

UNIVERSITÀ IULM

ON

SUSTAINABLE DEVELOPMENT GOALS

2024



università
iulm

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Introduction

Università IULM is firmly committed to **advancing the United Nations Sustainable Development Goals (SDGs)**, integrating sustainability into every dimension of university life — from teaching and research to governance, campus operations, and community engagement. This report presents IULM's initiatives and measurable progress toward building a fairer, more inclusive, and environmentally responsible future.

IULM Commitment

IULM's **approach to sustainability** is **comprehensive and systemic**, reflecting its identity as a university of communication, culture, and creativity that places human development at the centre of innovation. The commitment extends across the entire community — students, faculty, researchers, staff, and partners — and is expressed through four key pillars:

- **Sustainability in Education:** Sustainability principles and the SDGs are integrated into IULM's academic curricula, ensuring that future professionals acquire the ethical awareness, critical thinking, and cross-disciplinary skills needed to address global challenges.
- **Research and Innovation for Impact:** IULM conducts cutting-edge research on climate action, responsible business, inclusion, and digital transformation. The university's research centres and observatories work with public and private partners to generate solutions that promote sustainable growth and social well-being.
- **Community and Global Engagement:** Through partnerships with NGOs, institutions, and international organisations, IULM fosters dialogue and concrete action on sustainability, amplifying its impact beyond the campus and across borders.
- **A Sustainable Campus:** IULM actively works to reduce its environmental footprint through energy efficiency, water conservation, green mobility, and circular waste management, transforming the campus into a living laboratory of sustainable practices.

Structure of the report

This report provides a detailed account of IULM's contributions to the 17 Sustainable Development Goals, illustrating how the university translates global priorities into local action. Each section outlines specific initiatives, policies, and research projects that demonstrate measurable progress toward the 2030 Agenda — reaffirming IULM's mission to educate, innovate, and inspire for a sustainable and equitable world.



THE GLOBAL GOALS

IULM's Priority SDGs



**Gender
Equality**



**Peace, Justice and
Strong Institutions**



**Sustainable Cities
and Communities**



**Reduced
Inequalities**



**Quality
Education**



**Partnerships
for the Goals**

#5

Gender Equality



In line with its strategic vision and educational mission, Università IULM regards **gender equality** not only as a fundamental human right but also as a **key enabler of inclusive and sustainable development**. Over the years, gender equality has become an integral component of IULM's identity, guiding policies, governance, teaching, research, and community engagement. This commitment translates into a concrete ecosystem of data monitoring, targeted support, and empowerment initiatives that promote equal opportunities for women across all areas of university life.

In 2024, **women represented 77% of the overall student population**, confirming IULM's enduring leadership in **fostering women's access to higher education**. The University's commitment extends well beyond numerical representation: it is expressed in policies, services, and partnerships designed to ensure that women - whether students, researchers, or staff - can thrive academically, professionally, and personally. Through continuous monitoring of application, admission, and graduation rates, including for specific groups such as first-generation, refugee, and disabled students, IULM guarantees that gender equality remains **measurable, transparent, and constantly evolving**.

The IULM Gender Equality Plan frames this effort within a holistic, intersectional, and evidence-based strategy. It **promotes women's participation** in all fields of study, supports their career advancement, and combats gender-based discrimination and violence through concrete mechanisms such as mentoring schemes, childcare facilities, financial-aid programmes, and anti-violence partnerships.

IULM's approach is inclusive by design: the University actively engages in the cultural transformation required to achieve equality, working through its **Equal Opportunities Committee, the Rector's Proxy to Equal Opportunities**, and its membership in **the Interuniversity Research Centre "Gender Cultures"**. These structures ensure that the pursuit of gender equality is systemic, monitored, and shared with national and international partners.

Ultimately, IULM's dedication to SDG 5 is both a moral and institutional priority. By integrating gender equality into governance, teaching, research, and campus life, the University demonstrates that education can be a powerful engine for empowerment—one that turns inclusion from principle into daily practice and tangible impact.

76%

of those applying
are women

IULM actively supports women and girls in pursuing academic and professional growth by ensuring equal access to education and learning opportunities.

The Equal Opportunities Committee

The **Equal Opportunities Committee** is a joint body representing academic staff, technical-administrative personnel, and students, committed to advancing equity, inclusion, and well-being throughout the university. It ensures equal opportunities in study, research, and employment, and combats all forms of discrimination based on gender, identity, ethnicity, disability, sexual orientation, political opinion, or age.

In 2024, the Committee was strengthened by the **election of a student representative**, ensuring that women's and students' voices are directly involved in shaping university policy. **Chaired by the Rector's Proxy to Equal Opportunities** and working with other institutional bodies, it plays a central role in embedding inclusiveness and gender equality across all aspects of IULM's governance and daily life.

Gender Equality Plan

The **IULM Gender Equality Plan** defines the **University's long-term strategy to promote, support, and implement gender equality** across all areas of academic and professional life. Drafted and periodically updated by the Equal Opportunities Committee, the Plan translates IULM's values into measurable objectives, outlining policies and actions that strengthen inclusion, prevent discrimination, and foster equal participation for all members of the community.

The Plan places particular emphasis on **equal access to education, research, and career advancement**, identifying these as the foundations of genuine gender equality. It guides initiatives ranging from awareness campaigns and training activities to mentoring, childcare, and anti-violence programmes, ensuring that gender balance remains a structural and measurable priority within IULM's governance and daily practice.



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	Difference from 2023
Students	8573	1931	6642	77%	+2%
Applicants	4873	1159	3714	76%	-0,8%
Students starting a degree	2193	491	1702	78%	-5%
Undergraduate	6693	1460	5233	78%	+2%
Postgraduate	1880	445	1409	75%	+1%
Graduates	2827	624	2203	78%	+11%
First-generation students	1160	249	911	79%	-9%

	Total number of students	Male	Female	% of female	Difference from 2023
Refugee students	19	5	14	74%	+6%
Students from developing countries	118	37	81	67%	-7%

	Total number of students	Male	Female	% of female	Difference from 2023
Students with disability	114	35	79	69%	+13%
Students with SLD	516	135	381	74%	+13%

	Total number of students	Male	Female	% of female	Difference from 2023
Non- traditional students (over 30) undergraduate	46	15	31	67%	New data
Non- traditional students (over 30) postgraduate	21	5	16	76%	New data

	Total number of students	Male	Female	% of female	Difference from 2023
Students receiving financial aid	876	164	712	81%	+6%
Students paying the first rate	779	141	638	82%	-10%
Students enrolled in 2024 paying the first rate	322	60	262	81%	+8%
Graduates paying the first rate	194	31	163	84%	+13%

	Total number of students	Male	Female	% of female	Difference from 2023
Students on internships abroad	117	26	91	78%	New data
Students on internships in Italy	1317	293	1024	78%	New data
Exchange students inbound	330	40	290	88%	New data
Exchange students outbound	363	76	287	79%	New data

Support to women's participation

Students, faculty and staff

Università IULM **actively promotes women's participation** in every aspect of university life by embedding work-life balance and family support measures into its **IULM Gender Equality Plan**.

A cornerstone of this commitment is the creation of a **dedicated on-campus Nursery**, a serene and fully equipped space that allows student mothers, faculty, and staff to care for their children while engaging in study, teaching, or research activities. The facility includes nursing and changing areas and offers a safe, welcoming environment that enables new mothers to remain fully involved in academic life. This initiative represents a tangible step toward making parenthood compatible with education and work, reflecting IULM's belief that inclusion must be supported by structural solutions, not only principles.



The University's **maternity and paternity policies** further reinforce this approach, ensuring that parenthood does not hinder academic or professional growth. In full compliance with national legislation (D.Lgs. 151/2001 and D.Lgs. 80/2015), IULM guarantees **paid maternity and paternity leave**, remote working options, and flexible schedules for staff, including the possibility of teleworking in the final stages of pregnancy. Fathers benefit from 10 days of compulsory paid leave and up to seven months of shared parental leave, supporting the equal distribution of family responsibilities, family well-being, and inclusive excellence.

For students, IULM offers **part-time enrolment schemes, tuition reductions**, and access to the on-campus Nursery, ensuring that mothers and fathers can continue their studies while caring for their children.

To extend this support beyond the campus, IULM has established an **extensive network of agreements** with external partners that enhance access to **childcare, education, mobility, and healthcare services** for women and families. These conventions provide **financial and practical benefits**, particularly **for low-income women and mothers**, helping them balance personal and professional responsibilities.

Childcare and Early Education

- Aldia Cooperative – network of nurseries and kindergartens across Milan offering preferential fees for IULM students and staff.
- MILE Bilingual School – bilingual nursery, kindergarten, and primary education with discounted access for the IULM community.

Mobility and Transportation

- Pikyrent – electric mobility service supporting sustainable commuting.
- Trenitalia for Business – discounted rail travel for students and employees.
- Wayla – urban transport partner promoting sustainable and flexible mobility options.

Healthcare and Well-being

- Centro Medico Politerapico Ribor – multidisciplinary medical centre with reduced rates for preventive and specialist care.
- Eurosanità Group – private healthcare network offering comprehensive clinical services.
- Humanitas Institute and Istituto Auxologico IRCCS – access to leading hospitals and specialised clinics.
- IEO (European Institute of Oncology) – specialised treatments and preventive services.
- Studio Dentistico Crippa and Studio Dentistico Minnella – dental care with discounted tariffs.

Through this integrated system of structural policies, services, and partnerships, IULM ensures that maternity and paternity are equally supported and that parenthood - far from being a barrier - becomes a shared, respected, and fully compatible dimension of academic and professional life. This holistic framework demonstrates IULM's enduring commitment to gender equality, family well-being, and inclusive excellence.

Counseling program

IULM provides an extensive **Counselling and Psychological Support Service**, designed to accompany students - especially women - through the academic journey, helping them manage challenges related to study, adaptation, and personal well-being. These programmes are an integral part of the **IULM Gender Equality Plan**, ensuring that mental health and emotional resilience are recognised as essential components of equal access and success in higher education.

Throughout the 2023/2024 academic year, IULM offered a diverse range of mentoring, counselling, and psychological support formats, all delivered by qualified professionals and tailored to students' individual and collective needs. Women continued to represent the overwhelming majority of participants across all initiatives, confirming both their strong engagement and the university's ability to address gender-specific needs.

- **Seminars and group meetings**

Group sessions and thematic seminars addressed key issues related to mental health, well-being, stress management, and academic self-efficacy. The most attended initiatives included Orienta-Menti, Study Methods Seminars, Anxiety and Expectation Management, Stress-Free Graduation, and FlessibilMente. These workshops were specifically designed to strengthen coping strategies, improve concentration, and prevent academic burnout. In 2024, women accounted for around 80% of all participants, confirming their particular engagement with well-being and empowerment themes.

- **Individual Psychological Sessions**

Personalised one-to-one sessions with professional psychologists provided targeted support for students facing complex emotional or relational challenges. During 2024, approximately 78% of participants were women, demonstrating IULM's continued success in creating a safe and trusted space for female students to seek help, develop self-awareness, and enhance their academic and personal confidence.

- **Peer Mentoring and Support Networks**

Complementing professional counselling, IULM offers structured peer mentoring schemes, where trained senior students accompany newcomers in their transition to university life. Women represented 85% of participants in 2024, showing a strong community-based culture of care and mutual support that benefits both mentors and mentees.

Financial Support and Scholarships

IULM’s counselling and inclusion framework is reinforced by measures promoting economic access to education. In the 2023/2024 academic year, **81% of scholarships were awarded to deserving female students** in conditions of financial hardship. These scholarships, alongside psychological and mentoring programmes, form a coherent support ecosystem that ensures women’s full participation and success throughout their university experience.

Women dropout rates

IULM’s gender equality policies and support services have a measurable **impact on student success**, with women showing lower dropout rates than men. In 2023/2024, the **dropout rate among women was 8.4%, compared to 11% for men**, confirming the effectiveness of IULM’s inclusive framework.

Initiatives such as the on-campus Nursery, flexible enrolment options, counselling and mentoring programmes, and scholarships for women from low-income backgrounds help remove barriers that often hinder women’s educational continuity.

Through these measures, IULM creates an environment where **women are empowered to complete their studies successfully**, demonstrating how inclusive policies translate into tangible results for equality and academic achievement.

	Total	Female students	Male students
Number of enrolled students a.a. 2023/24	2193	1702	491
Number of students enrolled in 2023/24 dropping out of studies in a.a. 2024/2025	198	143	55
Dropout rate	9%	8.4%	11%

IULM non-discrimination policy for transgender

Alias Careers

Università IULM has formally adopted a **comprehensive non-discrimination policy for transgender and non-binary individuals**, integrated into its **IULM Gender Equality Plan**. This policy guarantees the full **respect of gender identity and self-determination** across all aspects of university life, ensuring that every member of the community can study, work, and participate in an environment founded on dignity and equality.

At the heart of this framework lies the **Alias Careers Regulation**, which enables students to adopt an identity consistent with their gender identity in all academic and administrative interactions. In 2024, IULM further strengthened this commitment by introducing a **dual-degree parchment system**, allowing Alias students to receive two official diplomas—one with their legal name and one reflecting their Alias identity.

All procedures, including the application form and confidentiality agreement, are publicly available on the university website, ensuring **transparency and accessibility**. IULM also tracks and monitors Alias students (six students registered in the 2023/2024 academic year), providing measurable evidence of policy implementation and inclusivity in practice. This comprehensive approach positions IULM as a national benchmark for respect, representation, and equal rights for transgender people in higher education.



Women's Participation in Underrepresented Subjects

Università IULM is strongly committed to increasing women's participation in **fields and disciplines where they have been traditionally underrepresented**, including **STEM, artificial intelligence, creative industries, sports, and research**. These initiatives, aligned with the **IULM Gender Equality Plan**, combine outreach, academic innovation, and practical opportunities to foster a culture of equal access and representation.

STEM and Artificial Intelligence

In 2024, IULM graduated its second class of students in **Artificial Intelligence for Business and Society**, with **55% women among graduates**. This achievement reflects the **University's targeted policy to attract women to technology-driven disciplines** through open days, orientation sessions, and dedicated communication campaigns.

IULM also participates in **FA-ST (Promote Female Startups in STEM)**, a priority project co-funded by the Erasmus+ Programme of the European Union, designed to empower young women to create their own startups in STEM fields. By combining creativity and algorithms, FA-ST helps reduce female unemployment and facilitates women's participation in innovation and entrepreneurship. The programme encourages personal growth, awareness of social issues, and ethical leadership—translating these values into concrete experiences such as communication projects, internships, and applied research.

