

A stylized globe of the Earth is centered on the page. The continents are depicted in a dark green color, while the oceans are in a vibrant blue. The globe is set against a dark blue background that features abstract, flowing white and light blue line patterns in the corners.

# IULM ON SUSTAINABLE DEVELOPMENT GOALS

2022

Università IULM



università  
iulm

# Table of contents

01. Introduction

02. IULM Commitment

03. THE Impact Ranking

04. IULM Priority SDGs

05. IULM Progress SDGs/1

06. IULM Progress SDGs/2

# Introduction

The Sustainable Development Goals (SDGs) are a set of 17 integrated and interrelated goals to end poverty, protect the planet and ensure that humanity enjoys peace and prosperity by 2030.



## THE GLOBAL GOALS

In September 2015, the Governments of the 193 UN member states adopted the 2030 Agenda for Sustainable Development. The Agenda sets out 17 Sustainable Development Goals (SDGs) comprising an integrated, universal action plan aimed at promoting peace, prosperity and sustainable development for our planet and its people.

Università IULM, including the entire university community, is committed to meeting this urgent call to action and, as already indicated in the University Strategic Plan 2022-2024 “Contributing to social participation and continuous development means for IULM University to be able to speak also to its local region and civil society – without ever forgetting the specificities of the academic institution. The wide-ranging dissemination, applied research, and “third mission” activities carried out by IULM lecturers are flanked by university projects open to all citizens [...], precisely as a contribution to cultural and civil progress. In short, IULM aims to confirm and strengthen its vocation as a “laboratory of ideas” capable of promoting initiatives to foster the culture of inclusion and sustainability and make a concrete contribution to the affirmation of a complete cultural democracy.”

In this active role in creating an enlightened generation of leaders for tomorrow’s society, in developing transformational knowledge and in changing contemporary cultural paradigms, Università IULM is implementing a series of good practices, measures, programmes and activities. These innovative initiatives in realizing the SDGs are aimed not only at our community, but in having an impact that extends beyond the campus and to the society, citizens and stakeholders that surround us.

# IULM

## Commitment

IULM's commitment to sustainability starts from the awareness that small actions can make the difference. There are no immediate answers, but implementing conscious behaviors every day is the key to achieving long-term sustainable results.

The SDGs constitute a global vision shared by countries, organizations and companies that are mobilizing to fight all forms of poverty and inequality and address climate change, ensuring that no one is left behind.

Thanks to its research programmes, its educational offer, its community of students and staff, Università IULM is committed to the achievement of these goals with its partners at national and international level.



IULM's commitment to sustainability starts from the awareness that small actions can make the difference.

# THE IMPACT RANKINGS

IULM consistently ranks among the world's top academic institutions in international rankings, which assess the quality of our teaching, faculty and students and allow us to benchmark and continuously improve our services.

Università IULM is proud that its effort towards the SDGs have been certified by Times Higher Education. THE Impact Rankings is the only global performance table that assesses universities against the United Nations Sustainable Development Goals.



IULM is the 81st university in the world for the SDG n.5 "Gender Equality" and among the top 200 for the SDG n.16 "Peace, Justice and Strong Institutions" in THE Impact Rankings 2023

# IULM's Priority SDGs



**Partnerships  
for the Goals**



**Gender  
Equality**



**Reduced  
Inequalities**



**Peace, Justice and  
Strong Institutions**



**Sustainable Cities  
and Communities**



**Quality  
Education**

# #17

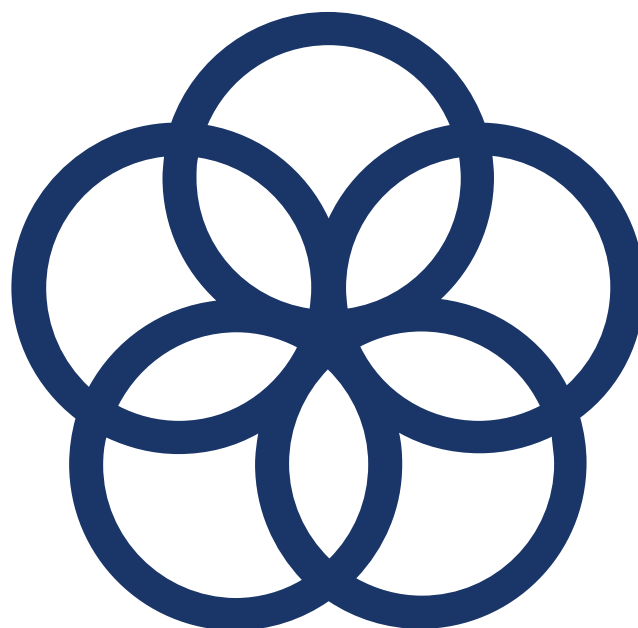
## Partnership for the goals



The current challenges facing the international community are too complex for any sector of society to resolve on its own. This is why SDG 17 affirms that the SDGs can only be realized with **strong global partnerships and cooperation**.

IULM's commitment to partnership with the widest cross-section of stakeholders across society is the driving force behind the university's mission and the cornerstone of its educational policy.

IULM also embraces the mission of fulfilling its responsibilities towards citizen education and the **socio-cultural development of the community**. This objective is pursued with a vision of cultural democracy, seeking to expand opportunities for interaction, dialogue, and knowledge-sharing across a diverse audience. To advance this commitment, the recently established **IULM Sustainability Committee**, led by the Rector's Proxy to Sustainability and Social Responsibility, aims to promote initiatives for listening, engagement, and education on sustainability within the IULM community (including faculty, staff, and students). Additionally, the committee endeavors to enhance existing activities and initiatives undertaken by individuals within the IULM community, collaborate on sustainability reporting, and drive initiatives for recycling, reducing energy and material consumption, as well as advocating for sustainable mobility.



# IULM Relationships to support the SDGs

IULM is constantly expanding its international reach, with numerous high-level academic and programmatic partnerships and joint initiatives.

## IULM International Network



## Global Projects

- **Italy - France monitoring centre:** aimed at fostering a comparative dialogue on key cultural sectors, IULM collaborates with Sorbonne Nouvelle in Paris, to present a series of events delving into strategies, practices, and dynamics within the cultural industries of both countries;
- **KIC: the Knowledge & Innovation Community (KIC)** assesses SDGs-related data for the European innovation system. With extensive expertise in the economics of cultural & creative industries, IULM has been a key player in this project;

**IULM believes that knowledge and innovation are not linked to mere geographical boundaries and that the complexity of international challenges makes it increasingly necessary to connect and create global synergies and share best practices.**



# YOUMAN Platform

The IULM **YouMan Platform** brings together international cooperation agreements and initiatives established by Università IULM with NGOs, multilateral organizations, associations, businesses, and research centers worldwide. It places a strong emphasis on social values, alongside aspects of innovation and sustainability.

- **FAO Cooperation Agreement:** FAO collaborates with IULM, in alignment with the university's global initiatives on food awareness and food security, to advance efforts in promoting sustainable food practices.
- **Inclusive University Manifesto:** this is an initiative promoted by the United Nations High Commissioner for Refugees (UNHCR), with the aim of facilitating refugees' access to university education and research, and promoting their social integration and active participation in academic life.
- **Decade of Ocean Science for Sustainable Development:** the UN has declared 2021-2030 the "Decade of Ocean Science for Sustainable Development." The Manifesto for this initiative mobilizes global stakeholders for a paradigm shift in ocean study and communication. IULM's involvement focuses on education, including talks, summer schools, and events promoting ocean literacy and sustainability.
- **FISU Healthy Campus:** is an initiative by the International University Sports Federation (FISU) promoting well-being through sports. IULM's participation offers opportunities for sharing best practices, organizing sports tournaments and joining FISU events. This initiative aligns with the Sustainable Development Goals.
- **Moleskine Foundation:** this is a non-profit organization that teamed up with IULM to empower young people and their communities for positive social impact. This project is designed for individuals aged 18 to 27 who are fluent in African dialects. They will receive training in writing and promoting African culture, history, language, and communities, preserving this valuable heritage.
- **Mygrants:** a for-profit digital company aimed at supporting immigrants in their social integration. It provides information, training and job placement to immigrants.

## MondoIULM Association

Mondo IULM is an association dedicated to enhancing and promoting Università IULM's institutional mission in research and teaching. It strives to achieve this by fostering cultural, functional, and strategic partnerships with Italian and international organizations, easing graduates' transition into the workforce, aligning educational paths with industry needs, and identifying potential funding sources through scholarships and research grants.

# University associations

## RUS

IULM, by being part of the CRUI, also adheres to the RUS, the Italian University Network for Sustainable Development (RUS) aimed at sharing information and coordination among all Italian Universities committed to the topic of environmental sustainability and social responsibility. Its main goals is spreading the culture of sustainability, both within and outside the Campus, and increasing the positive impact in terms of environmental, ethical, social and economic actions.

## RUniPace

RUniPace, promoted by the Conference of Italian University Rectors (CRUI), is a network of Italian universities committed to fundamental principles outlined in international treaties and agreements. These include rejecting war as a means of settling disputes and prioritizing the fight against inequality and poverty. These values underpin Italy's constitutional and international orders, as well as its agreements for international cooperation.

## Unimed

The Union of Mediterranean Universities (Unione delle Università del Mediterraneo) is dedicated to executing projects across various domains. These encompass governance matters at the university level, refugee integration, sustainable development, digital education, employability, and fostering intercultural dialogue.

## EUA - European University Association

EUA is an association that shapes EU policies for higher education, research, and innovation. It provides members with valuable platforms for sharing best practices. Additionally, EUA actively supports global sustainable development and advocates for the achievement of the United Nations' Sustainable Development Goals (SDGs) through the collective efforts of universities worldwide.

## EAIE - European Association for International Education

IULM is an active member of EAIE, the European centre for expertise, networking and resources in the internationalisation of higher education.

# IULM Research Centres

Università IULM has enhanced its multidisciplinary identity by promoting research capable not only of producing significant results and recognised by the scientific communities of reference, but also of experimenting with innovative forms of synergistic and cooperative language between different areas of knowledge.

<b>Centre for Employee Relations and Communication</b>	<b>Behaviour &amp; Brain Lab</b>	<b>Retail Brand Communication Observatory</b>
<b>Centre for Strategic Communication (CECOMS)</b>	<b>Human Lab Observatory</b>	<b>IULM Wine Institute</b>
<b>Euresis Centre for Diagnosis, Intervention, DSA Research</b>	<b>Observatory on Public Comm., Public Branding and Digital Transformation</b>	<b>Center for Research on Marketing for International Markets (CIMASC)</b>

Università IULM recognizes as Research Centers / Observatories those initiatives that have successfully passed through a phase of experimentation.

# International Research Projects

**Università IULM is committed to strengthening and improving the quality of research, its originality and its social utility.**

Alongside a line of development based on offering services to the wider community through research on behalf of third parties, Università IULM has identified, in **competitive research**, not only important sources of support but also the opportunity to work in network contexts and methodological comparison with other universities on the international scene, contributing in gathering, **measuring and disseminating data**, fully aligned with the SDGs.

## 01. **FA-ST Project**

For the empowerment and self-development opportunities for girls and young women affected by socio-economic barriers.

## 02. **Urbinat**

For the regeneration and integration of social housing urban suburbs in various European and non-European cities driving forces for social cohesion.

## 03. **PAgES**

The project "Post-Crisis Journalism in Post-Crisis Libya" organised a series of online seminars last October focusing on journalism in the digital age.

## 04. **Cestour**

Centers of Excellence in Sustainable Tourism to boost economic development and enhance University-Business cooperation in Southern Asia.

## 05. **Translation Studies**

A study on how collaboratively conducted translations can contribute to a better understanding of different processes in global translation markets.

## 06. **Audiovisual Music**

A media studies project on the issues related to music and sound in the various historical and media forms of audiovisual communications in the community

# Education for SDGs

## Degree Courses and Course Units

### **Master's Degree Course in Strategic Communication, Corporate Social Responsibility and Communication**

This course is dedicated to sustainability management, the SDGs and communication of social value in any of the current models relating to corporate social responsibility and sustainability embraced by corporations. Main topics are: what is Sustainability and how it is defined, Sustainable Enterprise and Social Innovation; Communicating Sustainability; ESG, GRI, SDGs, sustainability reporting; Sustainability and profitability.

### **Master's Degree Course in Hospitality and Tourism Management**

The Master's Degree Course in Hospitality and Tourism Management (HTM) is a dual degree program that prepares students to assume responsibilities, including with respect to sustainability and the SDGs, as a manager and entrepreneur in tourism. One of the three core specializations offered is "Sustainable Destinations Management and Communication (IULM)".



#5

# Gender Equality



## Achieve gender equality and empower all women and girls

With approximately **79% of its student body being female**, Università IULM places a strong emphasis on the fifth Sustainable Development Goal - Gender Equality - as a cornerstone of its mission.

Università IULM has long been dedicated to the pursuit of gender equality. The university champions various initiatives and projects aimed at supporting women throughout their entire academic journey, from the admission process to graduation, with the aim of establishing the groundwork for a successful career. IULM also supports women employees in their career progression and ensures a widespread gender equality culture.

In this regard, the University Board adopted in 2021 the **Gender Equality Plan**, which emphasizes the advancement of female students' and employees' learning and professional experiences as a central focus. Additionally, it discloses precious information about the progress made by the university in terms of the gender breakdown of the student and employee community.

**79%** of those applying are women

IULM encourages women and girls to advance in academia by giving them equitable access to education.

# The Equal Opportunities Committee

The **Equal Opportunities Committee** is a joint body representing teaching staff, technical-administrative staff and the student community, whose objective is to advance and provide equitable opportunities within the university community, and enhancing the well-being of those who work and study there.

Additionally, it seeks to fight all sorts of prejudice based on factors such as gender identity, ethnicity, political views, sexual orientation, age, and others. It also offers support to people who perceive themselves to be the victims of discrimination.

## Gender Equality Plan

The Committee organizes a wide range of activities, spanning from cultural events promoting the underlying principles of equal opportunities, to increasing awareness on topics such as gender equality. Additionally, it is responsible for drafting the **Gender Equality Plan**. This document outlines the strategies adopted by the University to promote, support, and implement gender equality in various domains. The biennial plan provides a comprehensive overview of the diverse areas in which IULM actively works to ensure that gender equality is effectively upheld.

The purposes and strategies implemented, in fact, while not limited to the academic environment, place particular importance on achieving and maintaining gender equality in such a context. The belief that equal access to education and research, indeed, is a fundamental cornerstone of IULM, besides being a prerequisite for a professional and personal condition that makes no distinction by gender.

