

Report – WP4.1 –

ELCRA Partner Meeting & International Conference on Environmental Communication, Literacy and Climate Activism

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1. Introduction

The Complutense University of Madrid (UCM) organized the Partners Meeting in Madrid for the ELCRA Project (led by the University of Siena, Italy) at the headquarters of the Faculty of Information Sciences, on January 14, 15 and 16, 2026. Within the framework of this Meeting, the UCM research professors of the project, with the support of the Internet MediaLab Research Group and the Faculty of Information Sciences, also organized the **First International Congress on Environmental Communication, Literacy and Climate Activism**, (Figure 1.1) a reference forum that brought together researchers, teachers, communicators and representatives of European institutions to discuss the challenges of communication in the face of the climate crisis.

Figure 1.1.-

Poster of the organization and development of the ELCRA congress and members' meeting



The congress aimed to foster the exchange of experiences and the development of effective communication strategies to promote environmental literacy and citizen participation in climate action. Over the three days, topics such as climate misinformation, the role of the media in environmental education and literacy, communicating the ecological emergency, and new forms of activism in digital environments in the Age of Artificial Intelligence were addressed.

Some of the attendees at the congress were researchers from the ELCRA project (Environmental Literacy in Higher Education Context for Preventing Violent Radicalization in Climate Activism), participants in the ELCRA Partners Meeting, which promotes academic cooperation and the creation of research networks on education, communication and environmental sustainability at the European level.

The activities of the Partners' Meeting in Madrid were part of the actions and development of the ELCRA Project, coordinated by the University of Siena (Italy) and funded by the Erasmus program. The ELCRA Project researchers who attended the Madrid meeting came from, in addition to the Complutense University of Madrid (Spain), the organizer of the meeting and congress, the University of Coimbra (Portugal), the Jagiellonian University of Krakow (Poland), the University of Klaipėda (Lithuania), the student organizations Erasmus Student Network Italy (ESN Italy) and Erasmus Student Network Portugal (ESN), and the social enterprise OpenCom (Italy). The Meeting's activities took place through working sessions/meetings from January 14 to 16, 2026. The program of activities for the Meeting and Congress can be found in Table 2.

PARTNERS MEETING AND CONFERENCE IN MADRID

Complutense University of Madrid (UCM)
Faculty of Information Sciences
Complutense Avenue, s/n, 28040 - Madrid.
14/01/2026 > 16/01/2026

Table 2:

Program of the Partners Meeting and Environmental Communication Congress - Madrid

Wednesday, 14/01/2026		
Partners Meeting ELCRA Project		
Morning	Arrivals of the participants to Madrid	
Afternoon	Place: Francisco Umbral Room (3rd Floor, Dean's Office), Faculty of Information Sciences, UCM.	
13:00 > 14:00	Reception and registration	
14:00 > 15:00	Welcome lunch (at the Faculty of Information Sciences)	
15:00 > 15:10	Welcome of Participants	Jesús Flores , UCM
15:10 > 15:15	Adoption of the agenda	Claudio Melacarne , UNISI
15:15 > 15:30	Project implementation State of the art	Erina Guraziu , OPC
15:30 > 16:00	State of the art: WP3.2 - Finalization of a learning outcomes framework in all languages	Alexandra Aragão , UC
16:00 > 16:15	State of the art: WP3.4 - Delivery of a MOOC course and remaining activities to finalize the results	Erina Guraziu , OPC
16:15 > 17:00	WP4.3 - Designing a COIL course	Marta Molina & David Varona , UCM
17:00 > 17:30	Coffee break	
17:30 > 18:00	WP4.4 - Delivery of a COIL Course WP4.5 - Workshops on preventing radicalization in Environmental activism through environmental literacy	Marta Molina & David Varona , UCM