Moreover, IULM's Behaviour & Brain Lab, one of the university's leading research centers in neuroscience, counts 57% female researchers, demonstrating gender balance in scientific leadership and innovation.

Creative Industries and Screenwriting

Beyond STEM, IULM promotes **women's participation in creative and cultural sectors**. The project **Enhancing Women's Voices in Cinema and Audiovisuals**, developed in collaboration with ALF – Pensare al Femminile, supports women in screenwriting through the Women Screenwriters Award (2024) and integrates the initiative into the academic curriculum. Students take part in the selection process for the Best European Film Award "Al Femminile" and produce critical video essays on women's representation in cinema, advancing gender equality in the creative industries.

Sports and Sports Marketing

IULM is equally committed to **promoting women's participation in sports, sports management, and communication**, fields historically dominated by men. Within the **Master in Sports Marketing and Communication**, the number of female students has grown significantly - +100% compared to the first edition (2017/2018) and +40% compared to 2022/2023 - demonstrating the success of the University's targeted outreach, orientation activities, and visibility campaigns encouraging women to pursue careers in sports business and media.

Through **IULM Sport**, the university extends this commitment beyond the classroom, creating an inclusive environment where women are encouraged to take an active role in both competitive and organisational aspects of sport. Female students participate in **dedicated teams** for football, volleyball, and basketball, developing not only athletic skills but also leadership, teamwork, and self-confidence. The programme promotes sport as a powerful tool for personal empowerment, equality, and intercultural dialogue, while challenging persistent stereotypes about gender roles in athletics and sports management.

Research and Cultural Engagement

In the fields of **research** and culture, IULM promotes initiatives that **enhance women's visibility, leadership, and contribution to knowledge and society**. A key example is *La Montagna al Femminile*, a multidisciplinary project that explores women's roles in the cultural, economic, and social development of Alpine territories. The initiative combines research, exhibitions, and community engagement, highlighting the experiences of women who have shaped mountain life through entrepreneurship, education, and cultural preservation.

Beyond documenting stories, *La Montagna al Femminile* provides a platform for reflection on sustainability, gender identity, and intergenerational transmission of knowledge in rural contexts. By merging academic research with creative expression, the project exemplifies IULM's commitment to integrating gender perspectives into research and cultural production, reaffirming the University's role in promoting inclusion, diversity, and women's empowerment across disciplines and communities.

Through these coordinated programmes and policies, IULM ensures that women have equal access to emerging disciplines, innovation, and leadership opportunities, transforming inclusion into a permanent feature of academic excellence and institutional culture.

Events and initiatives

Università IULM translates its **commitment to gender equality** into a **vibrant calendar of academic, cultural, and outreach initiatives** designed to raise awareness, foster dialogue, and promote real social change. These events, rooted in the **IULM Gender Equality Plan**, engage students, researchers, and the broader community, confirming the University's role as a cultural leader in advancing women's empowerment and inclusion.

"Quando una lezione diventa vita"

This initiative, born from a classroom discussion in a Sports Communication course, embodies IULM's belief that education can become a catalyst for transformation. The story of volleyball coach Alessandra Campedelli and the Pakistan women's national team—brought to Italy for training through the collaboration of IULM students and faculty—became a powerful example of how sport can serve as an instrument of emancipation and social change. The project shows how ideas nurtured in university classrooms can evolve into real-world initiatives promoting women's freedom, dignity, and visibility.

Gender Cultures

Held at IULM on 24 October 2024, the Gender Cultures conference represented one of the year's most significant academic events on gender and inclusion. Organised within the Digital Gender Hub project, the full-day programme featured keynote speakers such as Maura Gancitano, Elisa Giomi, Marco Scarcelli, and Marilisa D'Amico, alongside workshops and performances exploring the intersections between gender, media, education, and society. The initiative aimed to deconstruct stereotypes, enhance awareness of diversity, and promote the cultural integration of gender perspectives across disciplines. The closing performance, *Al suo posto* by TeatRing, winner of the Milan Municipality "6controlaviolenza" award, offered a powerful artistic reflection on violence and gender identity.

Championing Gender Equality: Pathways to Progress

On 18 September 2024, IULM participated in this inter-university conference hosted by Università Cattolica, alongside the seven Milanese universities of the Interuniversity Research Centre “Gender Cultures”. The meeting provided a platform to share progress achieved since the adoption of the Gender Equality Plans, compare good practices, and coordinate future actions. Discussions focused on career development for women in academia and on the cultural transformation required to close the gender gap, reaffirming the central role of universities in driving equality-based social innovation.

La voce /Le voci delle donne, dai classici ai contemporanei

Organised by IULM’s Department of Humanities, in collaboration with Florida State University, Università degli Studi “G. d’Annunzio” di Chieti-Pescara, Universidad Autónoma de Madrid, and Università degli Studi di Milano, this international conference explored women’s voices from classical antiquity to the present day. The event combined academic research with artistic expression, culminating in the performance “*Persei e Meduse*”, directed by Marianna Esposito and featuring students from the Centro Universitario Teatrale (CUT). The production reinterpreted the myth of Medusa through a feminist lens, symbolically restoring dignity and voice to silenced women across history.

IULM Against Violence on Women

Reaffirming its institutional commitment to fight gender-based violence, IULM strengthened its collaboration with the Anti-Violence Center Cerchi d’Acqua, opening its services to the entire university community—students, faculty, and staff. The initiative complements existing psychological counselling programmes and is part of Area 4 of the Gender Equality Plan. Through counselling, legal advice, and professional reintegration support, it provides a multidisciplinary response to violence, while also promoting public training and awareness events open to the wider community.

In parallel, IULM collaborates with Ankyra, an association supporting victims of domestic and relational violence regardless of gender identity or sexual orientation, reinforcing a holistic approach to protection and empowerment.

Academic publications

- Data Quality and Violence Against Women: The Causes and Actors of Femicide
- The Future of Gender and Gender Equality Online: A Scenario Analysis of Imaginaries on Gender and Social Media Platforms
- Gender in Theatre Fundraising and Management ... When Orpheus and Eurydice streamed out of the hell.
- Par-delà le féminin nié. Pour l'établissement d'un nouvel ordre symbolique de la différence
- Yourcenar entre la construction de l'oeuvre et la vérité de l'art: Introduction
- A purpose-driven approach to diversity, equity and inclusion: An investigation on Italian companies
- Palabras de mujer: verso il voto messicano
- Lo stile libero di una musa del gusto: Niki de Saint Phalle
- Rara Avis. Moda in volo alle Uccelliere Farnesiane
- Produttrice, anzi operatrice culturale: il caso di Marina Piperno
- Future of Gender and Gender Equality Online. A Scenario Analysis of Imaginaries on Gender and Social Media Platforms.
- Billie Eilish intacita. Una presa di voce femminile sessuale giovanile intelligente
- La Montagna al Femminile. Letture geografiche del ruolo della donna negli spazi alpini. Una mostra fotografica itinerante
- L'uso sovversivo del linguaggio triviale femminile. Una tappa nel percorso verso la parità di genere
- Sulle orme di Enrica Fiandra. "Archivi di Radamanto"
- Genere e modelli gestionali: l'impresa come luogo di empowerment femminile
- Che genere di influencers, tra femminismo e retorica
- Who gets to lead the multinational team? A functional behavior perspective

Students dissertations

- Dimenticate o assenti? La presenza e il valore delle cantautrici italiane
- Identità e abbigliamento: il caso del velo islamico
- Advertising and body image: the role of femvertising in redefining beauty
- Il gender gap nell'industria musicale italiana
- Comunicare ai bambini senza stereotipi: il caso "Luminou"
- Le sfumature del rosa, da Jane Austen al romance contemporaneo
- Brand persona nell'industria musicale: il caso Taylor Swift
- Le declinazioni crossmediali del "true crime": il caso Elisa Claps
- Black Mirrors: la rappresentazione delle donne di colore nel videoclip musicale
- La Maison Dior: Maria Grazia Chiuri e il femminismo
- Barbie: la promozione cinematografica si tinge di rosa: l'importanza delle strategie dell'ufficio stampa
- Empowerment femminile e valore condiviso: l'iniziativa '5by20' di Coca-Cola
- Sfumature di donna: l'identità femminile nel cinema di Antonio Pietrangeli
- Sfumature di donna: l'identità femminile nel cinema di Antonio Pietrangeli
- Lady Diana, pioniera della contemporaneità
- Riflessi animati: la rappresentazione femminile nei film d'animazione Disney e Ghibli come specchio della società
- L'altra metà dell'ADV: stereotipi e innovazioni nella pubblicità al femminile
- Design for humans: branding, artefatti e identità di genere
- Amelia Bloomer

#16

Peace, Justice and Strong Institutions



Università IULM is deeply **committed to SDG 16 – Peace, Justice and Strong Institutions, promoting transparent governance, democratic participation, and ethical integrity** as essential foundations of sustainable development. The University considers peace, justice, and institutional accountability not only strategic goals but integral values of its mission to educate responsible global citizens and foster a fair and inclusive society.

Governance and institutional integrity

The **IULM Statute** and the **Strategic Plan 2025–2027** set out a governance framework grounded in transparency, participation, and responsibility. **All main governing bodies** — the Board of Directors, Academic Senate, and Faculty, Department Councils and the thematic Committees — guarantee **elected representation from faculty, staff, and students**, ensuring that all groups contribute to the university's strategic and academic decisions. External members representing the Ministry of Foreign Affairs, the media and cultural sectors, and the MondoIULM Association further connect IULM to civil society, reinforcing accountability and pluralism.

Democratic participation and student representation

At IULM, democratic participation is both a right and a practice. **The Student Council** (Consiglio degli Studenti) is an independent, elected body that coordinates student representatives across all faculties, ensuring continuous dialogue with the administration. In 2024, IULM students actively contributed to national discussions on civic engagement at the Senate of the Republic during the event “Young People, Voting and the Future,” highlighting the importance of youth participation in democracy. Regular student elections — including the 2024 by-elections for Faculty Councils — guarantee transparency, inclusion, and equal opportunity, reflecting IULM's belief that representation is the cornerstone of institutional legitimacy.

Academic freedom, dialogue, and cultural diplomacy

IULM firmly upholds the principles of **academic freedom and autonomy**, as enshrined in Article 4 of its Statute and in the Italian Constitution. Faculty and researchers enjoy **full independence** in defining their research agendas and disseminating results, contributing to a vibrant, plural academic environment. The University also provides a neutral platform for open dialogue and peaceful debate, as exemplified by the event “Is Peace an Utopia?” with Archbishop Mario Delpini, and the international seminar series “Transitions to Democracy”, co-organized with European partners. These initiatives underline IULM's mission to foster mutual understanding, intercultural exchange, and civic responsibility within a global perspective.

Engagement with institutions and society

IULM actively **collaborates with public authorities and policy-makers** at local, regional, and national levels. In 2024, the Lombardy Regional Councillor for Universities and Innovation, Alessandro Fermi, visited the campus to discuss research infrastructure and innovation funding, reaffirming IULM's role as a knowledge and policy partner. The University regularly **provides expert advice and applied research for public institutions** — from sustainable tourism and transport planning to digital ethics and AI governance — contributing evidence-based insights that inform policy-making and institutional reform.

Ethical governance and anti-corruption commitment

Integrity and transparency are ensured through **IULM's Organisational, Management, and Control Model** (MOG 231), its **Code of Ethics**, and a digital **whistleblowing platform** compliant with EU Directive 2019/1937. These mechanisms **guarantee ethical conduct, prevent corruption**, and protect whistleblowers from retaliation. Continuous training and independent oversight by the Supervisory Body (Organismo di Vigilanza) reinforce a culture of legality and institutional trust.

Stakeholder inclusion and civic responsibility

Beyond internal governance, **IULM integrates external voices into decision-making** through the MondoIULM Association, uniting more than 30 companies, institutions, and cultural organizations, and through the Third Mission Office, which engages citizens and NGOs in collaborative initiatives such as IULM for the City and the TAM TAM Museum of Communication. These platforms transform the university into an active civic actor, bridging academia and society while promoting shared values of peace, justice, and inclusion.

Through this integrated approach, Università IULM demonstrates that strong institutions are built on **participation, transparency, and trust**. By combining democratic representation, academic freedom, ethical governance, and public engagement, IULM advances SDG 16 as a living practice — nurturing peace, justice, and accountable institutions within the University and across the wider community.

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**.

Student Council

Università IULM **guarantees active and independent student representation through its Student Council** (Consiglio degli Studenti), a **democratically elected and autonomous body that coordinates student participation across all levels of university governance**. The Council includes representatives elected to the Board of Directors, Academic Senate, Faculty Councils, Quality Assurance Board, and Evaluation Unit, ensuring that students have a formal and consistent voice in institutional decision-making.

Renewed by election in 2024 (Rectoral Decree No. 20472/2023), the Council is currently led by President Ludovico Caprioli and Vice President Camilla Crucito, serving until October 2025. It plays a central role in promoting civic engagement and democratic culture among students — exemplified by IULM's participation in the national debate *"Young People, Voting and the Future"* at the Senate of the Republic, which addressed youth voting rights and political participation.

Through its consultative powers and continuous dialogue with the Rectorate and governance bodies, the Student Council reinforces transparency, inclusiveness, and accountability, embodying IULM's commitment to participatory democracy within the academic community.

Stakeholder engagement

Università IULM actively **promotes stakeholder engagement** as a strategic pillar of its mission, recognising that collaboration with partners outside academia is essential to generate public value, align education and research with societal needs, and strengthen the University's impact.

The **Strategic Plan 2025–2027** explicitly identifies stakeholder dialogue and partnership-building as key levers for innovation, inclusion, and sustainability, fostering structured relationships with companies, institutions, NGOs, and civil society.

Governance Framework

Stakeholder engagement is embedded in the **University Statute** and operationalised through the **Board of Directors**, which includes external members representing the Ministry of Foreign Affairs, the media and cultural sectors, and the MondoIULM Association—a formal network linking IULM with more than 30 enterprises, public institutions, and cultural organisations.

Operational Structures for Stakeholder Engagement

Università IULM coordinates its **stakeholder engagement** through a **structured system of offices, associations, and institutional units**, ensuring that every stakeholder community is represented and actively involved in the university's academic, cultural, and social mission.

