

1. Third-party research

Third-party research refers to all research projects done by Department teachers in collaboration with public and private entities. Third-party research is mainly carried out by the Department's Research Centres and Observatories, which, through their work, make it possible to use the Department's expertise to benefit businesses, associations and public administrations by encouraging a constant debate between civil society, businesses and the University.

The Department's third-party research activity is expressed in the following Third Mission areas:

1.1. Popularising science

- Strategic communication in Assolombarda (Lombardy Business Confederation)

1.2. Activities related to the UN 2030 Agenda and the Sustainable Development Goals

1.2.1. Goal 3: Good health and well-being

- Research on effective communication linked to cancer by the Neuromarketing Behavior and Brain Lab Research Centre.

In this research, a neurometric analysis was carried out to understand what the more than 40,000 Italians with chronic blood cancer feel, remember and look like during everyday situations with their doctor and carers. The daily reality of those living with chronic blood cancer is strongly influenced by their 'life connections': the small gestures, the words, and interactions with the doctors they meet on their way and with their loved ones - family and friends - who care for them. These connections affect patients' mental and emotional well-being of patients and thus also influence their illness journey. The MIELO-Spieghi campaign collaborated with the Behavior and Brain Lab research centre of IULM University in Milan and, for the first time, applied neurometric techniques to analyse the interactions between patient, doctor and caregiver. The emotional, cognitive and visual impact, as well as the level of memorability, of different behaviours and languages on a group of people with Chronic Myeloproliferative Neoplasms and Chronic Myeloid Leukaemia was measured.

2.2.2 Goal 8: Decent work and economic growth

- Retail Workforce Barometer

2.2.3 Goal 11: Sustainable cities and communities

- Varese Green project - research and training hub for sustainable mobility.

2.2.4 Goal 12: Responsible consumption and production

- "Italia in Bici. Scenari, protagonisti e indotto" ("Italia in Bici. Scenarios, leading players and allied industries") with the Repower company

The project 'Italia in Bici. Scenarios, protagonists and allied industries' is a collaboration with Repower, a leading energy supply company active in electric and sustainable mobility for years. The research aims to understand better the features of supply and demand in cycling and cycle tourism, highlighting the multiple benefits of the 'bike economy' and the growing

popularity of electric bikes. The use of bicycles has numerous advantages: in addition to the considerable turnover (which in Italy alone is over 9 billion euros), it has positive effects on health, improving the quality of life and the risk of accidents, and on the environment, considerably reducing emissions and both air and noise pollution. Finally, the shift to soft mobility benefits the area, encouraging urban regeneration, dialogue between cultures and the revival of local economies.

2.2.5 Goal 16: Peace, justice and strong institutions

- Communication and Negotiation Abilities of Youth on Climate
- The project 'Communication and Negotiation Abilities of Youth on Climate', carried out by IULM University's CIMASC research centre for Earthna, a Qatar Foundation initiative, focuses on the crucial support of youth climate activism. The aim of the research, which combines qualitative and quantitative analysis methods, is to identify ways to address educational needs in terms of young people's communication and negotiation skills in climate issues.
- A unique opportunity for this investigation has arisen with the Youth4Climate and COP (Conference of Parties) events, where intercultural and intergenerational climate negotiations can be observed through a scientific lens. The focus is on youth activists and their contributions to the climate change debate to provide valuable content for global climate education.
- The project originates from the growing strength with which, worldwide, young people are expressing their disagreement with the maintenance of the status quo of economic, social and environmental policies that contribute to climate change and are joining movements for climate justice (Escobar, 2015). Over time, their voices have become increasingly powerful, presaging greater involvement of young people in future decision-making processes in collaboration with governments and institutions. Unfortunately, in Western countries, young people have often been regarded as simply incomplete adults, neglecting the peculiarities of their communicative approaches, which are crucial for effective involvement in decision-making.