



# Comunicación estratégica para el activismo climático y medioambiental



**17.Jul - 18.Jul 2025**

**Cod. I04-25**

**Mod.:**

Streaming Face-to-face

**Edition**

2025

**Activity type**

Summer course

**Date**

17.Jul - 18.Jul 2025

**Location**

Bizkaia Aretoa-UPV/EHU

**Languages**

Spanish

**Academic Validity**

20 hours

**Organising Committee**



## Description

Este Curso de Verano, organizado en el marco del proyecto I+D+i "Activismo ciudadano y comunicación frente al cambio climático" (ActivaES2030), surge como un espacio para reflexionar, aprender y cocrear soluciones frente a los retos del cambio climático. El curso se centra en dinamizar el activismo climático a través de herramientas innovadoras de comunicación estratégica, impulsando la participación juvenil y destacando el impacto social de la investigación.

El programa combina ponencias, talleres y mesas redondas con experiencias prácticas que promueven la participación activa y el aprendizaje aplicado. Asimismo, busca fortalecer la relación entre la comunicación y la acción climática, explorando formatos innovadores y propuestas accesibles para atraer a jóvenes interesados en el activismo y la sostenibilidad.

## Objectives

Fomentar el activismo ciudadano dimensionando su importancia e impacto, analizando los desafíos y oportunidades en el contexto del cambio climático y la Agenda 2030.

Impulsar el interés juvenil por el diseño de estrategias y acciones que les involucren en el activismo climático.

Potenciar el valor de la comunicación estratégica a partir de nuevas formas de narrar el cambio climático para inspirar acción, utilizando las tecnologías digitales y la biomímesis.

Generar impacto social conectando la investigación universitaria con colectivos sociales para promover cambios concretos.

Afrontar retos éticos frente a la desinformación y la polarización desde una comunicación comprometida y ética.

## In collaboration with



lamarea

# Program

17-07-2025

09:00 - 09:15	Registro
09:15 - 09:25	<p>Presentation by the Director of the activity</p> <p><b>Paula Pineda Martínez</b>   Universidad del País Vasco (UPV/EHU) - Profesora e Investigadora <b>Isabel Ruiz Mora</b>   Universidad de Málaga (UMA) - Profesora e Investigadora, IP ActivaES2030 <b>Estíbaliz Sáez de Cámara Oleaga</b>   Red Española para el Desarrollo Sostenible (REDS - SDSN Spain) - Presidenta</p>
09:25 - 10:00	<p>“Proyecto activismoclimatico.es: Cómo la comunicación estratégica puede contribuir a potenciar el impacto social del activismo climático”</p> <p><b>Alejandro Álvarez Nobell</b>   Universidad de Málaga (UMA) - Profesor e Investigador, IP ActivaES2030 <b>(Participation by zoom)</b></p>
10:00 - 10:30	<p>“Reto I: Promover el activismo ciudadano frente al cambio climático”</p> <p><b>Cristina Pérez Ordoñez</b>   Universidad de Málaga (UMA) - Profesora e Investigadora</p>
10:30 - 11:30	<p>“Activismo climático: es tiempo de actuar”</p> <p><b>Miren Gutiérrez Almazor</b>   Universidad de Deusto - Profesora e Investigadora</p>
11:30 - 12:00	Break
12:00 - 13:00	<p>“Comunicación transgresora y crisis climática e hídrica: avances y retos desde la sociedad civil organizada”</p> <p><b>Eloísa Nos Aldás</b>   Universitat Jaume I - Profesora e Investigadora</p>
13:00 - 14:00	<p>Round table: “Desinformación, polarización y democracia. Retos éticos sobre el cambio climático (online)”</p> <p><b>Estitxu Garai Artetxe</b>   Universidad del País Vasco (UPV/EHU) - Vicerrectora del Campus de Bizkaia y Comunicación (Moderator) <b>Irene Baños Ruiz</b>   DW Akademie - Periodista y comunicadora ambiental <b>(Participation by zoom)</b> <b>Isabel Moreno Muñoz</b>   Aquí la Tierra (TVE) - Física, meteoróloga y comunicadora <b>(Participation by zoom)</b> <b>Magdalena Bandera Conejo</b>   Revista La Climática - Periodista y directora de La Marea <b>(Participation by zoom)</b></p>
14:00 - 16:00	Break
16:00 - 17:00	<p>“Ecotopías. Imaginar el futuro para cambiar el presente”</p> <p><b>Darío Adanti Ruiz</b>   Freelance - Historietista e ilustrador</p>
17:00 - 17:15	<p>“Micelio: interconexión de ideas...”</p> <p><b>Cristina Pérez Ordoñez</b>   Universidad de Málaga (UMA) - Profesora e Investigadora</p>
17:15 - 18:15	<p>“Taller: La música como estrategia de activismo cultural y cambio climático (experiencia online)”</p>

