

Course Title: Sustainability Communication				
Course code: UES 108	No. of credits: 3	L-T-P: 25-20-0	Learning hours: 45	
L: Lectures; T: Tutorials; P: Practical				
Pre-requisite course code and title (if any): None				
Department: Natural and Applied Sciences				
Course coordinator:		Course instructor:		
Contact details:				
Course type: Minor		Course offered in: Semester 2		
Course description The course seeks to develop a basic understanding of sustainability communication. This course will familiarize students with how sustainability - a complex concept, can be effectively communicated to policymakers, opinion leaders, strategic groups, and the public. The course will help students develop a basic understanding of the communication tools and strategies used to influence different stakeholders in attaining sustainability. The case studies and success stories of effective sustainability communication will equip them with soft skills required to become professionals in sustainable development.				
Course objectives				
<ul style="list-style-type: none"> • To build an inter and trans-disciplinary perspective on understanding sustainability communication. • To empower students to critically analyze different approaches used for strategic communication for sustainable development. • To provide students with a general introduction to the application of sustainability communication. 				
Course content				
Module	Topic	L	T	P
1	Basics of Communication			
	This is an introductory module for developing a basic understanding of communication, a prerequisite to understanding sustainability communication. The key concepts discussed under this module include: <ul style="list-style-type: none"> i. Communication concepts, functions, and principles ii. Elements of communication - source, message, channel, receiver, feedback, context, noise & effects iii. Understanding the Social Behavior Change Communication (SBCC), its characteristics and principles, iv. SBCC theories - Stages of change theory, theory of social learning, diffusion of innovation, media theories, network theories, social movement theories, v. SBCC Models - Social ecological model, health belief model, social learning, reasoned action. vi. Barriers to communication vii. New media: communication in the digital age 	8	3	
2	Need for communicating sustainability			
	This module focused on the need for communicating sustainability from the microscopic to the planetary level, thus making sustainability visible at diverse levels. It describes the various strategies used for sustainability communication. The specific domains covered under this module are: <ul style="list-style-type: none"> i. Key stakeholders and their role in sustainability communication: government, media, business, thinktanks, public, youth ii. Advocacy for policy change, systemic change, mass mobilization iii. Behavior change communication for individual actions iv. Training and capacity building for key stakeholders 	5	2	

	<ul style="list-style-type: none"> v. Public participation in environmental decision-making vi. Environment Communication in corporate firms and business organizations - Corporate Sustainability Reporting, ESG reporting, green advertising 			
3	Framework and models for sustainability communication			
	<p>After gaining familiarity with the basic concepts and need for sustainability communication, this module discusses frameworks, perspectives, and steps for designing strategic communication for sustainability. The focus areas covered under this module are:</p> <ul style="list-style-type: none"> i. Understanding strategic communication for sustainability - basic principles and its branches ii. Steps in designing strategic communication for sustainability iii. Sustainability communication - concept, communication about sustainability vs Communication of Sustainability (CoS), need, importance, functions, theoretical frameworks - strong sustainability, integrated approach models, iv. Sociological, cultural & psychological perspectives of sustainability communication v. Systemic-constructivist perspective of sustainability communication vi. Environment Communication - a key instrument of environment policy, Pro-environment behaviours - models, factors, and barriers vii. Designing sustainability communication- includes focus on framing clear goals and objectives, choosing a primary audience, identifying the right tools and media of communication and monitoring, and evaluating communication strategies viii. Steps in planning SBCC process 	12	3	
4	Application of Sustainability Communication			
	<p>After understanding the theoretical framework for sustainability communication, this module aims to build practical understanding among students using the best practices and case studies. The specific domains covered under this module are:</p> <p>Tools of sustainability communication and its application (case studies)</p> <ul style="list-style-type: none"> i. Advocacy tools for policymakers ii. Corporate Sustainability and ESG Reporting and communication for corporates, green advertising for brands iii. Behavior change communication techniques for the general public iv. Environmental journalism & Role of social media v. Risk communication for early warning systems vi. Addressing challenges of misinformation 	10	2	
	Total	35	10	
Evaluation criteria				
<ul style="list-style-type: none"> • Assignments: 20% • Minor Test 1: Written test [at the end of teaching of module 1] -- 15% • Minor Test 2: Written test [at the end of teaching of module 2] -- 15% • Major Test: Written test [at the end of the semester, full syllabus] -- 50% 				

Learning outcomes

Upon successful completion of the course, the students would be able to:

- Appreciate the need for effective communication for attaining sustainability. [Module 1 & 2; Minor Test 1]
- Attain an understanding of the various frameworks and models for sustainability communication. [Module 3; Minor Test 2]
- Develop a practitioner's perspective toward sustainability communication. [Module 4; Major Test]

Pedagogical approach

- The course will be delivered through lectures and tutorials that focus on developing a clear foundation of the core concepts of sustainable development and associated international and national efforts.
- The course will also focus on classroom discussions and assignments to discuss current approaches and to develop student's perspective towards addressing the domain-specific challenges.

Reading Resources:

- Barker, L. (1990). *Communication*, New Jersey: Prentice Hall, Inc; 171
- Brereton, P. (2022). *Essential Concepts of Environmental Communication: An A-Z Guide*. Routledge.
- Cox, R. (2013). *Environmental communication and the public sphere*. Sage.
- Devito, J. (2012). *Human Communication*. New York: Harper & Row.
- Godemann, J., & Michelsen, G. (2011). *Sustainability communication—an introduction*. Springer Netherlands.
- Oepen, M. (2006). Strategic Communication for Sustainable Development. *GTZ Rioplus, Bonn*.
- Robertson, M. (2018). *Communicating sustainability*. Routledge.
- Zeuschner Raymond F. (1997). *Communicating Today*. Allyn and Bacon Publisher.

Student Responsibilities

The students must prepare with readings suggested during the class and ensure timely assignment submission. They are also expected to participate and further strengthen their understanding of concepts through classroom discussions.

Course Designed by:

- Dr. Swati Sharma (Kwatra), Independent Environmental Consultant.

Course Reviewers:

The course is reviewed by the following reviewers:

- Dr. Archana Kumar, Professor, Department of Development Communication and Extension, Lady Irwin College, University of Delhi, New Delhi
- Ms. Rishu Nigam, Freelancer, Communication Specialist, Ex-TERI