-intensive photographic equipment, virtual campaigns can be produced using electronic devices in an office environment.

If virtual characters are seen as mediation tools for environmental communication messages, they can also be effective due to their attention-grabbing nature, but when designing communication campaigns, it is important to consider that as non-human agents, their credibility on certain social problems is lower than that of real people.

This research does not include the impact of virtual characters on viewers compared to real models. Effectiveness can be measured by involving the viewers' side, for example through an attitude survey or a focus group interview. This paper contributes to the academic discourse on the marketing use and audience perception of anthropomorphic virtual characters, in the context of sustainability.

Kovács-Magosi, Orsolya
**Moving Beyond Climate Change: Content Analysis
of Extinction Rebellion's Instagram Campaign in
Hungary**

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Keywords: Extinction Rebellion, climate activism, content analysis, Instagram

The urgency of climate change and biodiversity loss is no longer a question of debate, warns the International Panel of Climate Change (IPCC AR6, 2022). Immediate climate action is unavoidable to tackle this challenge. In line with this were the youth-led environmental movements - such as the Fridays for Future (FFF), Extinction Rebellion (XR), Just Stop Oil or the Letzte Generation - formulated. From 2018 onwards they entered the public- and political spheres shaping the mainstream media discourse significantly at the same time.

As a characteristic of this kind of digital activism, the young generation who are familiar with the mechanisms of social media, use the digital platforms as primary source for campaign communication, community building and mobilization. Nevertheless, the majority of the existing scientific research have rather focused on the personality of Greta Thunberg (founder of FFF) or the generational aspects of climate activism, leaving the question of social media platforms - especially Instagram - untouched.

The purpose of this research is to shed light on Extinction Rebellion's Instagram campaign since to outbreak of the Russian-Ukrainian war (i.e. February 2022) as it was a momentum when a climate campaign raised a flag on a specific social issue. The aim of this study is to identify the main topics that appear in XR's Instagram campaign including the textual and visual materials.

It is hypothesized that XR is moving far beyond the topic of climate science to a direction of a 'general' social movement. A multimodal content analysis (Serafini et al., 2019) was done for the analysis of Instagram posts (N=91) in the given time period. As a type of qualitative content analysis this method is suitable to examine multimodal material and to have a deeper understanding on a specific issue. The results approved the hypothesis: Extinction Rebellion is transforming its focus and campaigning for such topics as LGBTQ+ rights, the Roma minority in Hungary, and rebel against the current educational system, the war and the political elites.

The results provide insight into how one of the most popular environmental movements of today build their online presence. These movements have great impact on today's youth and the wide range of topics that they address may integrate more and more people into their community.

Parente, Francesco Maria

Fact-Checking the Climate Change: Analyzing the Degrees of Fakeness in Environmental Disinformation

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Keywords: fact-Checking, climate change disinformation, scientific consensus

Disinformation is a relevant risk for our societies and fact-checkers play pivotal roles. Nevertheless, given the heterogeneity of fact-checkers' organizational and cultural backgrounds, the coherence of the debunking discourse should not be taken for granted. Their function of verifying the truth behind tendentially pernicious contents brings the issue of how their judgment is presented to the public.

To demonstrate how fact-checkers' communication differs, here is presented an analysis of the different degrees to which fakeness is categorized by six Italian fact-checkers. The samples are the fake news regarding climate change, sustainable technologies, eco-activists, and similars, which circulated over one year (N=102). Since the overall goal of fact-checkers is to publicly provide a corrective message, based on the judgment of the truthfulness of a given content, it is hypothesized here that the way how truth is communicated can be indicative of heterogeneity the interpretations and representations of both its proclaimers and its public. Indeed, the presence of verdicts in a debunking article can indirectly prompt the heuristics through which users engage with and process information that is supporting or contrasting their beliefs about climate change, and the higher the number of used labels the more interpretations can be drawn.

Furthermore, in the case of the same fake news has been debunked by several fact-checkers, by comparing the verdicts it will also be possible to verify the agreement between them. Lastly, the set of judgments attributed by fact-checkers to the degrees of fakeness, or their proximity to a more factual ontology, of the identified fake news, can offer us an overview of the falsehood through which disinformation is spreading online about climate change in Italy. In particular, what I advance is a lens through which to detect if the narrative references belong to real and factual actors and cases or rather more fictitious imaginaries.

Firstly, judgments are not always expressed through synthetic and summarizing verdicts or warning labels, with each fact-checker using different types of truthfulness/falsity in their verdicts. Secondly, when expressed within the analyzed articles, verdicts are displayed in a variety of judgments. Some fact-checkers use a wide array of verdicts, while others only have a shorter list of labels (Table 1).

Fact-checker	Pagella Politica	Facta	BUTAC	Open	Bufale.net	Lavoce.info
Verdicts/Labels	Correct, Exaggeration, Misleading message, Imprecise, Basically right, Partially right, Almost Pinocchio, "N".	Modified image, out-of-context, Fake News, True story, Old news, Satirical News	Conspiracy Theory, Disinformation	Fake News, Conspiracy Theory, out-of-context, Editorial, Disinformation, Modified image,	Editorial, Conspiracy Theory, Disinformation, True story,	//

Table 1 - List of Verdicts/Labels used by the fact-checkers

Moreover, less than 9% of the sampled debunking articles refer to the same fake news, suggesting a diversified investigative agenda by fact-checkers. Nevertheless, the repeated debunkings show a not very coherent verdict between them, in terms of different labels used to judge the same fake news. For instance, the fake news about the NATO flight which caused a flood has been labeled with the verdicts of “fake news” and “conspiracy theory”. With a detected multiplicity of verdict labels offered by the 6 fact-checkers, what I assume is that such a diversification should be grasped as a variable seriously affecting the way how users processed the debunking messages.