17:15 - 18:15 “Taller de Biodanza: descubre tu inconsciente vital (experiencia presencial)”  
**Evandro Ribeiro Oliveira** | Biodanza BCN Eixample - Director

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## 18-07-2025

09:00 - 09:30 “Reto II: Regenerar las relaciones hacia una comunicación con propósito”  
**Cristina Pérez Ordoñez** | Universidad de Málaga (UMA) - Profesora e Investigadora

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09:30 - 10:30 “¿Cómo realizar una campaña de comunicación activista consciente y eficaz?”  
**Evandro Ribeiro Oliveira** | EAE Business School - Profesor e Investigador

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10:30 - 11:30 Round table: “Experiencias en Comunicación Estratégica y activismo climático”  
**Isabel Ruiz Mora** | Universidad de Málaga (UMA) - Profesora e Investigadora, Activista ciudadana (Moderator)  
**Eider Gotxi Aurtenetxea** | Guggenheim Urdaibai STOP - Presidenta  
**Camila Soliz** | Fridays for future Bilbao - Responsable de Cuidados y Comunicación  
**Alberto Coronel Tarancón** | ebelión Científica - Portavocía

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11:30 - 12:00 Break

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12:00 - 13:00 “¿Cómo utilizar el entorno digital para amplificar el impacto de las campañas de activismo?”  
**Joan Ramón Rodríguez Amat** | University of Sheffield - Profesor e Investigador

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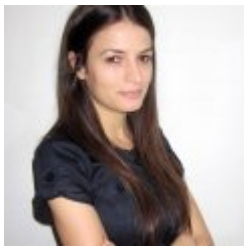
13:00 - 14:00 “Taller de Biomímesis: innovación en comunicación estratégica inspirada en la Naturaleza (experiencia presencial y online)”  
**María Belén Barroso** | Cronopios - Directora (**Participation by zoom**)  
**Alejandro Álvarez Nobell** | Universidad de Málaga (UMA) - Profesor e Investigador, IP ActivaES2030 (**Participation by zoom**)

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14:00 - 14:30 Closing session  
**Isabel Ruiz Mora** | Universidad de Málaga (UMA) - Profesora e Investigadora, IP ActivaES2030  
**Alejandro Álvarez Nobell** | Universidad de Málaga (UMA) - Profesor e Investigador, IP ActivaES2030 (**Participation by zoom**)  
**Paula Pineda Martínez** | Universidad del País Vasco (UPV/EHU) - Profesora e Investigadora

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## Directed by



**Paula Pineda Martínez**

Universidad del País Vasco (UPV/EHU)

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PhD in Social Communication with Cum Laude distinction from the University of the Basque Country (UPV/EHU). She is currently an Assistant Professor in the Department of Audiovisual Communication and Advertising at the same university, where she teaches courses in the area of Strategic Communication and Public Relations. With more than a dozen publications in both national and international publishers, her research focuses primarily on strategic communication, sustainability communication, and dialogue with publics. She has participated in several nationally and internationally funded research projects, including the European research network "EU Kids Online", the project "Language Branding: Measuring the Brand Value of Minority Languages through Artificial Intelligence and Neural Networks (LBrand)", and the project "Citizen Activism and Communication in the Face of Climate Change".



**Isabel Ruiz Mora**

Universidad de Málaga

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Isabel Ruiz-Mora has been a tenured university professor in Public Relations since 2020. She has over 15 years of teaching and research experience in the Department of Audiovisual Communication and Advertising at the University of Málaga. From 2015 to 2016, she was a Senior Lecturer in Public Relations in the Department of Media Arts and Communication at Sheffield Hallam University (United Kingdom) and a researcher at the Cultural Communication and Computing Research Institute (C3RI) at the same university. She is currently a member of the Gender and Equality Research Institute at the University of Málaga (IGIUMA). Her current line of research focuses on the role of strategic communication, sustainability, and activism in the creation of spaces for dialogue and participation, as well as gender perspectives in the railway sector. As a secondary research line, she explores teaching methodologies and new approaches in Communication studies. Throughout her career, she has collaborated on projects that have helped consolidate her academic profile as a researcher, as well as on educational innovation projects that have enriched her experience in applying new teaching methodologies in the classroom.