# IULM progress

IULM constantly **tracks and measures** the outcome of its **gender equality progress measures**. Below are some data:

	Total number of students	Male	Female	% of female
<b>Students</b>	8077	1997	6080	75%
<b>Applicants</b>	4257	894	3363	79%
<b>Students starting a degree</b>	2194	467	1727	79%
<b>Undergraduate</b>	6249	1524	4725	76%
<b>Postgraduate</b>	1828	473	1355	74%
<b>Graduates</b>	2436	630	1806	74%
<b>First-generation students</b>	1288	373	915	71%



# IULM Services

## Counseling program

Among the top services available to the student population at the university, IULM offers various mentoring and **Counseling programs** that guide both female and male students through different phases of their university life. Throughout the academic year 2021/2022, a range of psychological support formats were provided based on the individual needs of each student.

- **Seminars**

Seminars and group meetings have addressed issues related to mental health and well-being. Thanks to the versatility and adaptability of the topics discussed to the emotional experiences of most students, this format has been remarkably successful, especially among the female population at IULM, who felt a strong connection to these issues, reaching 94% of the total participants.

- **Group meetings**

The "Orienta-menti" sessions, namely "Failure, I'm not afraid of you", "Ready to Answer", and "Flexibly", were specialized meetings tailored for smaller groups of students. Their purpose was to educate students on effective stress management and how to approach challenges and failures in a constructive way. These initiatives were met with great enthusiasm by female students at IULM, with women making up 80% of the total participants.

- **Individual sessions**

The most personalized and tailored approach was provided through individual sessions with professional psychologists, designed to address and resolve more specific personal issues. The results underscored the university's commitment to women, with nearly 74% of the program participants being female students.

## Scholarships

The university supports and promotes access to education for women from an economic standpoint. In the academic year 2021/2022, **81% of scholarships were awarded to deserving female students** facing financial hardship.

# IULM Projects for Gender Equality

## FA-ST

### Promote Female Startups in STEM

**FA-ST** is a priority IULM project, co-funded by the Erasmus+ Programme of the European Union, **dedicated to young women**: it is an innovative project characterized by the cross-fertilization between creativity and algorithms to support women in the **creation of their own start-up in STEM**, thus reducing unemployment among them and facilitating their participation in subjects, areas and disciplines where women are underrepresented.

This program centers on people, making them the focal point of the learning journey. It's about shifting the usual habits and priorities. It encourages personal growth, understanding social issues, and a strong commitment to making a positive impact. Students can put these new values into action in tasks like communication projects, work experiences, and research on ethical topics.

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## “Feminine Cinema Award”

Given the underrepresentation that women typically face in the film industry, Università IULM is spearheading the inaugural edition of the **Feminine Cinema Awards**. This initiative aims to envision a cinematic and audiovisual landscape enriched by an increasing presence of female voices.



The award, carried out in partnership with Società Umanitaria, seeks to celebrate the **talent of women in the field of screenwriting**, with the hope that these voices will continue to gain authority and influence. Through this endeavor, Università IULM aspires to foster a more inclusive and diverse cinematic sphere, ultimately amplifying the impact and significance of women's contributions to the world of storytelling through film.

# Events and initiatives

## **“Afghanistan, what now?”**

The well-known gender apartheid that has impacted women in Afghanistan since the Taliban came to power has prompted Università IULM to commit more than ever to raise public awareness and enlighten minds on sensitive issues such as gender parity and the presence of women in higher education.

In order to ensure that the situation of Afghan women does not fade into silence, six months after the fall of Kabul, the university arranged a roundtable discussion on the occasion of March 8th, the International Women's Day. This event was dedicated to addressing this sensitive issue.

Throughout the roundtable several experts from Afghanistan and the Middle East have participated, but most importantly, there was the invaluable firsthand account of three Afghan IULM students: Shabaneh Ganji, Najima Yawari, and Rahila Saya. Their powerful testimonies added a unique and meaningful dimension to this event.

## **Conference “Bilancio di Genere e Gender Equality Gap: prospettive future”**

To further discuss improvements and future prospects for gender equality, professors from the most prominent universities in Milan, including IULM, engaged in a dialogue on the subject in the presence of the Minister for Equal Opportunities, Elena Bonetti.

## **International Day for the Elimination of Violence against Women**

Università IULM marks the International Day for the Elimination of Violence Against Women with a screening of the film "La scuola cattolica," directed by Stefano Mordini in 2021. This film, which premiered at the Venice Film Festival, is based on Edoardo Albinati's novel and draws from a tragic 1975 event known as the "Circeo Murder", during which two very young women were tragically murdered.

## Four inspirational women by four professors

The value of women. Four female professors from the university have selected equally deserving women, ranging from pioneers in labor organization studies to directors and visual artists. They recount their accomplishments and their impact on society, emphasizing the importance of recognizing and celebrating the contributions that women make to contemporary culture.

## Sguardi Altrove International Women's Film Festival

The International Women's Film Festival "Sguardi Altrove" celebrates female cinematic creativity and this year marks its 29th edition. Università IULM, always committed to promoting inclusivity of female voices in the audiovisual industry, collaborated with students from the Master's program in Specialized Translation and Conference Interpreting, who were responsible for creating the subtitles.

## Students' dissertations

- "Bending gender barriers: men, music, and masculinity"
- "Gender Pay Gap e la comunicazione di impresa: i casi IBM e L'Oréal"
- "Islam e questione femminile: le donne afgane prima e dopo l'arrivo dei talebani"
- "Management plurale e leadership femminile nel turismo: includere per crescere"
- "Esistono differenze tra uomini e donne nelle reazioni agli stimoli pubblicitari? Le risposte del neuromarketing"
- "Islam e questione femminile: le donne afgane prima e dopo l'arrivo dei talebani"
- "Donne e patriarcato nell'Inghilterra vittoriana"
- "La jihad delle donne"
- "Women in music: Gender Gap nell'industria musicale americana attuale"
- "Tra stereotipi di genere e sessismo linguistico: la traduzione femminista per un'analisi linguistica e socio-psicologica"
- "Raccontare la violenza di genere. Studio di alcuni casi"
- "Tra stereotipi di genere e sessismo linguistico: la traduzione femminista per un'analisi linguistica e socio-psicologica"

#10

# Reduced Inequalities



## Reduce inequality within and among countries

Università IULM stands as committed advocate against any barriers that breed division. The university believes that every individual has an unassailable right to the same opportunities, the same education, and the same chances at success. Dismantling inequalities isn't just a priority – it's an imperative, a duty IULM holds sacred to create a world where all voices are heard, and all paths are open.

Among the main policies and initiatives promoted by the university, IULM counts the **Code of Ethics** and the **Equal Opportunity Committee** which set the ground rules for a zero-tolerance approach towards any kind of discrimination. The university also undertakes more direct actions, supporting its students through the counseling and tutoring programs especially dedicated to minorities and underrepresented groups.

At the heart of the **Code of Ethics** there are three core principles: upholding fairness and justice, demonstrating respect for others, and accepting personal and professional responsibility.

The university's effort to combat inequalities takes shape in the form of the **Equal Opportunities Committee**, a joint body represented by faculty, administrative staff, and students. Its aim is to counteract any form of discrimination by promoting and safeguarding equal opportunities within the university community.

To ensure the unwavering adherence to this principle, two pivotal figures take the lead: the **Rector's Proxy for Inclusion and Disability**, and the **Rector's Proxy for Equal Opportunities**.

**In our university community, we champion inclusivity, rejecting all forms of discrimination, whether based on age, race, religion, or orientation.**

# DiversaMENTE office

Università IULM has long been an advocate for the culture of integration through the diligent and ongoing efforts of the **DiversaMENTE office**. This office is the dedicated department in charge of providing **support for students with disabilities and Specific Learning Disorders (SLD)** throughout their entire university journey, from the admission process all the way through to graduation.

With the goal of ensuring that every student has equal access to education and culture, the DiversaMENTE Office is committed to providing daily support to these students. This is achieved through the implementation of a **personalized approach** tailored to the specific needs of each individual.



SLD STUDENTS DROPOUT RATE FROM  
2020 TO 2022:

18,4% → 12,1%

DISABLED STUDENTS DROPOUT RATE  
FROM 2020 TO 2022:

26,7% → 15,4%

Among the **main services** offered by DiversaMENTE:

- **Guidance and support service for admission**, both during the admission test and for the incoming freshmen orientation;
- **Assistance with administrative procedures**;
- **Support for study**, through technological aids, didactic support through Peer Tutors, courses on study methods and Erasmus+ program that allocate funds specifically for the mobility of individuals with special needs;
- **Job placement**, both regarding an internship experience while being students and a placement opportunity for their work life as graduates;
- **Psychological support** through the Counseling Services, in the form of individual interviews with professional psychologists.
- **Fees and financial benefits**, either through a tuition exemption or different scholarships.
- **Barrier-free Campus**, the campus is provided with accessible entrances, toilets, lifts, car parking, barrier-free routes all around the campus. In classrooms and in the library there are spaces for people using wheelchairs and there are especially adapted accommodations in the on-campus housing. IULM supports blind and seeing-impaired students with mobility orientation courses.

The **fundamental guide for incoming IULM students** provides a wide range of information and contact details for further assistance regarding accommodations, learning difficulties, and disabilities. There is a specific emphasis on the disabilities section, which outlines various supports available based on different disabilities, along with policies, support services, and accommodations for disabled students. It's worth noting that within IULM Residence, there are four housing units exclusively reserved for students with motor disabilities. Additionally, IULM offers financial support to students with disabilities.

## Euresis Center for Diagnosis, Intervention, DSA Research.

IULM's DiversaMENTE office works closely with the university **research center Euresis** which specializes in **diagnostics and training for students with SLD**. In fact it provides access to cutting-edge diagnostic tools and experienced professionals. The center aims to bridge the gap between clinical assessment and tailored learning strategies for each individual.

## IULM progress

IULM constantly **tracks and measures** the outcome of its progress **measures for reducing inequalities**. Below are some data regarding **students with disabilities and SLD**:

	Total number of students	Male	Female	% of female
<b>Students with disabilities</b>	82	26	56	68%
<b>Students with SLD</b>	416	128	288	69%
<b>Total</b>	498	154	344	69%

# The Inclusive University Manifesto

The **Inclusive University Manifesto** is an initiative promoted by the United Nations High Commissioner for Refugees (UNHCR), with the aim of facilitating refugees' access to university education and research, and promoting their social integration and active participation in academic life.

This initiative outlines fundamental principles and commitments for universities to **enhance support for refugee students**.

Adhering to this Manifesto formalizes University's dedication to social integration and inclusion, particularly for students with international protection status, ensuring their active participation in academic life.

## IULM In-Zone Project

Starting from autumn 2022, Università IULM has been taking part in the **training project for students living in the Azraq refugee camp** (Jordan) and **Kakuma refugee camp** (Kenya), in collaboration with the University of Geneva. The project team has set up an actual campus and continues to develop targeted teaching, meeting the needs of the students, with courses both in-person and by distance learning. IULM contributes to the project with 2 30h online courses on the basis of communication that can be further developed in more structured subsequent courses.

The expected outcomes of the InZone programme can be summarized as follows:

- **Direct cognitive (knowledge and skills) and academic (credits, data and ideas) impact:** Critical thinking, learning skills, curiosity, innovative thinking, contributing to the discovery of knowledge, developing the capacity to follow long-course degree programmes (as a bridge to higher education scholarships)
- **Economic impact:** access to jobs (voluntary positions within the camps and/or long-term solutions outside the camps), running one's own business, setting up SMEs etc.
- **Enhancement of individual resilience:** confidence and self-esteem, hope for the future, planning ahead and overcoming future challenges, social ties and the feeling of being useful and connected to others, making their own decisions and acting independently, both as individuals and as a community.
- **Impact on the role and image of refugees in the camps and host communities (empowerment):** The ability to make oneself heard and to engage in collective decisions, leadership abilities.
- **Sustainable development and communities:** meeting community needs, creating community-based projects and/or organizations, social and technical innovation etc.



# Scholarships and financial benefits

## For Ukrainian students

In light of the situation arising from the Russo-Ukrainian conflict, IULM has implemented the following measures: a reduction in tuition fees for Ukrainian students and an extension of the deadline for the third installment payment.

## For International Protection Holders

Università IULM participates in the initiative promoted by the Ministry of the Interior and CRUI, providing scholarships to students with refugee or subsidiary protection status.

## Invest your talent in Italy

In its seventh edition, the "**Invest your Talent in Italy**" program, supported by the Ministry of Foreign Affairs and International Cooperation, offers scholarships, university fee waivers, assistance services, and additional benefits to selected international students. These students have the chance to participate in a high-level training program at esteemed Italian universities, coupled with an internship at an Italian company.

## IULM progress

IULM constantly **tracks and measures** the outcome of its progress **measures for reducing inequalities**. Below are some data regarding refugee **students and students from developing countries**:

	Total number of students	Male	Female	% of female
<b>Refugees</b>	18	6	12	67%
<b>Students from developing countries</b>	141	35	106	75%

# IULM Projects

## Moleskine Foundation

The Moleskine Foundation, a non-profit organization, teamed up with IULM to empower young people and their communities for positive social impact. This project is designed for individuals aged 18 to 27 who are fluent in African dialects. They will receive training in writing and promoting African culture, history, language, and communities, preserving this valuable heritage.

## Mygrants

Mygrants is a for-profit digital company aimed at supporting immigrants in their social integration. Through adaptive micro-learning and thematic quizzes, it provides information, training and job placement to immigrants. The aim is to turn the phenomenon of migration into a significant social and economic opportunity.

**Mygrants trained  
130 000 trainees!**



## Call for University Special Projects

Università IULM has introduced a funding opportunity for **Special Projects**, aiming to provide equal opportunities for everyone to invest in their ideas and talents. These projects, centered around themes such as sustainability, digital cultures, democracies, rights, and freedoms, are open to university professors and researchers. This initiative ensures an equal chance for all to develop their potential.

# Events

## Inclusive teaching at the university

The **Lombardy Universities Disability Coordination**, of which IULM is a member, hosted a **conference** commemorating its tenth anniversary titled "Ten Years of Inclusive Education in Universities". The roundtable aimed to highlight disability in the university setting and discuss strategies for fostering inclusive teaching practices.

