



SGKM
Schweizerische Gesellschaft
für Kommunikations-
und Medienwissenschaft

SSCM
Société suisse des sciences
de la communication
et des médias

SSCM
Società svizzera di scienze
della comunicazione
e dei media

SACM
Swiss Association
of Communication and
Media Research



Angewandte Linguistik



Fachhochschule Graubünden
University of Applied Sciences

Successful Communication for the SDGs – what can media and communication sciences contribute?

Workshop at the [7th RME Research Conference](#)
Tuesday 20 October 2020, 13.30-14.30 pm, Session ID #15.A

Successful communication and cooperation are essential for the success of the "Agenda 2030 for Sustainable Development" of the UN and the Swiss Federal Government. The 17th SDG in particular aims to promote partnerships and cooperation at both national and international level. Which communicative conditions must be in place so that knowledge about sustainability can be shared in public discourses? How can sustainability communication and sustainable communication as well be supported by managerial practices in organizations?

The humanities and social sciences hold considerable theoretical and methodological potential for investigating communicative action and co-operative networks and societal dynamics. Specifically, they generate knowledge for action towards a balancing for the SDG goals that can meet the requirements for social, organisational, technological and practical demands in order to contribute to their improvement.

This workshop offers a discussion with scientist that will show the repertoire of social sciences to reflect and tackle transdisciplinary sustainability research. The workshop is part of a project funded by the Swiss Academy of Humanities and Social Sciences and the SACM that aims to develop a "Swiss Communication Research Map for Sustainable Development (RMSD)".

Chair: Prof. Bianca Baerlocher, Applied Universities of Graubünden and Berne

Bianca Baerlocher was born in 1981 in Berlin and lives in Switzerland since 2001, where she has studied Sociology and Media Sciences at the University of Basel. Since her PhD time she has been interested in the human-environmental interrelation and therefore further developed the theoretical framework of social-ecological regimes as an analytical basis for sustainable development.

Opening Remarks: Prof. Peter Stücheli-Herlach and Stephan Rösli PhD (Traces and Reflections of Sustainability in the Media and Communication Sciences).

Peter Stücheli-Herlach, PhD, Professor of Organisational Communication and Public Sphere at the Zurich University of Applied Sciences (ZHAW). Peter was a leader and co-leader of several projects in the domain of applied discourse analysis in the field of public health and energy policy transition. Together with Bianca Baerlocher, he holds the chair of the project "Swiss Communication Research Map for Sustainable Development (RMSD)". Stephan Rösli PhD is a Researcher in the field of organizational communication at ZHAW.

Questions to be tackled in the Workshop:

How can media and communication sciences contribute to a sustainable development? This on a theoretical level, by contributions on and by organizations as well as educational institutions and in the context of public discourses.



Registration

If you are interested to participate please write an e-mail to bianca.baerlocher@bfh.ch until 29 September 2020. **The congress fee of CHF 50 will be paid by the SMSD-project.**