Furthermore, and despite this heterogeneity, a comparative simplification of the analyzed judgments of the identified fake news can be seen as which are the types of stories which are fostering the disinformation imaginary. While here it is not intended to identify the effects of the disinformation, the clusterization of similar verdicts is a valuable proxy for detecting the narrative trending elements involved in fake news which can characterize its relative falsehood/truthfulness. In our case, the higher percentage of "out-of-context" and "modified image" together counts for about 30% of the sample, which might indicate that thematization of climate change disinformation draws from a realistic narrative. Conversely, “fake news”, “disinformation” and “conspiracy theory” verdicts are about 33% of the sample, suggesting also a high presence of extreme and fringe narratives that hinder the debate about climate change. Therefore, Image 1 is showing a diversified narrative frame of the fakeness within the sampled contents, with both fake news drawing from real events story plots and purely invented ones.

These results shed light on the heterogeneity - as well as the complexity - of the phenomenon of debunking, which displays many shades of fakeness in its judgments of the fake news about climate change. Future research investigations should aim to fill this gap in the thematization of truth by the fact-checking industry, and how, and if, this representation affects users' engagement with debunking news.

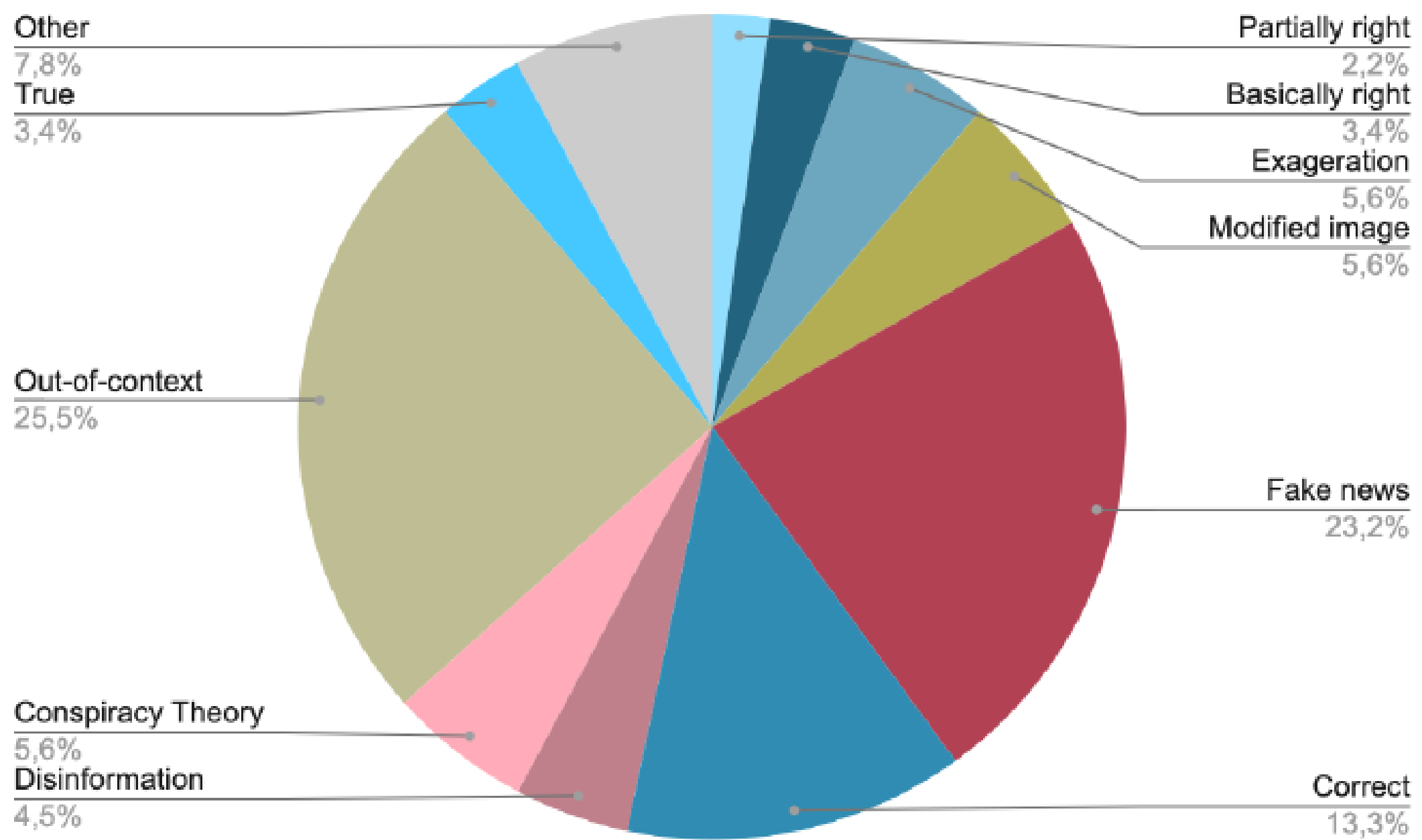


Image 1 - Chromatic clusterization of the labels used by the Fact-Checkers

Passos Rosa, Tayana & Dr. Zsombor Boromisza
**Design-Based Learning Pedagogical Method for
Nurturing the Skills for the 21st Century and
Environmental Education**

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Keywords: learning-by-doing, environmental education, future skills, design process, design-based instruction

The last 30 years were remarkable in the development of a sustainability-oriented consciousness. Since the 1992 Earth Summit in Rio de Janeiro, international efforts have been made toward sustainable development. This increase in awareness is reflected in the educational setting (Davis et al., 1997). The UN declared the period from 2004 to 2015 as the Decade of Education for Sustainable Development (Barrable, 2019). Being Sustainable Development Goal number 4 defined by the UN, quality education is an important pillar for advancing and maintaining sustainable development and for creating opportunities for all.