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## IULM Flow Talks

IULM Flow is a **platform** that **hosts discussions** about important global topics. It connects people from all over the world, breaking down cultural barriers. IULM Flow Talk consists of a series of webinars with leading international figures to bring online the debate on the challenges of today's issues and problems.

The webinars are open to the general public and free of charge.

- ➔ **IULM Flow Talk 32: Public archaeology for displaced communities**  
Explores how archaeology can become a maieutic tool in service of refugee communities.
- ➔ **IULM Flow Talk 26: Ukraine: From the Past to the Future**  
The guests will engage in a roundtable discussion following a contextualization of the relations between the two states
- ➔ **IULM Flow Talk 24: "Afghanistan, what now?"**  
Explores the current women's situation in the country, after the Taliban takeover of Kabul, while considering potential solutions for the future.

# Teaching & Research

## University course units

- Social evaluations / Master's degree in Strategic Communication

## IULM Publications

- "L'antropologo come perito"
- Complex Urban Systems: Challenges and Integrated Solutions for the Sustainability and Resilience of Cities
- A monument to whom? Artist positionality in community art-based projects

## Students' dissertations

- "Marketing dell'inclusività: quando i brand abbracciano la diversità"
- "Diversità e inclusione sociale nel sistema dell'arte contemporanea: women artists and black artists"
- "Per costruire ponti sono necessarie basi solide: chi interpreta per i migranti in Italia?"
- "La questione razziale nelle trasformazioni degli Stati Uniti degli anni '60"
- "Moda e inclusione sociale: il caso Diversity"
- "Sfida agli stereotipi. Cambiamento e inclusione nel casting pubblicitario"
- "Evoluzione attuale del concetto di lusso: diversità ed inclusione"

## #16

# Peace, Justice and Strong Institutions



IULM's **Statute** is the essential institutional document that elaborates in the policies and guiding directives of the academic institution. This statute unequivocally embodies the university's tireless commitment to promoting transparent and democratic governance, emphasizing its constant dedication to these fundamental values.

The internal policy framework in place fosters democratic processes, provided through different bodies:

- **Governing Board Representation:** include representatives of students, as well as both faculty and non-faculty staff members.
- **Students' Union Empowerment:** students shape the university's policies and regulations through full participation and representation rights across all governing, academic and administrative bodies.
- **Academic Freedom and Autonomy:** it grants faculty and researchers the autonomy to choose research areas and openly engage in teaching and discussion within their respective fields. This commitment aligns with the principles of the Italian Constitution and relevant legal frameworks, including those established by the European Union.
- **Stakeholder Engagement:** IULM prioritizes involving external stakeholders in decision-making processes, through the Board of Directors, the university's top governing body. This structure encourages active participation from the local community, civil society leaders, and representatives of the national government. Additionally, the establishment of **MondoIULM association** provides a dedicated platform for engaging a diverse range of external stakeholders in various aspects of university life, reinforcing the institution's connections with the wider community it serves.

## Principles and commitment on organized crime, corruption & bribery

The official policy, "**Modello di organizzazione gestione e controllo**", expressly forbids fraud and bribery. It also outlines Università IULM's core principles and steadfast **commitments against organized crime, corruption, and bribery.**

# Working with Governments

## CRUI's recognition

IULM actively engages with **CRUI**, the association representing both public and private recognized Italian universities. Established in 1963, CRUI has since evolved into an institution with institutional recognition and a pivotal role in shaping the university system's development through extensive research and experimentation. Through its participation in CRUI, Università IULM contributes invaluable expertise to the **national dialogue** on higher education. It involves advising the national government on matters encompassing higher education's impact on employment and the broader national economy, highlighting IULM's dedication to advancing the Italian university landscape.

## IULM & the UN Food and Agriculture Organization

Through its official **collaboration with the UN Food and Agriculture Organization (FAO)**, Università IULM offers policy direction on nutrition, agricultural productivity, rural well-being, and global economic advancement. IULM's emphasis includes tailored programs aligning with FAO's mission, such as:

- future of food and food security
- creation of a FAO e-learning platform
- specialized events organization

## KIC -Knowledge Innovation Community

IULM actively contributes to governmental research by collaborating with the **ICE-Europe Consortium's Knowledge & Innovation Community (KIC)**, which assesses SDGs-related data for the European innovation system. With extensive expertise in the economics of cultural & creative industries, IULM has been a key player from project inception. It's also nominated as a lead coordinator in the research area, alongside NESTA, the UK innovation agency

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## RUniPace

**RUniPace**, promoted by the Conference of Italian University Rectors, is a network of Italian universities committed to fundamental principles outlined in international treaties and agreements. These include rejecting war as a means of settling disputes and prioritizing the fight against inequality and poverty. These values underpin Italy's constitutional and international orders, as well as its agreements for international cooperation. IULM is an active participant.

# Measures to foster peace and strengthen institutions

## University Special Projects Call on the themes of Democracies, Rights, and Freedoms.

As part of the planned activities aligned with the University's strategies and in accordance with guidelines for special funding, Università IULM releases a call for proposals to **fund Special Projects** of significant importance to the University, focusing on the themes of **Democracies, Rights, and Freedom**.

## International Day of Sport

On the International Day of Sport, recognized by the United Nations, Università IULM celebrates the transformative power of sports in promoting social change and global peace. This observance aligns with IULM's commitment to utilizing sports as a means of personal and social development. Through initiatives like the "IULM pro-Athletes" program and partnerships with CUS Milano and NADD, the university actively fosters a culture of sportsmanship and inclusivity within the IULM community.

## Events & Initiatives



### Rejecting war, standing for peace

#### A conference on Revenge, Peace, and War

As part of the university's ongoing research efforts on the theme of peace, the annual conference of the Italian Association of Law and Literature took place at IULM, titled "Prompted to my revenge by heaven and hell": Peace, War, Revenge, and the Law. Scholars from leading national and international universities convened to discuss the frequently explored literary theme of the interplay between revenge and the law.

#### Conference "Languages and Linguistics for Peace"

The aim of the conference, open to the general public, was to explore the role of languages in advancing peace and to contemplate these topics from a multidisciplinary perspective.

#### Extraordinary Peace March

To provide students with the opportunity to reject war and become builders of peace, and show support to the Ukrainian people.

# #11

## Sustainable cities and communities



Università IULM is strongly committed to fostering a **sustainable city and community**. The institution recognizes that the future of cities relies on **responsible urban development** and active **community engagement**. IULM integrates sustainability principles into its academic programs, research initiatives, and campus operations. Through innovative courses, research projects, and partnerships, the university equips students with the knowledge and skills needed to address urban challenges, from environmental conservation to social inclusivity. Furthermore, IULM actively participates in local community initiatives, advocating for sustainable urban planning and collaborating with local organizations to create a more environmentally conscious and inclusive city. In these ways, Università IULM demonstrates a steadfast dedication to building a more sustainable, resilient, and vibrant urban environment for all.

IULM also provides **full access** to the Milanese community and the general public to all of its buildings and facilities. In this context it should be noted that the university has significantly contributed to the beautification and landscaping of its location and surrounding community.





# Contribution to Arts and Heritage

## Exhibitions and works of art

IULM frequently organizes for the public, and the Milanese community exhibitions and gallery whether on artistic, other cultural or socio-political theme in the context of sustainability and communication. Below are some examples of 2022:

- **"The Multiverse Game"**: an interactive exhibition organized by IULM's students;
- **"The Extraordinary Stories of Palmira"**: a photographic exhibition in collaboration with the Terra Santa Foundation, focusing on archaeological communication;
- **"Contatti Tenaglia"** (1970): a bronze sculpture by artist Giò Pomodoro was inaugurated at IULM Campus and is now accessible to the general public.

## Cinema

### Iulm Movie Lab

**IULM Movie LAB** is a cutting-edge audiovisual production hub and a breeding ground for innovative concepts. It serves as a vital link between the corporate realm and the narrative requirements of businesses, spanning from developing advertising ideas to creating comprehensive corporate films. It operates across three distinct realms: television, cinema, and new media.

One of its main projects is **Diritti Lab**, the result of a collaboration between Università IULM and the Farnesina, aimed at eliminating any form of discrimination. The projects features thirteen films created by talented young graduates and current students of IULM, delving into the realms of human rights and essential, unassailable freedoms.

## Live performances

### University Theatre Centre (CUT)

**The University Theatre Centre (CUT)** is a hub for socializing and amateur performing arts, as well as a center for artistic practice. It places a strong emphasis on enhancing individual and community value, as well as promoting teamwork. The focus is on developing both verbal and non-verbal soft skills essential for the educational growth of young individuals. This is achieved through workshops led by artists and industry experts. The CUT organizes several performances every year, below a few examples from 2022:

- Gaber's show "Polli d'allevamento";
- Ghiaccio - Shackleton's legendary expedition to the South Pole.

### IULM Choir

THE **IULM choir** is open to all students, teachers, staff and collaborators and every year it organizes several outstanding performances open to the general public.

## Cultural heritage

### Heritage Lab

The Heritage Lab, a collaboration with Manageritalia, is the university inaugural project lab involving over 60 students, three managers, and overseen by faculty. It focused on a pilot project centered around the Sacred Mountain of Varese, one of Italy's nine Sacred Mountains. The goal was to devise fresh approaches to managing Italian cultural heritage.

### Moleskine Foundation

The Moleskine Foundation, a non-profit organization, teamed up with IULM to empower young people and their communities for positive social impact. This project is designed for individuals aged 18 to 27 who are fluent in African dialects. They will receive training in writing and promoting African culture, history, language, and communities, preserving this valuable heritage.

### Archaeology

IULM is actively involved in significant **archaeological ventures**, valued not only for their artistic worth, but primarily for their historical testimonies, such as:

- Underwater excavations at Castel dell'Ovo
- Underwater excavations at Baia Castle
- excavation campaign in the Andes, Peru

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# Sustainable cities

## Green areas for the community

IULM inaugurated the new "**Silvio Federico Baridon**" Garden, founder of IULM together with Carlo Bo, a **10,000 square metre green area** returned to the city community following the redevelopment and enhancement works carried out in 2019. It is a green lung in the southern area of Milan equipped with workout machines, a field of soccer field made of synthetic grass, a playground area also accessible to children with disabilities, a section reserved for dogs and a gathering space with benches and tables sheltered by a pergola and thus **usable in all seasons by the general public**.

IULM is committed to **pedestrian priority** throughout the campus. In fact IULM has taken over and **redeveloped a new pedestrian area** in Via Carlo Bo (the university's main thoroughfare) and the related green areas of about 4285 square meters. This important initiative promoting pedestrian priority has also resulted in a **21% increase in the green area** of the Campus overall.

## Sustainable Mobility

To promote **sustainable mobility**, Università IULM has forged several partnerships:

- Through an agreement with the ENI Group, IULM students enjoy preferential rates for the Enjoy vehicle sharing service.
- A collaboration with Zig Zag, a free-floating scooter sharing service, extends special benefits to IULM students.
- A partnership with Trenitalia, discounted train fares are available for the IULM community.

## IULM sustainable building projects

### Cascina Moncucco

Cascina Moncucco, a seventeenth-century farmstead in Milan, underwent a remarkable transformation, becoming a shining example of **sustainable building standards and energy efficiency**. This historical gem had long been neglected, but in 2017, Università IULM, with support from various institutions, embarked on a comprehensive renovation project. This endeavor not only breathed new life into Cascina Moncucco but also turned it into a residence for 100 young people and a cultural center for the city. The renovation project achieved Silver level **certification with the LEED Italia 2009 NC system**, signifying a deep commitment to environmental sustainability and energy conservation. The emphasis on energy efficiency was evident in improved insulation and efficient systems, while the building excelled in water conservation, boasting low-flow equipment in the toilets and a rainwater collection system for irrigation. Cascina Moncucco's success story serves as a pioneering model for similar initiatives, demonstrating how the restoration of historical treasures can go hand in hand with a greener, more energy-efficient future, all while preserving the past.

### Fabbrica di Quartiere

Fabbrica di Quartiere, an innovative and interdisciplinary project, aims to **rejuvenate the Southeast quadrant of Milan**. Spearheaded by Politecnico di Milano and Università IULM, this initiative involves a collaborative effort with local businesses and public and private institutions. The project seeks to empower Southeast Milan neighborhoods, overcome peripherality, and foster meaningful change by addressing the area's multicultural populations, neighborhood structures, repurposing of disused areas, and local enterprises. It envisions a future where concrete, feasible, and sustainable projects enhance open spaces along public transportation routes, create an ecological network, and foster cultural programs for the communities of Calvairate and Rogoredo.

In each of these projects, the focus on reimagining the use of public spaces aligns with the interests of partner companies, actively engaged in a collaborative dialogue with the local community. Fabbrica di Quartiere, led by a dedicated team from Politecnico di Milano and Università IULM, reflects a collective effort to foster sustainability, innovation, and community enhancement in the vibrant Southeast Milan neighborhoods.

## URBiNAT

The **URBiNAT project** is dedicated to revitalizing and harmonizing urban peripheries, particularly in public housing neighborhoods across various European and non-European cities. It achieves this by implementing innovative **Nature-Based Solutions to ensure sustainability** and by engaging local communities to foster social cohesion. Emphasizing the transformation of public spaces, the project aims to forge novel urban, social, and natural bonds within and between neighborhoods, in collaboration with the residents. URBiNAT's central objective is the holistic well-being of its inhabitants, manifested through the co-creation of what is known as the "Healthy corridor," an assembly of pioneering Nature-Based Solutions, nurtured through participatory processes involving local communities.

Cities participating in the project are categorized as Front runner cities (such as Porto, Nantes, and Sofia) and follower cities (including Siena, Nova Gorica, Brussels, and Høje-Taastrup), each at varying stages of implementing these innovative solutions. Front runner cities have already conducted local context analyses and are actively crafting urban plans for realizing the Healthy corridor, even amidst challenges posed by the Covid-19 pandemic. Follower cities are currently in the process of studying and adopting best practices gleaned from the experiences of the Front runner cities. Recent technical meetings among project partners, held in Siena, allowed for the presentation of progress in partner cities and introduced local teams, citizens, and public and private associations actively engaged in developing a strategic plan for urban greenery promotion, a goal to be realized through the URBiNAT project. Over the next three years, the project will further develop Nature-Based Solutions and assess their impact within the urban context. Università IULM, apart from overseeing the study of local contexts, leads the URBiNAT Observatory Work Package, responsible for monitoring and analyzing project activities. The digital platform for the Observatory is currently undergoing testing, which will facilitate the collection and utilization of data from cities for analysis, evaluation, and publication of noteworthy results via the project's website.