18:00 > 18:15	WP5.2 – Campaign on Environmental Literacy for Students state of the art and next steps	Patricia Ribeiro , ESNPT
18:15 > 18:30	WP5.3 – Advocacy Campaign state of the art and next steps	Chiara Lai , ESNIT
18:30 > 19:00	WP5.4 – Final Conference and final Meeting in Rome – preliminary reflections (date and contents)	Chiara Lai , ESNIT
Thursday , 15/01/2025		
08:00 > 18:30		
1st International Conference on Environmental Communication, Literacy and Climate Activism Conference Room (Aulario building) of the Faculty of Information Sciences of the Complutense University. Complutense Ave., s/n 28040 - Madrid. (Google Maps)		
See program: https://eventos.ucm.es/go/comunicacionambiental		
Morning	Place: Conference Room (Aulario building) of the Faculty of Information Sciences, UCM.	
8:00 > 9:00	Reception and registration desk open.	
9:00 > 9:30	Opening of the Conference	Ángel Rubio, Dean of the Faculty of Information Science. UCM Jesús Flores, President of the Organizing Committee.
9:30 > 10:30	Plenary session	Rubén del Campo, Coordinator of meteorological & climatological information for AEMET. Moderator: Javier Ayuso Rojo – Press Head of Madrid 112 Emergency agency.
10:30 > 11:00	Coffee break	
11:00 > 11:45	Round table: “Key Actors in Education and Environmental Literacy” Moderator : Jacinto Gómez , UCM.	María García Lafuente, President of APIA Xiomara Cantera, National Museum of Natural Sciences. Celia García Ceca, EnergíasRenovables.com journal. Pedro Pablo García Mey, EFE Verde (EFE Agency).
12:00 > 13:00	Solutions Journalism Workshop	Ana Tudela , Datadista.
13:15 > 14:30	Lunch	
Afternoon		
14:35 > 15:30	Parallel sessions: Panel discussions 1a. Moderator: Piero Dominici	Place: Classroom C005 - 006 Classroom - 0 - Ground Floor

	Parallel sessions: Panel discussions 2. Moderator: Martha Molina	
15:30 > 16:00	Book Launch: Horizons of Artificial Intelligence for Climate Action	Luis Guijarro , Secretary General of Association of Environmental Journalists (APIA)
16:15 > 17:15	Round table: Project Elcra, a proposal to combat radicalization in environmental discourse. Moderator : Carmen Salgado , UCM.	Erina Guraziu , OpenCom Alexandra Aragão , University of Coimbra. Jesús Flores , Complutense University of Madrid.
17:30 > 18:30	Parallel sessions: Panel discussions 1b Moderator: Leticia de Castro Parallel sessions: Panel discussions 3 Moderator: Carlos Lozano Ascensio Parallel sessions: Panel discussions 4 Moderator : María Luisa Sánchez Calero	Location: Classroom C006, C007 and 008 Classroom - 0 - Ground Floor
20:45	Dinner. Pax Restaurant https://www.paxmadrid.com/	Army Cultural Center. Street: Gran Vía 13, Madrid, 28013 (Center).

Friday, 16/01/2025

09:00 > 13:30

1st International Conference on Environmental Communication, Literacy and Climate Activism
Conference Room (Aulario building) of the Faculty of Information Sciences of the Complutense University. Complutense Ave., s/n 28040 - Madrid. ([Google Maps](#))

See program:

<https://eventos.ucm.es/go/comunicacionambiental>

Morning	Place: Conference Room (Aulario building) of the Faculty of Information Sciences, UCM.	
9:00 > 10:00	Round table: Climate activism Moderator : María Luisa Sánchez Calero , UCM.	David Ferrero , Digital Volunteers in Emergencies. Paula Ortega , Scientific Rebellion.
10:00 > 10:30	Coffee Break	
10:30 > 11:30	Round table: Environmental policies and discourse in Spanish companies Moderator : Leticia De Castro , UCM.	Manuel Parra , Repsol. Elena Reyna , Acciona. Laura Mora , Standard & Poor's. Elena Belleti , WoodMackenzie
12:00 > 13:00	Environmental Verification Workshop	Sergio Hernández , EFE Verifica (EFE Agency)
13:15 > 13:30	Closing of the Conference	Summary
13:30>14:30	• Project future activities • Next Consortium meeting and Conference in Rome • Remaining questions	Complutense Team (Elcra Project)

	• Meeting conclusions • Meeting evaluation by partners	
14:30	Release of attendance certificates	Jesús Flores, UCM
Afternoon	Departure of partners	

The program for the meeting and congress included plenary sessions and roundtables with representatives from institutions such as the Spanish State Meteorological Agency (AEMET), the Government of Spain, Acciona, the Association of Environmental Journalists, the National Museum of Natural Sciences, the EFE News Agency, Digital Volunteers in Emergencies, Wood Mackenzie, Repsol, and Standard & Poor's, among others. In addition, thematic workshops and presentations of scientific papers were included, with the aim of establishing a permanent space for collaboration between the scientific community and social actors involved in environmental literacy, the sustainable circular economy, legislation, institutional communication, and preventing the radicalization of climate activism.

