

Side-event participation at Italian Pavilion “Blue Zone”

COP28 – Dubai

Communication for Climate Action: Empowering Youth Voices and Engagement

| November 30 - December 12 2023 |

Roundtable speakers:

- **Prof. Stefania Romenti**, Full Professor in Strategic communication and Delegate for Sustainability and Social Responsibility, Università IULM
- **Omnia El Omrani**, first official Youth Envoy for the Presidency of a COP
- **Tom Cosgrove**, Chief Creative and Content Officer of Earth Day Network
- **Jean-Bertrand Mhandu**, Earthday.org Regional Director for Africa and member of The African Youth Initiative on Climate Change (AYICC)
- **Riccardo Grassi**, journalist and consultant for UNESCO - online

Facilitator: **Giuseppe Massimiliano Falcone**, Faculty Member, Università IULM

Date: November 30, 2023, at 5.30pm - 7.00pm (Dubai time)

Location: Expo 2020 Dubai Site, Dubai, United Arab Emirates (Designated area within the COP28 complex)

Event Objective: To facilitate an interdisciplinary dialogue between climate science, communication studies, and youth engagement to foster a more effective and inclusive climate action.

Intended Audience: This event is designed for young climate activists, students, educators, policy makers, and anyone interested in leveraging communication strategies for climate action. We invite the wider COP28 community and beyond to join us in this crucial conversation.

Agenda and description

As a leading Italian university with expertise in Communication, Public Relations, and Languages, **Università IULM** proposes an **innovative event** at COP28. This event, titled "*Communication for Climate Action: Empowering Youth Voices and Engagement*", aims to

discuss and shape the **role of strategic communication in facilitating climate action**, particularly among the younger generation.

In alignment with the focus of COP28 on accelerating action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change, our event seeks to build a platform that supports **youth involvement and activism in climate issues**. This platform will not only provide youth a voice but also equip them with the necessary **communication skills** to be active participants in global climate discourse.

The Agenda:

1. **Keynote Speech:** Climate Change and the Role of Strategic Communication - A presentation from a leading IULM faculty member, outlining the importance of effective communication strategies in addressing climate change and empowering youth.
2. **Panel Discussion:** Youth Engagement in Climate Action - A moderated discussion involving young activists, communication scholars, and climate scientists. This discussion will focus on the challenges, opportunities, and strategies for increasing youth participation in climate action.
3. **Interactive Workshop:** Empowering Youth Voices - Participants will engage in a hands-on communication workshop. This workshop will provide the tools to effectively communicate climate change narratives and motivate others to take action.
4. **Networking Session:** An opportunity for attendees to network with panelists, faculty members, youth leaders, and fellow participants.

Università IULM is committed to promoting sustainable development through the "17 Sustainable Development Goals" of the United Nations 2030 Agenda. A concrete example of this commitment is the **introduction of the "Communication & Sustainability" course** within the Master's Degree in Strategic Communication. This course combines communication with sustainability, and explores how to integrate sustainability goals into marketing and business strategies.

In addition, IULM, which has always been at the front line in the fight against climate change and for the promotion of a sustainable culture, has established the **IULM Sustainability Committee**. This committee aims to encourage the adoption of sustainable initiatives in the university community, amplifying the impact of the actions taken.

The University collaborates with national and international partners to **achieve its goals through research and educational offerings**. Projects such as **Global Projects** promote the interconnection of cultures through international initiatives. In addition, the **Youman Platform** network facilitates strategic international partnerships with entities such as NGOs, international organizations, companies and research centers, focusing on innovation, sustainability and core social values. Thus, demonstrating its commitment to a cultural shift toward sustainability.