# Events

## IULM Flow Talk:

- “Italy/France film co-productions in the years since 1900”.
- “Power & Purpose: Leadership of New Paradigms”

## The Human Lab at Dubai Expo

The HumanLab of the Department of Humanistic Studies makes its debut at Expo Dubai 2020 to showcase an illustrated booklet dedicated to the archaeological heritage of Palmyra (Syria). This project was developed in collaboration between IULM and the Collart-Palmyre Project at the University of Lausanne.

## The Ibero-Latin American Film Festival

The Ibero-Latin American Film Festival arrived at IULM. The festival, one of the most extensive in Italy dedicated to Ibero-Latin American cinema and one of the two longest-running in Europe, serves as a prominent window into the world of audiovisual arts.

# Teaching & Research

## Academic programmes

The **Faculty of Arts and Tourism** at IULM is dedicated to cultivating experts in the realm of artistic asset communication, cultural event planning, marketing management for tour operators, and hotel and resort management, as well as tourism promotion and event planning. IULM's students are equipped with a deep appreciation for the arts and cultural heritage, as well as the practical skills needed to excel in these diverse career paths. They become adept communicators and promoters of artistic treasures and cultural legacies. They also master the art of marketing, ensuring they can effectively market tourism experiences to a global audience. Below the main programs about arts:

### **Bachelor's Degrees:**

- Arts and Cultural Events
- Tourism, Management and Culture

### **Master's Degrees:**

- Art, Valorization Strategies and the Markets
- The Art of Storytelling: Literature, Cinema, Television
- Management of Artistic and Cultural Resources
- Museology New Media and Museum Communication

## Academic publications

- "Beautification for Tourism! Economics and Marketing of the Italian Cultural Foundation During and After Pandemic Times."
- "Errori grafici volontari, involontari e un possibile caso antico di dislessia (Eronda III)"
- "Trasferimenti in loco. Saggi sulla traduzione, il dialetto e la poesia".
- "Tras las huellas de los sátiros: híbridos en la escena"
- "Museum Social Media Communication and Program Service Revenues Evidence from Italy"
- "L'orologio degli anni. Poesie 1857-1928"
- "Legacy economics and meta-management of creativity in destinations"
- "La grotta immersiva: multimedialità del paleostorico tra disegno, fotografia, cinema e 3D"
- "A monument to whom? Artist positionality in community art-based projects"
- "The power of local networking: Bologna's music scene as a creative community, 1978-1992"
- "Memory Resilience and Sustainability: When Tourism and Art Meet in Byzantium"
- "Geomapping. Cultural Enhancement Practices of the Jabel Shams and Jabel Akdhar Mountains in Oman"
- "Urban 'beautification' and its discontents: the erosion of urban commons in Milan"
- "A monument to whom? Artist positionality in community art-based projects"
- "Dinamiche evolutive nell'approccio strategico alla comunicazione della sostenibilità"

## Students' dissertations

- "Spazio Z: ipotesi progettuale di un centro artistico e culturale nel cuore dell'alto Salento"
- "Il design a scala urbana per la rigenerazione sociale e culturale"
- "L'innovazione nel mercato dell'arte digitale"
- "Rigenerazione urbana, il caso Farm Cultural Park"
- "La sostenibilità ambientale nei media audiovisivi: produzione e fruizione consapevole dei prodotti medialì"
- "Cinema e sostenibilità ambientale - Nuove pratiche green per l'industria cinematografica"

- “Tourism and Territory towards a scattered and sustainable hospitality: the case of Orosei in Sardinia”
- “Sostenibili per Natura o Sostenibili per Scelta? Il mondo del lusso alla prova dei nuovi consumatori”
- Approach to sustainability: the case of Italian accommodation facilities
- “Promoting sustainable tourism in the rural areas of Puglia: an innovation strategy for farmhouses, farms and ecomuseums”
- “For Heritage Memory and Survival, Though Pandemic Times! Philanthropy of Leading Trust and Foundation in Italy and UK”
- “Il ruolo della comunicazione per lo sviluppo della mobilità sostenibile: il caso Tokyo Italia”



## ***TAM TAM: IULM Diffuse Museum of Communication***

# #4

## Quality Education



### Reduce inequality within and among countries

IULM University promotes high educational standards through quality assurance and continuous improvement in all the areas of activities through which it achieves and develops its institutional mission, as it is stated in the **IULM Quality Policy**.

What IULM considers to be a cornerstone of an education of high quality is also its accessibility, thus, the activities it promotes are open to all, regardless of ethnicity, religion, disability, immigration status or gender, as required by Italian law in general and in particular by IULM Statutes, IULM **Equal Opportunities Regulation Policy** and IULM **Code of Ethics**.





# Services

## Public Access to the Library

The Library allows, after registration, **free attendance to non-enrolled users** of IULM who have proven reasons for study or research. These users can access several educational resources and many library services, including the Online Library Catalogue "Digger", which allows them to find books, electronic journals, articles, films, and all the documentary material preserved by the library itself. Searches and loan requests can be made from any Internet workstation, even from home: merely by logging in with user credentials and navigating from the address digger.iulm.it.

## Mobility

### Università IULM and its global horizon

With more than 250 agreements in more than 50 countries worldwide, Università IULM has always placed the concept of **internationalisation** at the heart of its identity. The university's global approach aims not only to establish more and more partnerships and strategic agreements at the international level, but also to provide its students, faculty and staff with a real sharing platform capable of promoting cooperation activities and mobility in a common global context of academic excellence, scientific research and human value.

Agreements  
**250+**

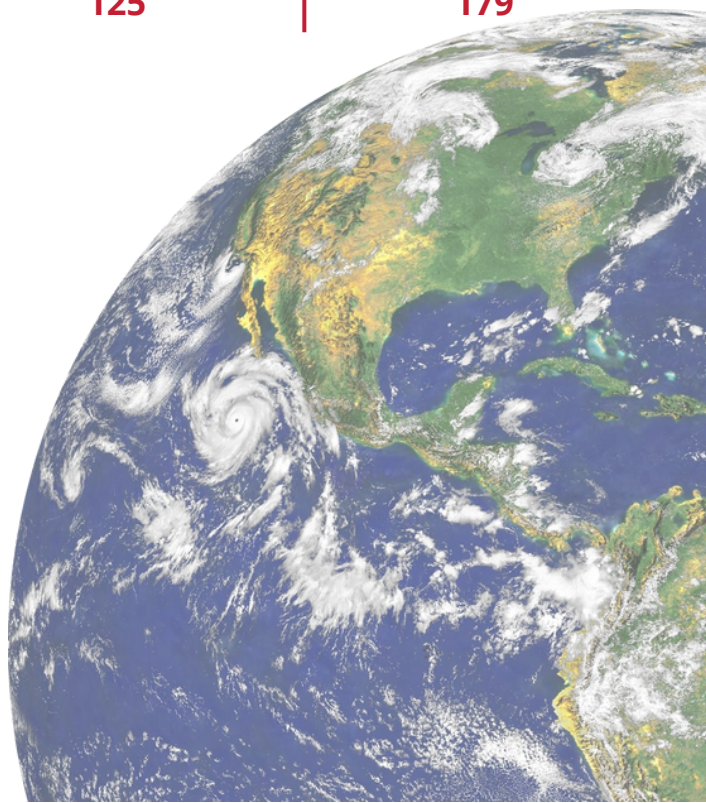
Iulm students'  
nationalities  
**70**

Incoming students  
**125**

Outgoing students  
**179**

## University orientation

Università IULM orchestrates a diverse array of activities aimed at familiarizing prospective students with its **academic offerings**. These initiatives span from Open Days, where the university warmly welcomes all, to meticulously planned events in high schools. Providing students with a preview of what to anticipate from such an experience empowers them to make well-informed decisions about their educational journey.



# Lifelong learning

## IULM For the City

"IULM for the City" consists of a series of lectures, **accessible and free of charge to all citizens**, on some fundamental topics related to the world of communication. They are held by distinguished professionals. The past year IULM was honored by the valuable presence of Professor Roberto Vecchioni.

## Fondamenta

"Fondamenta" is a cutting-edge, fully **online course offered free of charge** and accessible to all, including both students and the general public. Renowned experts in their respective fields delve into 12 pivotal aspects of our civilization, ranging from the Bible to Apocalypse Now, from Roman law to Beethoven's symphonies.

At IULM it is firmly believed that students should emerge from their academic journey not only equipped with practical skills, but also possessing the ability to engage in **critical thinking**, viewing the world around them with a fearless clarity. This course embodies IULM's commitment to nurturing well-rounded, analytically astute individuals.



## IULM Flow Talk

IULM Flow is a **neutral platform** that **hosts discussions** about important global topics. It connects people from all over the world, breaking down cultural barriers. IULM Flow Talk consists of a series of webinars with **leading international figures** to bring online the debate on the challenges of today's issues and problems.

The webinars are open to the general public and free of charge.

## University goes to School

"University goes to school" is an **orientation teaching project**. High schools have the opportunity to host a university lesson held by a IULM teacher. The meeting, structured according to the school's specialisation and the needs of the young people, address issues useful for making a more informed university choice

## IULM TOP-Tutoring Online Project

IULM has embraced the **TOP-Tutoring Online Project**, a commendable initiative aimed at training tutors who provide invaluable **support to middle school students** struggling due to the challenges posed by COVID-19. Through online sessions, these tutors help students in need, showing the commitment to education of the whole community.

## IULM International Schools

Every year IULM organizes the **International schools: short courses of a few days or weeks** about specific communication topics with IULM international professors and guests. Below are the international schools organized in 2022:

### Harvard Summer School 2022

For the sixth consecutive year, IULM hosted Harvard University's Summer School, themed "Beauty, Leadership, and Innovation." This intensive four-week program in Milan and Siena delved into the essence and impact of beauty, encompassing cultural, economic, and philosophical dimensions. Students explored its vital role in critical thinking, community development, and sustainability, while also examining its interplay with truth and goodness in Western tradition.

### Junior Summer School

The Junior Summer School by Università IULM presents an exciting online opportunity for high school students interested in Communication. It offers free courses covering a range of topics and is a unique way to engage with IULM professors and explore the field in depth.

### Winter School and Osaka's students

In its fifth year, Università IULM hosted the Winter School in collaboration with Setsunan University from Osaka. Together, students from both institutions immersed themselves in a rich learning experience, exploring the intersections of creativity and industry in the vibrant context of Milan.

## Poetry course in Milan

Università IULM, in collaboration with MTM (Manifatture Teatrali Milanesi), launches a completely free course in poetic writing, open to all Milanese citizens. The course combines academic lessons delivered by professionals, with hands-on workshops.

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## Events

### The Ibero-Latin American Film Festival

The Ibero-Latin American Film Festival arrived at IULM. The festival, one of the most extensive in Italy dedicated to Ibero-Latin American cinema and one of the two longest-running in Europe, serves as a prominent window into the world of audiovisual arts. Showcasing works from at least 17 countries across the American subcontinent and the Iberian Peninsula, it places a special emphasis on independent cinema.

### Communication International Week

During this event, three days of presentations involved international professors and guests discussing current topics such as digital media, consumer culture, crisis management, sustainability and innovation. The initiative is open to the entire university community.

### Italy-France Cultural Industries Observatory

The collaboration between Università IULM and Sorbonne Nouvelle in Paris, presented a series of events delving into strategies, practices, and dynamics within the cultural industries of both countries. The aim was to foster a comparative dialogue on key sectors like cinema and contemporary art. Representatives from each university led the discussion, providing cultural and scientific insights from their respective countries. Topics such as cultural development policies and sustainable approaches to creative industries were explored in these online sessions.

# Research Centers

The university has enhanced its multidisciplinary identity by promoting research capable of producing relevant results recognized by scientific communities. It has also explored innovative forms of collaborative communication between different fields of knowledge. This effort is reflected in the development of **Research Centers**, which have demonstrated a commendable capacity to provide valuable services to the local community.

These centers cover a wide range of areas including:

- **Behavior & Brain Lab Center:** Neuromarketing Research Center on Decisions, Emotions and Actions;
- **Center for Strategic Communication:** Research Center on public relations and strategic communication;
- **Euresis Center** for diagnosis, intervention, and research on Specific Learning Disorders;
- **Centre for Employee Relations and Communication:** Research Center on organizational communication and relationships;
- **Human Lab Observatory:** Research Centre for communication in Humanities;
- **Observatory on Public Communication, Public Branding and Digital Transformation;**
- **Retail Brand Communication Observatory;**
- **IULM Wine Institute (IWI):** market research centre on wine production;
- **Research Center on Marketing and Sales Communication for International Markets (CIMASC);**
- **Research Center Center for Visual Studies (CVS);**
- **01Lab - Journalism in the Digital Age Data Science.** New virtual Communities, Ethics of Algorithms.

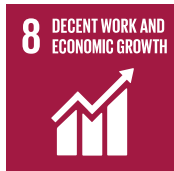
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## Teaching & Research

### Students' dissertation

- **Micro-Folie:** an inclusive digital museum model that aims to tackle socio-economic and educational inequalities

# IULM's Progress SDGs | 1



**Decent Work and  
Economic Growth**



**No  
Poverty**



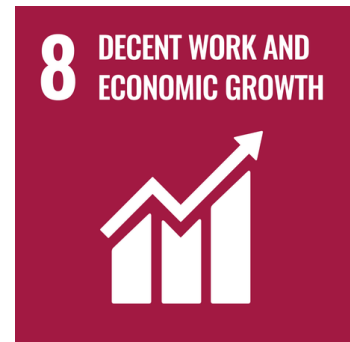
**Industry, innovation  
and infrastructure**



**Climate  
Action**

# #8

## Decent work and economic growth



IULM firmly believes that **promoting decent working conditions** is not only a crucial element of human dignity but a way to foster sustainable economic growth. By providing fair wages, safe workplaces, and opportunities for skill development, societies not only enhance the well-being of their citizens but also create a solid foundation for robust and inclusive economic progress.

### No Discrimination

**IULM Equal Opportunities Committee** is a high-level university joint body representing teaching staff, technical-administrative staff & the student community aimed at promoting & guaranteeing equal opportunities in the university community. It aims at countering all forms of discrimination & harassment based on gender identity, ethnicity, political thought, sexual orientation, age.

As stated in the **IULM Code of Ethics**, IULM's community must act ethically according to 3 fundamental principles: fairness and justice, respect for others, personal and professional responsibility. Violence and aggressions, both physical and verbal and any form of abuse are unacceptable because they undermine the dignity and rights of the person. IULM will not tolerate any form of harassment, violence, abuse of sexual nature. Art. 4 lists the forms of sexual harassment that include physical contact, unwanted attention, verbal harassment of a sexual nature.

