

Conference Agenda

Melting Ice, Hot Topics

Conference on Sustainability Communication
for Young Researchers



COCOCO
MELTING ICE,
HOT TOPICS



CORVINUS
UNIVERSITY
of BUDAPEST

Melting Ice, Hot Topics
*Conference on Sustainability Communication
for Young Researchers*
21 April 2023

08:25-08:30

Opening remarks

Réka BENCZES
Corvinus University of Budapest

Keynote

08:30-09:00

Sustainability Beyond the
Buzzword - Critical
Perspectives and
Propositive
Communication

Paola SARTORETTO
Jönköping University

09:00-09:10

Discussion

Session 1: What do spaces tell us?

Chair: Réka BENCZES

09:10-09:25	New Public Green Spaces: Tools of Climate Protection or Greenwashed?	Patrícia SZABÓ <i>Hungarian University of Agriculture and Life Sciences</i>
09:25-09:40	The Role of Communication in Urban Development: The Evidence of People, Smart Sustainable Cities	Lavinia COLANTONI & Frederica CARBONE <i>Università Cattolica del Sacro Cuore</i>
09:40-09:55	Sustainability Aspects of Disaster Managment	László TEKNŐS <i>University of Public Service</i>
09:55-10:10	<i>Discussion</i>	
10:10-10:20	<i>Comfort break</i>	

Session 2: AI & Environmental News Reporting

Chair: Lajos KOVÁCS

10:20-10:35	The Potential of ChatGPT4 in Sustainability Communication: Opportunities and Ethical Considerations	Arnur SAKENOV <i>L.N.Gumilyov Eurasian National University, Kazakhstan</i>
10:35-10:50	Degenerating Editorial Independence: What Influences the Selection of Environmental Stories by Newspaper Editors in Kenya?	Michael OTIENO, Lydia MARERI & Josephine KHAEMBA <i>Egerton University, Kenya</i>
10:50-11:05	Anthropomorphic Virtual Characters for the Environment	Evelin HORVÁTH <i>Corvinus University of Budapest</i>
11:05-11:20	Fact-Checking the Climate Change: Analyzing the Degrees of Fakeness in Environmental Disinformation	Francesco Maria PARENTE <i>University of Urbino Carlo Bo</i>
11:20-11:35	<i>Discussion</i>	
11:35-11:45	<i>Comfort break</i>	

Session 3: Greening businesses?

Chair: Anilla TILL

11:45-12:00	A Race for a Cleaner Image: A Case Study of Formula One's Sustainable Rebranding	Péter FODOR-PAPP <i>Corvinus University of Budapest</i>
12:00-12:15	The Appealing Sustainability of a Tourism Company: What Rhetorical Means and Responsibility Content Should Be Used	Katja PASANEN, Henna KONU & Jonna KOPONEN <i>University of Eastern Finland</i>
12:15-12:30	Looking Good While Doing Good: How Do European Brands Communicate Sustainability?	Aleksandra ZIVANOVIC <i>Corvinus University of Budapest</i>
12:30-12:45	<i>Discussion</i>	
12:45-13:15	<i>Lunch break</i>	

Keynote

13:15-13:45	Will Academia Listen to Young Climate Activists?	Annamária NEAG <i>Charles University, Prague</i>
13:45-13:55	<i>Discussion</i>	

Session 4: Climate change generations

Chair: Lilla Petronella SZABÓ

13:55-14:10	Sustainability Attitudes of University Students at Corvinus University of Budapest	Ádám BRANDISZ <i>Corvinus University of Budapest</i>
14:10-14:25	How to Communicate Climate Change to Young People: First Perceptions From Brazilian and Portuguese Youth	Edson CAPOANO, Alice BALBÉ & Pedro Rodrigues COSTA <i>University of Minho & University Lusófona</i>
14:25-14:40	The Emergence of Environmental Awareness in Hungarian Families and Communication Among Generation Z Children and Their Parents	Zsanett ADÁMI & Noémi DÖBRÖSSY <i>Corvinus University of Budapest</i>
14:40-14:55	<i>Discussion</i>	
14:55-15:05	<i>Comfort break</i>	

Session 5: Educating or education?

Chair: Alexandra BÉNI

15:05-15:20	Moving Beyond Climate Change: Content analysis of Extinction Rebellion's Instagram Campaign in Hungary	Orsolya KOVÁCS-MAGOSI <i>Corvinus University of Budapest</i>
15:20-15:35	The Appearance of Sustainability in the Mission Statements of Eastern and Western European Economic Universities	Nóra GENDUR <i>Corvinus University of Budapest</i>
15:35-15:50	Design-Based Learning Pedagogical Method for Nurturing the Skills for the 21st Century and Environmental Education	Tayana Rosa PASSOS & Zsombor BOROMISZA <i>Hungarian University of Agriculture and Life Sciences</i>
15:50-16:00	<i>Discussion</i>	
16:00-16:05	<i>Closing remarks</i>	Anilla TILL & Orsolya KOVÁCS-MAGOSI <i>Corvinus University of Budapest</i>

