



Sustainability Communication and Journalism Workshop. From Theory to Practice

November 7th, 2023, 11.30-13.15 (CET. Bucharest Time)

Address: Multifunctional room, SNSPA, Bd. Expoziției, Nr. 30 A, Sector 1, București

Session 1: Welcome Introduction of speakers & agenda. 11.30-11.35

- Introduction of speakers.

Moderator: [Nicoleta Talpes](#) (Guerrilla Verde)

Session 2: Overview of Sustainability Communication / Effective Strategies for Sustainable Communication 11.35 - 11.55 -

Special Guest: Prod Univ. Dr. Dumitru Bortun

- We'll explore the art of sustainability communication. We'll delve into the key principles and strategies that can help



individuals and organizations effectively convey their commitment to sustainability. TBC)

About Special Guest: [Prod Univ. Dr. Dumitru Bortun](#)

- Dumitru Bortun has been awarded the title of Doctor in Philosophy, and he is a professor of the Communication and Public Relations Faculty of the National University of Political Studies and Public Administration (NUPSPA). There, he holds classes on “Analysis of Public Speech”, “Semiotics. Language’s Theory”, “Ethics in Communication”, and “Corporate Social Responsibility”.
- He published over 100 essays, studies, articles and interviews in collective volumes, scientific works, and culture magazines, as well as in the daily press. Also, he is the author of many collegiate manuals and books, like The Epistemological Foundations of Communication - Ars Docendi, Bucharest, 2002, Public Relations in the New Society - Tritonic, Bucharest, 2005 and 2012, Corporate Social Responsibility: from Public Relations to Sustainable Development (editor) - Tritonic, Bucharest, 2012.
- Starting in 1995, Dumitru Bortun is one of the founding members of the Romanian Association of Public Relations



Professionals, ARRP. The General Assembly of March 2nd, 2005 elected him the President of ARRP, and the General Assembly of May 29th, 2008 elected him the Chairman of the Honorary Jury of ARRP.

Session 3: Circular Economy: Rethinking Resources, Rebuilding Resilience (15 minutes) – includes Q & A – 11.55 – 12.10

- In this presentation, we will embark on a journey into the world of the circular economy, a transformative concept that challenges our traditional 'take, make, dispose' approach to resources and waste. We'll explore the principles and foundations of the circular economy, understanding how it mitigates environmental impacts and offers significant economic and social opportunities.
- **RESPO CITY**, the contest which paves the way for sustainability in the cities of the future. Bringing recycling to the center of the cities through appealing and innovative projects.

Guest: Cristian Pocol, President, RESPO DEEE Asociation

Session 4: Sustainable operations (15 minutes) – includes Q & A – 12.10 – 12.25



- What are Sustainable Operations, and what does this mean in practice: waste sorting, efforts to reduce emissions - solar panels, sustainable heating, refrigeration system, food waste watcher, etc.

Guest: Raluca Mocanu, Sustainability Specialist, IKEA Romania,

Session 5: Sustainable Resources of the Future: Aluminium Sustainability (15 min.) - includes Q & A - 12:25 -12.40

- We will explore sustainable aluminium can production's environmental and economic benefits, emphasizing responsible consumer practices, energy-efficient production methods, and recycling can initiatives. By the end of this presentation, you'll have a deeper understanding of how aluminium can contribute to a greener and more sustainable future.

Guest: Adina Magsi, General Director, Alucro Association



Session 6: Sustainability does not escape Fake News (15min.) - includes Q & A - 12.40-12.55

- Description: These days we can no longer avoid the word sustainability that comes with a wave of news every day. Unlike others, they can impact us for days, weeks, or years to come. The younger generations are in the first place when the news comes out. What shields do we offer them? How do we protect them? - it remains to be seen together.

Guest: Ștefan DOBRE, Project Manager Assistant EFdeN Sustainable City

Session 7: How Journalism can better contribute to a sustainable society (TBC) - 12.55 - 13.25 - Special Guest - Embassy of France

Special Guest: [Zubaida Mabuno Ismail](#)

- Zubaida Ismail from the Earth Journalism Network and the French NGO - Environmental Investigative Forum- reference networks in climate journalism and environmental investigation.



Biography:

- Ghanaian freelance journalist Zubaida Mabuno Ismail covers issues related to gender, the environment, and climate change with ten years' experience. She works as a media trainer, the managing editor of ZAMI Reports, and the reporter for Reporters Without Borders in Ghana.
- She has written articles on topics such as the effects of illegal, unreported, and unregulated fishing on fishermen in Ghanaian oceans, Ghana's reforestation efforts, indigenous people's land rights in East Africa, biodiversity preservation, and the connection between poverty among rural women in Ghana and climate change.
- In addition, Miss Ismail works as an investigative journalist and belongs to both the International Consortium of Investigative Journalists and the Norbert Zongo Cell for Investigative Journalists in West Africa. She has bylines at publications including China Dialogue Trust, CENOZO, Joy News, Asaase Online, Radio France International, Zenger News, and Africa No Filter.



- Zubaida is based in Accra and covers all sixteen regions of the country. Her recent publication is a story from the Ogiek people of Mount Elgon in Kenya where she explored indigenous knowledge and biodiversity conservation for China Dialogue.

13.25 - 13.30 - Conclusions – Final notes – Closing the event



Workshop Objectives:

- Provide students with a solid foundation in sustainability journalism and recycling.
- Engage students in hands-on research and writing on sustainability topics.
- Enhance participants' writing skills and storytelling techniques.
- Foster a collaborative and interactive learning environment.
- Encourage participants to critically think about sustainability issues and their role in reporting them.

Expected Outcomes:

By the end of this workshop, participants should be able to:

- Understand the principles of sustainability journalism.
- Comprehend recycling concepts and challenges.
- Conduct research on sustainability topics.
- Write compelling articles or essays on sustainability.
- Present their findings effectively.



Stage 2: Practical Stage - Research and Article/Essay Writing

Research, Data Gathering and Writing (deadline Nov. 27)

- Participants select sustainability topics for research.
- Guided research on selected topics.
- Data collection, interviews, and online resources.

Stage 3: Sustainability Star Award Competition (December)

- In this final stage, participants submit their polished articles and essays.
- Each submission undergoes a rigorous evaluation process, including peer review by our partner institutions.
- The public is invited to read and vote for their favorite entries.

Competition Categories:

- Best Sustainability Feature Article
- Most Impactful Environmental Essay
- Community Environmental Spotlight

Awards and Recognition:





- The winners in each category receive the prestigious Sustainability Star Award.
- All participants receive a Certificate of Participation.
- Winning entries will be prominently featured on the Sustainability News Lab website.
- Exceptional articles may also have the opportunity for publication in partner media outlets.

Selection Criteria:

Entries are evaluated based on criteria such as research depth, writing quality, impact, and alignment with sustainability goals.

Public Voting:

The Sustainability Star Award encourages public engagement. Readers can explore the entries online and cast their votes for the People's Choice Sustainability Star.

Join the Movement:

The Sustainability Star Award is not just a competition; it's a call to action. By participating, you contribute to raising awareness of critical sustainability issues and inspire others to take meaningful environmental action.



*Are you ready to be a part of the Sustainability Star movement?
Stay tuned for updates and get ready to vote for your favorite
articles in December! 🌟📰🌍*