



NHK

Sustainability communication in the greater Nuremberg area



In the period of the project, the coronavirus pandemic is given maximum attention. The recently relevant topics of climate change, climate protection and sustainability are accordingly discussed less. However, experts recommend addressing such topics now, so that after the pandemic we can arrive at a more sustainable lifestyle. This requires political decision-making, economic course-setting and civil engagement by citizens. These processes are influenced by public communication, above all in the media. As things stand today, in the greater Nuremberg area – as in many other regions – there is no platform for sustainability actors to introduce and outline projects, to present themselves and to engage in discussions with others.

State of the art in science and technology:

Local sustainability projects are only sporadically academically monitored. In Wales, there has been a “Local Area Coordination Network Project” running since 2012 that specializes in social sustainability in the health and care sector. With this as a basis, researchers have developed the “Theory of Change” pilot project, which focuses on dialogue around the use of local resources and opportunities. They have determined that it is essential to have project managers on the ground developing core messages and convincing others to become actively involved in the change processes.

concept for integrated sustainability communication in order to support the Agenda 2030 sustainability targets and strategies. Ideally, this digital platform should link the various actors, who each communicate on different channels, more closely and offer citizens information about and forums on sustainability.

Project structure:

Within the project, quantitative and qualitative sub-studies will be conducted on the question, “How do we communicate about sustainability in Nuremberg?” The first step will be to analyse which actors reach which target audiences using which channels. Representatives of the various groups of actors will then be interviewed and the data collected will be evaluated. Finally, a communication concept for a digital sustainability platform will be developed on the basis of that data, highlighting its potential but also addressing associated challenges.

PROJECT LEADER

Prof. Dr. Beatrice Dernbach
Faculty of International Relations
Technische Hochschule Nürnberg
(THN)

CONTACT

Prof. Dr. Beatrice Dernbach
Tel.: +49 911/5880-1862
beatrice.dernbach@th-nuernberg.de
www.th-nuernberg.de

Photo: Pixabay
Duration: 12 Months
Version date: August 2021

Project aim:

The central goal of the research project is to analyse sustainability communication in the greater Nuremberg area, taking into consideration political, economic and other actors in civil society and the media. The intention is to use the results to develop a