- **Companies and private sector partners** – engaged through the MondoIULM Association; the Career Service & Corporate Relations Office; the Special Projects and Partnerships Offices; the IULM Communication School; and the Marketing & Advertising Area
- **Public institutions and governmental bodies** – engaged through the MondoIULM Association, the Third Mission Office and the International Affairs & Rankings Office
- **Cultural organizations and creative industries** – connected via the MondoIULM Association, the Special Projects Office, the Third Mission Office and the Marketing & Advertising Area
- **Non-governmental organizations (NGOs) and civil society** – involved through the Third Mission Office, the Youman Platform, and the Special Projects Partnerships Office
- **Students and graduates** – represented and supported by the Student Council, the Career Service & Corporate Relations Office, the Orientation, Tutoring & Counseling Office, the IULM Communication School; the Study Abroad Office and the Library & Documentation Centre
- **Alumni network** – coordinated through the IULM Alumni Association (ALIULM)
- **Schools and teachers** – reached by the Orientation, Tutoring & Counseling Office
- **International universities and research institutions** – engaged by the Study Abroad Office, the International Affairs & Rankings Office, and the Youman Platform.
- **Local community and citizens** – involved through the Third Mission Office, the MondoIULM Association, and the Marketing & Advertising Area.
- **Media and communication agencies** – connected through the Marketing & Advertising Area,
- **Academic and administrative staff** – supported by the Human Resources Office
- **Suppliers, banks, and service providers** – managed by the Finance, Budget & Procurement Office
- **Multilateral organizations, and research centres** – coordinated through the Youman Platform, the International Affairs & Rankings Office, and the Special Projects and Partnerships Office.

Working with Government and International Organisations

Università IULM plays an **active role in supporting public institutions at the local, national, and international levels**, contributing research, expertise, and policy guidance to strengthen governance, sustainability, and intercultural dialogue. Its collaborations bridge academia, diplomacy, and public administration, advancing the University's mission to promote peace, justice, and strong institutions.

Collaboration with the UN Food and Agriculture Organization (FAO)

Through its **long-standing partnership with the UN Food and Agriculture Organization (FAO)**, Università IULM contributes to global efforts in sustainable food systems, communication for development, and behavioural change.

Key initiatives include:

- International Winter School on Food Safety, Sustainable Development and Behavioural Change, providing policymakers and practitioners with tools for effective sustainability communication.
- Joint research and training projects on nutrition, food security, and rural well-being.
- Development of educational and communication materials within FAO's global e-learning platform.

These activities reflect IULM's expertise in strategic communication and social innovation applied to public policy.

UN Decade of Ocean Science for Sustainable Development

As a signatory of the **Decade of the Sea Manifesto**, IULM promotes ocean literacy and environmental governance through research, teaching, and outreach. In 2024, the University organised workshops and open lectures on marine sustainability and the communication of climate science, engaging students, researchers, and policymakers in dialogue on ocean protection as a shared global responsibility.

Italian Ministries: Ministry of Foreign Affairs and International Cooperation (MAECI) and Ministry of Universities and Research (MUR)

IULM **supports Italy's internationalisation and cultural diplomacy** strategies through its **cooperation with the Ministry of Foreign Affairs and International Cooperation (MAECI) and the Ministry of Universities and Research (MUR)**.

Highlights include:

- Participation in the Invest Your Talent in Italy programme, offering scholarships and internships to international students.
- Collaboration in the Italian Cuisine Week in the World – Oman Edition, contributing expertise on communication and cultural diplomacy.
- The Roundtables on Arabic Language Education in Italy, co-organised with Qatar Foundation International and attended by representatives of the Ministry of Universities and Research (MUR), promoted inclusive multilingual education and cross-cultural understanding.

Regional and Municipal Policy Collaboration

At regional level, IULM works with Regione Lombardia to **support innovation, research, and youth employment policies**. The 2024 institutional visit by Regional Councillor Alessandro Fermi strengthened cooperation on higher education infrastructure and research funding.

At city level, the University **collaborates with the Municipality of Milan on projects addressing urban inclusion, cultural participation, and environmental sustainability**, such as Milan Green Week, IULM for the City, and the TAM TAM Museum.

Policy Dialogue and Evidence-Based Research

IULM regularly provides policy guidance and evidence to public administrations through **commissioned and competitive research projects**, including:

- AI Magister – Artificial Intelligence and Society (PNRR): policy models for digital ethics and AI governance;
- SISS – Sustainable Innovation in Services: frameworks for sustainability in public services;
- AMT Trenitalia project: data analysis and survey design for inclusive and sustainable mobility;
- Luino Tourism Plan: guidelines for regional sustainable tourism development.

Through these partnerships, Università IULM contributes to the formulation and implementation of public policies that advance the UN 2030 Agenda, ensuring that academic research and public governance evolve together toward transparency, sustainability, and social responsibility.

CRUI's recognition

IULM actively collaborates with **CRUI (Conference of Italian University Rectors)**, which brings together public and accredited private universities in Italy. Founded in 1963, CRUI has become a key institutional body shaping the development of the national university system through research, innovation, and policy dialogue. By taking part in CRUI initiatives, Università IULM contributes its expertise to national discussions on higher education, employment, and economic growth, reaffirming its commitment to advancing Italy's academic landscape.

RUniPace

RUniPace, promoted by the Conference of Italian University Rectors, is a network of Italian universities dedicated to the core principles of peace, equality, and cooperation established by international treaties. The network rejects war as a means of resolving conflicts and supports initiatives that combat inequality and poverty, in line with Italy's constitutional and international commitments. Università IULM is an active member of this network, contributing to projects that promote dialogue, solidarity, and global citizenship.

Participation in government research

Predisposizione questionari e analisi dei dati per la stima della domanda multimodale integrata – AMT Trenitalia

In collaboration with AMT and Trenitalia, IULM developed advanced data collection and analysis tools to estimate the demand for integrated multimodal transport services. The project supports regional and national mobility planning, enhancing efficiency, inclusivity, and sustainability in public transport systems. IULM researchers designed user surveys, analysed behavioural data, and provided actionable recommendations for more equitable mobility policies.

SISS – Sustainable Innovation in Services

This research programme, carried out in cooperation with public administrations, develops policy models to guide the green and digital transition of public services. The project provides government bodies with strategic frameworks for sustainable service delivery and institutional innovation, supporting Italy's alignment with the European Green Deal.

AI Magister – Artificial Intelligence and Society

Funded under Italy's National Recovery and Resilience Plan (PNRR), this project explores the ethical, social, and governance dimensions of artificial intelligence. IULM contributes communication and policy research to inform the national implementation of the EU Artificial Intelligence Act, supporting transparent, responsible, and human-centred AI regulation.

Linee guida per lo sviluppo turistico della destinazione Luino

Commissioned by local authorities, this applied research project produced a strategic policy framework for sustainable tourism development in the Lake Maggiore area. The study integrates data analysis, stakeholder consultation, and policy design to foster circular economy models and responsible tourism governance.

Interculturalità & Anagrafe – Municipality of Milan

In partnership with the Municipality of Milan, this project improves communication between the local administration and foreign residents. Based on IULM's research into multilingual service design, the initiative provides Arabic, Spanish, and Russian language support at civil registry offices, promoting accessibility and social inclusion in public services.

Events & Initiatives



“Is Peace an Utopia?” – Public Dialogue with Archbishop Delpini

A high-profile public event featuring Archbishop Mario Delpini, Rector Gianni Canova, and IULM faculty, fostering reflection on the meaning of peace, justice, and coexistence in contemporary society. The dialogue, open to all Milanese universities, exemplified IULM's commitment to inter-institutional dialogue and civic education.

Student Representation at the Senate of the Republic – “Young People, Voting and the Future”

IULM's Student Council participated in a national conference at the Senate of the Republic, advocating for off-site voting rights and greater youth participation in democratic processes. Student delegate Ludovico Caprioli presented IULM's experience in student democracy as a model for civic engagement and shared governance.

Visit of the Lombardy Regional Councillor for Universities, Research and Innovation

Regional Councillor Alessandro Fermi visited IULM as part of the initiative “A Journey Through Excellence”, engaging with leadership, researchers, and students. The visit strengthened collaboration on innovation, talent retention, and infrastructure development between universities and regional government.

“One Hundred Years of War in the Middle East: 7 October, One Year After”

Organised with Fondazione Terra Santa, this academic seminar examined a century of conflict in the Middle East, from historical causes to present-day challenges. The discussion provided critical insights into the geopolitics of peacebuilding and conflict resolution, linking research to international awareness.

Supplementary Student Elections 2024

University-wide elections were held online via the Cineca U-Vote platform, renewing student representation in faculty and parity commissions. The process ensured transparent, accessible, and inclusive democratic participation within university governance structures.

Seminar Series – “Transitions to Democracy: A Comparative Dialogue” (December 2024)

In collaboration with the University of Castilla-La Mancha and the University of Valle d'Aosta, IULM hosted the first of a series of international seminars exploring democratic transitions in Europe, Latin America, and Africa. The event promoted comparative historical reflection on democracy, governance, and institutional transformation.

Academic publications

- Data Quality and Violence Against Women: The Causes and Actors of Femicide
- Stakeholder Engagement and Triggers for Sustainable Development in Complex Fragile Ecosystems: Evidence from Alpine Trentino Region
- On Industrial Policy: Back to Bananas
- Unlocking the power of strategic communication: a deep dive into industrial tourism and engaging company openings
- Crafting clarity: a textual framework for optimising strategic communication in Italian banking foundation mission reports
- Industrial Heritage and Citizen Participation: The UNESCO World Heritage Site of Ivrea, Italy
- Contemporary Art in Reality versus Images, an Analysis of the Work of Shirin Abedinirad
- Imaginings of the Future of Conflict and Communication Technologies: A Map of Four Anxiety and Two Hope Driven Scenarios
- eGovernment Implementation in Italy. Regional Index for NRRP Goals Evaluation
- Effects of Individuals' Cultural Orientations and Trust in Government Health Communication Sources on Behavioral Intentions During a Pandemic: A Cross-Country Study
- Asylum hearings in Italy: Who mediates between cultures?
- The multiple roles of interpreters in asylum hearings in Italy
- The role of the Ulama religious authority in the governance of Islamic banks
- Lionello Venturi between Italy and Brazil: from the CIHA Congress in Venice (1955) to the Sixth São Paulo Biennial (1961)
- Mitigating Reputational Damage in Corporate Crises: An Examination of Apology Strategies
- La nostra vocazione sociale
- Risk and Crisis Communication in Europe: Towards Integrating Theory and Practice in Unstable and Turbulent Times
- Perché l'Italia declina? Istituzioni, beni pubblici e modelli di sviluppo dalla Prima Repubblica a oggi
- L'esportazione della liberaldemocrazia
- Libertà contro libertà. Un duello sulla società aperta
- Aldo Moro e la strategia della pace nei discorsi all'Assemblea generale dell'Onu
- Ancora sul luglio del 1964: il ruolo di Antonio Segni nella crisi del centro-sinistra
- La voce del padrone. Le scienze alle prese con l'enigma divino
- Il senso della pace: prospettive sulla semiotica della guerra
- Dal Terzo mondo al Global South: le trasformazioni dei lunghi anni Ottanta
- Introduzione. Liberali perché pacifisti, pacifisti perché liberali
- Pace e mercato. Le relazioni internazionali nella tradizione liberale
- Moratoria as Possible Governmental Regulations for Degrowth: A Critical Discourse Analysis of the Bed Capacity Limit in the Local Media of South Tyrol (Italy)
- Introduzione/Narrare la guerra. Israele e Palestina tra media studies e storia

- Scenari di guerra: l'apparato visuale dei quotidiani
- Europeans and the Media. Between Global and Local
- Parlare coi prezzi? Su un'assonanza tra Hayek e Luhmann
- Il Parlamento non è la società. Luigi Einaudi su partiti e sistemi elettorali
- On Industrial Policy: Back to Bananas
- TERRITORIALIZZAZIONI OLIMPICHE. I CASI DI STUDIO DI CORTINA E BORMIO
- Dalla scuola totalitaria alla scuola democratica
- «La voce dello studente». Un giornale studentesco nella guerra fascista (febbraio-maggio 1941)
- Gli Stati Uniti in Medio Oriente dal 1945 ad oggi: ascesa e declino delle ambizioni della grande potenza
- I conflitti del petrolio. Iran, Iraq e guerre del Golfo
- Israele e Palestina. Una terra per due popoli
- L'islam politico: il caso iraniano
- La rappresentazione mediale della guerra. Analisi dello storytelling del conflitto israelo-palestinese nelle testate online
- AI Ethical Violations and Corporate Response Strategies
- La disciplina della comunicazione commerciale tra Digital Service Act e direttiva "servizi di media audiovisivi"
- Loyal to Whom? Friends, Spies, Revenge, and Our Man in Havana
- M. L'ora del destino

Students dissertations

- L'immagine internazionale dell'India nel terzo millennio
- Entrando e uscendo da Palazzo Chigi: su alcuni discorsi di Silvio Berlusconi
- Le politiche fiscali nella teoria del Nudge
- Podcast d'inchiesta nel panorama italiano: due casi a confronto - Pablo Trincia e Stefano Nazzi
- The Waves of Crisis: gestire la narrazione nelle situazioni di crisi: i casi KFC ed Esselunga
- A communication analysis about the Euro adoption debate in Bulgaria
- Comunicare durante una crisi: gli effetti del Public Speaking applicato al Crisis Management
- Lobby 2.0: l'importanza dei nuovi media nell'influenza politica e sociale
- Le organizzazioni internazionali di fronte alle crisi contemporanee. Il ruolo dell'ONU e della NATO in risposta all'attacco alle torri gemelle

#11

Sustainable cities and communities



Università IULM advances SDG 11 by **making culture, spaces, and knowledge publicly accessible** while embedding sustainability and inclusion across teaching, research, and operations. IULM acts as an open civic campus in Milan - hosting festivals, exhibitions, concerts, masterclasses, and public lectures - so that urban communities can gather, learn, and co-create a more livable city.

Promoting cultural heritage and the arts

IULM treats **arts and heritage as engines of inclusive urban life**. The University curates a year-round public programme that ranges from **international festivals** (e.g., Noir in Festival with the Premio Caligari and encounters with leading authors), to BookCity Milano events, **concerts and theatre seasons**, and **film premieres** produced with IULM Movie Lab. Flagship initiatives such as TAM-TAM – the Diffused Museum of Communication and La Linea del Tempo turn the campus into a free, outdoor **museum**; conferences and VR shows (e.g., Art Before Art 2.0) connect heritage with new media; partnerships with museums, consulates, and cultural institutions (e.g., La Sandunga Mexican concert-lecture) foster intercultural dialogue. These actions strengthen the cultural fabric of the city and widen access for citizens, schools, and visitors.

