

# URBAN AND REGIONAL DEVELOPMENT

## DM 629/PA - Technical universities and the 'Green Transition': public and organisational communication strategies facing the global challenges

<b>Funded By</b>	MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584] Politecnico di TORINO [P.iva/CF:00518460019]
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<b>Context of the research activity</b>	<p>The topic of the research is the analysis of the communication strategies related to the "Green Transition" of Public Administrations - academic technical institutions - at the Italian and European level.</p> <p>Objectives of the research will be:</p> <ol style="list-style-type: none"><li>1)The analysis of communication strategies in the digital and legacy media and offline/online dimensions;</li><li>2) The analysis of the relationships between internal communication staff and researchers, in order to understand the criticalities in elaborating shared visions and narratives of the Green Transition;</li><li>3) The data-driven and digital methods-based analysis focused on the identification of narratives and influencers in social media platforms.</li></ol> <p>Progetto finanziato dal PNRR a valere sul DM 629/2024, Pubblica Amministrazione - CUP E14D24002290006</p>
	<p>The topic of the research is the analysis of the communication strategies related to the "Green Transition" of Public Administrations - academic technical institutions - at the Italian and European level. Their role in the delicate transition to the green economy is particularly relevant because they are repositories of strategic knowledge and skills at the centre of the economic, technological and social paradigm shift. Those represent "hard" knowledge and skills that are more resilient to changes involving not only structural, but also cultural and internal organisational dimensions (Rifkin, 2019). Such criticalities may reverberate at the communicative level in a public image in which a substantial fracture emerges between the level of narratives and communication, and the level of internal policies oriented to preserve a pre-existing condition of equilibrium.</p> <p>Objectives of the research will therefore be:</p> <ol style="list-style-type: none"><li>1)The analysis of communication strategies in the digital and legacy media</li></ol>

<b>Objectives</b>	<p>and offline/online dimensions;</p> <p>2) The analysis of the relationships between internal communication staff and researchers, in order to understand the criticalities in elaborating shared visions and narratives of the Green Transition;</p> <p>3) The data-driven and digital methods-based analysis (Rogers, 2019) geared towards the recognition of narratives and discourses in social media platforms, and the elaboration of the prevailing dimensions of discourse such as dominant voices, relevant narratives, influential actors etc.</p> <p>The research will require a close collaboration with a sample of public academic institutions in Italy, such as Politecnico di Torino, Politecnico di Milano, Politecnico di Bari etc., and in Europe, such as Ecole polytechnique de Lausanne (EPFL), Imperial College, etc. in order to realise, through a comparative perspective, an empirical survey on the mentioned topics.</p> <p>A mixed-method of empirical approach will be required, integrating both qualitative survey (focus groups, interviews, participatory design approaches) and quantitative-computational methods aimed at collecting and analysing digital relevant data.</p>
<b>Skills and competencies for the development of the activity</b>	<p>The ideal candidate should have:</p> <ul style="list-style-type: none"> <li>- a specific background in communication and media studies;</li> <li>- training credits in the disciplinary scientific sector SPS/08 (Sociology of cultural and communication processes)</li> <li>- an excellent knowledge of Italian as well as English.</li> </ul> <p>The candidate should also show:</p> <ul style="list-style-type: none"> <li>- a marked motivation to continue studying and undertaking research;</li> <li>- a willingness to actively participate in academic and departmental life in presence;</li> <li>- curiosity and autonomy in undertaking and broadening the educational and cognitive solicitations offered by the PhD project.</li> </ul>