### Gender Equality Plan

IULM's **Gender Equality Plan** (GEP) serves as a vital tool for articulating and disseminating the University's strategy to advance gender balance. It forms an integral part of a broader strategic framework dedicated to fostering equal opportunities within the institution. The GEP also incorporates a gender perspective into all internal policies and actively engages in cultural, educational, and research initiatives to raise awareness among the university community (including students, teaching and research staff, and administrative personnel) as well as the broader public.

## Recognition of unions & labour rights

Recognition of unions and protection of labor rights hold paramount importance at IULM. Both freedom of association and collective bargaining are considered such vital elements that they are expressly outlined in the **IULM Statute** as top priorities. This document unequivocally affirms IULM's acknowledgment of the pivotal role played by unions and labor rights, particularly in negotiations regarding salaries and wages, fully aligning with relevant Italian legislation. Furthermore, the university collaborates closely with the Faculty Council, which functions akin to a faculty union, on all matters concerning employment and freedom of association.

## University services & initiatives

### Career Service & Career Week

Università IULM has always been committed to training young professionals ready to enter the world of work. IULM's **Career Service and Business Relations office** offers career guidance services and promotes the meeting between students and graduates with companies in search of talent. Furthermore, the Placement Office goes beyond job listings. IULM organizes Job Seminars, conducts CV checks, offers Interview Preparation Sessions, provides Business Coaching, and offers a range of services designed to support the students' transition into the professional world.

The **Career Week** is a job orientation event tailored for both companies and students. It serves as a recruitment platform where companies have the opportunity to directly engage with younger audiences, while students can connect with potential employers and gain valuable insights for their career paths.

<b>8077</b>	<b>1625</b> (20% of all students)	<b>170</b>	<b>76,2%</b>
Number of students	Number of students with work placements for more than a month	Internships abroad	Employment rate of IULM graduates 1 year after graduation



## Mondo IULM

This non-profit association's main goal is to support the development and promotion of Università IULM in carrying out its research and educational mission effectively. It also works towards easing graduates' transition into the job market, aligning educational programs with industry demands, and identifying funding sources like scholarships and research grants.

### Study grants for 150 working hours

For students who can effectively juggle their studies and work commitments, IULM provides the chance to earn through **collaborations with various University offices**. It's a great way to enhance the resume with an experience that doesn't surpass 150 hours per academic year.



## Research

The **Centre for Employee Relations & Communication CERC** of Università IULM has among its main goals: to develop and spread a culture of communication and organisational relations; promote knowledge exchange between Università IULM and companies; support research activities that are relevant to companies by supporting the development of innovative and consistent managerial practices with solid scientific criteria.

# Publications & dissertation

## Academic publications

- "A New Academic Quality at Work Tool (AQ@workT) to Assess the Quality of Life at Work in the Italian Academic Context"
- "Internal crisis communication strategies: Contingency factors determining an accommodative approach"
- "Wellbeing in Workers during COVID-19 Pandemic: The Mediating Role of Self-Compassion in the Relationship between Personal Resources and Exhaustion".
- "Hi! How can I help you today?": investigating the quality of chatbots-millennials relationship within the fashion industry".
- "Social media and the role of internal communication for crisis prevention and management"
- "Organizational Guilt Management: A Paradox Perspective"
- "Passion and Flow at Work for the Reduction of Exhaustion at Work in Nursing Staff"
- "How the digital transformation from COVID-19 affected the relational approaches in B2B"
- A coming bounty of academic mutinies?"
- "The Impact of Optimism and Internal Locus of Control on Workers' Well-Being, A Multi-Group Model Analysis before and during the COVID-19 Pandemic"

## Students' dissertations

- Pandemic crisis and its effects: engaging employees during periods of forced remote working
- Environmental and social sustainability as a driver to improve corporate reputation: Stella McCartney case study
- Stay local: A new sharing economy platform to support Valtellina's economy
- Cognitive diversity in the workplace: a focus on psychometric profiles and personal satisfaction

# #1

1 NO  
POVERTY

## No poverty



### End poverty in all its forms everywhere

Recognizing the critical importance of **eradicating poverty** for sustainable global development, IULM is committed to alleviating economic hardship and promoting inclusive prosperity.

To do so, it has implemented a range of initiatives and **financial aid programs** that include regional scholarships reimbursement of enrollement fees and university contributions.

IULM also provides **extraordinary grants** in cases where the student has found him/herself in serious family financial situations, with loss of disposable income; in cases of illness, accidents, surgery and/or costly rehabilitation treatment, which have affected the student or family members and compromised the student's academic career; death of a member of the family, responsible for the student's maintenance. These extraordinary grants enable students to complete their university programme.

**Empowering through quality education is not just beneficial, but essential for the whole community. By reducing poverty, Università IULM paves the way for better, more dignified living conditions for everyone.**

# Financial support

## “Rate 0”

IULM grants a **special tuition rate** called "**Rate 0**" to those who fall into the bottom 20% of household income group: these students have a university ISEE value under € 5,000 (ISEE stands for Equivalent Economic Situation Indicator and is a measure of a family's financial status in Italy). In addition, IULM applies differentiated tuition rates in accordance with the five different income levels.

## Scholarships and financial benefits

IULM offers University Scholarships and financial incentives to low-income students. Among them:

- **Invest in your future:** bank loan;
- **Scholarship for International Students:** up to 100% reduction on the tuition fee for the 20 most deserving students and accommodation at reduced rate;
- **Scholarships for International protection holders;**
- **Invest Your Talent in Italy:** scholarships, tuition waivers, support services and other benefits to international students.

## Catering at a reduced rate

Università IULM grants the **catering service at a reduced rate** at the campus canteen to students enrolled who meet the necessary income requirements (university ISEE). The service includes a complete meal which is made up, according to the universal standards that determine the average requirements of an adult, of a first course, a second course, side dish and bread, or an equivalent meal.

## Housing at favorable conditions

Università IULM grants **residence at favourable conditions** for students who meet the necessary income requirements.

## Study grants for 150 working hours

For students who can effectively juggle their studies and work commitments, IULM provides the chance to earn through **collaborations with various University offices**. It's a great way to enhance the students' resume with an experience that doesn't surpass 150 hours per academic year.

## Financial support to Ukrainian students

The university has also allocated special funds for Covid-19 and for Ukrainian students. In particular:

- reduction of enrolment fees;
- extension to July 2022 of the deadline for payment of the third instalment of university fees and contributions.

## IULM progress

IULM constantly **tracks and measures** the outcome of its progress **measures for reducing poverty**. Below are some data:

	Total number of students	Male	Female	% of female
Students paying the first rate	692	128	564	82%
Students enrolled in 2022 paying the first rate	293	44	249	85%
Graduates paying the first rate	156	26	130	83%
Students receiving financial aid	1455	273	1182	81%

# Support program for the wider community

## IULM supports start-up programmes

Università IULM is deeply committed to **fostering innovation and entrepreneurship** through its unwavering **support for start-ups**. With a strong belief in the transformative power of new ideas and entrepreneurial endeavors, the university provides a dynamic ecosystem that encourages students, alumni, and the broader community to embark on their entrepreneurial journeys. Università IULM nurtures the growth of start-ups, offering mentorship, access to funding, co-working spaces, and a network of experts and industry connections.

### IULM Pitch Day

Nearly 120 IULM students are involved in the development of 20 startups! These projects, presented during the #IULMPitchDay on May 24th, focus on innovative ideas within the realms of tourism and cultural industries.

The jury, consisting of entrepreneurs, managers, investors, and IULM professors, assessed the potential of the startups and selected the top three projects.

### Booster: Business, Communication and Strategic Analysis Training for Entrepreneurship

This IULM project supports selected startups in the Berkeley SkyDeck Europe program, enhancing their **entrepreneurial skills** through training, mentoring, and networking. It aims to strengthen connections between startups, markets, and universities while promoting knowledge sharing on innovation and technology ventures. The focus areas include Entrepreneurship, Marketing & Communication, Business Technology, and Business Analytics, aligning with IULM's interdisciplinary approach.

Berkeley SkyDeck will select up to **12 startups**, offering them a chance to engage with one of the top **accelerators** in Silicon Valley and participate in a 6-month acceleration program. Following this, the project leverages the skills, labs, and networks of the chosen universities through a grant promoted by Fondazione Cariplo.

The startups chosen for the acceleration program also have the opportunity to **receive a €145,000 investment** from the private investment fund established by Lendlease. Additionally, they have the chance to pitch their project to an international network of investors during the final Demo Day.

# Work Placement

## GIG UP

The IULM GIG Up project is tailored for young workers without a completed university education. It aims to enhance their entrepreneurial spirit and professional skills, especially considering the atypical nature of their employment contracts. Many of these young workers may not be adequately prepared for this unique type of work. The project offers a series of targeted micro-courses designed to equip them with the skills needed to thrive in the business world, reducing unemployment.

## Mygrants

Mygrants is a for-profit digital company - and one of the main partners of IULM - aimed at supporting immigrants in their social integration. Through adaptive micro-learning and thematic quizzes, it provides information, training and job placement to immigrants, reducing precarious situations and unemployment. The aim is to turn the phenomenon of migration into a significant social and economic opportunity.

**Mygrants trained  
130 000 trainees!**

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## Programmes improving access to basic services for all

### Cancer prevention

Università IULM takes a leading role in promoting a culture of prevention and is increasingly committed to educating and informing university students about crucial health issues. Every year Università IULM offers - in collaboration with LILT (Italian League for the Fight against Cancer) - free breast and skin examinations to IULM students and employees

### Free psychological counseling

Università IULM offers free psychological counseling to students through private and confidential sessions, free of charge, guiding and supporting them through challenging times or personal crises. This service is available to all students enrolled in a Bachelor's or Master's degree program at IULM.

#9

# Industry, innovation and infrastructure



SDG 9 holds exceptional relevance for Università IULM. In our rapidly evolving world, **innovation** has become not just important, but imperative. It serves as a catalyst for progress, benefiting not only the present but also shaping a promising future for generations to come. IULM's resolute dedication to staying at the forefront of innovation is rooted in the commitment to providing the students with the skills and insights needed to thrive in an ever-changing global landscape.

## IULM Laboratories

### 1. Behaviour & Brain Lab

Established in 2010 at Università IULM and initially conceived as a center for behavioral analysis and biofeedback research, it has progressively integrated state-of-the-art **neurophysiological analysis techniques**. Today, it stands as one of the most distinguished hubs in Italy for applying **neuroscience and artificial intelligence analyses to marketing**. The research center's primary aim is to measure consumer emotions, perceptions, and overall experiences.

**Brain Lab at Dubai Expo 2020:** the Behavior and Brain Lab IULM participated in Expo Dubai at the Italy Pavilion, showcasing and explaining the potential of neuroscience in the field of aesthetics and, more broadly, in all contexts related to tourism and business dynamics.

### 2. IULM AI Lab

The IULM AI Lab is an advanced research laboratory and innovation hub dedicated to conceiving, producing, developing, and disseminating **solutions and services based on Artificial Intelligence**. Its focus lies in driving business, marketing, and communication activities through AI-driven approaches.

**UMANia 2022:** IULM played host to UMANia 2022, the most significant national event focused on the applications of AI in marketing and corporate communication. Organized by IULM AI Lab, the event blended high-level discussions on AI with two days filled with presentations and workshops showcasing the practical applications of AI in Marketing and Corporate Communication, shedding light on AI for Marketing & Humanity.



**Wired Next Fest 2022:** IULM AI Lab was a partner of the Festival with a panel titled "Algorithms of Human Relationships". Led by the founder and CEO of IULM AI Lab, the discussion focused on how the fields of marketing and communication can benefit from the integration of technology and artificial intelligence, highlighting the importance of culture in this context.

### 3. Iulm Movie Lab

IULM Movie LAB is a cutting-edge **audiovisual production hub** and a breeding ground for innovative concepts. It serves as a vital link between the corporate realm and the narrative requirements of businesses, ranging from developing advertising ideas to creating comprehensive corporate films. It operates across three distinct realms: television, cinema, and new media.

## IULM Contests

### IULM Talent and Creativity Challenge

IULM challenges students to put their talent and creativity to the test by submitting a **creative product** for each of the areas. For the winners in each of the categories there is a cash **contribution** varying from **€ 1,000 to € 3,000**. Below are the categories:

- Short film
- Short story
- Advertisement
- Literary text translation
- Review
- Book trailer
- Photography
- Radio format
- TV format
- Touristic communication
- Exhibition concept
- Communication campaign
- Marketing for a Fashion/Design product
- Eco-sustainable project for IULM
- Startup project
- Irony marketing

### Call for University Special Projects

Università IULM has introduced a funding opportunity for **Special Projects**, aiming to provide opportunities for everyone to invest in their ideas and talents. These projects, centered around themes such as sustainability, digital cultures, democracies, rights, and freedoms, are open to university professors and researchers.

### IULM Pitch Day

Nearly 120 IULM students were involved in the development of 20 startups! These projects, presented during the #IULMPitchDay on May 24th, focus on innovative ideas within the realms of tourism and cultural industries. The jury, consisting of entrepreneurs, managers, investors, and IULM professors, assessed the potential of the startups and selected the top three projects.

# IULM Projects

## FAIRE - AI & Digital Solutions for Fashion, Design and Retail

The FAIRE (Fashion RE platforming hub) project has launched a training course at IULM on **AI & Digital Solutions for the Fashion, Design and Retail sector**. The goal is to delve into current Artificial Intelligence solutions in the fashion field, with a particular focus on those developed through the FAIRE digital innovation HUB. The goal is to disseminate these skills regionally and nationally.

## Smart Export training program

Smart Export, an innovative tool aimed at **supporting the international growth of the Italian entrepreneurial system**, has emerged from the collaboration between the Ministry of Foreign Affairs and International Cooperation (MAECI), ICE Agency for the promotion abroad and internationalization of Italian companies, and the Conference of Italian University Rectors (CRUI). Companies, professionals, and students can freely access high-level managerial and digital training programs designed to facilitate the internationalization of SMEs.

## IULM Events

### Electric Dreams

A film festival hosted at IULM showcasing Italian premieres of feature films and shorts. It includes discussions, roundtables, and an international academic conference centered on fantasy and science fiction. The event extends beyond cinema to encompass literature, comics, video games, television, and seeks to intersect with new media, philosophy, science, and technology.