However, the consequences of the interaction between the human and natural systems, are difficult to implement in the curriculum, “critical sustainability issues such as climate change, consumption patterns and the vicious cycles of poverty, environmental degradation and their interlinkages have no simple answers” (Dale & Newman, 2005, p. 353). Therefore, it is important to prepare coming generations for the wicked environmental, social, and economic challenges that need to be faced. To address the disconnection between the dynamic state of the challenges and the stationary situation of the schools it is important to rethink education (Jefferson & Anderson, 2017). Environmental Education, as a topic inside the Education for Sustainable Development, needs to stay up to date with the fast-changing and growing complexity of the environmental challenges requiring attention.

The Design-Based Learning methodology, also known as Design-Based Instruction or learning-by-doing, is a pedagogical method to apply the design process for the instruction of curriculum, and is especially useful for the teaching of interdisciplinary subjects (Raber, 2015). Design as a method is notable for understanding systems and is fundamentally interdisciplinary besides considering perspectives on the physical, cultural, and social realms (Davis et al., 1997). The design process is frequently adapted to specific settings but usually contains the steps described in figure 1, where it is also possible to observe its non-linearity. In the educational setting, by following the steps and applying design attitudes, the students can work on design challenges, and develop solutions based on their own research and experiences oriented by the process.

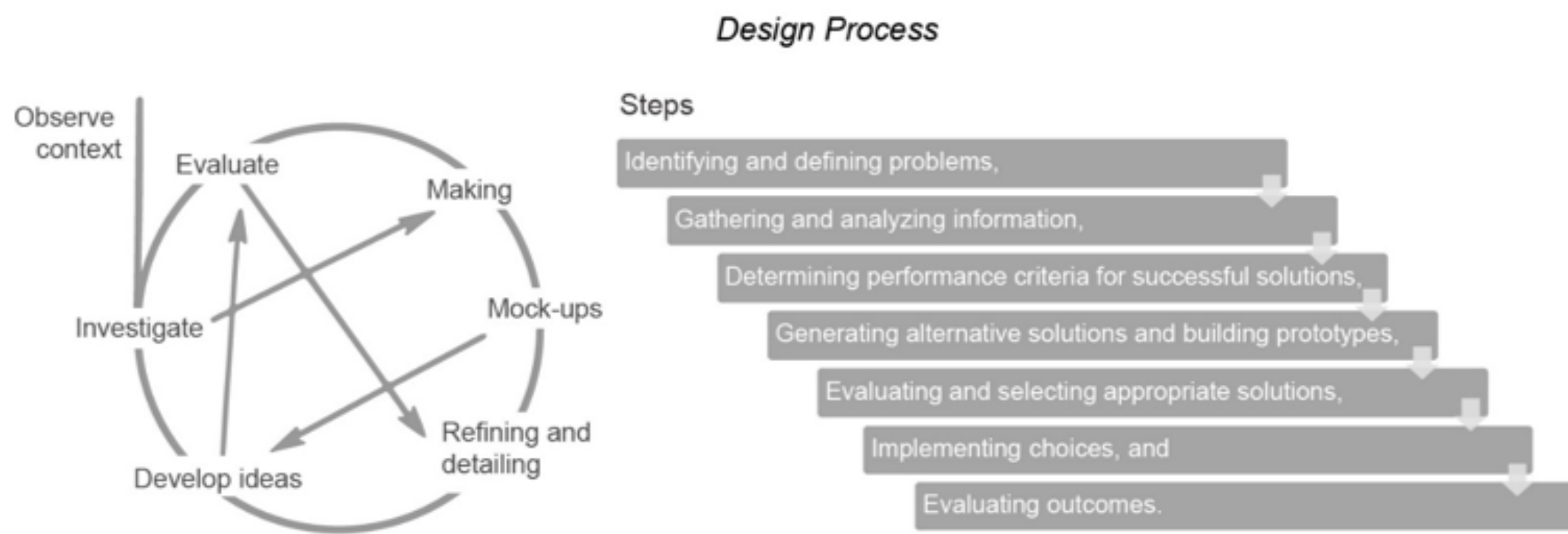


Figure 1 - Design Process. Based on Davis et al.,1997.

According to Davis and her colleagues (1997), the method gives autonomy to students and supports the learners to identify and solve problems, by converting the teacher into a facilitator and reaching all kinds of learners. The authors (1997) also imply that Design is about doing as a form of acquiring knowledge and understanding abstract ideas which are part of curricula content. In this way, this process, besides being inclusive, is continuously relevant and doesn't fall victim to relying on outdated information as easily as classical exposition educational methods.

Additionally, the present young learners are born in the digital age, and the educational system, dominated by reading and writing modes only, is not fit for a public that is accustomed to a "multimodal system" comprising also image, music, and audio. In this sense, the method of Design-Based Learning is more coherent with the form of learning of today's students (Lee & Breiteberg, 2010, p.55). Moreover, bearing in mind that information is widely accessible today "a successful life in the 21st century will depend less on mastery of specific facts and more on skill in accessing, analyzing, organizing, and acting upon information" (Davis et al., 1997, p. 120).

