

TM1. Sustainable Communities and Social Communication

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Teaching Module 1: Aim and Structure

To provide basic information that supports learners to understand the basic concepts related to sustainable development in rural communities

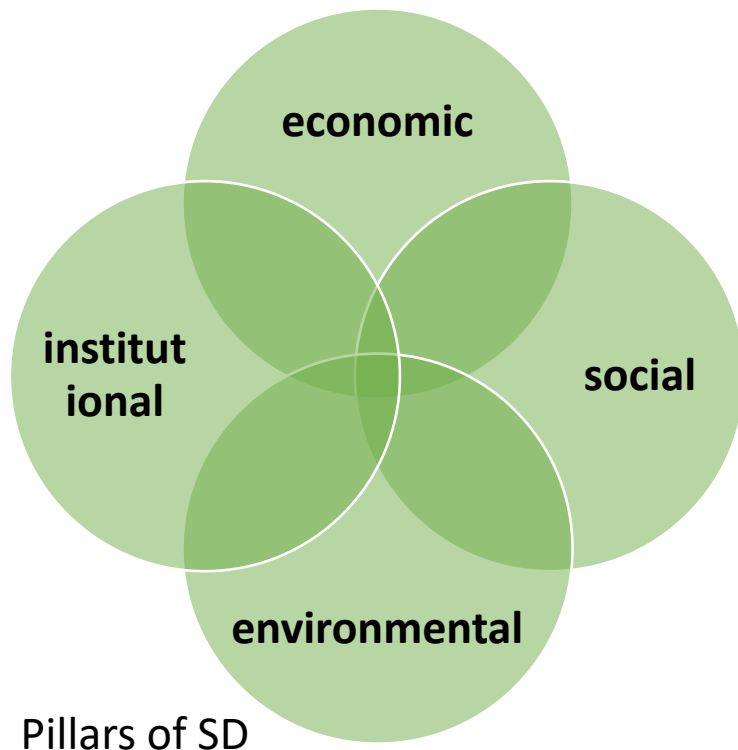
Unit 1: Sustainable development in rural communities