## Teachers



### **Darío Adanti Ruiz**

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Darío Adanti (Buenos Aires, 1971) is an Argentine cartoonist, illustrator, and animator currently based in Madrid. Considered one of the most innovative authors in the field of comic satire in Spain, he also works as an illustrator for magazines and newspapers such as *El País de las Tentaciones*, *La Vanguardia*, *Más Libros*, and *Nosotros somos los muertos*, as well as in books, including *Vida Mostrenca* by Jordi Costa. Together with fellow illustrator Barbara Perdiguera, he has created several animated short films such as *Vacaláctica*, *Elvis Christ*, *Minas de cobre*, and *La hora de Hombre Cacto*, among others. He has also worked as a screenwriter for *Space Ghost Coast to Coast* and *Adult Swim España*. Alongside Edu Galán, he is one of the founders of the satirical magazine *Mongolia*, where he writes and illustrates, and is also a regular contributor to *El Jueves* magazine.



### **Alejandro Álvarez Nobell**

Universidad de Málaga

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Alejandro Álvarez-Nobell is a researcher and professor in the Department of Audiovisual Communication and Advertising at the University of Málaga (UMA). He is the director of the Latin American Communication Monitor (LCM-EUPRERA); coordinator of the ReBiCom UManet Network: "Regeneration, Well-being, and Positive Communication"; and of the Educational Innovation Group "Biomimesis Málaga: Meaningful Learning and Nature-Inspired Innovation." He holds a PhD in Strategic Communication Management and a Master's in Strategic Management and Innovation in Communication (University of Málaga, Spain); a Bachelor's degree in Social Communication. He has participated as a speaker, lecturer, and guest professor in undergraduate and postgraduate programs at prestigious universities across the Americas and Europe. He is the editor of *Pangea*, the scientific journal of the Ibero-American Academic Communication Network (RAIC). From 2016 to 2019, he served as Director of Communication for the Municipality of Córdoba, Argentina. He also works as a consultant and advisor on public policies related to state modernization, open government, and communication. He is co-founder and advisor of *Cronopios - Communication with Purpose*.



Magdalena Bandera Conejo (San Baudilio de Llobregat, December 8, 1970), known as Magda Bandera, is a Spanish journalist and writer. She has been editorial coordinator of La Marea magazine since its founding in 2012, and its director since 2015. She holds a degree in Journalism from the Autonomous University of Barcelona and completed a postgraduate program in Digital Journalism at the Open University of Catalonia (UOC).



### **Irene Baños Ruiz**

Periodista y comunicadora especializada en temas de medioambiente y cambio climático

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Irene Baños Ruiz is a multimedia communicator and journalist specialized in environmental and climate change issues. Since 2016, she has regularly collaborated with the environment department of Deutsche Welle (DW), Germany's international broadcaster. She has been in charge of covering four consecutive United Nations Climate Summits (COP23-COP26) for DW. In addition to that, since the beginning of 2021, she has promoted environmental journalism, access to information and freedom of expression in Latin America from the DW Akademie, the leading German organization in international cooperation for the media. She combines her work at DW with collaborations for other media and institutions. She is the author of the book "Ecoansias" (Ariel, 2020) and co-author of "Che cosa è la bioeconomia" (Edizioni Ambiente, 2019).



### **María Belén Barroso**

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Bel Barroso holds a PhD in Communication for Sustainable Organizations and a Master's degree in Environmental Education from the University of Málaga (Spain). She has been a visiting professor at various universities and educational institutions in Latin America and Europe. She is the co-founder and Director of Cronopios, a strategic communication consultancy specialized in sustainability. She serves as Communication Manager and member of the Board of Directors of B Academics. She is also part of the B Community of Andalusia and a founding member of B Academics Spain. Bel is a researcher involved in several research and teaching innovation projects focused on sustainability, communication, and biomimicry/bioinnovation. She has over 15 years of teaching experience at the secondary, professional, and university levels (undergraduate and postgraduate). She holds degrees in Public Relations (UE Siglo 21) and in Environmental Science Education (UTN) in Argentina. She is also a speaker and presenter at national and international academic and professional events. Previously, she was Director of Innovation and Communication at AlmaNatura, the first certified B Corp in Spain, and at its corporate foundation.



### **Alberto Coronel Tarancón**

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Alberto Coronel holds a PhD in Philosophy with a specialization in contemporary political ecology. He is a postdoctoral researcher at the Complutense University of Madrid and coordinator of the Philosophical Laboratory on the Anthropocene and Degrowth, focused on the planetary crisis and just transition. Since 2022, he has been an activist and spokesperson for Scientist Rebellion Spain.



