



COMMUNICATING SUSTAINABILITY.

STRATEGIES, POLICIES AND MODELS OF BEHAVIOUR

University Institute for Higher Studies - IUSS - Ferrara 1391
Via delle Scienze 41/B, Ferrara

MONDAY 23 - FRIDAY 27 MAY 2016

Over the last forty years the notion of sustainability has been at the core of a variety of discourses and plans intersecting the environment, economics, politics and culture. The multiple definitions of sustainable development and the still limited public awareness invite a systematic assessment of the ways in which policies and discourses of sustainability are communicated.

This intensive interdisciplinary programme will investigate notions of sustainability in different sectors and examine how and why sustainable policies and models of behaviour can be enhanced through effective strategies of communication. The aim is to incorporate theories, practices and public understanding of sustainability within university curricula and to strengthen the notion of Sustainable Campus. Three parallel seminars and four panels will be devoted to conceptualizations and applications of sustainability within specific sectors and from an intersectoral perspective.

MONDAY 23

14:30-15:00

Welcome and Presentation of the Programme

Massimo Coltorti, Head of IUSS, Department of Physics and Earth Sciences

Paola Spinozzi, Department of Humanistic Studies

Stefano Manfredini, Department of Life Sciences and Biotechnologies

Massimiliano Mazzanti, Department of Economics and Management

Gianfranco Franz, Department of Economics and Management

Vincenzo Guidi, Department of Physics and Earth Sciences

Fabio Teodoro Souza, Polytechnic School, Pontificia Universidade Católica do Paraná, Curitiba, Brazil

Nguyen Thi Minh Tien, Faculty of International Studies, University of Hanoi, Vietnam

15:00-15:30

Introduction of PhD Students

PANEL

Talking Sustainability: Models and Good Practices

15:30-18:30

Simona Pinelli (ComunicaMente), *New Strategies for Communicating Sustainability to a Wider Audience*

Vincenzo Guidi, *Sustainability at the University of Ferrara*

Fabio Teodoro de Souza, *A Data-Based Model for Public Policies*

Paola Spinozzi, *(Un)Sustainable Societies in Utopia, Dystopia and Steampunk Fiction*

CHAIR: Gianfranco Franz

19:30

Dinner

TUESDAY 24

9:30-12:30

PARALLEL SEMINARS – SESSION I

Seminar I - Data Mining: Heterogeneous Knowledge for Public Policies and Projects

Fabio Teodoro de Souza, *Public Transport in Developing Countries: The Case of Brazil and Colombia*

Gianfranco Franz, *How to Surprise Public Administration with Innovative Ideas from Consolidated Procedures*

Seminar II - Technology + Growth = Sustainability?

Massimiliano Mazzanti, *Technological Developments and Economic Dynamics: Policy and Market Levers*

Paola Spinozzi, *'Mirror, mirror on the wall, who's the fairest of them all?' Fables of Eternal Beauty*

Seminar III - Health and Wellbeing in Production Policies

Tien Nguyen Thi Min, *Principles of Sustainable Development as Challenges for Developing Countries*

Stefano Manfredini, *Sustainable Cosmetic Products*

14:30-17:30

PANEL

Ecosystems and Agricultures

Gianni Sacchetti (Dept of Life Sciences and Biotechnology, UniFe), *Sustainable Sources of Bioactive Molecules for Industrial Applications*

Barbara Faccini (Dept of Physics and Earth Sciences, UniFe), *ZeoLIFE Project: Reducing Nitrate Pollution for a Green Agriculture*

Gianluca Bianchini (Dept of Physics and Earth Sciences, UniFe), *Sustainable Agriculture by Preserving Soil Organic Carbon (SOC) and Minimizing GHG Emissions*

Carmela Vaccaro (Dept of Physics and Earth Sciences, UniFe), *A Smart Monitoring System to Evaluate GHG Emissions*

CHAIR: Massimo Coltorti

WEDNESDAY 25

9:30-12:30

PARALLEL SEMINARS – SESSION II

Seminar I - Data Mining: Heterogeneous Knowledge for Public Policies and Projects

Fabio Teodoro de Souza, *Urban Growth and Socioeconomic Patterns in Megacities: The Case of Bogotá Savannah, Colombia*

Gianfranco Franz, *Urban Fragmentation and Adaptation to Climate Change*

Seminar II - Technology + Growth = Sustainability?

Massimiliano Mazzanti, *Technology, Knowledge Diffusion and Cooperation in a Globalised World*

Paola Spinozzi, *In a Prescient Mode. Narratives of Apocalypse and Palingenesis*

Seminar III - Health and Wellbeing in Production Policies

Tien Nguyen Thi Min, *Globalization and Cultural Identity*

Stefano Manfredini, *Sustainability of Drugs and Health Products*

PANEL

Governance of Risk and Resources

14:30-17:30

Gianfranco Franz, *Habitat and Urban Planning: Prevention, Mitigation and Adaptation*

Tien Nguyen Thi Min, *International Economic Integration and Environmental Challenges*

Stefano Manfredini, *Sustainable Natural Resources for Functional and Health Ingredients*

Massimiliano Mazzanti, *Intrinsic and Extrinsic Motivations for a Sustainable and Resource-Efficient Society*

CHAIR: Fabio Teodoro de Souza

THURSDAY 26

9:30-12:30

PARALLEL SEMINARS – SESSION III

Seminar I - Data Mining: Heterogeneous Knowledge for Public Policies and Projects

Fabio Teodoro de Souza, *Mitigation of Natural Hazards: The Gap between Prediction and Communication*

Gianfranco Franz, *Heterogeneous Knowledge for Strategic Planning: A Focus on the Costa dos Corais, Brazil*

Seminar II - *Technology + Growth = Sustainability?*

Massimiliano Mazzanti, *Beyond Technology: Behavioural and Structural Changes towards Sustainability*

Paola Spinozzi, *Narrating Post-Industrial Cities of Prey*

Seminar III - *Health and Wellbeing in Production Policies*

Tien Nguyen Thi Min, *Globalization and Disparity*

Stefano Manfredini, *Substantiating and Validating Claims*

PANEL

14:30-17:30

Science and Society

Marco Bresadola (Dept of Humanistic Studies, UniFe), *From Science Popularization to the Communication of Sustainability*

Giovanni Boniolo (Dept of Biomedical and Specialty Surgical Sciences, UniFe), *Knowledge Transfer for a Wise Sustainability*

Cesare Malagù (Dept of Physics and Earth Sciences, UniFe), *Sensors for Sustainable Life Quality: From Environmental Monitoring to Cancer Screening*

Alessandra Bonazza (Institute of Atmospheric Sciences and Climate, National Research Council), *Resilience to Climate Change and Environmental Impact for Cultural Heritage Protection*

CHAIR: Paola Spinozzi

FRIDAY 27

10:30-13:30 / 14:30-17:00

PhD Students' Presentation of Short Position Papers and Discussion

17:00-17:30

Conclusions and End of Intensive Programme

20:00

Dinner

SCIENTIFIC COMMITTEE

Paola Spinozzi, Coordinator, paola.spinozzi@unife.it

Gianfranco Franz, gianfranco.franz@unife.it

Vincenzo Guidi, vincenzo.guidi@unife.it

Stefano Manfredini, stefano.manfredini@unife.it

Massimiliano Mazzanti, massimiliano.mazzanti@unife.it