Design-Based Learning is relevant to the learning of timeless skills. It is a great tool for the introduction of new technologies and inherent to the design process is the Skillset for the 21st century or Future Skills, which can be simplified as the 4Cs: communication, collaboration, critical thinking, and creativity (Raber, 2015; Jefferson & Anderson, 2017). This collection of faculties is highly valuable to be developed by future generations so that they can thrive in extremely challenging professional life environments (but not restricted to) and deal with the complexity of the climate crisis.

Both the design and the 4Cs approach to learning foster the autonomy and interaction of students. Working collaboratively on a design solution involves the ability to communicate complex information effectively, manage the contrast of opinions, critically analyze the problem and the solution to achieve innovative ways to tackle complex challenges, and among all, involves the resilience to accept feedback, stepping back in the process to explore new possibilities and always being open for improvement.

This extended abstract aimed to use existing literature to highlight the relevance of the Design-Based Learning method to the present challenges regarding environmental education in learning environments, with emphasis on the development of future skills. It covers part of a PhD research for the development and assessment of Design-Based Learning educational programs oriented to Landscape Design to validate the efficacy of the method using the case studies methodology and research by design.

Pasanen, Katja, Henna Konu & Jonna Koponen
**The Appealing Sustainability Communication of a
Tourism Company: What Rhetorical Means and
Responsibility Content Should Be Used**

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Keywords: responsible tourism, sustainability communication, Aristotle's rhetoric, rural tourism

Corporate social responsibility (CSR) communication is a widely researched, multidisciplinary topic and sustainability communication is one of the recent research frameworks in the field of CSR communication research (Verk et al. 2021). Sustainability communication has been researched widely also within tourism research during the last decade. There is a need to make the tourism industry more sustainable and responsible and raise the interest of tourists towards responsible tourism products, especially the interest of those tourists and consumers, that are not interested in sustainability in general (e.g., Tölkes, 2018). Sustainability communication can be seen as one means of making tourism more responsible. Sustainability communication is about raising awareness of the importance of all stakeholders' participation in efforts to make tourism more responsible and responsible actions, and products of companies more transparent. Consumers are made aware of the availability of responsible travel services, and how these offers meet their needs and sustainability criteria, resulting in pro-sustainable purchases. (Belz & Peattie, 2012; Bridges & Wilhelm, 2008; Tölkes, 2018.)

After the publication of the IPCC climate panel report in 2018 and the Covid19-pandemic, the interest of consumers in responsible tourism services has increased, but information on responsible tourism services is still scarce, hard to find, or entrepreneurs are unable to communicate them in a way that appeals to the ordinary consumer (e.g., Booking.com, 2022; Font et al., 2017). Unfortunately, as sustainability awareness and interest in responsibility have increased, the number of misleading sustainability communication, i.e., greenwashing, has also increased (e.g., Heinonen & Nissinen, 2022). This has increased the scepticism of consumers towards sustainability communication (e.g., Chen et al., 2020; European Commission, 2021). Tourists, therefore, need reliable information on existing responsible tourist services to be able to make more responsible travel choices.

Previous tourism sustainability communication studies have yielded information on which channels (e.g., Babakhani et al., 2020; Pato & Duque, 2021) and how (e.g., Ponnareddy et al., 2017; Wehrli et al., 2014) travellers should be communicated about responsible options. Previous studies have also studied what aspects make communication persuasive to travellers (Hardeman et al., 2017; Villarino & Font, 2015). However, previous studies in tourism or other sectors have seldom examined the importance of rhetoric as part of sustainability communication (e.g., O'Connor & Ihlen, 2018). There is also a lack of information about the responsibility content of sustainability communication from a holistic point of view (e.g., Tölkes, 2018). This study responds to existing research gaps by studying which means of Aristotle's rhetoric (ethos, pathos, logos) aka convincing communication, combined with the responsibility content are most appealing to Finnish consumers in the sustainability communication of the rural tourism company. This is important from the point of view of developing sustainability communication of tourism businesses and increasing their customer understanding.

The data were collected using an online panel survey and a total of 515 Finnish respondents participated in the study. The study combined qualitative and quantitative data collection and analysis methods. At the beginning of the survey, the respondents were presented with a description of a fictional, responsible Finnish lakeside cottage tourism product - a typical Finnish rural tourism product. The product description was formulated in a way that highlighted different aspects of responsibility (e.g., Goodwin, 2011), and used Aristotle's rhetoric means to appeal to the credibility of the sender of the message (ethos), as well as to reason (logos) and emotions (pathos) of receivers.

Other effective means of sustainability communication identified from previous literature were also used (Hardeman et al., 2017; Villarino & Font, 2015; Wehrli et al., 2017). In the text of the product description, each sentence was carefully considered so that the description would highlight different aspects of responsibility and appealing communication. Each of the respondents used a highlighting tool to select all the parts that they found appealing from the text. The data was quantified - each selected word was a separate variable and got a value of 1 in SPSS if it was selected. In this way, the most appealing text parts could be identified from the description.

According to the results of the study, appealing to the credibility of the tourism company and the simultaneous use of several rhetoric means is most appealing to Finnish consumers. As the most appealing content, the study highlighted familiar content related to environmental, economic, and cultural responsibility. Appealing to the reason of the receiver was used most often in the least appealing sentences, especially in the form of very detailed and deep facts about different more unfamiliar aspects of responsibility. This study provides new information on the discussion on sustainability communication in the tourism sector and helps tourism companies to develop their sustainability communication.