Integrating sustainability in education and research

Sustainability and inclusion cut across IULM's curricula and research. Courses, labs and seminars (from AI, media and creative industries to urban cultures and museum communication) train students to address real urban challenges - access to culture, social cohesion, digital innovation, and responsible tourism. Practice-based projects (e.g., student film marathons like Lo sguardo verde; community-engaged productions such as Il Pianto degli Eroi at Bollate Prison) blend learning with measurable social impact in metropolitan contexts.

Local community engagement and urban accessibility

IULM's venues (auditoria, halls, studios, galleries) are **regularly open to the public** with free or low-barrier access, and the University co-designs initiatives with the Municipality and local partners (libraries, museums, festivals, neighbourhood organisations). Wayfinding, bilingual materials, and accessible formats (talks, screenings, workshops, VR) broaden participation. By animating its campus and off-campus locations, IULM contributes to the **cultural decentralisation of Milan and to safer, more vibrant public spaces**.

Sustainable operations and work practices

IULM integrates environmental responsibility into daily operations, including agile/remote work up to two days per week to cut commuting emissions and improve work-life balance. Campus management emphasises efficient use of shared spaces, event clustering to reduce resource use, and landscaping that enhances the surrounding urban environment.

Through this integrated model—public culture, inclusive education, community partnerships, and responsible operations—IULM delivers concrete progress on SDG 11: safer, more inclusive and resilient urban communities in Milan and beyond.

Contribution to Arts and Heritage

Public access to IULM buildings and resources

Università IULM is deeply **committed to public engagement and cultural accessibility, opening its campus, facilities, and artistic heritage to citizens, schools, and visitors**. The university's spaces function as an **open urban campus**, where education, research, art, and community life intersect. Through its museums, gardens, exhibitions, and cultural programming, **IULM contributes to the regeneration of the Milanese Barona district** and to the creation of inclusive, participatory environments.

Guided Campus Tours

Throughout the year, IULM welcomes school groups, partners, and citizens for guided tours exploring its academic spaces, artworks, and architecture. These visits offer insights into university life and highlight IULM's transformation of a former industrial area into a cultural and sustainable urban hub.

Silvio Federico Baridon Garden

Covering over 10,000 square metres, the Silvio F. Baridon Garden is freely open to the public year-round. Designed and maintained by IULM, the garden features workout stations, a football field, an inclusive playground for children with disabilities, a dog area, and shaded social seating. Entirely funded by the University, the park serves as a shared green oasis promoting well-being, social cohesion, and biodiversity in the Barona district.

IULM Library and Apeiron Repository

The IULM Library, located in the IULM 1 building, is open to students, researchers, and external users. Visitors can access reading rooms, multimedia stations, 283,000 volumes, and 59 electronic databases, as well as participate in open literary exhibitions and public readings. In 2024, the Library welcomed over 150 external visitors and issued 7,800 loans and consultations, confirming its role as a community learning hub.

The Apeiron Repository, IULM's open-access digital archive, hosts theses, papers, and research outputs from 2000 onwards. It allows free online consultation worldwide, supporting the principles of open science and lifelong learning.

Public cultural events

Each year, IULM organises over 100 free public cultural events, drawing thousands of attendees. In 2024, highlights included:

- Art Before Art 2.0 – an international conference and VR exhibition on prehistoric art, co-organised with the Museo di Storia Naturale di Milano;
- BookCity Milano @ IULM – open literary dialogues and readings with authors such as Clara Usón and Salvatore Silvano Nigro;
- Noir in Festival and Premio Caligari – film screenings, workshops, and public encounters with international guests like Joyce Carol Oates;
- La Sandunga – an intercultural concert-lecture on Mexican musical traditions;
- Lo Sguardo Verde – a student film marathon open to the Milanese public;
- Emilio Isgrò: Between Art and Theatre – an open masterclass with the artist;
- and numerous exhibitions, concerts, and theatre performances hosted through the Centro Universitario Teatrale (CUT) and IULM Movie Lab.

Through these publicly accessible spaces and initiatives, IULM reinforces its identity as a civic university: an institution open to the city, where academic knowledge, artistic creation, and social inclusion converge to enrich Milan's cultural and urban landscape.

Exhibitions and works of art

Università IULM **provides broad public access to exhibitions, art collections, and cultural events**, reinforcing its mission as a creative and civic hub for the city of Milan. The **campus itself serves as an open-air museum**, where contemporary art, research, and education converge to promote cultural participation and dialogue.

A flagship example is the **TAM TAM – Diffused Museum of Communication**, Italy's first open-air museum dedicated to the history of communication. Its latest permanent installation, **La Linea del Tempo**, retraces 52 key milestones in human communication through immersive scenography, bilingual captions, and audio guides. Supported by the PNRR Inclusion Project (DM 752/2021), it is freely accessible to individuals and school groups and features video, translation, and voiceover work produced by IULM students, combining learning with public engagement.

The **university's open-air contemporary art collection** includes major works such as Contatti Tenaglia (Giò Pomodoro), Porta d'Oro (Marco Nereo Rotelli), Monumento all'Inferno (Emilio Isgrò), and Time Without End (MASBEDO). In 2024, the campus hosted new site-specific installations and open lectures with artists, including Emilio Isgrò: Between Art and Theatre, a public dialogue on the relationship between word, performance, and visual art.

Among the most notable exhibitions of 2024, IULM presented **The Adventures of Vision by Virgilio Villoresi**, a multimedia journey through the history of visual perception and experimental cinema. Blending 19th-century optical devices - such as zootropes and phenakistoscopes - with contemporary audiovisual language, the exhibition recreated a “magical theatre of the gaze” where illusion, art, and technology meet. The show invited the public to explore the creative processes behind animation and motion, reflecting IULM's commitment to innovation in visual arts and media education.

Beyond its permanent collections, IULM organises and **hosts temporary exhibitions and interdisciplinary art events** open to the wider community. In 2024, highlights included:

- Art Before Art 2.0 – an international conference and VR exhibition co-organised with the Museo di Storia Naturale di Milano, exploring prehistoric art and immersive media;
- Walter Albini. Il talento, lo stilista – a presentation of the fashion exhibition catalogue in collaboration with the Museo del Tessuto di Prato;
- Musei, università e territorio – a roundtable at MuseoCity Spin-off on the relationship between museums and academia;
- Imperfetto Lab – a public seminar on the dialogue between nature and design;
- Gregorio Botta: Forms of Creativity – open masterclasses on art and spirituality;
- Oltre la storia dell'arte. Eugenio Battisti nel centenario dalla nascita – an international conference celebrating the art historian's legacy;
- and La Montagna al Femminile, a research-based travelling exhibition highlighting women's cultural and social contributions in the Alpine regions ahead of Milano-Cortina 2026.

These initiatives, together with open-access film screenings, concerts, and theatrical performances, demonstrate IULM's commitment to making art and culture accessible to all. By transforming its campus into a living gallery and collaborating with museums, institutions, and artists, IULM strengthens the connection between academia and society, promoting creativity, inclusion, and sustainable urban culture

Cinema

Iulm Movie Lab

IULMovie Lab is Università IULM's cutting-edge audiovisual production and innovation center, serving as both a training platform and a creative incubator for new generations of professionals in film, television, and new media. It bridges the gap between academia and the creative industries, combining artistic experimentation, technological research, and real-world production experience.

Training and Talent Development

IULMovie Lab functions as a professional laboratory where students, alumni, and researchers work side by side on real projects, transforming academic learning into industry-ready skills. Its mission is to create a catalyst for IULM's creative talent—supporting their professional growth, strengthening links with media companies, and positioning the university as a hub of excellence in cultural and audiovisual innovation.

Innovation and Creative Research

Operating across three main areas — Cinema, Television, and New Media — IULMovie Lab develops experimental, artistic, and corporate audiovisual projects:

- Cinema: a creative atelier for film development, producing original works that meet international festival standards and foster new authorial voices;
- Television: a production lab for narrative and documentary formats, building connections with broadcasters and European networks to design contemporary serial storytelling;
- New Media: a cross-disciplinary production unit for immersive experiences, from video installations to augmented and virtual reality projects, blending artistic expression with technological experimentation.

Production and Industry Partnerships

IULMovie Lab also operates as a business and creative hub connecting academia with the corporate world. It collaborates with institutions, cultural organizations, and private companies to produce advertising concepts, corporate films, and branded storytelling projects tailored to diverse audiences and platforms.

Flagship Projects

Among its most significant recent productions is *"Diritti Lab"*, a collaboration between Università IULM and the Italian Ministry of Foreign Affairs (Farnesina) aimed at promoting human rights and combating all forms of discrimination. The initiative features thirteen short films created by IULM students and graduates, each exploring universal values such as equality, freedom, and inclusion.

In 2024, IULMovie Lab also produced *"Il Pianto degli Eroi - L'Iliade e le Troiane nel carcere di Bollate"*, a powerful film directed by IULM professors Bruno Bigoni and Francesca Lolli, created in collaboration with inmates of the Bollate prison. The project, financed by the University, reinterprets classical texts through theatre and film as tools for reflection on conflict, humanity, and redemption. The film premiered at the Filmmaker Festival 2024 in Milan, reinforcing IULM's commitment to the social dimension of art and education.

Through its integrated approach — combining education, research, and production — IULMovie Lab embodies IULM's mission to promote creativity, inclusion, and innovation in the audiovisual arts, preparing the next generation of professionals to shape the future of storytelling.

Live performances

University Theatre Centre (CUT)

The **Centro Universitario Teatrale (CUT)** at Università IULM is a creative hub dedicated to the **performing arts**, where **education, community engagement, and artistic expression** intersect. It provides students, faculty, and staff with opportunities to explore theatre as a form of cultural participation and personal development. Through acting workshops, stage production, and interdisciplinary collaborations, the CUT fosters teamwork, empathy, and both verbal and non-verbal communication skills. Each year, the CUT produces a wide range of performances open to the public, promoting access to culture and the arts.

In 2024, the Centre presented several notable productions, including:

- “IULM ON STAGE – Second Edition” at Teatro Lirico Giorgio Gaber (June 2024), featuring the plays *I fratelli di Argo* (from Euripides, Sartre, and von Hofmannsthal) and Shakespeare, or the Adventure of Passions, inspired by *The Tempest*, *Hamlet*, *Romeo and Juliet*, *Othello*, and *A Midsummer Night’s Dream*. The event celebrated the University’s “Word of the Year” *Avventura* (Adventure) and involved over 50 student actors;
- the CUT debut at the International Youth Classical Theatre Festival at the Ancient Greek Theatre of Palazzolo Acreide, in Sicily (May 2024), with a performance of *I fratelli di Argo*;
- participation in the World Theatre Day 2024, offering the university community discounted access to the Teatro alla Scala concert directed by Maestro Marco Armiliato, emphasizing the connection between theatre, culture, and peace;
- the public lecture and performance “Emilio Isgrò: Between Art and Theatre” (November 2024), which explored the relationship between art, language, and performance.

Through these initiatives, the CUT acts as a bridge between education and the professional arts, giving students real stage experience while opening university spaces to the city’s cultural life.

Music and Live Events

Beyond theatre, IULM also **promotes live music** as a form of **cultural and civic engagement**.

In 2024, the **IULM Choir**, open to all students, faculty, and staff, continued to perform regularly at university events, fostering inclusion and well-being through collective artistic practice. The university also **hosted high-profile music initiatives** such as:

- Piano City Milano 2024, featuring pianist Antonio Alessandri in a public concert held at the IULM Auditorium;
- the concert-workshop “Il Pianeta della Musica e il Viaggio di l’òtu” by Franco Mussida, combining performance, narration, and emotion in an experiential exploration of sound and human connection;
- and the intercultural concert “La Sandunga – Music and Dance from Mexico”, organized in collaboration with the Universidad Autónoma de Querétaro and the Mexican Consulate in Milan, celebrating the rich tradition of mariachi and indigenous music as a bridge between cultures.

Radio IULM

Radio IULM is the university’s **official web radio** — a creative laboratory and public communication platform entirely managed by students, under the guidance of faculty and media professionals. It promotes **free expression, critical thinking, and teamwork** through the production of talk shows, music programs, and cultural broadcasts open to the wider community.

In 2024, Radio IULM hosted the “In Onda con Radio IULM” workshop during the National University Day, allowing citizens and students to experience live broadcasting and explore the professions of radio journalism and sound production. The station also collaborated with the Podcast Observatory series, featuring leading Italian podcasters and media experts, and supported coverage of major cultural events such as the Noir in Festival and the Sanremo IULM Night.

As an inclusive platform combining education, entertainment, and social dialogue, Radio IULM embodies the university’s mission to make communication an accessible and participatory civic space.

Cultural heritage

Università IULM is deeply committed to safeguarding both tangible and intangible cultural heritage as a foundation for sustainable and inclusive communities. Through archaeological missions, digital innovation, creative education, and cultural dissemination, the university actively preserves memory, traditions, and artistic knowledge, ensuring they remain accessible to future generations.

Preserving indigenous heritage in Peru

A flagship initiative is IULM's long-standing archaeological mission in Peru, part of the Indigenous Peoples of Central and South America program. At the Tumshukayko site (dating back to 3000 BC), researchers collaborate with local communities in excavation and documentation, recognizing their role as custodians of the land. The mission has reconstructed ceremonial platforms, identified new monumental areas, and contributed to preserving indigenous cultural memory. This project integrates scientific research with the protection of Andean heritage, advancing both archaeological knowledge and intercultural dialogue.

Digital preservation of local traditions in Italy

IULM also pioneers the use of artificial intelligence and digital humanities to safeguard intangible heritage. A recent project focuses on Roccella Jonica and the Locride area, documenting local folklore, dialects, and artistic expressions. By collecting oral histories, archives, and audiovisual testimonies, the project develops interactive digital tools that preserve and revitalize local culture through storytelling. Schools, researchers, and residents are directly involved, making it a model for ethical, community-based digital preservation.

Underwater archaeology and maritime heritage

IULM is engaged in underwater archaeological research that links cultural preservation with environmental sustainability. At Castel dell'Ovo (Naples), excavations have revealed ancient port infrastructures of Parthenope, shedding light on early maritime trade and cultural exchange. In collaboration with the Parco Archeologico dei Campi Flegrei and the Italian Ministry of Culture, IULM researchers also work at the Castle of Baia, mapping submerged structures and geological formations to protect archaeological remains and coastal ecosystems. These initiatives demonstrate how tangible archaeology and intangible maritime memory—legends, myths, and seafaring culture—can be preserved together.

