

Communicating Sustainabilities 27-28 June 2024 (Online)

Date	Time (HKT)	Speaker	Affiliation	Title	Chair
27 June Zoom link for day 1	9:30 - 9:35	Prof. Jason Derrick Harding	City University of Hong Kong, China	Opening Remarks	Esterina
	9:35 - 10:00	Prof. Esterina Nervino	City University of Hong Kong, China	Introduction to Communicating Sustainabilities	Esterina
	10:00 - 11:00	Prof. Christian Matthiessen (Keynote)	University of International Business and Economics, China	Nature writing — Peter Matthiessen's The Snow Leopard	Esterina
	11:00 - 11:30	Mr. Ken He Mr. Advait Raykar	Esger, USA	Advances in AI and Large Language Model for Analyzing Supply Chain CSR documents	Minqing
	11:30 - 12:00	Ms. Astrid R.N. Haas	Independent Urban Economist	Why the Fight for Sustainability Will Be Won or Lost in Cities	Minqing
	12:00 - 13:30	Lunch Break			
	13:30 - 14:00	Prof. Jieyu Chen Mr. John Gannah	South China Agricultural University, China The Hong Kong Polytechnic University, China	Legitimizing Climate Change Mitigation in the Construction of Interwined Impacts of Climate Change and Covid-19	Minqing
	14:00 - 14:30	Ms. Yang Zhang Prof. Jingyuan Zhang	University of Science and Technology Beijing, China	Climate Change as Represented in Corporate Social Responsibility Reports of American and Chinese Energy Giants: A Critical Frame Analysis Perspective	Chaojun
	14:30 - 15:00	Ms. Chaojun Ma	City University of Hong Kong, China	Language, Chronotopic Identities, and Rural Revitalization: Mapping Rural Linguistic Landscapes of Globalizing China	Minqing
	15:00 - 15:30	Ms. Mingqing Liu	City University of Hong Kong, China	Metaphors Fashion Lives By: A Critical Multimodal Metaphor Analysis of Environmental Communication in the Fashion Industry	Chaojun
	15:30 - 15:45	Coffee Break			

	15:45 - 16:15	Prof. Sabine Chretien-Ichikawa Prof. Esterina Nervino	ESSCA, France City University of Hong Kong, China	Localizing Sustainability Messaging in China: The Case of Luxury Brands	Chaojun
	16:15 - 16:45	Ms. Flora Lam	City University of Hong Kong, China	Exploring Diversity, Equity and Inclusion in Cathay Pacific, Uber and MTR	Chaojun
	16:45 - 17:00	Closing Remarks			Esterina
28 June Zoom link for day 2	10:00 - 11:00	Dr. NOT, Christelle Aurelie (Keynote)	The University of Hong Kong, China	Addressing the Growing Threat of Plastic Pollution	Esterina
	11:00 - 11:30	Ms. Yingjuan Yao	Shandong University of Science and Technology, China	Multimodal Discourse Analysis of Natural Disaster News from an Emergency Management Perspective	Jiaying
	11:30 - 12:00	Dr. Andy Leng	BEE Incorporations	Activating Collaborations in Built Environment for Sustainability	Jiaying
	12:00 - 12:30	Ms. Jianing Su	Xi'an Jiaotong University, China	A Multidimensional Comparative Analysis of Institutional Environmental Narratives: A Case Study of the EPA and South Korea's Ministry of Environment	Jiaying
	12:30 - 14:00	Lunch Break			
	14:00 - 14:30	Dr. Ida Ruffolo, Prof. Jean M. Jimenez	Università della Calabria, Italy Università della Calabria, Italy	Stakeholder Engagement in Fast-Fashion CSR Communication: A Look into Inditex and GAP Inc.	Jiaying
	14:30 - 15:00	Mr. Per Dahlberg	B Purpose Bureau	Communicating Sustainability - B Corp, An Antidote to Greenwashing	Jiaying
	15:00 - 16:00	Alexander-von-Humboldt Chair Prof. Michaela Mahlberg (Keynote)	Friedrich-Alexander University Erlangen-Nürnberg, Germany	Sustainable Development and Climate Stories	Esterina
	16:00 - 16:15	Coffee Break			

	16:15 - 16:45	Ms. Irene Malta Prof. Josefine Geiger Prof. Maarten Loonen	University of Groningen, The Netherlands University of Groningen, The Netherlands University of Groningen, The Netherlands	Engaging Strategies for Environmental Education: A Case Study on Extended Reality to Learn about Climate Change	Esterina
	16:45 - 17:15	Prof. Maria Cristina Paganoni	Università degli Studi di Milano, Italy	Sustainable Tourism in the Narratives of Virtual Communities	Esterina
	17:15 - 17:45	Ms. Mariangela Picciuolo	University of Bologna, Italy	Empowering Youth: Leveraging Multimodal Discourse Analysis in Media Education for Climate Change Awareness	Esterina
	17:45 - 18:00	Closing Remarks			Esterina