Colantoni, Lavinia & Federica Carbone
**The Role of Communication in Urban
Development: The Evidence of Peoplesmart
Sustainable Cities**

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Keywords: sustainability, smart cities, social media, communication, urban development

Within the context of sustainable communication, this work considers communication in peoplesmart sustainable cities as a key to successful sustainable development and transition. Since the concept of smart cities includes not only the impact of ICT tools, but also, the participation of citizens in making their society prosperous and innovative; the role of sustainable communication constitutes a crucial element in promoting citizens' awareness and engagement regarding the relevance of smart cities in daily life.

This paper will investigate this topic through the analysis of web and social media data generated by an Italian institute of research, BlogMeter. Thanks to their Suite, we will be able to show what Italian people think about two main topics: smart cities and sustainability.

The first result (Figure 1) demonstrates that, in Italy, these are very chatted topics in the blogs but also on social media such as Facebook, especially in the last year, when people were recovering from the pandemic. In particular, more than 73% of Italians consider sustainability as a positive approach; while only about 19% are very skeptical, defining these domains as trends of our time.

The second result is focused on the concept of 'trust'. In this sense, the research will prove that Millennials and Gen Z are inclined to trust more sustainable brands talking about these topics on their social media (especially on Facebook, figure 2) than companies not including in their marketing strategy a focus on eco-sustainable practices.

Thus, these results are relevant in order to demonstrate (1) how media and communication represent an essential element in enhancing the capabilities of people to promote the development of sustainable cities; (2) why social media are perceived as the main communication tool through which people confront themselves on this issue.