Open cultural education for citizens

Through open-access education, IULM promotes the transmission of cultural memory beyond academia. The online program "Fondamenta", freely available to students and the public, features lessons on major figures such as Cicero, Shakespeare, Maria Montessori, and Alan Turing. By merging academic rigor with public engagement, the initiative democratizes knowledge and reinforces the cultural foundations of lifelong learning.

Arts and memory through cinema and festivals

IULM also preserves contemporary cultural heritage through cinema and the arts. Each year, students and faculty participate in the Venice International Film Festival, contributing to critical dialogue on film as both art and collective memory. Through screenings, creative labs, and archival projects, IULM ensures that the artistic expressions of today are recorded and accessible for tomorrow's audiences.

By integrating archaeological research, digital preservation, creative education, and artistic dissemination, Università IULM offers a holistic model for the protection and promotion of cultural heritage — connecting history, innovation, and community to sustain the living legacy of culture for future generations.

Sustainable cities

Università IULM **integrates sustainability, accessibility, and social inclusion** into its urban environment, shaping a campus that serves both as a learning hub and a **shared civic space**. The university's commitment to sustainable urban living is reflected in its design philosophy, which connects education, community engagement, and environmental well-being.

Silvio Federico Baridon Garden – a public green lung

The Silvio Federico Baridon Garden, a 10,000 m² public park named after the University's founder, embodies IULM's vision of sustainability and openness. Located in the southern area of Milan, it offers workout areas, a football field, an inclusive playground accessible to children with disabilities, a dog zone, and shaded communal spaces. Designed for year-round accessibility, it functions as a meeting place where students, staff, and citizens can enjoy a welcoming and inclusive environment.

Green oases and biodiversity

In addition to the main garden, IULM has created a network of "green oases" across campus - micro-ecosystems with native plants and trees that promote biodiversity and climate resilience. These spaces act as open-air classrooms and areas for relaxation, supporting Milan's Green City strategy while contributing to environmental education and improved air quality.

Eco-friendly operations and community engagement

Sustainability is also embedded in IULM's daily operations. The University promotes remote working up to two days per week, reducing commuting-related emissions, and has implemented energy-saving systems such as LED lighting, motion sensors, and waste recycling across all facilities. Moreover, IULM's green areas and open spaces regularly host community events, outdoor lessons, and sustainability workshops, reinforcing the university's role as a cultural and environmental partner for the city of Milan.

Through these initiatives, Università IULM fosters a model of sustainable urban living that combines ecology, accessibility, and civic participation - a campus that is both an academic environment and a living part of the city.

Pedestrian Priority and Sustainable Mobility

Università IULM **prioritises pedestrian and sustainable mobility** as a central element of its environmental and urban strategy. Through **targeted planning, infrastructural improvements, and mobility partnerships**, the University **promotes low-impact commuting and safer, greener connections** between campus and city.

The campus has been fully **redesigned to favour pedestrian and cyclist access**. The entire perimeter and Via Carlo Bo are now pedestrian-friendly, with traffic-calmed routes, barrier-free pavements, and clear wayfinding signage ensuring safe movement for all users, including people with disabilities. Green corridors and shaded rest areas connect buildings and outdoor spaces, encouraging walking as the main mode of circulation.

IULM's pedestrian network is seamlessly **linked to Milan's main public transport hubs** — the Romolo metro and railway stations, Viale Cassala bus stop, and trolleybus lines — creating an integrated multimodal system that reduces the need for private vehicles. The University's Strategic Plan 2025–2027 reaffirms this commitment, embedding sustainable commuting targets within the **Piano Spostamenti Casa-Lavoro (PSCL)** coordinated by the new Mobility Manager.

To further promote eco-friendly transport, IULM has established **a wide network of mobility partnerships** and incentives for students and staff:

- Trenitalia Welfare Plus 10% discount on Frecciarossa, Frecciargento, and Frecciabianca services for both students and employees.
- ATM Milan Transport Company discounted annual passes for staff, with instalment payments via payroll.

- Drivalia E+Share offering access to a 100% electric vehicle fleet with free parking in city zones and airports.
- Enjoy (ENI) discounted car-sharing rates for students and staff.
- Wayla 10% discount on sustainable urban transport services.
- Pikyrent 50% discount on unlock fees and 30% off scooter and microcar rentals.

Additionally, **IULM promotes remote working** up to two days per week for employees, **reducing commuting-related emissions** and improving work-life balance.

IULM sustainable building

Università IULM **integrates sustainability** into the very fabric of its **campus infrastructure**, viewing buildings not only as spaces for learning but also as active drivers of environmental innovation and efficiency. Through continuous investment in **smart technologies, renewable energy, and responsible design**, the university is transforming its facilities into **models of sustainable architecture and operational excellence**.

The university's comprehensive sustainability strategy has yielded tangible and measurable results in energy efficiency across all facilities:

- In 2024, total **electricity consumption decreased by 9.5%** compared to 2023;
- **Gas consumption** was **reduced by 5.2%**, despite a colder winter — a clear indicator of improved thermal insulation and advanced energy management systems;
- The **expansion of photovoltaic installations** across new campus buildings is expected to **increase solar energy production by 17%**, further boosting the share of clean, self-generated electricity within the university's overall energy mix.

These achievements demonstrate IULM's ongoing commitment to reducing carbon emissions and optimizing energy performance through technological innovation, real-time monitoring, and responsible infrastructure planning. Each project — from historical restoration to new construction — reflects IULM's belief that a sustainable campus is essential to shaping a sustainable future.

Long-term commitment to urban regeneration

For over thirty years, Università IULM has been a driving force in the **transformation of Milan's Barona district**, once a semi-abandoned industrial area. In partnership with the Municipality of Milan, the university has led a **long-term urban regeneration plan** that integrates culture, sustainability, and social inclusion. Key interventions include:

- the creation of a **pedestrian-friendly, car-free campus** that serves as a cultural and social hub;
- the establishment of the **Silvio Federico Baridon Garden**, a 10,000 m² public green space equipped with inclusive recreational facilities;
- the **restoration of Cascina Moncucco**, now a LEED Silver-certified student residence and cultural center, combining heritage conservation with sustainability;
- the development of **green oases**, tree-lined pedestrian areas, and open courtyards designed to enhance livability and social interaction;
- the installation of **open-air water basins** that mitigate the heat-island effect and support urban biodiversity.

Through these initiatives, IULM's campus has evolved into a living laboratory of sustainable urbanism, accessible to students, staff, and the wider Milanese community.

Cascina Moncucco - Sustainable heritage restoration

Cascina Moncucco, a seventeenth-century farmhouse adjacent to the IULM campus, represents a flagship example of **sustainable restoration and adaptive reuse**. Renovated with the support of the Ministry of Education, the Lombardy Region, and the Municipality of Milan, it now functions as a residence for over 100 students and a cultural hub open to the city.

The project achieved **LEED Silver certification**, ensuring high standards of efficiency: a **50% reduction in potable water consumption** through low-flow fixtures and a **90 m³ rainwater collection system** for irrigation. Enhanced insulation and renewable energy systems further reduce environmental impact. Cascina Moncucco exemplifies how heritage conservation and sustainability can coexist to promote social and ecological well-being.

IULM 8 – Future-oriented sustainable campus development

Aligned with the **Strategic Plan 2025–2027**, the new IULM 8 building embodies the university's forward-looking approach to **green architecture**. Designed according to the sustainable standards of the Municipality of Milan, it integrates:

- expanded **photovoltaic coverage** for renewable energy production;
- **smart systems for lighting, climate control, and space management**;
- **low-emission** insulation technologies and **gas consumption reduction** measures;
- **advanced water-saving systems** and awareness programs on resource efficiency.

Fabbrica di Quartiere – Regenerating Southeast Milan

The Fabbrica di Quartiere project **transforms IULM's urban surroundings** into a **dynamic hub for social innovation and sustainability**. Conceived as part of the university's territorial engagement strategy, it redevelops underused spaces in the Barona district to host cultural, educational, and community initiatives.

The project promotes **circular economy principles, energy-efficient design**, and community co-creation, integrating green areas, renewable energy systems, and social inclusion programs. Through this initiative, IULM strengthens its role as an open, sustainable university campus embedded in the life and regeneration of its neighborhood.

Through these projects — from Cascina Moncucco and IULM 8 to the Fabbrica di Quartiere — Università IULM demonstrates how sustainable architecture, heritage preservation, and community regeneration can come together to shape a more resilient, inclusive, and environmentally responsible city.

Affordable housing for staff and students

Università IULM is committed to **ensuring affordable and inclusive housing** for both **staff and students**, facilitating **access to safe and comfortable accommodation** that supports academic success and well-being.

Affordable housing for staff

For faculty, researchers, visiting scholars, and professionals, IULM provides accommodation through its Foresteria Service, regulated by the *Regolamento Servizio di Foresteria*.

Housing is available at the Santander Residence and Cascina Moncucco Residence, both located within walking distance of the campus and well connected by public transport.

Rooms are fully equipped with private bathrooms, Wi-Fi, air conditioning, safes, and linen service, while facilities include 24-hour reception, laundry rooms, and shared kitchens.

Accommodation is offered at reduced rates compared to Milan's market prices, with transparent tariffs starting at €50 per night for short stays and decreasing to €35 per night for stays longer than one month. This policy ensures that researchers and guests can work in Milan without facing excessive housing costs, supporting academic exchange and collaboration.

Affordable housing for students

For students, IULM provides accessible, safe, and well-serviced residences at Santander and Cascina Moncucco, offering affordable rents, common areas, and regular cleaning and linen services. In addition, the university guarantees free accommodation and meals for low-income and refugee students admitted through national or institutional programmes, removing economic barriers to education.

To expand opportunities, IULM has built a broad housing network with verified and discounted off-campus options through partners such as Milan Housing, Spacest, Cerco Alloggio, Collegiate, Collegio di Milano, Dotstay, Zappyrent, Erasmusu, HousingAnywhere, Italianway, and the intergenerational housing initiative "Prendi in casa uno studente" (MeglioMilano).

These collaborations ensure students can find reliable housing solutions suited to their financial means, often with discounts ranging from 10% to 30% on booking or service fees.

Furthermore, IULM actively engages with the Municipality of Milan and other universities to address the city's housing challenges, contributing to initiatives aimed at increasing the supply of student residences and maintaining fair rental conditions.

Through these integrated efforts - combining university-managed residences, subsidized staff housing, partnerships for students, and institutional advocacy - **IULM guarantees affordable, inclusive, and sustainable housing solutions** for its academic community, reinforcing its commitment to accessibility and social equity in higher education.

Events

IULM Flow Talks

- "Empower Leadership: Creative and Critical thinking perspective"
- "Addressing the Complex Challenges of Global Food Security — A Dialogue with FAO"
- "Communicating Sustainability effectively: today's challenges and useful strategies"
- "Sustainable Innovation: Exploring Gamification in Environmental and Social Outreach and Education"
- "Green Deal: Actions and Innovations for Sustainability at the Local Level"

Art and heritage events

As part of its SDG 11 strategy, Università IULM curates a **year-round public program** that connects campus, city, and creative industries. The lineup below showcases open, accessible initiatives—masterclasses, screenings, festivals, concerts, conferences, and community labs—that animate Milan's cultural ecosystem, foster urban inclusion, and expand civic participation. Many activities are co-created with students and partners, translating learning into public value and strengthening IULM's role as a cultural hub for the city:

Cinema and Audiovisual Arts

- Masterclass con Marco D'Amore – Caracas: dalla pagina allo schermo
- Paolo Virzì incontra gli studenti
- Moda. Una rivoluzione italiana – Proiezione e talk
- La moda vista – Rassegna cinematografica su film e fashion film
- Milano Design Film Festival – MDFF Student Award
- IULM Oscar Night 2024
- Gianni Canova – Presidente della Giuria Venezia Opera Prima
- I fratelli D'Innocenzo in IULM
- W.J.T. Mitchell – Seminari PhD in Visual and Media Studies
- Il Pianto degli Eroi – Filmmaker Festival
- Eterno visionario – Incontro con Michele Placido e Fabrizio Bentivoglio
- Né ombra né luce – Filmmaker Festival
- Premio Caligari 2024
- Noir in Festival 2024 (incontri, podcast, fumetto, proiezioni)
- Finestra sul Noir – Format TV studentesco
- IULMeet Me – Puntata zero programma TV studenti
- UnArchive Found Footage Fest – Masterclass con Sergei Loznitsa
- La Petite Mort – Cortometraggio di Federica Avagliano
- Lo sguardo verde – Maratona di corti IULM
- La vita che volevi – Presentazione serie Netflix

Art, Design, and Cultural Heritage

- The Adventures of Vision – Mostra di Virgilio Villoresi
- Gaetano Pesce. In memoriam – Medaglia d'Oro IULM
- Installazioni di Ugo Nespolo – TAM-TAM
- Musei, università e territorio – MuseoCity Spin-off
- Walter Albini. Il talento, lo stilista – Presentazione catalogo
- Tra Arte e Teatro – Lezione aperta con Emilio Isgrò
- Art Before Art 2.0 – Convegno e mostra VR
- Gregorio Botta – Seminari sull'arte e la creatività
- Imperfetto Lab – Lecture
- Oltre la storia dell'arte. Eugenio Battisti – Convegno
- Il digitale per i musei – Presentazione volume (sede di Roma)
- Theatre and Performing Arts
- In Direzione ostinata e contraria – Omaggio a Fabrizio De André
- Giorgio Pasotti – Io, Shakespeare e Pirandello
- IULM ON STAGE 2024 – Spettacoli del CUT
- Il Gioco delle Parti – Pacta dei Teatri
- World Theatre Day – evento CUT alla Scala

Music and Performing Arts

- Sanremo IULM Night 2024
- Piano City Milano 2024 – Concerto di Antonio Alessandri
- Parole (o poesie?) per la musica – Convegno internazionale
- Franco Mussida – Workshop e concerto Il Pianeta della Musica
- La Sandunga – I mariachi e la musica messicana in IULM

Culture, Literature, and Public Engagement

- World Anthropology Day 2024 – Antropologia pubblica a Milano
- Università svelate – Giornata Nazionale delle Università
- Figure della temporalità – Poesia italiana anni '60
- L'Europa e i suoi altrove – Convegno
- Un altro sentire – Laboratori di poesia e musica araba
- Don Winslow e le macerie d'America – Incontro
- Fondamenta 2 – Corso online aperto alla cittadinanza
- BookCity Milano 2024 – Eventi in IULM
- SEMPER KANT – Seminario permanente
- Antropologia degli schermi – Seminario
- Bernardino Zapponi – Giornata di studi
- Grandi eventi: una ricchezza culturale ed economica per il Paese – Incontro CECOMS