With this congress initiative, promoted by the Internet Medialab Research Group, the Faculty of Information Sciences of the UCM reaffirms its commitment to responsible training, research and dissemination regarding major environmental challenges and the need for ethical, rigorous and transformative communication in the Age of Artificial Intelligence.

2. Participation of members in the activities of the Meeting and Congress

2.1 Partners' Meeting Sessions

The partners of the ELCRA project, led by Claudio Melacarne of the University of Siena (Italy), held working sessions to address various topics, including: The status of the ELCRA project implementation (WP3.1) - Finalization of a learning outcomes framework in all languages (WP3.2). Status and initial proposals for the design of a MOOC course and remaining activities to finalize the outcomes (WP3.4).

Ideas and initiatives for the design and delivery of a COIL course (WP4.3) were also discussed. In WP4, which is coordinated by the Complutense University of Madrid, topics related to the design and delivery of workshops on preventing radicalization in environmental activism through environmental literacy were addressed (WP4.5). Finally, the current status and next steps for the environmental literacy campaign for students were discussed (WP5.2). Along these lines, topics related to the awareness campaign were also addressed (WP5.3). The meeting concluded with a discussion of the ELCRA partners' conference and final meeting in Rome (WP5.4).

2.2 Participation as members of the Scientific Committee

The members of the ELCRA project participated (Table 3) as members of the Scientific Committee of the First Congress of Environmental Communication, Literacy and Climate Activism.

Table 3.

List of members of the Scientific Committee of the Congress, belonging to the partner universities of the ELCRA project

University	Members
Complutense University of Madrid (ES)	Dr. Jesús Miguel Flores Vivar Dr. María Luisa Sánchez Calero Dr. David Varona Aramburu Dr. Leticia Castro Leal Dr. Jacinto Gómez López Dr. Martha Molina Díez Dr. Keying Song
University of Siena (IT)	Dr. Claudio Melacarne Dr. Giovanni Telesca Dr. Carlo Orefice Dr. Marika Rullo Dr. Claudia Banchetti Dr. Laura Landini
Klaipėdos Universitetas (LT)	Dr. Giedre Straksiene Dr. Dalia Jakulyte
Jagiellonian University of Krakow (PL)	Dr. Joanna Grzymała- Moszczyńska Dr. Erica Molinario Dr. Agata Kozielska
University of Coimbra (PT)	Dr. Alexandra Aragão Dr. Patrícia Moura e Sá Dr. Dulce Lopes Dr. Sónia Fidalgo Dr. Fernando Borges Dr. Marta Graça Dr. Maria Paixão
OpenCom	Dr. Erina Guraziu

2.3 Participation in thematic panels of the congress

Through the Call for Papers, some members of the ELCRA Project participated as presenters with papers previously submitted to the various thematic sessions of the First International Congress on Environmental Communication, Literacy, and Climate Activism, held at the Complutense University of Madrid. These thematic sessions were:

- 1 - Environmental and climate change communication.
- 2 - Environmental Literacy and Educommunication
- 3 - Environmental activism
- 4 - Economy and society: communication of environmental policies.
- 5 - Corporate communication and marketing for the environment and sustainability.
- 6 - Artificial intelligence and new technologies in environmental communication

2.4 Results of participation in thematic tables of the congress

As a result of participation in the thematic tables to which they presented, in addition to communications from researchers of international scope, the accepted abstracts were selected, the same ones that have been published in a Book of Abstracts of the First International Congress of Environmental Communication, Literacy and Climate Activism, with the title: THE DISCOURSE ON THE CLIMATE EMERGENCY AND ENVIRONMENTAL LITERACY, A DEBATE, coordinated by the researchers of ELCRA Project at the UCM, Leticia De Castro Leal, María Luisa Sánchez Calero and Marta Molina Díez.

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