

## 1. Public engagement

Public engagement refers to all activities aimed at the community, with educational, cultural and social development purposes. Some examples include the organisation of or participation in initiatives popularising culture and science and the organisation or promotion of initiatives involving citizens and the world of education in departmental research work.

Such popularisation work is present in the research of the Department's teachers, many of whom are recognised as leaders in their respective disciplines and specialists in civil society on the most diverse issues.

The Department's public engagement work lies in the following Third Mission fields of action:

### 1.1. Popularising science:

- Publications dedicated to the non-academic public
  - Interview "Per il progresso" in the monthly magazine "La Parola", edited by Stefano Pasini, pp. 8-9.
- Publication of articles in national newspapers
  - Online interview in the Quotidiano Nazionale "Ecco che legame c'è tra economia e felicità" ("Here is the link between economy and happiness")
  - Interview in the online newspaper VastoWeb "Stop a benzina e diesel entro il 2035: qual è il futuro del nostro indotto industriale?" ("Stopping petrol and diesel by 2035: what is the future of our industry?")
- Collaboration with Think Tanks
  - International Communication Hub

Prof. Romenti, Director of the Centre for Strategic Communication, signed a scientific and research partnership with the International Corporate Communication Hub (HUB) that began in December 2020 and is still ongoing. The International Corporate Communication Hub (HUB) is a think-tank that includes some of the most important Chief Communication Officers of major Italian companies, both private and public (such as Intesa San Paolo, Pirelli, Leonardo, Snam, Enel, A2A, Ferrovie dello Stato, ENI, Google, Mediobanca, Bank of America, Vodafone, IKEA, TIM). The CECOMS departmental centre is tasked with producing research reports and a series of articles to spread the results on critical issues in strategic communication, following the suggestions of the companies taking part in the International Communication Hub.

The research presentations were attended at each event by more than 100 managers of major Italian companies, as well as prominent institutional figures, such as Senator Enrico Giovannini, then Minister of Sustainable Infrastructure and Mobility, Dr Antonio Parenti, Head of the EU Commission Representation in Italy, Dr Paola Ansuini, Spokesperson of then Prime Minister Mario Draghi, Senator Pierpaolo Sileri, Deputy Minister of Health. The research results were used not only by the managers of the various companies belonging to the HUB to orient their communication strategically but also by institutional partners. An outstanding example is the PNRR (National Recovery Plan)

Communication Research Report, which Dr Paola Ansuini used to help the Draghi government improve communication about the opportunities offered by the PNRR.

- Production of radio and television programmes
  - Marketing alle Casse e neuromarketing (Checkout marketing and neuromarketing) – “Mi Manda Rai 3” national TV report
  - RaiStoria “La grande sfida - L'uomo e l'ambiente (1800-1972)” ("The great challenge - Man and the environment (1800-1972)", by Prof. Emanuele Felice
  - "Carne coltivata, divieto del Governo a produzione in Italia" ("Cultivated meat - government ban on production in Italy"), broadcast live on Sky
  - Interview for “Pubblica” on Radio Popolare”, by Raffaele Liguori

#### 1.2. Initiatives to involve citizens in research

- Participation in debates and festivals
  - Participation as a speaker at Stati Generali della Transizione Ecologica Solidale on the panel “Carbon Tax per il clima e il lavoro” (“Carbon Tax for climate and work”)
  - Debate “Dignità del lavoro, giusto salario. A partire dal reddito di cittadinanza” (“Dignity of work, fair wages. Starting from the basic income”)
  - Debate “Bilancio di Sostenibilità: tra accountability e reputation management. Tendenze, sfide e opportunità” (“Sustainability Report: between accountability and reputation management. Trends, challenges and opportunities”)
  - Debate “Dialoghi con la modernità 2023. Cgil Camera del Lavoro di Biella. ‘Più disuguaglianze, meno diritti. La ricetta economica della Destra in Europa e nel Mondo’” ("Dialogues with Modernity 2023. CGIL Trades Union Chamber of Labour of Biella. 'More inequalities, fewer rights. The economic recipe of the Right in Europe and the World'")