Urban Culture, Tourism, and Community

- Professione: Founder. Il ruolo delle startup per il futuro del turismo – Webinar
- IULM for the City – Corso "Arti e mestieri dei territori"
- TAM-TAM – Museo diffuso della Comunicazione / Fuorisalone

Teaching & Research

Academic programmes

The **Faculty of Arts and Tourism** at IULM is committed to training professionals in cultural heritage communication, event planning, tourism marketing, and hospitality management. Its programs prepare students to navigate the intersection of creativity, culture, and business. Graduates develop both a profound appreciation for the arts and strong practical skills to succeed in managing cultural institutions, tourism promotion, and destination branding. Through a balance of theory and hands-on learning, they become skilled communicators capable of enhancing the visibility and value of artistic and cultural experiences worldwide. Below are the main programs in the field of arts:

Bachelor's Degrees:

- Arts and Cultural Events
- Tourism, Management and Culture
- Fashion and Creative Industries

Master's Degrees:

- Hospitality and Tourism Management
- Art, Valorization Strategies and the Markets
- Fashion Communication and Luxury Strategies

Academic publications

- WICKED PROBLEMS IN ALPINE TRANSPORT: A SUSTAINABILITY GOVERNANCE APPROACH
- Special issue: Multimedia data analysis for smart city environment safety: Editorial article: Embarking on a safer tomorrow through advanced multimedia analysis
- AVAtt : Art Visual Attention dataset for diverse painting styles
- Looking for trouble: (Infra-)law enforcement, penal populism, and professional habitus against squatting in Italy
- Industrial Heritage and Citizen Participation: The UNESCO World Heritage Site of Ivrea, Italy
- Logical and Technological Representations of Architectural Space: A Comparative Analysis of Kundmannngasse Haus and Casa Batlló
- Documenting Italian Architecture of the Second Half of the Twentieth Century
- Atmospheric pollution in urban areas and climate change: a review of implemented policies

- Participatory approach, mixed methods, and urban sustainable development in the Horizon 2020 URBiNAT project
- Ascesa e declino del villaggio globale: le visioni di McLuhan dall'epoca della controcultura a quella delle tecnologie indossabili
- L'ecologia di Pierre Magnan
- Special issue: Multimedia data analysis for smart city environment safety
- Editoriale. Poetiche dell'intermedialità
- Cultivating purpose-driven organizations: The hidden potential of employee activism
- Francesco Vezzoli. Exhibiting Television
- DALÍ SHOW. Per una televisione liquida
- Cultural Heritage for Sustainable Destination Development: The Role of Collaborative Strategies
- Enhancing Sustainability in Italian Opera houses
- Italian Museums, Sustainability, and the Voice of Generation Z
- Industrial Heritage and Citizen Participation: The UNESCO World Heritage Site of Ivrea, Italy
- Tourism and Theatre: Building a New Relationship for a New Cultural Tourism
- Unlocking innovative potential: examining the contributions of Creative Europe to the Italian cultural and audio-visual sectors
- Introduction: New Theoretical and Methodological Perspectives on Sanctity
- Teatro e cultura nell'UE: l'esempio del Piccolo Teatro e l'Unione dei teatri d'Europa
- A methodological proposal for developing a Municipality Indicator of Circular Economy (MICE)
- Linea lombarda: prima di tutto l'antologia
- Coloring the Coastline: Italian Beachside Comedies and the Color Film Transition
- Introduzione. Cambiano le città. L'antropologia urbana tra sfide interpretative e trasformazioni dei territori in Italia
- L'antropologia urbana italiana. Un inquadramento diacronico
- Representing Cantàfora's Visions of the City
- Contemporary Art in Reality versus Images, an Analysis of the Work of Shirin Abedinirad
- Ecocatastrophes, Landscapes, and Collective Effort in New China Genre Films: From Mao to the World Trade Organization
- Stakeholder Engagement and Triggers for Sustainable Development in Complex Fragile Ecosystems: Evidence from Alpine Trentino Region
- Ambiente, paesaggio e spazio pubblico nel fascismo italiano: prospettive geografiche di analisi
- Ecologia della territorialità. Le sfide ambientali della Chiesa tra scienza, etica e politica
- Traiettività dell'abitare. Geografie all'incrocio tra etica e discorso
- Spatiality, territoriality, places: cartography around the film Parasite
- Ideas Box: la mediateca portatile per non lasciare indietro nessuno
- La ricostruzione virtuale del patrimonio ecclesiastico post-sisma: il caso della chiesa di San Fortunato a Pinaco Arafranca, Amatrice
- Mangiare sintetico. Una riflessione su arte, cibo e tecnologie intorno

- La retorica della sostenibilità: indicatori territoriali e ricerca sul campo in Alta Valtellina
- VALORIZZARE LE PERIFERIE URBANE. IL SOUNDWALKING NEL QUARTIERE BARONA DI MILANO
- LA CITTÀ CHE CAMBIA: ATTRATTIVITÀ TURISTICA E VITA QUOTIDIANA”: DESCRIZIONE DELLA RICERCA E CAMPIONE
- La città che cambia: vita quotidiana e attrattività turistica
- Italian Cities Looking for a New Normal: Economic and Social Opportunity between Reality, Perception and Hopes. The Case of Milan
- 50 Musei da vedere almeno una volta nella vita
- A cena con Castiglioni
- ATM Manifesto. Storie, Viaggi e Design.
- Ad Art Basel 2024 il progetto è fondamentale: il racconto di Domus
- Appena fuori Milano: Scoprire la villa Bagatti Valsecchi di Varedo
- Art Basel: architettura in fiera e fuori
- Atmosfere abissali
- Il diamante della corona
- Il museo Louisiana vicino a Copenhagen integra uomo, arte e natura
- La mostra sui prepper racconta come ci si prepara alla fine del mondo
- La storia di Villa Borsani e perchè è così importante
- L’ampliamento del museo di Alvar Aalto a Jyväskylä
- Alan Smart, Chi Keung Charles Fung | Hong Kong Public and Squatter Housing. Geopolitics and Informality, 1963–1985, Hong Kong, Hong Kong University Press, 2023, pp. 340.
- Looking for trouble: (Infra-)law enforcement, penal populism, and professional habitus against squatting in Italy
- “Oppressione abitativa” e politiche dell’abbandono nell’Italia contemporanea
- Scritture su metalli preziosi
- Il Cippo del Foro: Nuove letture e prospettive euristiche
- Tauri verbenaeque
- Short- and Medium-Term Effects Generated by the Milan Expo Event: A Microeconomic Approach
- WICKED PROBLEMS IN ALPINE TRANSPORT: A SUSTAINABILITY GOVERNANCE APPROACH
- Tra Gadda e Pasolini. I polizieschi di Gianni Biondillo e la mutazione di Milano.



TAM TAM: IULM Diffuse Museum of Communication

Students dissertations

- Mapping tourist flows in Bellagio: application of the St. Gallen model
- Capitali della cultura italiana e sviluppo turistico: casi e confronto
- Nel regno di Nestore: il "tesoro della Tomba del Guerriero"
- Public branding nello sport: comunicare il territorio attraverso gli eventi sportivi
- L'arte ferita: da Baghdad a Beirut, il crisis management dei musei in tempi di guerra
- Cartoline dal QT8: visioni illustrate del quartiere sperimentale
- Valorizzazione del patrimonio turistico di Leggiuno: analisi e interventi per un turismo sostenibile
- Strategie competitive nel settore museale: il caso MAXXI di Roma
- Onde locali, impatto territoriale: il caso di studio di radio Fiemme
- Il Fuori Salone di Milano
- Slow tourism e pellegrinaggio: la Via di Linari
- Cesenatico ed il museo galleggiante sul porto canale: la sua valenza nel territorio per l'antropologia navale
- Teatro Lirico Giorgio Gaber di Milano: dalla Canobbiana a una nuova rinascita
- La Brianza nascosta
- Natura e sacrificio: vita e opere di Menashe Kadishman
- Il Manierismo Anversese nelle collezioni braidensi: la storia collezionistica dell'Adorazione dei Magi, del San Luca che dipinge la Vergine col Bambino di Jan de Beer e dell'Adorazione dei Magi di Jan van Dornicke
- UNESCO as a tool: the late baroque town of modica: analysis, challenges & future perspectives
- Meme e Musei: strategie di comunicazione per la divulgazione culturale
- Il museo della calzatura Villa Foscari Rossi: per una poetica delle calzature
- Memoria e morte, destino e divenire: l'immagine della sorgente nella cultura nordica antica
- Sostenibilità e sviluppo negli Emirati Arabi: il caso Dubai
- Il turismo nel Tamil Nadu, nel Kerala e nel Territorio di Puducherry (India del Sud): un'analisi antropologica
- Plasmare il futuro, preservare il passato: il caso Rione San Nicolò
- L'immaginario turistico tra realtà e rappresentazione: il caso della Colombia

#10

Reduced Inequalities



Università IULM is **committed to an inclusive university** where **access, participation, and success are guaranteed regardless of gender, socio-economic status, disability/SLD, age, nationality, refugee status, language, or identity**. This is not simply a priority but a foundational principle embedded in the **Strategic Plan 2025–2027** and operationalised through **non-discriminatory Admissions Regulations**, targeted services (DiversaMENTE), reasonable accommodation, and systematic monitoring of under-represented groups.

ILUM key initiatives to address inequality:

- **Code of Ethics**: codify fairness, respect, responsibility; explicit bans on discrimination and harassment.
- **Admissions Regulation**: non-discriminatory access; tailored provisions for refugees; compensatory/dispensative measures and assistive tech for candidates with disabilities/SLD.
 - **Rector's Proxies**: Proxy to Inclusion and Disability and Psychological Counseling; Proxy to Equal Opportunities & Right to Study.
- **Equal Opportunities Committee**: joint body of faculty, staff, and students (with student representative) overseeing anti-discrimination, well-being, and inclusion actions.
- **DiversaMENTE** (Diversity & Inclusion Office): one-to-one tutoring, faculty mediation/training, assistive technologies, exam accommodations, study-method and stress-management workshops for students with disability and SLD.
- **UNHCR Manifesto for Inclusive Universities & international access**: scholarships/waivers, housing and meals for refugees; Invest Your Talent in Italy scholarships and internships for students from developing countries.
- **Reasonable Accommodation & Accessible Campus**: barrier-free spaces, Braille signage, adapted residence units, LIS resources and accessible cultural programming (e.g., Family Game VR for deaf audiences).
- **Counselling, peer mentoring, and financial aid**: high women's uptake across services; tuition exemptions (≥66% disability) and targeted scholarships to remove economic barriers.

DiversaMENTE office

Università IULM continues to strengthen its **long-standing commitment to inclusion** through the work of the **DiversaMENTE Office**, the institutional service dedicated to ensuring that students with **disabilities, Specific Learning Disorders (SLD), Special Educational Needs (SEN), Autism and Attention Deficit Hyperactivity Disorder (ADHD)** have equal access to education, culture, and university life.

The Office accompanies students throughout their entire academic journey -from admission and orientation to graduation and professional integration -through **personalised assistance** and a holistic approach designed to remove barriers and promote autonomy.



SLD STUDENTS DROPOUT RATE FROM
2020 TO 2024:

16.9% → 14.0%

DISABLED STUDENTS DROPOUT RATE
FROM 2020 TO 2024:

27.3% → 6.5%

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

- **Admission and Orientation Support:** assistance during entrance examinations and personalised orientation for incoming students.
- **Administrative Guidance:** help with university procedures and access to dedicated benefits.
- **Academic Support:** technological aids, peer tutoring, and dedicated seminars (Concept Mapping, Study Methods for DSA, Stress Management).
- **Erasmus+ Inclusion:** coordination of special mobility grants for students with disabilities or special needs.
- **Psychological Counselling:** individual sessions with professional psychologists and group seminars on anxiety, self-esteem, and resilience.
- **Internships and Job Placement:** personalised assistance for accessible internships and protected-category employment opportunities.
- **Financial Aid:** tuition exemptions for students with ≥66% disability and dedicated scholarships (e.g. Fondazione Macciachini Monti, Villa Mirabello Onlus, Elsa Pigoli Zucchi).
- **Barrier-Free Campus:** The IULM campus is designed to ensure full accessibility for everyone. It features step-free entrances, accessible restrooms, elevators, dedicated parking areas, and continuous barrier-free pathways connecting all main buildings. Classrooms and library spaces include designated areas for wheelchair users, while the IULM Residence offers specially adapted housing units for students with mobility impairments. In addition, blind and visually impaired students receive personalized mobility orientation and support to navigate the campus independently and safely.
- **Mobility Orientation for the Visually Impaired:** regular courses promoting independence and safe navigation of the campus.

The **comprehensive guide for incoming IULM students** offers essential information and contacts for assistance with housing, learning challenges, and disabilities. The section dedicated to disabilities details the various types of academic and logistical support available, outlining university policies and services tailored to different needs. Within the IULM Residence, four specially equipped housing units are reserved for students with motor impairments, ensuring full accessibility and comfort. Furthermore, IULM provides financial aid and dedicated support measures to promote equal study opportunities for students with disabilities.

Euresis Center for Diagnosis, Intervention, DSA Research.

IULM's DiversaMENTE office collaborates closely with the university's **Euresis Research Center**, which specializes in the **diagnosis and support of students with Specific Learning Disorders (SLD)**. The center provides access to **advanced diagnostic technologies** and a **team of expert professionals**. Its mission is to connect clinical evaluation with **personalized learning approaches**, ensuring that each student receives tailored strategies to enhance academic success and inclusion.

Scholarships for disabled students

The following **scholarships and financial aid** programs **support disabled students**, providing resources for study assistance, recognition, and academic support.

- Elsa Pigoli Zucchi Scholarships: Three annual scholarships — two for primary, secondary, or high school students with disabilities (€500 each) and one for a university student with disabilities (€1,100).
- Antonio and Luigi Goi, Angela De Giacomi Goi & Alessio Buttarelli Awards: Four awards for graduates with disabilities: 1st Place €2,500; 2nd Place €1,500; 3rd Place €1,000; and an additional award in memory of Alessio Buttarelli (€200).
- Macciachini Monti Foundation Scholarships (2023/2024): Seven annual €9,000 scholarships for deserving students from Lombardy with sensory or motor disabilities or neurodiversity (DSA, ADHD, Autism Spectrum Disorders).
- Villa Mirabello Onlus Scholarships for Visually Impaired Students: Eight annual scholarships: four of €2,000 each for Master's degree holders and four of €1,000 each for Bachelor's or music diploma holders, for blind or visually impaired students.
- "Misure per il sostegno degli studenti universitari con disabilità gravissima" (2025/2026, D.M. MUR n. 455/2025): a national funding programme providing lump-sum care allowances to cover the costs of qualified personal assistants supporting students with severe disabilities during classes and study activities.