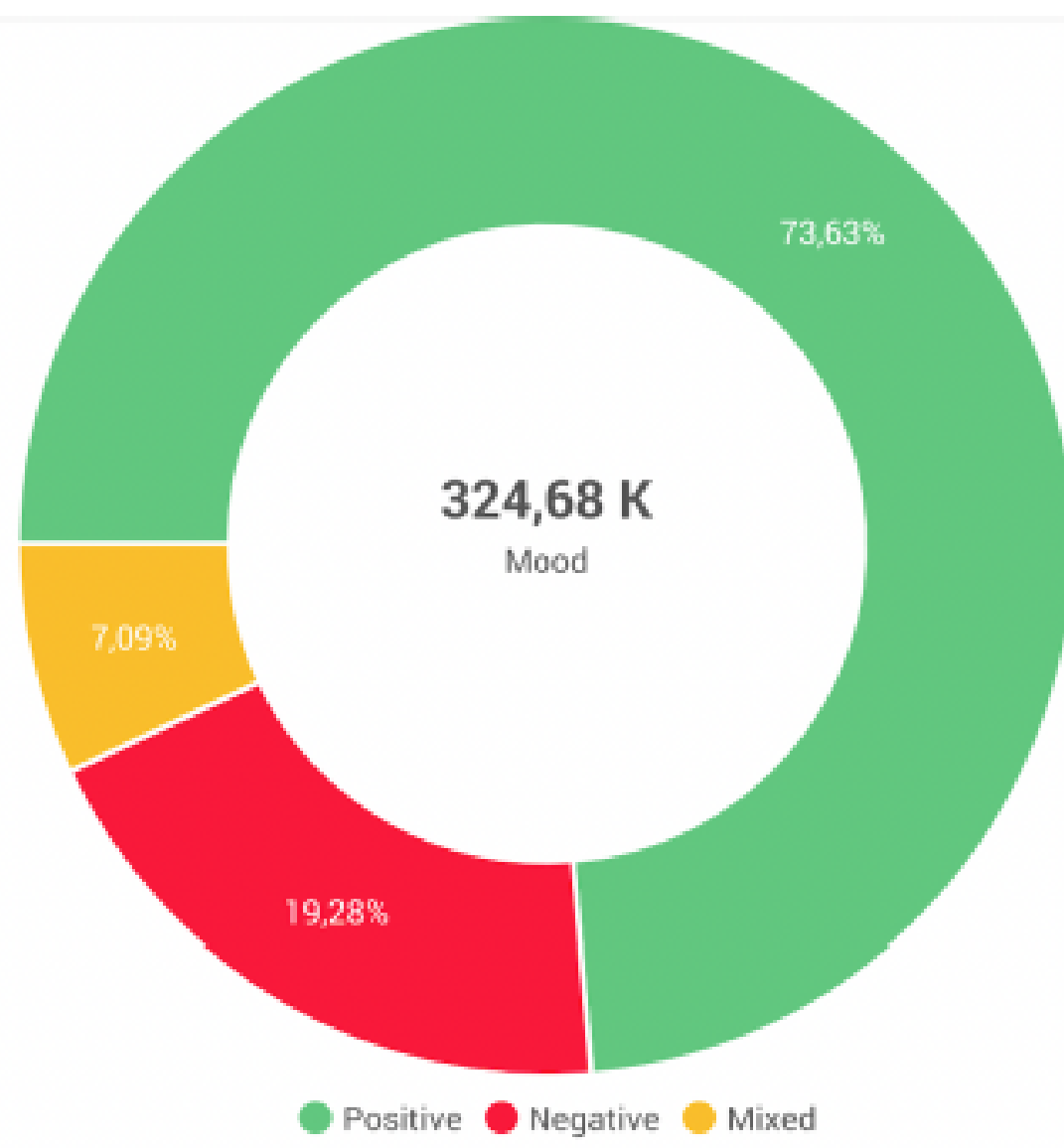


Figure 1

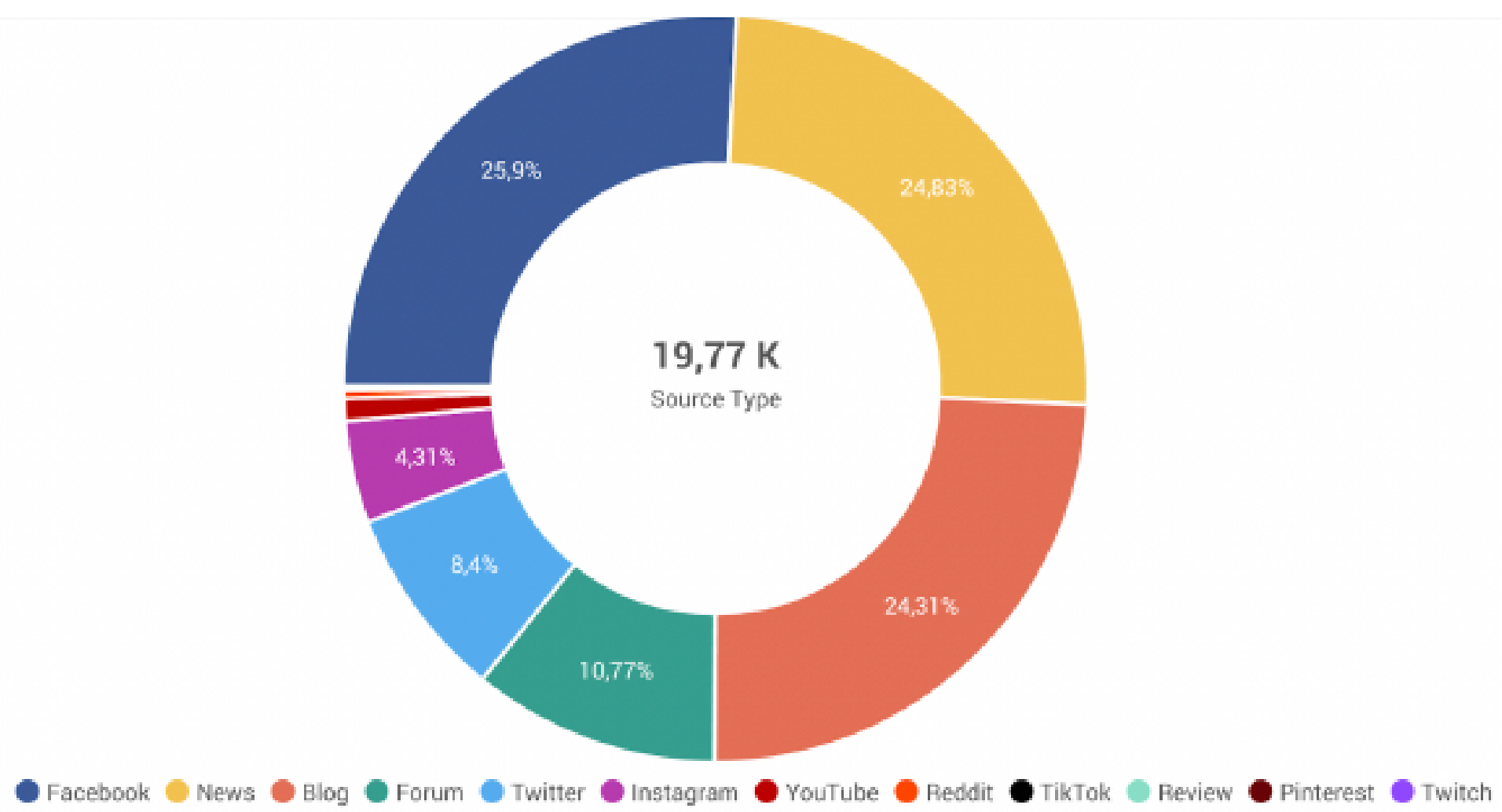


Figure 2

Otieno, Michael, Dr. Lydia Mareri & Dr. Josephine Khaemba
**Degenerating Editorial Independence: What
Influence the Selection of Environmental Stories
by Newspaper Editors in Kenya?**

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Keywords: print media, editorial independence, environmental stories, editors, framing theory

Introduction: in Kenya, two media conglomerates, namely the Standard Media Group (SMG) and the Nation Media Group (NMG), predominantly control the newspaper industry. The pivotal role of newspaper editors in the selection of environmental news stories cannot be overstated. As posited by Davis (2013), these editors are entrusted with several responsibilities, including the drafting of editorials. Extensive research conducted by media scholars worldwide reveals a unanimous agreement that the responsibility of producing editorials falls squarely on the team of editors within a given media establishment. These editors are charged with crafting editorials, supervising their content, and, crucially, participating in the selection of news items for publication (Entman, 2010; Gray, 2015). In contemporary society, newspapers serve as one of the primary platforms for disseminating information to the masses (Otieno & Ndonge, 2022). As global environmental concerns have become increasingly pressing in the 21st century, there has been a significant need to establish the role of newspaper editors and the factors that influence their coverage of environmental issues (Otieno, Mareri & Khaemba, 2023). Despite this reality, the reviewed literature indicates a dearth of studies on print media and environmental coverage. Therefore, this study investigates the state of editorial independence regarding the selection of environmental news stories in the Kenyan standard and nation newspapers.