### The Multiverse Game

A dystopian-themed exhibition with interactive games and installations, but also guests, short film screenings, and quizzes. The event was organized by IULM students themselves.

### Ethics of AI

The International Corporate Communication Hub at IULM has organized an event to present the research on "Ethics of Artificial Intelligence: A Contemporary Challenge," to delve into this pressing contemporary issue.

# IULM Flow Talks

IULM Flow Talk consists of a series of webinars with leading international figures to bring online the debate on the challenges of today's issues and problems. Two important topics were discussed:

- **“Tomorrow's China. Technology. Challenges. Sustainability”**: China faces a crucial moment in its contemporary history. At a time when war and the energy crisis are competing with climate change in redrawing the boundaries of the today's world, Beijing is facing new challenges.
- **“Neuromarketing and Business Applications”**: a debate about neuromarketing and its main applications in different professional and business fields.

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## Teaching & Research

### **A new study program: Artificial Intelligence, Business, and Society**

Introducing a groundbreaking program: Master's in Artificial Intelligence, Business, and Society. This interdisciplinary course equips professionals to excel in marketing and corporate innovation through AI and advanced data analysis. Balancing humanities and technology, it bridges the gap between tech development and real-world applications in marketing, communication, and business management. A sought-after skill set in today's job market.

## Publications & dissertations

- "Artificial intelligence and the shaping of the business context"
  - "Does Artificial Intelligence (AI) Enabled Recruitment Improve Employer Branding?"
  - "La grotta immersiva: multimedialità del paleostorico tra disegno, fotografia, cinema e 3D"
  - "From virtual reality to augmented reality: A neuromarketing perspective"
  - "Critical issues in artificial intelligence algorithms and their implications for digital marketing"
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- "The Neuroscience of high trust organizations applied to the remote working framework"
  - "Metaverse and brands: future perspectives for strategic communicators"
  - "Tra sostenibilità e digitalizzazione. Le nuove sfide del settore del lusso"
  - "L'evoluzione dell'E-Commerce tra Social Commerce e SEO Optimization"
  - "The role of technology in improving the performance of hospitality firms: a single case study"
  - "Technology as a driver for innovative business model in the automotive industry: the Toyota case"
  - "L'innovazione dei formati del fuori casa in Italia e il ruolo della tecnologia"
  - "La sostenibilità ambientale nel settore del trasporto aereo"
  - "Green Jeans Fashion system, innovazione e sostenibilità"
  - "L'innovazione dei formati del fuori casa in Italia e il ruolo della tecnologia"
  - "L'innovazione imprenditoriale guidata dalla tecnologia: il caso Dyson"
  - "Il guerrilla marketing tra innovazione e creatività: il caso BBC Dracula"
  - "Innovazione dalla strategia al lancio del prodotto. Il caso EdilKamin"
  - "Innovazione e nuovi modelli di business delle imprese turistiche durante la pandemia: il ruolo della tecnologia"
  - "Web 3 e Smart Tourism: trend e sfide per l'innovazione del turismo tramite la tecnologia Blockchain"

# #13

## Climate Action



Università IULM places great emphasis on Sustainable Development Goal 13 (SDG 13) as it highlights the institution's unwavering dedication to the cause of **addressing climate change** and alleviating the adverse effects of global warming. This commitment is fully aligned with IULM's core mission, which aims to instill in its students a deep awareness of the pivotal role they can play in the ongoing battle against climate change.

Spearheading this endeavor is the **Sustainable Committee**, led by the Rector's Proxy to Sustainability and Social Responsibility. This committee takes proactive measures to drive climate awareness and advocate for sustainable practices not only within the confines of the university campus but also in the broader community. The collective effort undertaken by Università IULM and its Sustainable Committee serves as a resounding testament to their unwavering commitment to environmental stewardship and their vision for a sustainable and eco-friendly future.

## RUS

IULM is actively involved in the Italian University Network for Sustainable Development (RUS), an initiative led by CRUI - The Conference of Italian University Rectors. RUS is the first collaboration of Italian universities committed to environmental sustainability and social responsibility.

RUS' key goals are:

- **Harmonization and Enhancement:** It aims to harmonize institutional activities and improve member universities' environmental and social aspects through continuous monitoring and benchmarking.
- **Community Building:** RUS builds a community that shares national and international best practices, represents member universities on national and international stages, and focuses on sustainability in rankings and SDG achievement.
- **Project Promotion and Development:** RUS promotes successful projects and develops new initiatives in knowledge transfer, education, and university management.
- **Capacity Building:** It trains university staff on sustainable development, extending to educators at different levels.
- **Awareness and Advocacy:** RUS conducts campaigns to raise awareness and engage stakeholders locally, nationally, and internationally.
- **Collaboration:** It collaborates with public institutions and businesses to advance the Third Mission of the University.
- **Research and Policy Positioning:** RUS prepares documents and provides recommendations on relevant matters.

IULM's active participation in RUS reflects its commitment to sustainability within the university and its broader promotion in alignment with RUS's objectives.

# Projects & Initiatives

## Funding opportunity for sustainable projects

Università IULM has introduced a funding opportunity for **Special Projects**, aiming to provide equal opportunities for everyone to invest in their ideas and talents. These projects, centered around themes such as **sustainability, digital cultures, democracies, rights, and freedoms**, are open to university professors and researchers. This initiative ensures an equal chance for all to develop their potential.

## CESTOur

Università IULM is a partner in the Erasmus+ project "Centers of Excellence in **Sustainable Tourism** to boost **economic development** and enhance University-Business cooperation in Southern Asia – CESTour". This project aims at:

- **promoting sustainable tourism** concepts in the tourism sector in India, Nepal, and Sri Lanka;
- **enhancing university-business cooperation** in the tourism sector to promote sustainable tourism development values;
- **improving teaching quality** and, in the long run, increase graduates' employability through training programs.

## Urbinat

The URBiNAT project focuses on the **regeneration and integration of low-income urban peripheries** in various cities, through a strategy of interventions known as "**Nature Based Solution**", which ensures sustainability and mobilizes local resources for social cohesion. Università IULM, in addition to being the lead partner responsible for the study of local contexts, coordinates the Work Package dedicated to the URBiNAT Observatory, which aims to monitor and analyze the project's activities.

## Fabbrica di Quartiere Cascina Moncucco

In collaboration with the Politecnico di Milano, this innovative, multidisciplinary project seeks to **rejuvenate neighborhoods** in the Southeast quadrant of Milan, aligning them with the sustainable building standards. Beginning at the grassroots level, it involves research, the formulation of strategies, and potential interventions in these areas. The ultimate aim is to mobilize resources and address issues of peripherality and marginalization.

Università IULM's restoration project of the seventeenth-century Cascina Moncucco achieved Silver level certification with the LEED Italia 2009 NC system, signifying a deep commitment to environmental sustainability and **energy conservation**. The emphasis on energy efficiency was evident in improved insulation and efficient systems, while the building excelled in water conservation, boasting low-flow equipment in the toilets and a rainwater collection system for irrigation.

## Green areas at IULM

IULM is taking care of a new pedestrian area on Via Carlo Bo and its associated **green spaces**, totaling approximately **4285 square meters**. This has led to a 21% increase in cared-for green areas, marking a significant stride toward making the campus greener and enhancing the adjacent neighborhood with gardens and pedestrian areas for students and the entire city of Milan to enjoy.

**+21% increase in maintained green areas**

## Events

### IULM in Egypt for COP27

The Climate Conference COP27 in Egypt saw the active participation of Università IULM. The Director of the IULM Center for International Marketing & Sales Communication (CIMASC) led a session organized by the Ministry of Ecological Transition within the Italian Pavilion. The discussion addressed crucial topics including sustainability, communication, combating misinformation, and addressing fake news.

### Eco-Imagination for a Sustainable Future

Conference "Eco-Imagination for a Sustainable Future" brought together scholars from four continents to explore how imagination can unlock new eco-sustainable ways of inhabiting the world.

### Youth Fighting Against Climate Change

Dr. Stefania Divertito, spokesperson for the Minister of Ecological Transition, shared how the 2018 climate strike led by the Fridays for Future movement spurred Italian institutions to engage in more dialogue with young activists. This marked a significant step towards closer collaboration between generations in climate advocacy.

### An environmental marathon

Università IULM joined the Relay Running Out of Time, an environmental marathon promoted by UniSport Italia, spanning 18 countries covering a total of 7767 km, from Glasgow to Egypt. The marathon's goal is to raise public awareness about environmental impact.

### On the trail of what's happening

The President of Università IULM attended the presentation of the Treccani Geopolitical Atlas 2022, a new volume valuable for examining the latest political events, social and demographic developments, with a particular emphasis on the protection of environmental policies.

# Teaching & Research

## Course of study in Strategic Communication, major in sustainable communication

IULM's new master's program in Strategic Communication with a major in Sustainable Communication underscores the institution's commitment to addressing pressing sustainability issues. This program stands as a testament to IULM's dedication to producing communication professionals equipped to tackle the challenges of a more sustainable future.

## Publications & Dissertations

- Climate Crisis Communication in Global News Videos: A Multimodal Discourse Approach to Multifaceted Knowledge and Reaction Management

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- Environmental and social sustainability as a driver to improve corporate reputation: Stella McCartney case study
- Exploring the knowledge gap on sustainability: people's understanding of the narratives emerging from COP26
- Is it possible to launch a successful zero-emission alternative to a classic business model? The race between Formula E and Formula 1
- THE ENVIRONMENTAL POLICIES FOR SUSTAINABLE TOURISM IN MARCHE
- How Public Affairs can responsibly address Climate Change: dialogue on the state of the art of three Italian strategic sectors regarding environmental policies and actions
- La sostenibilità della transizione ecologica: il caso delle pale eoliche



# IULM's Progress SDGs | 2



**Zero  
Hunger**



**Good health  
and well-being**



**Responsible Production  
and Consumption**



**Life Below  
Water**



**Life  
on Land**



**Clean Water  
and Sanitation**



**Affordable and  
Clean Energy**

# #2

## Zero hunger



Università IULM is firmly committed to addressing the **global challenge of hunger**. Recognizing the pivotal role that education and research play in finding sustainable solutions to **food insecurity**, the university channels its expertise and resources towards reducing hunger and improving food security. Through academic programs and research initiatives, Università IULM equips students and scholars with the knowledge and skills needed to tackle food-related issues, from sustainable agriculture and food distribution to policy development. Moreover, the institution actively engages with communities, NGOs, and governmental bodies to implement practical solutions that make a tangible difference in the fight against hunger. This commitment reflects Università IULM's dedication to creating a more equitable and nourished world.

### IULM catering service

Università IULM prioritizes the well-being of its students and staff by offering a wide range of **healthy and sustainable food choices**. The institution understands the importance of nourishing both the mind and body. It provides access to diverse and nutritious meal options in its cafeterias and dining facilities, incorporating **locally-sourced, organic, and seasonal ingredients** whenever possible. This approach not only supports the health and vitality of the university community but also contributes to environmental sustainability. IULM actively promotes awareness and education on the benefits of making eco-friendly food choices, thus fostering a culture of responsible eating. By doing so, the university not only nurtures the academic growth of its members but also ensures their physical well-being and minimizes their ecological footprint.

#### Catering service at a reduced rate

IULM grants the catering service to all its students. In fact those who meet certain income criteria (determined by university ISEE) can get meals at the campus canteen for a lower cost. These meals include a main course, a side dish, and bread, or something similar, all following standard adult dietary guidelines.

# IULM catering facilities

## IULM FOOD ACADEMY

IULM FOOD ACADEMY is a non-profit association whose purpose is to **promote the culture of healthy and balanced nutrition**. Education on healthy eating and a correct lifestyle, as well as the knowledge of the steps of the production chain from raw materials to the product on consumers' tables, the history and origin of food are some of the topics on which IULM FOOD ACADEMY bases its awareness programme through seminars and meetings.

## Canteen & Bar

IULM's commitment to healthy and sustainable nutrition is confirmed by the decision to entrust the campus catering to the Pellegrini Group: **ethics and sustainability** are two essential values for this supplier whose mission is "to operate in society as a responsible company, attentive to contemporary issues and devoted to a sustainable approach at all levels - social, economic, environmental". IULM offers a range of different services designed to provide students with practical catering options that can accommodate their study and classroom needs.

- Restaurant
- IULM Cafè Bar
- Literary Cafè
- Our Food: a place where students can consume their packed lunch
- Food Truck

## Miami Ristoro

IULM has partnerd with Miami Ristoro for its **vending machines**. Miami Ristoro has harnessed a corporate strategy over the past seven years that places a strong emphasis on **environmental and social responsibility**. Their commitment to sustainability is central to their mission, earning them the prestigious **2021 Leader of Sustainability seal from ISole24Ore**, a testament to their dedication to environmental, social, and economic sustainability in Italy. Miami Ristoro distinguishes itself by offering a wide range of healthy and sustainable food choices, in fact its products cater to various dietary needs, such as gluten-free, lactose-free, and vegan options. They also prioritize **product quality and responsible sourcing, fostering a food culture rooted in sustainability** and well-being. Miami Ristoro's commitment extends to hot beverages, where they serve premium Lavazza blends and support local roasters for a "kilometer-zero" approach. Moreover, they meet diverse snacking and beverage preferences with well-known brands, including bottled drinks, fruit juices, and energy drinks. Miami Ristoro also caters to personal care needs, promoting overall well-being. Their holistic approach has transformed the vending industry into a force for positive change in the community.

# IULM educational outreach

## IULM & Food and Agriculture Organization (FAO)

Through its official collaboration with the UN Food and Agriculture Organization (FAO), Università IULM offers **policy direction on nutrition**, agricultural productivity, rural well-being, and global economic advancement. IULM's emphasis includes tailored programs aligning with FAO's mission, such as:

- future of food and food security
- creation of a FAO e-learning platform
- specialized events organization

## Master's Degree Course in Agri-food marketing and sustainability

The Master's Degree in Agri-food Marketing and Sustainability at IULM is a specialized program designed to cultivate highly skilled and conscientious professionals. The program's objective is to empower individuals with the knowledge and expertise required to enhance the efforts of businesses and industry stakeholders in promoting an economic and social framework that not only serves as a valuable asset but also stands as a genuine source of uniqueness for our nation. This master's degree equips students to play a pivotal role in advancing the cause of sustainable agribusiness, fostering responsible practices that contribute to the greater good of society while maintaining the competitive edge of our country.