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	Difference from 2023
Students with disability	114	35	79	69%	+13%
Students with SLD	516	135	381	74%	+13%

Staff with Disabilities

Università IULM ensures full **inclusion of employees with disabilities** through **flexible work arrangements, remote working options, and adapted workplaces**. The university guarantees equal career opportunities, paid leave for workers with severe disabilities, and extraordinary leave for family caregivers, in full compliance with national legislation. All staff benefit from a dedicated corporate welfare scheme covering healthcare and essential expenses, fostering a supportive and accessible working environment that promotes well-being and equal participation in professional life.

IULM support to refugees

The Inclusive University Manifesto

Università IULM demonstrates a strong and ongoing **commitment to supporting refugees and students under international protection**, ensuring their access to higher education and full participation in academic life. This commitment is formalised through the **UNHCR Inclusive University Manifesto**, an initiative designed to **facilitate refugees' inclusion in university education and research**, and to promote their social integration and active involvement in university communities.

By adhering to the Manifesto, IULM affirms its institutional dedication to social inclusion and cultural diversity, ensuring that students and staff with refugee or subsidiary protection status **receive equal opportunities and targeted support** throughout their studies.

IULM In-Zone Project

Università IULM has been taking part in the **training project for students living in the Azraq refugee camp** (Jordan), **Kakuma refugee camp** (Kenya) **Diffa refugee camp** (Niger) and **Niamey refugee camp** (Niger) 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.

Dedicated services

Individual Mentoring and Integration Support

The **International Mobility and Recruitment Office** provides each refugee or displaced student with **personalised mentoring and academic guidance**, ensuring continuous support **from enrolment to graduation**. This includes assistance with documentation, orientation, language integration, and access to university services, helping each student to adapt smoothly to the new academic and social environment.

Scholarships and financial benefits

- **Invest Your Talent in Italy Programme:** promoted by the Ministry of Foreign Affairs and International Cooperation, this national initiative offers scholarships, tuition waivers, mentoring, and internships for international and refugee students from developing or crisis-affected countries.
- **CRUI-Ministry of the Interior Scholarships for International Protection Holders:** IULM participates in this programme, providing full scholarships, tuition exemptions, and structured living support for students with refugee or subsidiary protection status.
- **Free Meals, Housing, and Tuition Exemption:** under specific conditions, refugee students admitted through national or institutional programmes are granted free meals at university facilities, free housing in IULM residences, and full tuition exemption, ensuring complete accessibility and inclusion throughout their academic path.

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
Refugee students	19	5	14	74%
Students from developing countries	118	37	81	67%

Events and initiatives

World Anthropology Day 2024

As part of the national event “Antropologia pubblica a Milano”, IULM hosted ten free activities connecting anthropology, art, and civic engagement. Workshops, screenings, and collaborative labs explored inequality, diversity, and intercultural understanding, highlighting IULM's role in public dialogue on inclusion and global citizenship.

Korea at IULM: discover, play, learn!

A cultural immersion day dedicated to South Korea, organised with the Consulate General of the Republic of Korea. Students engaged in hands-on workshops on language, calligraphy, games, and music, promoting intercultural dialogue and linguistic diversity within the university community.

Mappe Concettuali: un corso per gli studenti

A training course organised by the DiversaMENTE Office to support students with disabilities and SLD. It teaches how to create and use conceptual maps as compensatory tools for learning and exams, promoting equal access and effective study strategies.

A course on study method for SLD Students

An online workshop designed to help students with Specific Learning Disorders (SLD) develop personalised study strategies. Topics include note-taking, time management, and map creation, enabling students to approach exams with confidence and autonomy.

Un altro sentire

A cycle of four performative workshops on Arabic music and poetry, curated by Professor Manuela Giolfo and Dr. Vicente Martí Tormo. The initiative offers a participatory exploration of Arab artistic traditions, fostering cultural inclusion and dialogue through shared creative practice.

Milano Civil Week at IULM

As part of Milano Civil Week 2024, IULM organised the event “Yasmira e le altre”, featuring documentary screenings and a roundtable on youth engagement, volunteering, and human rights. An accompanying art exhibition, Puentes by Gothy López, explored migration, memory, and social inclusion.

The Elephant in the Room

An academic seminar led by linguist Munther Younes (Cornell University) on the complexity of the Arabic language and its implications for teaching and intercultural understanding. The discussion promoted linguistic inclusivity and recognition of cultural diversity in education.

Teatro, realtà virtuale e accessibilità – Family Game VR

An innovative theatre project combining virtual reality and live performance, designed for audiences with deafness. The production featured accessible surtitles, LIS-subtitled videos, and inclusive communication materials, representing a model of cultural accessibility and creative inclusion.

IULM students on Erasmus in Valencia at the forefront of flood relief efforts

During the 2024 floods in Valencia, twelve IULM Erasmus students volunteered in emergency response operations, distributing aid and supporting affected families. Their commitment exemplifies civic engagement, solidarity, and IULM's values of social responsibility beyond borders.

“Interculturalità & Anagrafe”

the Municipality of Milan and Università IULM launched the “Interculturalità & Anagrafe” project, establishing a helpdesk at the civil registry office on Via Padova to assist foreign citizens. This initiative, introduced by City Councilor Gaia Romani and IULM Professor Emma Zavarrone, addresses language barriers in communication between civil registry staff and foreign users by providing multilingual mediators fluent in Arabic, Spanish, and Russian. Starting June 12, these mediators will help navigate bureaucratic processes, responding to the 22.5% foreign user demographic identified in recent research. The project aims to enhance accessibility and support integration within the multicultural community of Milan.

Academic publications

- Measuring the impact of the 2008 and 2011 financial crises and the 2015 recovery on the unemployment rate in Italy
- Looking for trouble: (Infra-)law enforcement, penal populism, and professional habitus against squatting in Italy
- The Future of Gender and Gender Equality Online: A Scenario Analysis of Imaginaries on Gender and Social Media Platforms
- Asylum hearings in Italy: Who mediates between cultures?
- The multiple roles of interpreters in asylum hearings in Italy
- National and Regional Disparities: How Recovering?
- The role of the Ulama religious authority in the governance of Islamic banks
- A purpose-driven approach to diversity, equity and inclusion: An investigation on Italian companies
- Formato famiglia. Angelo Donelli, il Marchiondi e il cinema nella sfida educativa
- Wim Wenders e il potere zen della cura (delle toilette)
- Sensibilità e comunicazione interculturale
- Bourdieu e Fanon: posizionamenti, incomprensioni, connessioni
- The European Union and Material Deprivation: Measuring the Evolution of Inequalities over the 2000s
- Queer Bodies. Identità trans* nella letteratura e nei media. Dagli anni Settanta a oggi

Students dissertations

- Oltre gli stereotipi: Unilever e il progetto Act2 Unstereotype
- Oltre le sbarre: l'importanza della mediazione linguistica e culturale nel sistema penitenziario
- La responsabilità sociale d'impresa nelle relazioni pubbliche: il progetto I M INCLUSION
- Deaf Community and Corporate Social Responsibility
- Comunicazione social(e) del Terzo Settore nell'Alto Milanese
- Say No to Racism: l'attivismo della UEFA nella lotta alla discriminazione

#4

Quality Education



Università IULM is deeply committed to SDG 4, **ensuring inclusive, equitable, high-quality education and fostering lifelong learning for all**. This commitment is embedded in the **Strategic Plan 2025–2027**, which elevates the Third Mission as a core pillar - opening the University to society through training, research, and cultural initiatives - and is reinforced by the **Statute**, the **Code of Ethics**, and the **Gender Equality Plan**.

High educational standards and Quality Assurance

Guided by its **Quality Policy**, IULM prioritizes rigorous standards and continuous improvement across teaching, research, and engagement. Periodic reviews, stakeholder consultation, and programme benchmarking (including external recognitions such as EMT for translation studies) ensure a consistently rich and future-ready learning experience.

Expanding access to education

Accessibility is a defining principle. All programmes and public activities are open to all regardless of ethnicity, religion, disability, immigration status, gender, age, or socio-economic background. Inclusive participation is supported by dedicated services (e.g., DiversAMENTE for students with disabilities/SLD), universal design in physical and digital spaces, and clear non-discrimination provisions.

Lifelong learning and community engagement

IULM delivers free or open-access learning pathways that extend beyond enrolled students: the Apeiron open repository; IULM Flow Talks public webinars; Fondamenta 2 (free online university-level courses open to citizens); IULM for the City public lectures; Teacher Training Courses and Progetto Licei; Junior Summer/Winter Schools; International Week open lectures; and mentoring schemes such as TOP – Tutoring Online Project. These initiatives translate academic expertise into accessible knowledge and practical skills for the broader community.

Vocational training and applied learning

Short courses, workshops and open masterclasses strengthen employability and civic skills - spanning communication, languages, digital transformation, sustainability, and the arts - while festivals, exhibitions, and public conferences turn campus into a cultural learning hub.

Through these policies and programmes, Università IULM advances SDG 4 by combining quality assurance, inclusive access, and lifelong learning, building a more equitable, informed, and engaged community.

IULM Services

International mobility

With almost 300 agreements in more than 60 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 300	Iulm students' nationalities 66	Incoming students 283	Outgoing students 323
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University orientation

Università IULM implements a **comprehensive orientation strategy** designed to guide prospective students in their academic and professional choices. Through Open Days, campus visits, and dedicated outreach in high schools, the University introduces future students to its programmes, facilities, and learning environment, fostering an informed and inclusive approach to higher education. Initiatives such as the Junior Summer School, Junior Winter School, and the Progetto Licei bring IULM professors directly into schools or host students on campus for interactive workshops in communication, arts, languages, and digital media. These experiences, combined with personalised counselling and mentoring sessions, help students understand university life, explore different disciplines, and make well-informed decisions about their educational paths.



Lifelong learning

IULM Public Educational Resources

Library and Digital Resources

The Library grants, upon registration, **free access to external users** who are not enrolled at IULM but have valid academic or research purposes. These visitors can consult a wide range of educational resources and library services, including the Online Catalogue “Digger,” which enables users to locate books, e-journals, articles, films, and all materials held in the collection. Searches and loan requests can be made remotely from any Internet-connected device simply by logging in with user credentials and visiting the platform at digger.iulm.it.

Apeiron

Apeiron is IULM’s open-access repository, freely providing research outputs, theses, and publications produced at the University since 2000. Materials can be browsed online by author, title, or keyword, ensuring public access to IULM’s academic production and supporting the dissemination of knowledge.

IULM Flow Talk – Global Knowledge Platform

IULM Flow is a **neutral and international platform** that hosts open-access webinars with leading global experts. The Flow Talks series fosters dialogue on sustainability, communication, digital transformation, and social innovation, engaging thousands of participants each year. All webinars are free and accessible to anyone worldwide.

Free Courses, Seminars, and Schools

IULM promotes **lifelong learning** through a wide **range of free educational opportunities** open to citizens, educators, and professionals. In 2024, examples included:

- Fondamenta 2 – a free online university course open to all, exploring major thinkers from Cicerone to Alan Turing;
- IULM for the City 2024 – a cycle of 12 open lectures connecting academia and society;
- Teacher Training Courses and Progetto Licei – outreach programmes for teachers and high-school students;
- Junior Summer and Winter Schools 2024 – free, interactive courses introducing secondary-school students to university life;
- IULM Flow Talks – international open webinars on communication, sustainability, and global citizenship;
- Masterclass “Tra spazi possibili e da immaginare” – public session on innovative communication practices;
- Roundtables on Arabic Language Education in Italy – training initiative for educators and public officials;
- Public lectures and cultural events such as Is Peace a Utopia?, Gender Cultures, and BookCity Milano @ IULM.

Through these resources, IULM transforms academic knowledge into a public good, ensuring that education, research, and culture remain open, inclusive, and accessible to all.

Vocational training and open events

IULM For the City

"IULM for the City" is a public initiative offering a series of **free, open lectures for all citizens**, focusing on key themes in communication and contemporary culture. These talks are delivered by leading experts and professionals from various fields, fostering dialogue between academia and the community. In the past year, IULM had the honor of hosting Professor Roberto Vecchioni, whose participation enriched the program with his exceptional insight and experience.

Fondamenta

"Fondamenta" is an innovative, fully online university course offered free of charge and open to everyone, including both IULM students and citizens. Leading Italian and international scholars explore 15 influential figures and ideas that have shaped human thought — from Cicero to Maria Montessori, from Shakespeare to Alan Turing, from Manzoni to Walt Disney.

At IULM, education is understood as more than professional training: it is a process of intellectual growth and civic awareness. Through Fondamenta, the University fosters critical thinking, cultural literacy, and curiosity, nurturing well-rounded individuals capable of interpreting the complexity of the contemporary world.



Progetto Licei

The **Progetto Licei** brings IULM **professors directly into secondary schools**, offering **free short courses** and interactive workshops on communication, creativity, and media culture.

Each programme consists of thematic sessions combining theoretical insight with practical exercises, allowing students to experience the university's teaching approach first-hand.

Through this outreach initiative, IULM helps high-school students develop critical and expressive skills, explore their academic interests, and make more informed decisions about their future educational pathways.

Teacher Training Courses

Università IULM offers **free professional development programmes for teachers**, accredited by the Italian Ministry of Education, focusing on communication, digital literacy, and innovative teaching methodologies.

These courses provide educators with updated tools to integrate media, storytelling, and sustainability topics into their classrooms, fostering students' critical thinking and cultural awareness.

Led by IULM faculty, the programmes promote continuous learning and the exchange of best practices between universities and schools, reinforcing the University's commitment to lifelong education and pedagogical innovation.

IULM TOP-Tutoring Online Project

IULM participates in the **TOP – Tutoring Online Project**, an important initiative designed to train tutors who offer essential academic **support to struggling middle school students**. Through online mentoring sessions, these tutors assist learners in overcoming difficulties, reflecting the university community's strong dedication to promoting education, inclusion, and equal learning opportunities for all.

Translation and Interpreting Masterclasses

Università IULM promotes **excellence in translation and interpreting** through international workshops, masterclasses, and conferences that are open to students, professionals, and the wider public.

In 2024, the University hosted the international conference *Training Translators and Interpreters Today: Perspectives and Evolutions*, exploring how artificial intelligence and digital technologies are reshaping the profession. The event gathered scholars, practitioners, and students to discuss innovation in translation, interpreting, and language education.