Unit 2: Developing communication skills in environmental education

Unit 3: Case studies

Unit 1: Sustainable development in rural communities

1.1. What is sustainable development?



SUSTAINABLE DEVELOPMENT GOALS



Sustainable development goals,
UN, 2015

Unit 1: Sustainable development in rural communities

1.2. What is a sustainable community?

Economic
security

Societal well-
being

Ecological
integrity

Cultural vitality

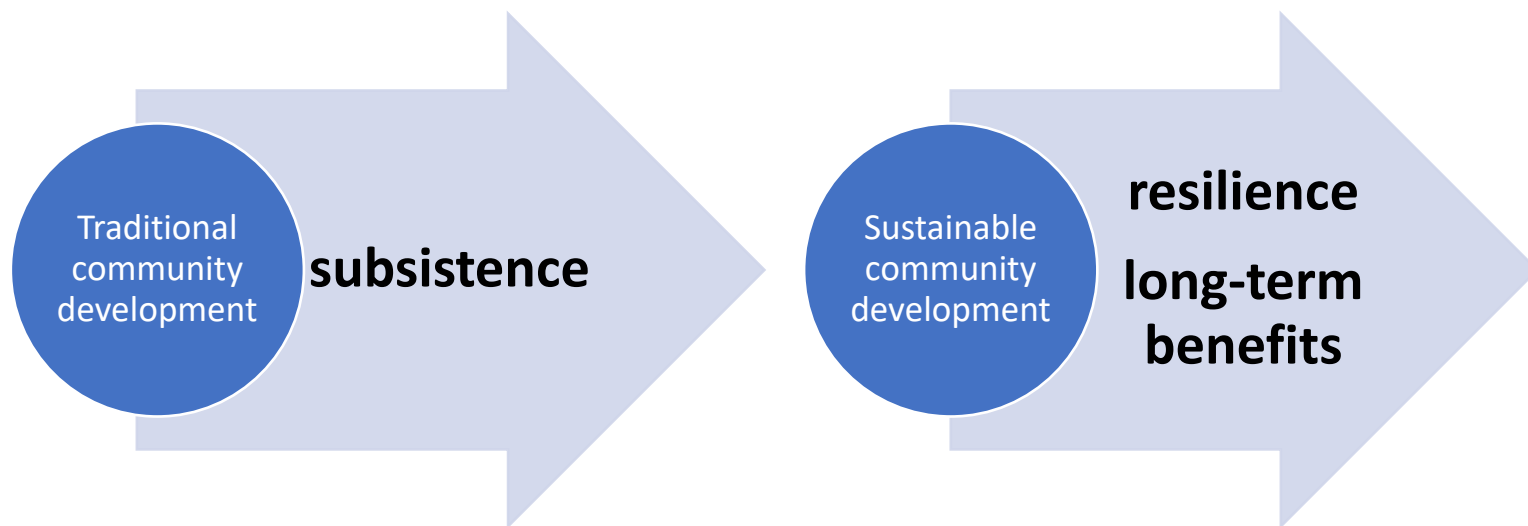
Civic
engagement and
responsability

Institutional
effectiveness

Unit 1: Sustainable development in rural communities

1.3. Sustainable community development

Changing the paradigm



Unit 1: Sustainable development in rural communities

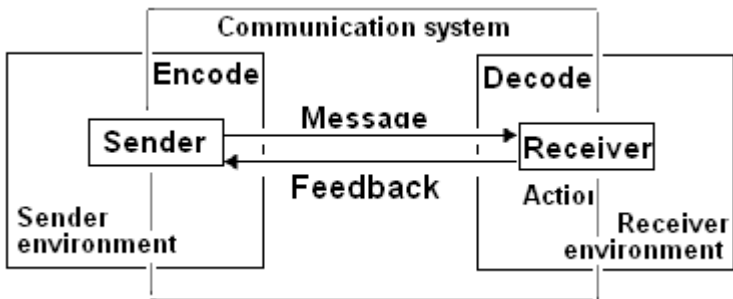
1.4. GreenComp - European framework of competences for sustainability



Bianchi, Pisiotis și Cabrera Giraldez (2022, p.3)

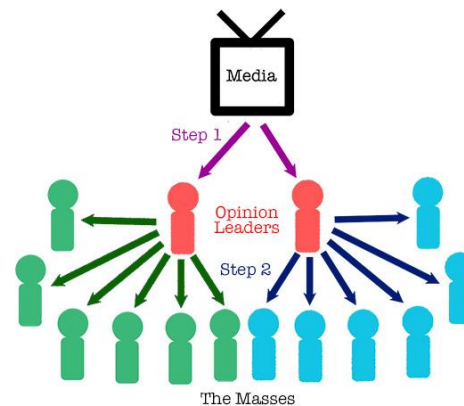
Unit 2: Developing communication skills in environmental education

2.1. Theoretical models of communication



The *information theory model*
The *sender-receiver model*

https://www.researchgate.net/figure/Communication-system-Sender-The-person-or-body-responsible-for-sending-the-messages-is_fig4_264933044



The *two-level communication model*

<https://www.simplysociology.com>



The *network communication model*

https://www.photo_16293306_communication-network-in-social-media.html

Unit 2: Developing communication skills in environmental education

2.2. Communication in community development projects and actions

- "**trusted figures** from various walks of life whom people listen, or whose credibility is high because of their involvement in the issue" (R. Warren Flint, 2013, p. 170);
- recommendations for increasing community participation

Unit 2: Developing communication skills in environmental education

2.3. Communication is key to environmental awareness

Environmental education involves:

- awareness and sensitivity to the environment and environmental challenges;
- knowledge and understanding of the environment and environmental challenges;
- attitudes of concern for the environment and motivation to improve or maintain environmental quality;
- ability to identify and help solve environmental challenges.

Unit 3: Case studies from communities in Romania and Iceland

Case study 1: Water and soil quality problems in rural communities in Romania reported by mayors during the semi-structured interviews conducted by the project team in 2021.

Case study 2: New way of thinking, new way of living! – Blue Lagoon, Iceland

We are developing.....

TM1 (RO + EN)

2 units / 3 - 4 topics + 1 unit – case studies

4 ppt → short movies

Ex: Sustainable community.mov

Special thanks to volunteer students in films development:

Ana-Maria Tudoran

Timeea Mihai

Sociology and Communication Faculty, Digital Media program



Transilvania
University
of Braşov