Research Objective: The present investigation strives to examine the extent of editorial independence in relation to the curation and dissemination of environmental issues in the print media of Kenya. The primary purpose of this study, therefore, is to scrutinize the degree of editorial independence exercised in the selection of environmental issues. The research inquiry is guided by a fundamental question: What is the magnitude of the influence exerted by editorial independence on the selection of environmental issues?

Statement of the Problem: The editorial board of a media outlet holds tremendous sway in the selection and dissemination of news items. Thus, the self-governance of newspaper editorials assumes a paramount position if the mass media is to accomplish its normative duties of enlightening, instructing, and amusing the populace, thereby furthering the public interest. Any breach of editorial independence, therefore, has the potential to restrict the scope and extent of news coverage, limit the public's access to important information, and undermine their understanding of critical subjects. Despite extensive scholarship that explicates the role of newspapers in publishing news items, research on the function of editorial boards in selecting and publishing critical topics such as environmental stories is scarce. This inquiry aims to investigate editorial independence regarding the selection of environmental issues in the top two newspapers in Kenya.

Theoretical Framework: Littlejohn and Foss (2009) credit Erving Goffman with originating the framing media theory, which bears a close resemblance to the agenda-setting media theory, as espoused. The theory surfaced in the 1970s, and Goffman (1974) expounds that it proposes that when media delivers information to its audience in a particular manner, it has a considerable impact on their perceptions, decision-making, and most importantly, their cognitive processing of information. Essentially, the theory revolves around the mechanisms employed by mass media in reporting a particular issue, including the selection of news angles and frames, as explicated by Griffin (2012) and McQuail (1994). Such frames and news angles used by reporters have far-reaching implications on the general audience's perception, according to McQuail (2010). To illustrate, if the mass media chooses to highlight the negative aspects of a person, institution, or issue, the audience exposed to such negative reporting will undoubtedly develop an unfavorable impression of the subject matter in question. This theory is particularly salient when scrutinizing how editors determine news frames and what it portends for the editorial autonomy of conventional and national media outlets.

Methodology: The study adopted a qualitative methodology that employed a phenomenological research design. This design, as explicated by Creswell (2018), was carefully chosen due to its capacity to empower research participants and ensure that study results are grounded in their daily experiences. This approach facilitates a comprehensive understanding of the issues at hand. The study targeted environmental editors, one from the SMG and the other from the NMG. To ensure homogeneity in the sample, Patton (2002) suggests that individuals who share similar attributes and characteristics should be selected, which is what was done in this case. The sample size consisted of two environmental editors drawn from the two media houses. Mugenda and Mugenda (2003) suggest that smaller sample sizes are appropriate for homogenous sampling. To collect data, the study utilized in-depth interviews that can elicit personal experiences and insights, as observed by Daymon and Holloway (2011). Finally, thematic analysis was employed to analyze the data, as Mason (2002) suggests. This analysis method is highly effective in organizing and providing a detailed and rich account of the data.

Findings: The present inquiry sought to examine the factors that underlie the curation and dissemination of environmental issues in the Kenyan media landscape. The results lend support to the contention that the autonomy of editorial boards in the print media is diminishing, rendering them powerless to determine which environmental concerns merit coverage in their publications. Additionally, the investigation reveals that diverse extraneous forces, such as commercial imperatives, political actors, and advertising conglomerates, wield significant sway in shaping the media's editorial judgments on the choice and propagation of environmental news.

Conclusion: In light of the research's aims and discoveries, the investigation concludes that the degree of editorial independence exhibited in the Kenyan conventional print media is notably deficient. Moreover, it is evident that external factors, including the political upper echelon, corporate conglomerates, and advertising agencies, wield a significant degree of control over the curation and transmission of information within the foremost newspapers of the nation.

Recommendations: The empirical evidence presented in the paper proffers compelling inferences, which indicate that it would be propitious for the Kenyan mainstream media to augment their editorial independence by effectuating stringent policies aimed at abating extraneous influences. Moreover, the study posits that further investigations are exigent to establish the comprehensive scope to which extraneous pressures might impinge on the media's integrity and journalistic principles.

Szabó, Patrícia

New Public Green Spaces: Tools of Climate Protection or Greenwashed?

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Keywords: urban resilience, science communication, content analysis, longevity of public green spaces, landscape architecture

Ever since the mid-19th century, the aim of landscape architecture has been to plan, design and construct urban green spaces and their interconnected systems that counterbalance the negative effects of urbanisation, contributing to cities' health and liveability (Ward Thompson, 2011). Urban green systems are critical in cities' adaptation to climate change, offering people relief from urban heat islands, reducing the risks of flash floods and contributing to biodiversity, among other benefits (Brown et al., 2015; Miniszterelnökség, 2016; European Commission, 2021). However, the potentials of urban green spaces regarding climate protection can only be maximised in space and time, if these benefits are made visible, and are widely known and appreciated by the public. Public discourse about new green space projects can be an excellent opportunity to improve the public understanding of the science applied in their design (Aczél & Veszelszki, 2018).

As a case study, this paper examines and analyses the online visibility of landscape architecture via the content of online texts published about three recently opened Budapest public green spaces. The texts were first grouped according to whether they are first-hand sources of information (published or posted by the commissioner, the designer or the contractor), other professional texts (interviews, critiques), or news articles. The latter were not included in the quantitative content analysis. The collection of phrases and the comparison of their frequency were based on a predefined set of categories related to landscape design projects and climate protection in urban areas.

Major differences have been found regarding the depth of the professional information shared about the parks, as well as the emphasis on built and living elements. The (mis)use of buzzwords is a serious danger to the public appreciation of green space design solutions, as well as to the credibility of the project's climate protective aspects, so landscape architects' conscious involvement in the communication process is of utmost importance.