### **Estitxu Garai Artetxe**

University of the Basque Country

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Estitxu Garai Artetxe holds a PhD in Audiovisual Communication and Advertising and is a lecturer at the University of the Basque Country. She previously holds a degree in Advertising and Public Relations and a Masters in Social Communication. She has been a Visiting Researcher at the Public University of New York and in Ireland, at the University of Limerick. Her research has focused on minority languages and feminism; the main research topics have been bilingual advertising and patriarchal regeneration mechanisms. She currently leads a team that studies language branding. On the other hand, she has been a member of the Board of Directors of Berria Group. She is an activist of various social movements and also works as a political analyst in the Basque media: Argia, ETB1, ETB2, Euskadi Irratia and Hamaika TB among others. In addition, in his professional career, she has been a communications consultant for various companies and public administration.



### **Eider Gotxi Aurtenetxea**

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President of the Guggenheim Urdaibai STOP platform and Head of Communications.



## **Miren Gutiérrez Almazor**

Universidad de Deusto

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Principal Investigator of the ARES program on antifeminism. Interests: Data activism, social uses of data, equality, human rights, environment. She has been the executive director of Greenpeace.



## **Isabel Moreno Muñoz**

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She holds a Bachelor's degree in Physics and a Master's in Meteorology and Geophysics, both from the Complutense University of Madrid, in addition to extensive training in areas related to the environment, climate change, and communication. She is the author of the book "Climate Change for Beginners" (Penguin Random House) and serves as a European Climate Pact Ambassador. Since 2016, she has worked for different media and is currently a meteorologist and presenter on the TVE program "Aquí la Tierra", a role she combines with intense activity in climate change communication. She has contributed to both national and international media on topics related to meteorology, climate change, and the environment, including RNE, Público, eldiario.es, and the BBC, among others. Additionally, she is a speaker at major science communication events in Spain, such as NAUKAS and Passion for Knowledge, as well as for large companies, associations, congresses, and conferences like COP25, held in Madrid in 2019. Her academic background and professional experience have led to her input being considered in the development of climate communication guides. In 2022, she was recognized as one of the TOP 5 Spanish speakers by Helpers Speakers.



## **Eloísa Nos Aldás**

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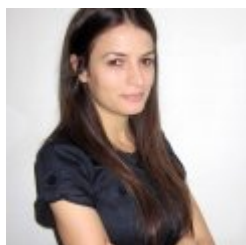
Eloísa Nos Aldás (Castellón, 1974) holds a PhD and is a professor in the area of Audiovisual Communication and Advertising at the Universitat Jaume I of Castellón (UJI). She is co-director of the Official Postgraduate Programme in International Studies in Peace, Conflict and Development at UJI. She coordinates the research line on Communication for Peace and Cooperation within the UNESCO Chair of Philosophy for Peace, and is a researcher at the Center for the Analysis of Third Sector Communication (C-ACTS). She has edited "Medios Periodísticos, Cooperación y Acción Humanitaria" (Icaria); together with V. J. Benet, "La publicidad en el Tercer Sector" (Icaria); and, with M. J. Gámez,



### **Cristina Pérez Ordoñez**

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Expert in music festivals, the music industry, visual communication, cultural industries, and digital marketing. PhD in Communication, Master's in Strategic Management and Innovation in Communication, and Bachelor's in Journalism. Lecturer and researcher in the Department of Audiovisual Communication and Advertising at the University of Málaga.



### **Paula Pineda Martínez**

Universidad del País Vasco (UPV/EHU)

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PhD in Social Communication with Cum Laude distinction from the University of the Basque Country (UPV/EHU). She is currently an Assistant Professor in the Department of Audiovisual Communication and Advertising at the same university, where she teaches courses in the area of Strategic Communication and Public Relations. With more than a dozen publications in both national and international publishers, her research focuses primarily on strategic communication, sustainability communication, and dialogue with publics. She has participated in several nationally and internationally funded research projects, including the European research network "EU Kids Online", the project "Language Branding: Measuring the Brand Value of Minority Languages through Artificial Intelligence and Neural Networks (LBrand)", and the project "Citizen Activism and Communication in the Face of Climate Change".