## Event: "Food and Immune Defenses": A Conference at IULM.

Università IULM is committed to hosting informative outreach activities aimed at promoting sustainable food choices. The recent conference entitled "Food and Immune System" served as a platform for attendees to delve into the critical relationship between nutrition and the body's immune defenses while debunking prevalent misconceptions. The realization that a healthy lifestyle and proper nutrition are fundamental in bolstering the immune system formed the core of the discussion. The conference offered insights into practical steps one can take to enhance immune function through dietary choices, including essential foods and nutrients. Furthermore, it addressed the importance of deciphering reliable nutritional information from the sea of misinformation. Distinguished experts, such as the scientific director of IULM Food Academy - a specialist in Food Science and Dietetics - were instrumental in shedding light on these vital subjects. Università IULM's commitment to organizing such events demonstrates its proactive approach to fostering awareness about sustainable and health-conscious food practices within the broader community.

## #3

## Good health and well-being

Università IULM demonstrates a resolute **commitment to health and well-being** across various facets of disease prevention, sports, psychological health, and the promotion of a healthy lifestyle.

The university recognizes that nurturing a holistic sense of well-being is fundamental to academic success and personal fulfillment. With a robust focus on **disease prevention**, it actively engages in health awareness campaigns and initiatives, educating its community about the importance of preventive measures and healthy practices.

Emphasizing **sports and physical activity**, IULM fosters a culture of active living, offering fitness programs and facilities that encourage students and staff to stay physically fit.

In parallel, the institution places a strong emphasis on **psychological health**, providing counseling services and support systems to address the mental well-being of its members. This comprehensive approach to health and well-being exemplifies Università IULM's dedication to nurturing a vibrant, thriving community where individuals can flourish academically and personally, knowing their overall well-being is a top priority.



# Services & Initiatives

## Physical health

### Student discounts

The University has an **agreement with the Osteopathic Clinic "Corpo&Mente" and the Auxological Institute**. Students can access the services and treatments offered by these two clinics at discounted rates.

### Blood Donation Awareness Campaign

IULM, in **collaboration with AVIS** Milano, organizes every year an initiative to raise awareness about blood donation for at its students who have the opportunity to **undergo medical examinations and blood draws to donate blood** directly on the University premises.

### Cancer prevention

Università IULM takes a leading role in promoting a culture of prevention and is increasingly committed to educating and informing university students about crucial health issues. Every year Università IULM **collaborates with LILT** (Italian League for the Fight against Cancer) in order to provide its students and staff with **free breast and skin examinations**, conducted at the University's Examination Room.

### Nutrition Awareness Conference

Understanding nutrition is key. That's why embracing a healthy lifestyle and maintaining a balanced diet form the foundation for bolstering and optimizing the immune system. IULM organized a conference delving into the relationship between food and immune defenses, while also focusing on how to discern fact from fiction in nutritional information.

### #menofumopiùricerca

#menofumopiùricerca is a project in collaboration with the Umberto Veronesi Foundation, dedicated to **combating lung cancer**. Students from IULM's Public Relations Laboratory actively participated in this volunteering initiative, supporting this prominent non-profit organization based in Milan with international recognition. The goal is to combat lung cancer and the accompanying damages caused by smoking.

# Psychological health

## Counseling

**Psychological counseling** is a complimentary service that allows students to talk to one of the psychologists at Università IULM about personal, relational, and academic difficulties.

## FlessibilMENTE

"FlessibilMente" is a project focused on enhancing **psychological flexibility** to help students better navigate life and university challenges. Recognizing that higher levels of psychological flexibility can **mitigate anxiety, depression, and other issues**, the initiative aims to foster adaptability, reduce absenteeism, and prevent university dropouts.

## Webinar "Failure I do not fear you"

This webinar encourages students to embrace failure as a catalyst for personal and professional growth. It emphasizes that failure is not something to fear, but rather an opportunity for transformation and learning. Mistakes are seen as valuable lessons that can lead to improved strategies and ultimately, greater success.

## Ready to answer

During the session, facilitated by Dr. Anna Missaglia and Dr. Davide Jabes, attendees received practical tools for tackling oral exams effectively. They were offered valuable advice on managing anxiety, staying calm, and approaching situations with clarity and composure.

## Seminar on managing the emotions

The IULM event "Emotions in Examination" was designed for all students, offering crucial insights on cultivating Emotional Resilience for a more confident approach during the exam session. Emotions, at times challenging in university life, should be harnessed as allies. This was the core focus of the workshop led by Dr. Prevedini and Dr. Dell'Orco – learning to navigate them adeptly, turning them into assets rather than hurdles.

# Sport at IULM

IULM recognizes the **transformative power of sports** and its profound **educational value**. Beyond physical prowess, sports instill discipline, teamwork, and resilience, nurturing holistic development in the students. IULM champions not only individual well-being but also emphasize the broader **impact on sustainability and community health**. IULM's dedicated **Sports Committee** is at the heart of this endeavor with the aim to foster a culture where sports thrive as a catalyst for personal growth, well-being, and a sustainable future

## Services

### IULM Fitness Center

The IULM Fitness Center is the **university's sports hub**, offering a fully-equipped area for weight and cardio training, as well as a dedicated studio for classes and personal training slots, available to students, faculty, and staff. Committed to fostering a culture of sport as a unifying and educational element, the fitness center is an integral space for IULM's academic community.

### IULM Teams

The importance of team sports in building a community is reflected in **IULM Teams**, the complete range of team sports offered by Università IULM. Students can become part of teams in:

- Men's 11-a-side football
- Women's 5-a-side football
- Basketball both men's and women's
- Volleyball both men's and women's

### IULM pro-athletes

Aligned with the "Support for the university careers of high-level athletes" protocol, IULM introduces the "IULM pro-Athletes" program, tailored for **student-athletes**, complete with admission and maintenance criteria. Under the oversight of the Rector's Delegate for Sports, the program seeks to extend benefits and services to support student-athletes in reaching their sports-related goals and academic pursuits. Through this initiative, the Università IULM underscores its commitment to delivering top-notch education that is both flexible and customizable for students showcasing talents and aspirations in the professional sports realm.



## IULM partnership with CUS

Università IULM recognises the educational relevance of sports for students' personal and professional development. That's why IULM, through its **partnership with the University Sports Centre of Milan (CUS)**, supports and encourages its students' active participation in sports activities at both amateur and competitive levels.

Students can participate in the Milan **Universities' Men's and Women's Championships**, including football, basketball and volleyball. During the academic year, there are also opportunities for challenge and growth through recreational sports activities such as running, "snow days", and beach volleyball tournaments.

## International University Sports Federation (FISU)

**The International University Sports Federation (FISU)** is an international sports organization founded in 1949 whose main purpose is to **promote university sports** and oversee the organization of both summer and winter Universiades, and all university world championships.

One of the Federation's main initiatives is "**FISU Healthy Campus**" aimed at boosting the well-being of student communities and university campuses by promoting initiatives that have at their core the beneficial effect of sports, and more, in the belief, also supported by the World Health Organization that "being well" is a state of physical, mental and social well-being and that universities should **promote healthy and sustainable lifestyles**.

By adhering to the "FISU Healthy Campus" project, the University is evaluated according to defined indicators that allow to compare some of the university's activities in the light of international best practices and recommendations, in order to enhance virtuous processes and identify areas for improvement. The main areas analyzed by FISU are:

- Physical activity and sport;
- Nutrition;
- Disease prevention;
- Mental and social health;
- Risk behavior;
- Environment, sustainability and social responsibility;
- Healthy Campus Management.

IULM was **awarded the FISU Healthy Campus Label certification** and recognition.

# News & Event

## International day of sport for development and peace

April 6th marks the International Day of Sport for Development and Peace, established by the UN in honor of the inaugural modern Olympics in Athens, 1896. The UN recognizes sport as a catalyst for social change and peace. Università IULM celebrates this day as it values sports' educational and personal development benefits, actively promoting student athletics in partnership with CUS Milano.

## StraMilano

StraMilano, a running event established in 1972, offers IULM students registered with CUS a favorable discount. The marathon includes three possible routes: 10 km, 5 km, and a half marathon of 21.097 km.

## IULM Sport at the Milan Marathon

Università IULM took part in the Milano Marathon relay race in support of the "Colors of Emotions" project by the Mercurio Association. The IULM Sports team comprises faculty, technical-administrative staff, and student representatives. The initiative, initiated by the Mercurio Association, seeks to empower children to articulate their inner world through a creative workshop involving play, reading, and artistic expression.

## IULM Master's Degrees

- **Sports marketing and communication:** The Master's Degree program in "Sports Marketing and Communication" at IULM is a dynamic and comprehensive educational journey that equips participants with in-depth expertise in the realm of sports. The program delves into several pivotal subjects, illuminating the pivotal role of sustainability and the profound influence of sports on health. Key topics encompass cutting-edge fields like Digital & Social Media Marketing, Public Relations and Marketing strategies, Corporate Social Responsibility and Event Management. This master's program goes beyond traditional marketing and communication studies, offering an enriching and comprehensive perspective on sport's impact on health and the essential role of sustainability in the sports industry;
- **Beauty and wellness management and communication:** The Master's Degree in "Beauty and Wellness Management and Communication" at IULM offers an enriching educational experience that not only cultivates advanced skills for the effective management and promotion of products and services within the Beauty and Wellness sectors but also delves into the critical aspects of sustainability and the profound influence of beauty and wellness on health. This master's degree program goes beyond conventional management and communication studies, fostering an understanding of sustainability in the context of beauty and wellness, while emphasizing the pivotal effects of these industries on individual health and well-being.

## Publications

- Does Culture Matter? Measuring Cross-Country Perceptions of CSR Communication Campaigns about COVID-19
- The effectiveness of nudging interventions to promote healthy eating choices: A systematic review and an intervention among Italian university students
- Curing is caring? Liability reforms, defensive medicine and malpractice litigation in a post-pandemic world
- The effects of location before and during COVID-19: Impacts on revenue of Airbnb listings in Milan (Italy)
- How the digital transformation from COVID-19 affected the relational approaches in B2B
- The Impact of Optimism and Internal Locus of Control on Workers' Well-Being, A Multi-Group Model Analysis before and during the COVID-19 Pandemic
- The Italian consensus conference on psychological therapies for anxiety and depressive disorders: findings and recommendations
- The determinants of individual psychological well-being in urban and rural areas in Italy: a prospective study 2008 - 2018 | [Determinanti del benessere psicologico individuale nelle aree urbane e rurali in Italia: uno studio prospettico 2008 - 2018]
- Wellbeing in Workers during COVID-19 Pandemic: The Mediating Role of Self-Compassion in the Relationship between Personal Resources and Exhaustion
- Biosafety: From a traditional approach to an integrated approach

## Students' dissertations

- Marketing frontiers in the pharmaceutical industry: the importance of storytelling for disease awareness and scientific communication in Biogen
- Sport e globalizzazione: dagli ideali del motto di Pierre de Coubertin alle controversie dell'idea Superlega nel calcio
- Marketing e sport: analisi del ruolo del brand delle società calcistiche
- Marketing frontiers in the pharmaceutical industry: the importance of storytelling for disease awareness and scientific communication in Biogen
- L'arte del benessere e della consapevolezza: esperienze museali la mindfulness
- Serious games in healthcare: how gamified storytelling can mitigate Generation-Z Pandemic Fatigue
- I social network come canale di comunicazione per le professioni sanitarie. L'uso dei social network per l'osteopatia
- La stampa 3D applicata alla sanità: mutamenti organizzativi e risposta alla pandemia Covid-19
- DSA, MEDIA E COMUNICAZIONE Type design e cultura visuale nella soluzione dei disturbi dell'apprendimento
- Discrepancies Between our Identity and the Need of Being Self-Actualised: Analysis of the Hikikomori Syndrome as an Emerging Phenomenon and its Implications
- Cultura e salute: verso un welfare culturale
- La comunicazione sociale nella prevenzione delle malattie di genere, il tumore al seno
- Reputational risks in the health industry: is Covid-19 a disruption?
- è cambiato l'approccio al wellness dopo la pandemia?
- It's what you don't know that can hurt you: le campagne per la prevenzione del tumore al seno, dal pink ribbon all'importanza della ricerca



# #12

## Responsible Consumption and Production

IULM is dedicated to establishing a sustainable campus by fostering **conscientious practices** among both staff and students, with the goal of attaining enduring, eco-conscious outcomes. Università IULM is actively involved in the **Network of Universities for Sustainable Development (RUS)**, spearheaded by CRUI, the Conference of Italian University Rectors.

This initiative encourages collaboration and knowledge-sharing among all Italian universities dedicated to environmental sustainability and social responsibility.

### IULM Sustainability Committee

IULM Sustainability Committee, led by the **Rector's Proxy to Sustainability and Social Responsibility**, aims to promote initiatives for listening, engagement, and education on sustainability within the IULM community (including faculty, staff, and students). It is particularly dedicated to **Responsible Consumption and Production** and tries to be as such for any activity it is involved. In fact the main measures promoted are:

- use the water bottle and water dispensers available on campus instead of plastic bottles;
- turn off the light if you are the last one to leave a room;
- don't leave faucets running in the bathroom;
- sort trash in the appropriate containers scattered around campus;
- in the cafeteria and dining halls, if you have leftover food ask to take it away, don't throw it away;
- print only if extremely necessary;
- use public transportation to get to IULM which is very well connected.

# Events

## Paper Week

The second edition of the paper Week was organized at IULM as a vital platform for raising awareness about the significance of **paper and cardboard recycling**. This initiative, led by Comieco and partnered with institutions like Università IULM, is geared towards educating the public on the process of recycling these materials, covering everything from collection to repurposing. The weeklong event includes a diverse range of interactive activities, both in-person and virtual, designed to engage citizens and underscore the importance of sustainable practices.

The launch event at Università IULM shed light on Italians' civic sense and highlighted the pivotal role of communication in cultivating more environmentally conscious lifestyles. During Paper Week, IULM hosted four webinars focusing on the crucial role of effective communication in fostering sustainable habits and addressing the shift towards a circular economy. These webinars were readily accessible on the Comieco website and social media platforms, in collaboration with IULM's Public Communication Observatory, shaping the conversation around responsible production and consumption.