Sakenov, Arnur

The Potential of ChatGPT4 in Sustainability Communication: Opportunities and Ethical Considerations

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Keywords: sustainability communication, artificial intelligence, chatbots, virtual assistants, ethics

Addressing urgent sustainability challenges, such as climate change, resource depletion, and biodiversity loss, requires innovative communication approaches. This paper delves into the potential of AI, specifically ChatGPT-4, to enhance sustainability communication while addressing ethical considerations. We examine how ChatGPT-4 can facilitate the creation of engaging and informative content that raises awareness about sustainability issues, while focusing on its influence on public understanding and behavior change.

Simultaneously, we underscore ethical concerns, including accuracy, bias, and accountability, that must be addressed to ensure responsible AI deployment. By analyzing real-world examples and relevant literature, we offer insights into harnessing the power of ChatGPT-4 for sustainability communication while maintaining a transparent and collaborative approach to mitigate potential risks. This analysis ultimately aims to foster responsible AI utilization in advancing sustainability goals and encouraging informed public discourse.

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Sustainability Aspects of Disaster Management

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Keywords: sustainable development, climate policy, climate protection, disaster management, emission reduction, adaptation, awareness raising, communication

Nowadays, the professional issues of climate policy, climate protection and sustainable development have come to the fore, and due to their ecological, social and economic effects they have become significantly more valuable at the governmental, law enforcement as public levels. Environmental and humanitarian crises of the 21st century require such global governmental action plans that are more rational to execute, as well as joint actions, a system of practical measures that focuses on prevention, and the legal-technical system of reducing the possibility of related risks. The question, however, is to what extent sustainable development - bearing nominal and actual importance - is able to ensure the long-term survival of humanity by predestining the directions of development, taking into account the avoidance of collapse.

The timeliness and importance of the topic is demonstrated by the fact that more and more countries and organizations are adopting carbon neutrality globally. In order to achieve sustainability and environmental policy goals, law of enforcement must not be neglected. Hungary has made very good progress (at international level) in terms of sustainability goals and climate protection programmes. The commitments are stringent and it is in the national interest and duty to meet them.

In this presentation, the author studies current theoretical and practical issues of sustainable development, climate protection and climate policy, as well as evaluates the products of relevant conferences. After a review of the literature, it presents the main research results and the main points of the international discourse. Based on this, the author further studies the position, nature and role of law enforcement, with special regard to disaster management in relation to sustainability. The compatibility of current 'green' developments and security challenges is further examined, looking into their synchronicity, and how those affect the strictly regulated tasks system and basic end uses of disaster management (in particular on emission reduction, adaptation, awareness raising and communication). In this presentation the author examines The relationship between climate protection, sustainable development and state involvement is also examined, as well as the compulsion of growing social security needs, the measures taken by the professional disaster management organization for sustainability.

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Looking Good While Doing Good
How Do European Brands Communicate
Sustainability?

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Keywords: sustainable fashion, good on you, text mining, ethical fashion, brand communication

Sustainability is an increasingly important issue, and consumers are seeking to reduce their impact on the environment. As a result, ethical and sustainable fashion brands are becoming more prevalent and are helping to improve the fashion industry. An ethical brand takes steps to positively impact people, the planet, and animals. This includes treating workers fairly across the supply chain, reducing carbon emissions and the impact on waterways, using and disposing of chemicals safely, and minimizing the use of animal products. The purpose of this study is to explore how different European sustainable fashion brands communicate about sustainability on their official websites. Specifically, the study aims to identify textual patterns and trends on the websites of sixty sustainable clothing brands from Europe that have been rated "Good" or "Great" on the Good On You app, which provides information about the ethical and sustainable practices of fashion brands. The study will focus on the sustainability pages of the selected brands' websites, examining whether they emphasize environmental or social aspects of sustainability, and whether there are differences based on the country of the brand, the type of product sold, or the target audience.

The study is part of a larger research project that investigates the attitudes of Visegrad 4 (V4) consumers towards sustainable fashion. The V4 is a cultural and political alliance of four Central European countries (Czech Republic, Hungary, Poland, and Slovakia), all of which are members of the EU and NATO. Research on the topic suggests that there are some similarities in cultural values and attitudes among V4 countries. For example, a study published in the Journal of Business Research in 2019 found that consumers in Visegrad countries share some similar attitudes towards sustainability and green products, despite some differences in their purchasing behavior.

The region has a significant fashion industry, with an estimated revenue of nearly \$9 billion in 2022 (Statista). However, the majority of this revenue is derived from products that are harmful to both society and the environment. It is notable that the Good On You app does not include any V4 fashion brands in its list of „Responsible Clothing Brands from Europe You’ll Love”, indicating that the region lags behind in terms of sustainable fashion brands.

According to a research study conducted by the Fashion Revolution organization in 2019, there is a lack of transparency and information about sustainable fashion practices in the V4 countries. The study found that out of 200 fashion brands surveyed in the region, only 11% disclosed their supply chain practices and social and environmental impact. This lack of transparency and information makes it difficult for consumers to make informed decisions about the sustainability of the fashion brands they choose to support.

To address this gap, the study aims to identify best practices for sustainable fashion communication from the selected brands, and to test these messages with V4 consumers to investigate if culture plays an important role in fashion preferences, as people tend to buy clothes with which they feel familiar and comfortable. Therefore, the study recognizes the importance of cultural context and aims to develop effective communication messages for sustainable fashion businesses in the V4 region.



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