

Intergenerational and intercultural communication and negotiation processes for the SDGs



The research will be aimed at studying the intercultural and intergenerational interactions in solving global climate-related issues, with a specific focus on the conferences of the parties to fight climate change (COP – UNFCCC). The methodologies will consist of interviews, focus groups, observations in mystery mode, surveys and social media listening with subsequent interpretation of the results also in the light of scientific knowledge on the subject. The goal is to outline interaction models for successful negotiations that sell young people increasingly protagonists.