## The IULM Flow Talk on "Circular Economy in the Hospitality Industry"

The IULM Flow Talk on "Circular Economy in the Hospitality Industry" explored the relationship between the **circular economy** and Southeast Asia's booming economic landscape, particularly in Indonesia. This dynamic region, known for its flourishing small and medium-sized enterprises, represents an exciting opportunity for Italian trade. Indonesia, in particular, has been opening up to foreign investments and is embracing the circular economy as a means to achieve sustainable development and reduce carbon emissions. The talk considered how this approach could shape the future of tourism and hospitality, focusing on the unique characteristics of Indonesian SMEs and strategies for international collaboration. The event was led by experts from Università IULM, highlighting the circular economy's potential impact on the rapidly evolving Southeast Asian economy and its implications for the hospitality and tourism sector.

## Waste-friendly cooking

The Scientific Director of IULM Food Academy - medical specialist in Food Science and Dietetics - highlighted how food waste can also be turned into a valuable resource to **reduce waste**, indicating what type of waste can be reused in his article.

This aligns with the decision made at the IULM Food Academy bar, where **any surplus food** from the day will be **offered at a 30% discount** after 4 PM.

# Teaching & Research

## Publication & dissertations

- "The framing of plastic pollution responsibility: comparing corporate versus environmental movement discursive evaluations"

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- "Unsustainable trends: between ethics and selfishness: the sustainability paradox"
  - "The paradox of sustainability and luxury tourism in Goa"
  - "La sostenibilità ambientale nei media audiovisivi: produzione e fruizione consapevole dei prodotti mediali"
  - "Cinema e sostenibilità ambientale - Nuove pratiche green per l'industria cinematografica"
  - "Seaspiracy: esiste la pesca sostenibile? & "What the Health": Indagine sull'efficacia di persuasione psicologica dei documentari d'inchiesta a sfondo etico-catastrofico"
  - "La sostenibilità nel Fashion Retail"
  - "Agricoltura e scenario futuro: tra digitale e sostenibilità"
  - "Turismo alternativo e sostenibilità: le guest house maldiviane"
  - "L'ecomuseo 2.0 tra innovazione e sostenibilità"
  - "La sostenibilità ambientale nel settore del trasporto aereo"
  - "Cryptovalute: falsi miti, comunicazione e sostenibilità"
  - "L'influenza della sostenibilità sulle scelte del consumatore"
  - "Tour operator: evoluzione e approccio alla sostenibilità"
  - "Sustainable buying behavior: la ricerca della sostenibilità nel mondo della cosmesi"
  - "Tra sostenibilità e digitalizzazione. Le nuove sfide del settore del lusso"
  - "La sostenibilità nei musei: uno studio sul museo MAN di Nuoro"
  - "Il fattore sostenibilità nelle scelte di viaggio dei Millennials e della generazione Z"
  - "La sostenibilità della transizione ecologica: il caso delle pale eoliche"
  - "Il packaging fa i conti con la sostenibilità: il caso dell'acqua minerale"
  - "DNVB e sostenibilità: un confronto tra casi nella fashion industry"
  - "Sustainability Journey: integrare i temi di sostenibilità nella cultura aziendale per generare valore"
  - "Comunicare la sostenibilità nelle relazioni: il ruolo delle vendite"

# #14

## Life below water



Università IULM is deeply committed to **safeguarding the sea, the ocean, and aquatic ecosystems** through a multi-faceted approach that combines education, research, and advocacy. The institution recognizes the critical role that these environments play in maintaining global biodiversity, regulating climate, and sustaining human life. IULM's commitment is reflected in its projects and international network that focus on marine science, environmental conservation, and sustainable practices.

Through these efforts, Università IULM aims to raise awareness about the importance of preserving the oceans and aquatic ecosystems, fostering a generation of responsible and environmentally conscious individuals committed to the well-being of our planet.

### IULM commitment

The United Nations has declared 2021 - 2030 the "Decade of Ocean Science for Sustainable Development". In this context, the **Decade of Ocean Science Manifesto** is the policy document to mobilise the scientific community, governments, the private sector and civil society around a common programme of research and technological innovation with the aim of promoting a radical change in the approach to studying and communicating about the ocean.

IULM fully adheres to the Manifesto and its participation, especially in the field of education, consisting in:

- Organization of IULM Flows and summer schools on the theme of Ocean and Sustainability Literacy;
- Organization of specific events to promote education on sustainability, the importance of the sea, and the role of the oceans for the life of our planet;
- Inclusion and involvement of students in initiatives for the Decade of the Sea.

IULM' s **Sustainable Committee** is also in charge of promoting any initiative and activity responsible of further expanding knowledge on the importance of such an issue, specifically on the importance of the sea and the role of the oceans for the life of our planet.

## IULM & Sea Essence International Festival

Università IULM participated in the fourth edition of the **Sea Essence International Festival**, a pioneering event dedicated to the **preservation and celebration of the sea** and its essence. This festival not only emphasizes the importance of safeguarding the marine environment, biodiversity, and species but also highlights the beauty, history, and cultural significance of the sea in shaping today's society. The event is composed of a rich array of educational, artistic, scientific, and recreational activities, all organized by Acqua dell'Elba and featuring the patronage of esteemed organizations like Legambiente, the Tuscany Region, the National Park of the Tuscan Archipelago, and the municipalities of Marciana Marina and Marciana, among others.

The theme of this year's festival, "Future Landscapes," offered an opportunity to explore the environmental, technological, and social aspects of the future IULM envisions and the landscapes, both tangible and metaphorical, that the university hopes to see realized. Università IULM played a pivotal role in the festival's program with an evening titled "The Future as Told by Cinema." Here, a documentary film produced by Andrea Capobianco, a IULM graduate in Television, Cinema, and News Media, examined the relationship between cinema and the understanding of the future. The film delved into how cinema has influenced and educated our perspectives on forthcoming innovations, environmental revolutions, and societal transformations, providing a unique lens through which to visualize and focus on the future. Università IULM's participation underscores its commitment to nurturing a profound understanding of the sea's significance in shaping the shared future and the pivotal role that cinema plays in helping us imagine and shape the world ahead.

## World Wildlife Day

On the occasion of World Nature Day and IULM's green commitment, the university dedicated a day to spreading awareness and promoting key actions to ensure the conservation and protection of aquatic and marine ecosystems.



# #15

## Life on land



Università IULM is committed to **preserving life on land and terrestrial ecosystems** as one of its core missions. Goal 15 perfectly complements the university's focus on environmental responsibility, the creation of a **sustainable campus environment**, and the education of tomorrow's leaders who grasp the intricate relationship between human actions and the well-being of Earth's terrestrial ecosystems.

In line with this mission, the **Sustainable Committee** at Università IULM actively strives to enhance awareness of sustainability on a broader scale. Additionally, the **Rector's Proxy for Sustainability and Social Responsibility** plays a pivotal role in promoting sustainable practices and initiatives within the campus community and the larger society.

### CESTOur

Università IULM is a partner in the Erasmus+ project "Centers of Excellence in **Sustainable Tourism** to boost economic development and enhance University-Business cooperation in Southern Asia – CESTour". This project aims at:

- promoting sustainable tourism concepts in the tourism sector in India, Nepal, and Sri Lanka;
- enhancing university-business cooperation in the tourism sector to promote sustainable tourism development values;
- improving teaching quality and, in the long run, increase graduates' employability through training programs.

### URBiNAT

The URBiNAT project, driven by Università IULM, is deeply committed to safeguarding terrestrial ecosystems and the well-being of urban residents. This initiative targets the rejuvenation of urban peripheries, particularly in social housing areas across diverse cities in Europe and beyond. It emphasizes **Nature-Based Solutions (NBS)** to promote sustainability while fostering social cohesion and citizen engagement. By developing innovative NBS in public spaces and co-designing the "Healthy corridor" with local communities, the project prioritizes the physical, mental, and social well-being of city dwellers. The commitment extends to the establishment of an URBiNAT Observatory to monitor and analyze project activities, furthering the cause of life on land and terrestrial ecosystem preservation.

## World Wildlife Day - Green areas at IULM

Università IULM advocates for initiatives in conservation and protection of ecosystems, such as the restoration of natural forests, wetlands, and mangroves on World Wildlife Day. The university's commitment has been further strengthened by taking charge of a new pedestrian area on Via Carlo Bo and its associated green spaces, totaling approximately 4285 square meters. This has led to a **21% increase in cared-for green areas**, marking a significant stride toward making the campus greener and enhancing the adjacent neighborhood with gardens and pedestrian areas for students and the entire city of Milan to enjoy.

### “Italy by bike”

Repower, in partnership with IULM, introduced the inaugural report "Italy on Wheels: Scenarios, Key Players, and Economic Impact." During the event, Repower's CEO emphasized how bicycles are becoming a formidable option for sustainable mobility, integral to the tourism experience. The Rector's Proxy for Sustainability and Social Responsibility at Università IULM, further elucidated the report's key points.

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## Study programs

- **Marketing and Sustainability in the Agri-food Sector**

The Master's program "Marketing and Sustainability in the Agri-food Sector" is a specialized program focused on the sustainability of a sector of particular importance for our country. Its aim is to create professionals who are responsible and aware of an economic and social system that is a true heritage to be safeguarded.

- **Geography for Sustainable Development**

This is a course offered within the Hospitality and Tourism Management degree program, aiming at providing knowledge on subjects such as digital innovation in tourism and tourism policies. Additionally it seeks to provide a framework for viewing sustainable development as an opportunity for local growth.

### Students' dissertations

“L'azienda agricola nell'era dei social network: i nuovi giovani agricoltori, il loro rapporto con la natura e la comunicazione digitale”

#6

# Clean water and sanitation



In today's modern society, there is an ever-growing awareness of the critical importance of **responsible water use**. Water is not merely a resource; it is the lifeblood of our planet, nurturing life, sustaining ecosystems, and fortifying entire communities.

Amidst this growing consciousness, Università IULM takes a leading role in championing the cause of sustainable water management. The **IULM Sustainable Committee**, under the steadfast leadership of the **Rector's proxy for Sustainability and Social Responsibility**, stands as a shining beacon of progress in this endeavor.

This dedicated committee plays a pivotal role in the grand tapestry of the collective responsibility by advocating and promoting responsible water usage. It is committed to ensuring that every drop of water is cherished, conserved, and utilized with utmost care.

Moreover, the committee tirelessly works to guarantee access to clean and safe water sources for all. They understand that clean water is not just a privilege but a fundamental human right, and they spare no effort in their quest to make this right a reality for everyone, irrespective of their background or circumstance.

**Clean Water and  
Sanitation for All**



# Responsible water consumption

## Cascina Moncucco

Cascina Moncucco, a seventeenth-century farmstead in Milan, underwent an inspiring transformation that placed water conservation at the forefront of its sustainability efforts. Long neglected, this historical site was revitalized in 2017 by Università IULM, with support from various institutions, to not only preserve its historical charm but also to transform it into a residence for 100 young people and a vibrant cultural center for the city. Cascina Moncucco's commitment to water conservation was exemplified by the **installation of low-flow equipment** in the toilets, which significantly reduced water usage in comparison to standard buildings. Moreover, a **sophisticated rainwater collection system** was implemented, with a substantial 90-cubic-meter tank, allowing for the **regulation of rainwater outflow** and the efficient storage and **reuse of rainwater for irrigating** the lush green spaces, thereby minimizing the need for potable water in irrigation. Cascina Moncucco's success serves as a remarkable example of how historical restoration can align with sustainable, water-conscious practices, enriching the environment and preserving the past for a greener future.

## IULM initiatives

Some of the measures adopted and implemented by the Sustainability Committee are:

- **distribution of free water bottles** to freshmen
- **installation of water dispensers** throughout the university
- **communication and awareness campaigns** on water conservation (e.g. stickers in bathrooms with the words "don't leave faucets running in the bathroom")



# #7

## Affordable and clean energy

In alignment with Goal 7 of the United Nations' Sustainable Development Goals, Università IULM is deeply committed to **clean and affordable energy**, with a range of strategic initiatives aimed at **enhancing energy efficiency across the campus**, resulting in substantial energy conservation. IULM's commitment to clean energy is exemplified through the integration of cutting-edge technologies, **renewable energy sources**, and sustainable practices into IULM's facilities. This transformation not only underscores the university's dedication to sustainability but also paves the way for a more **energy-efficient future**.

Furthermore, Università IULM has become a hub of innovation and research in the renewable energy sector, actively engaging students, faculty, and researchers in groundbreaking projects. The university fosters investments in clean energy infrastructure and technologies, driving forward a commitment to a cleaner, more sustainable energy landscape. IULM's mission is to inspire and lead by example, championing the principles of Goal 7 to create a more environmentally conscious and affordable energy environment for all.

The **Sustainable Committee** is the body responsible for overseeing that awareness-raising initiatives and actions in this regard are undertaken and implemented by the university.

### Cascina Moncucco

Cascina Moncucco, a seventeenth-century farmstead in Milan, underwent a remarkable transformation, becoming a shining example of sustainable building standards and energy efficiency. This historical gem had long been neglected, but in 2017, Università IULM, with support from various institutions, embarked on a comprehensive renovation project. This endeavor not only breathed new life into Cascina Moncucco but also turned it into a residence for 100 young people and a cultural center for the city. The renovation project achieved **Silver level certification with the LEED Italia 2009 NC system**, signifying a deep commitment to environmental sustainability and energy conservation. The emphasis on energy efficiency was evident in **improved insulation and efficient systems**, while the building excelled in water conservation, boasting low-flow equipment in the toilets and a rainwater collection system for irrigation. Cascina Moncucco's success story serves as a pioneering model for similar initiatives, demonstrating how the restoration of historical treasures can go hand in hand with a greener, more energy-efficient future, all while preserving the past.

# Sustainable Mobility

## Conventions for IULM students

To promote **sustainable mobility**, Università IULM has forged several partnerships.

- Through an agreement with the ENI Group, IULM students enjoy preferential rates for the Enjoy vehicle sharing service.
- A collaboration with Zig Zag, a free-floating scooter sharing service, extends special benefits to IULM students.
- A partnership with Trenitalia, where discounted train fares are available for IULM's community.

## Event "Italy by bike"

Repower, in partnership with IULM, introduced the inaugural report "Italy on Wheels: Scenarios, Key Players, and Economic Impact." During the event, Repower's CEO emphasized how bicycles are becoming a formidable option for sustainable mobility, integral to the tourism experience. IULM Rector's Proxy to Sustainability and Social Responsibility at Università IULM, further elucidated the report's key points.

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## Students' dissertations

- Decarbonization in the automotive industry: a content analysis of stakeholders' opinions in the Italian issue arena
- La sostenibilità della transizione ecologica: il caso delle pale eoliche
- La produzione di energia eolica: analisi e confronto terminologico spagnolo-italiano.



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