### **Evandro Ribeiro Oliveira**

UAB

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Evandro Oliveira is a tenured professor at EAE Business School in Barcelona, where he directs the

Master's in Corporate Communication and the official Master's in Marketing and Sales. He is also a Senior Researcher at LabCom (Portugal). From 2018 to 2024, he served as Chair of the Organizational and Strategic Communication Section of the European Communication Research and Education Association (ECREA). He has taught at the Autonomous University of Barcelona, the University of Beira Interior (Portugal), and the Polytechnic Institute of Portalegre (IPP). He also held a teaching position at the University of Applied Sciences in Berlin – HMKW. He has been a keynote speaker and invited lecturer at numerous universities and institutions. He has published over 80 scientific articles and book chapters, edited three books, and authored a theory. His research interests include strategic communication management, NGO communication management, civil society, diversity, and political communication. He received the EUPRERA Award for Excellence for his Instigative Theory of NGO Communication. He worked for 20 years as a journalist and later in communication roles for organizations such as the European Space Agency, Greenpeace, and Siemens.



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### **Joan Ramón Rodríguez Amat**

PhD in Communication Sciences and Culture from the Autonomous University of Barcelona (2010). Since 2015, he has been a Senior Lecturer at Sheffield Hallam University in the United Kingdom, where he coordinates the Media course and the Master's in Global Communications and Media. He is the representative of the Organizational and Strategic Communication section of the European Communication Research and Education Association (ECREA). He has taught as a guest lecturer at more than a dozen universities across Europe and has published in English, French, Spanish, and German. He has also presented papers at over fifty international conferences, particularly ICA, IAMCR, and ECREA. His research focuses on the factors that shape communicative spaces—specifically, the integration of social interactions via mobile and digital social platforms with physical-geographical space. To study communicative spaces, he employs digital methodologies and both qualitative and quantitative analyses of communicative activity surrounding social events and moments.



### **Isabel Ruiz Mora**

Universidad de Málaga

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Isabel Ruiz-Mora has been a tenured university professor in Public Relations since 2020. She has over 15 years of teaching and research experience in the Department of Audiovisual Communication and Advertising at the University of Málaga. From 2015 to 2016, she was a Senior Lecturer in Public Relations in the Department of Media Arts and Communication at Sheffield Hallam University (United Kingdom) and a researcher at the Cultural Communication and Computing Research Institute (C3RI) at the same university. She is currently a member of the Gender and Equality Research Institute at the University of Málaga (IGIUMA). Her current line of research focuses on the role of strategic communication, sustainability, and activism in the creation of spaces for dialogue and participation, as well as gender perspectives in the railway sector. As a secondary research line, she explores teaching methodologies and new approaches in Communication studies. Throughout her career, she has

collaborated on projects that have helped consolidate her academic profile as a researcher, as well as on educational innovation projects that have enriched her experience in applying new teaching methodologies in the classroom.



### **Estíbaliz Sáez de Cámara Oleaga**

Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV/EHU)

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PhD in Environmental Engineering and professor in the 'Environmental Technologies' area in the Department of Chemical Engineering of the Environment at the School of Engineering in Bilbao. Since 2017 she is the Director of Sustainability and Social Commitment at the UPV / EHU. She is in charge of promoting and planning, along with the Vice-Rectorate of Scientific and Social Development and Knowledge Transfer. She is a member of the Academic Committee of the Master Circular Economy: Business Application. Furthermore, she is the vicepresident of the Spanish Network for Sustainable Development (REDS).



### **Camila Soliz**

Biologist (UPV/EHU) and active member of JuventudxClima-Fridays for Future Bilbao since 2019. She has participated in various projects and volunteer initiatives related to environmental sustainability, such as the coverage of COP29 (2024 Climate Summit) and COP16 CBD (2024 Biodiversity Summit), as well as the organization of the Local Conference of Youth on Climate Change, LCOY Spain 2025 (currently ongoing).

## Registration fees

FACE-TO-FACE	UNTIL 30-06-2025	UNTIL 17-07-2025
<a href="#">jounq fee</a>	25,00 EUR	61,00 EUR
General	-	87,00 EUR
<a href="#">Reduced fee regular</a>	-	74,00 EUR
<a href="#">Registration exemptions</a>	-	61,00 EUR
<a href="#">Courses for everyone</a>	-	74,00 EUR
LIVE ONLINE	UNTIL 30-06-2025	UNTIL 17-07-2025
<a href="#">jounq fee</a>	25,00 EUR	61,00 EUR
General	-	87,00 EUR
<a href="#">Reduced fee regular</a>	-	74,00 EUR
<a href="#">Registration exemptions</a>	-	61,00 EUR
<a href="#">Courses for everyone</a>	-	74,00 EUR

## **Place**

### **Bizkaia Aretoa-UPV/EHU**

Avenida Abandoibarra, 3. 48009- Bilbao

Bizkaia