



TU Ilmenau auf dem Weg zu einer  
"Sustainable Community"

## Summer school/short course at TU Ilmenau.

### **Sustainability communication: from concept to practice.**

#### **Join Our Summer School on Sustainability Communication at TU Ilmenau!**

Climate change, biodiversity loss, and the depletion of natural resources are among the most pressing challenges of our time. Addressing these global crises requires transformative action, innovative solutions, and effective communication to foster sustainable behaviors. This summer school on sustainability communication at TU Ilmenau emphasizes the critical role of higher education institutions in driving the transformation toward sustainability. Participants will also explore how they can apply the knowledge and skills gained during the program to initiate impactful sustainability projects at their home universities.

#### **What You'll Learn and Do:**

- Learning about sustainable development and sustainability communication.
- Getting to know the "Whole Institutional Approach" as a framework for the transformation process of universities
- Visit student-led sustainability projects on the TU Ilmenau campus.
- Work together in a group on an innovative sustainability project.
- Present the project and the communication ideas for the project during the final presentation.

#### **Format of the summer course:**

- 16<sup>th</sup> and 17<sup>th</sup> May 2025: Online classes
- 12<sup>th</sup> – 22<sup>nd</sup> June 2025: Group work and final presentation during ISWI 2025

#### **Why Attend?**

This program is open to students from all disciplines, offering not only knowledge on sustainable development and sustainability communication but also hands-on experiences, and networking with peers from around the world. By successfully completing the course, participants will earn 3 ECTS credits.

#### **Lecturer:**

Prof. Jens Wolling & Dr. Mira Roehyadi-Reetz

Institute Media and Communication Science  
Technische Universität Ilmenau  
Ehrenbergstr. 29  
98693 Ilmenau



### Schedule and content:

Block	Description	Format
Input (Before ISWI, at 16 <sup>th</sup> - 17 <sup>th</sup> May, Online)	Introduction on sustainability development	Online
	Introduction to sustainability communication	Online
	Sustainability in higher education institutions (Whole institutional approach)	Online
	Assignment: creating a short video on sustainability problems in the respective home universities.	Online
During ISWI (1st week, 12 <sup>th</sup> -15 <sup>th</sup> June)	Getting to know examples of sustainability initiatives at TU Ilmenau with Students' sustainability working group at TU Ilmenau	Onsite
During ISWI (2 <sup>nd</sup> week: 16 <sup>th</sup> -22 <sup>nd</sup> June)	In group work, the students develop ideas on how the sustainability problems identified at their home university could be solved and which communication measures are necessary for this.	Onsite
	At the end of the group work, the students should create short video presentations about the ideas and communication concepts they have developed.	
	Group presentation during the closing ceremony of ISWI conference	Onsite