Complementing this, the seminar *Scrivere, tradurre e parlare ai tempi dell'IA* addressed the ethical and linguistic implications of AI in communication, while the Master's Degree in Specialist Translation and Conference Interpreting was reconfirmed among Europe's best through its inclusion in the European Master's in Translation (EMT) network.

Together, these initiatives underline IULM's commitment to advancing linguistic education, professional excellence, and intercultural dialogue in an increasingly interconnected world.

Junior Summer and Winter Schools 2024

Università IULM's Junior Summer and Winter Schools offer high-school students a first-hand experience of university life through free, short courses held on campus. The 2024 editions featured immersive lessons in communication, media, arts, tourism, fashion, and languages, designed to help participants explore their academic interests and develop essential skills for their future studies. Each session combined interactive workshops, lectures, and group activities led by IULM professors. The initiative also contributes to PCTO (Pathways for Transversal Skills and Orientation), supporting the transition from school to university and promoting equal access to higher education opportunities.

Experiential education in art, cinema, and theater

Università IULM continues to promote **experiential learning in the arts**, integrating academic study with creative practice through workshops, performances, exhibitions, and public dialogues. These initiatives provide students and citizens with immersive opportunities to engage with industry professionals, refine technical and expressive skills, and explore the social role of art and culture.

In 2024, IULM hosted a wide range of events at the intersection of art, cinema, and theatre, some examples are:

- Sognielettrici – Festival of Fantastic and Science Fiction, celebrating creativity and speculative imagination through screenings, talks, and performances;
- Al.motion – Italian Film and Audiovisual Festival, exploring innovation in film production and storytelling;
- BookCity Milano @ IULM, a week of open dialogues with authors, filmmakers, and scholars;
- “Io, Shakespeare e Pirandello”, a theatrical performance by Giorgio Pasotti combining classic and contemporary acting;
- Masterclass with Michele Placido and Fabrizio Bentivoglio, a discussion on cinema and creative direction;
- Franco Mussida in IULM, a concert-workshop on the social and emotional power of music;
- The Voice / The Voices of Women, a multidisciplinary performance exploring women's voices across classical and modern narratives;
- “Tutta un'altra musica”, a live concert for World Arabic Language Day, connecting language and sound as tools of intercultural understanding.

Through these initiatives, IULM reaffirms its role as a creative laboratory where artistic practice, cultural reflection, and social engagement converge — nurturing future leaders in the arts and advancing inclusive, experiential education.

Events

Settimana Prova Finale – Preparing for the Thesis

The “Final Exam Week” offered a series of seminars and workshops designed to help undergraduate and master’s students develop writing, research, and public-speaking skills. Professors and peer tutors guided participants through practical sessions on structuring a thesis, managing time effectively, and overcoming performance anxiety, reinforcing IULM’s commitment to academic success and student well-being.

Sussidiario Project – Digital and Professional Skills for the Future

The Sussidiario initiative provided free practical training for second- and third-year students to strengthen digital and professional skills. Courses covered topics such as AI writing tools (ChatGPT), CV creation, job interviews, and Office applications, supporting students’ employability and readiness for the job market through hands-on learning experiences.

Debate Club IULM – Training in Critical Thinking and Rhetoric

The Debate Club, a student-led initiative, promotes the practice of structured debate following the British parliamentary format. Through national and international competitions, including participation in the Hague University Tournament, students develop essential transversal skills — argumentation, reasoning, teamwork, and public speaking — fostering democratic values and intellectual engagement.

Masterclass “Tra spazi possibili e da immaginare”

Part of IULM’s Master in Internal Communication and People Engagement, this open masterclass examined how internal communication fosters collaboration, transparency, and motivation within organizations. Through dialogue with industry professionals, participants explored emerging strategies for effective corporate communication in the digital age.

Study Abroad Day 2024 – Becoming Global Citizens

Held on October 25, this event invited students to explore IULM’s international mobility programmes and to meet peers from partner universities. Through workshops, presentations, and the Study Abroad Fair, participants learned about academic exchanges, scholarships, and global learning opportunities that embody IULM’s commitment to internationalization and intercultural education.

Blended Intensive Programme (BIP) PAROLO 2024 – Erasmus+ Project

Hosted by IULM in collaboration with Rotterdam University of Applied Sciences, University of the Arts London, and EFAP Paris, this Erasmus+ initiative combined online and in-person learning. Students worked on real-world communication and PR projects for an Italian company, gaining practical experience in cross-cultural teamwork, neuromarketing, and creative problem-solving.

Modern and Anti-Modern (MOD)

In June 2024, IULM co-hosted the annual MOD conference, bringing together scholars from major Italian universities to discuss the tensions between modernity and anti-modernity in literature and culture. The event encouraged critical dialogue and historical reflection, contributing to the advancement of humanities research and education.

Sfida al Silenzio – Doctoral Conference

The PhD conference “Challenge to Silence. Arts and Media between Narration and Anti-Narration” brought together doctoral students, international scholars, and artists to explore how contemporary media reimagine narrative and communication. This event strengthened IULM’s role as a research and training hub for creative and interdisciplinary doctoral education.

Bando Peer Tutor 2024

IULM renewed its Peer Tutoring Programme, selecting experienced students to mentor first-year peers. The initiative promotes peer-to-peer learning, academic inclusion, and student engagement, supporting newcomers in adapting to university life and improving their study skills through a collaborative and supportive learning environment.

Bando Eccellenze IULM 2024

Through the IULM Excellence Awards, the University recognizes outstanding faculty publications that contribute to public knowledge and cultural dissemination. The initiative reflects IULM’s belief that academic research should extend beyond academia, fostering public understanding and dialogue on relevant social, cultural, and ethical issues.

“Leggo Molto” Initiative – Promoting Reading for All

As part of the 2024/2025 Academic Year Inauguration, IULM hosted the “Leggo Molto” book initiative in partnership with Libraccio, encouraging reading among students and citizens. Participants could fill a tote bag with books to take home, reinforcing IULM’s dedication to inclusive access to culture and lifelong learning.

Research Centers

The university has strengthened its **multidisciplinary profile** by fostering **research that generates significant outcomes** acknowledged by the scientific community. It has also encouraged innovative forms of cross-disciplinary collaboration and dialogue among diverse academic fields. This commitment is exemplified by the establishment of **Research Centers**, which have shown remarkable ability to deliver meaningful contributions and services to both the local and broader 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 (CECOMS)** - Research Center on Public Relations and Strategic Communication
- **Euresis Center** – Center for Diagnosis, Intervention, and Research on Specific Learning Disorders
- **Centre for Employee Relations and Communication (CERC)** - Research Center on Organizational Communication and Relationships
- **Human Lab Observatory** – Research Centre for Communication in the Humanities
- **Observatory on Public Communication, Public Branding, and Digital Transformation**
- **Retail Brand Communication Observatory**
- **IULM Wine Institute (IWI)** – Market Research Centre on Wine Communication and Production Strategies
- **Research Center on Marketing and Sales Communication for International Markets (CIMASC)**
- **Center for Visual Studies (CVS)** – Research Centre on Visual Culture, Media, and the Arts
- **01Lab – Journalism in the Digital Age** – Research Center on Data Science, Virtual Communities, and the Ethics of Algorithms
- **CRiSiCo – Research Center on Complex Systems** – Interdisciplinary Center on Complexity Science and Philosophy of Technology
- **Research Center for Culture and Sustainability Science (CRCS)** – Interdisciplinary Center for Research on Cultural and Scientific Approaches to Sustainability
- **International Center for Research on Collaborative Translation (ICRCT)** – Center for Studies on Translation Practices, Linguistic Mediation, and Cross-Cultural Communication.

Academic Publications

- Economics and Marketing of Skills. Pass the Point of No Return in Arts and Tourism
- Correction to: Harmony in Chaos: A Comprehensive Exploration of Disruption and Sustainability Through NLP and Network Analysis
- Intelligenza artificiale: tra divide e nuovi scenari
- Introduzione Simone Arcagni
- Introduzione di Simone Arcagni e Lucio Argano
- L'algoritmo di Babele. Storie e miti dell'intelligenza artificiale
- L'emergere dell'istruzione mediata da piattaforme digitali. Critica Delle retoriche dominanti a partire da una ricerca sul campo
- Empowering PET: harnessing deep learning for improved clinical insight
- El español como lengua de mediación en contextos educativos y profesionales. II Congreso de Español como Lengua Extranjera en Italia – CELEI 2023
- Il significato della teoria critica e della controcultura all'epoca della deglobalizzazione
- Media and generational conflict: from ethnography of deviance to cybernetics
- The Supreme Illusion of Real Time as the Limit of All Accelerations
- Economics and Marketing of Skills. 'Pass the point of no return' in arts and tourism
- Pareto: A Great Classic Author of the Future. Overview and Introduction
- I DARE: IULM Dataset of Affective Responses
- Presentation: Digital Aesthetics
- Dall'illustrazione al fototesto. Il rapporto tra testo e immagine nei periodici
- Immagine e testo nei periodici illustrati italiani degli anni Trenta e Quaranta
- Marguerite Yourcenar, une auteure pour le XXI siècle, PUL Presses Universitaires de Louvain, 2023, 184p.
- Literature at the Crossroad: A case Study at IULM University
- Antonella Mascio, Serie di moda.
- Il ruolo dell'abbigliamento nelle serie televisive. FrancoAngeli, 2023
- Formati per la serialità contemporanea
- Comunicare i saperi umanistici in televisione
- Filmare la Cappella Sistina. Ragghianti e Michelangelo moltiplicato
- L'avvio degli anni Settanta: l'esplosione del Terzo mondo
- Messico. Biografia di una nazione dall'indipendenza ad oggi
- Critica e storia dell'arte
- La formazione del giovane Canova nella Galleria veneziana di Filippo Farsetti
- Danza e VR: l'esplorazione di un paradosso performativo
- Esplorazioni intermediali nel teatro di Amir Reza Koohestani. La ricerca della libertà tra iperrealità e tradizione
- Book review: Interpreting as Translanguaging: Theory, Research, and Practice
- Apocalittici o integrati? La semiotica e il mito contemporaneo
- De la mística del sentido al trabajo de producción signica: acerca del desarrollo diacrónico de las teorías del signo
- Il superuomo che invecchia: la terza età nei fumetti di supereroi
- La scala della divina ascesa: omaggio a Luca Marconi
- L'osservazione partecipante: sul problema degli osservabili in etnosemiotica
- Semiotics and the representation of holiness: methodological reflections and case studies
- I santi tra azione e non-azione politica. Considerazioni semiotiche e analisi del caso del Beato Edoardo Rosaz
- Walter Albini e Luca Ronconi, un appuntamento mancato
- Che cos'è la metrica italiana contemporanea
- Dai fatti finzionali alle finzioni fattuali: due (opposti?) modelli di lettura
- La narratività di "Dopo Campoformio"
- Tempora. I tempi verbali nel racconto. Vol. 2
- Zeno in ascolto. I modi della replica
- Il "Tempo" del colore. Aspetti tecnologici, culturali e ideologici del colore nella prima serie di "Tempo"

- Le battaglie della moda. L'ente nazionale della moda 1932-1940
- Dalla haute couture alla democratizzazione della griffe
- Audiovisual Film Histories for the Digital Age. From Found Footage Cinema to Online Videographic Criticism
- Beyond Rational: Understanding of Fake News in the Post-Truth Era
- Materia viva per i vivi. Winckelmann tra biografia e mito.
- Fisiognomica a fumetti: Töpffer, Goethe e Le Docteur Festus
- Storia interna di un'edizione critica: il Dizionario spagnolo-italiano di Nicolao Landucci (1562)
- Il rapporto immagine-testo nella sezione Cinema delle edizioni estere di "Tempo": tra Hollywood, Europa e autarchia
- Stile josei: Okazaki Kyoko tra manga e cinema
- When Peanuts Became linus Re-Contextualisation through Translation
- Attualità ieri e oggi delle scelte del produttore discografico
- L'adattamento musicale/ L'adattamento vocale di canzone: The Andre, e altri casi non estremi
- In margine a una traduzione
- Autorenreferat: Federica La Manna, Winckelmann. L'uomo che ha cambiato il modo di vedere l'arte antica, Milano, Verlag La Nave di Teseo, 2022.
- Compro dunque sono: il consumatore artificiale. Verso una economia ibrida umano-artificiale?
- Denaro, tempo e valore nell'era dell'Intelligenza artificiale
- L'illusione delle illusioni
- Il libro più bello (non è un aperitivo). "La battaglia soda" di Luciano Bianciardi
- Hume's Palimpsest: the Four Endings of the "Dialogues"
- La malignità del lettore. Bayle, Hume e l'ironia
- Biennale di Venezia, sui sentieri incrociati dell'arte
- THE RELATIONSHIP BETWEEN PHILOSOPHY AND ARCHITECTURE: ON THE CONCEPT OF ETHICAL-AESTHETIC AUTONOMY OF ARCHITECTURE.
- CONOSCERE PER VEDERE. IL RUOLO RAPPRESENTAZIONE
- NELLA PROMOZIONE DEL CENSIMENTO DELLE
- ARCHITETTURE ITALIANE DEL SECONDO NOVECENTO
- Documenting Italian Architecture of the Second Half of the Twentieth Century
- Visual Storytelling Strategies for the Dino Buzzati Stories
- European narratives on social media platforms: the Italian case during the Covid-19 pandemic
- «As the infection curve shows». Data-fetishism and reification of the medical discourse on Facebook during the Covid-19 epidemic
- Crafting clarity: a textual framework for optimising strategic communication in Italian banking foundation mission reports
- Esiste ancora un capitalismo di mercato? Risposta ai miei critici
- Il Parlamento non è la società. Luigi Einaudi su partiti e sistemi elettorali
- On Industrial Policy: Back to Bananas
- Artist's cut. Arte contemporanea e cinema nel XXI secolo
- Display. Luoghi Dispositivi Gestì
- Conservare e "tradurre" frammenti e memorie dal Mediterraneo antico.
- Considerazioni a margine su recenti studi di epigrafia e paleografia egea. I depositi in geroglifico cretese e in lineare A del Medio Minoico
- "Leggere" e interpretare documenti in lineare A
- Dei «segni aritmetici» e altri elementi peculiari di #122 (PH Hi 01)
- De zimbrische zunga von Sibon Komaün. Dizionario della lingua cimbra dei Sette Comuni
- Gianni Sassi fuorigabbia. Pubblicità, grafica, editoria, musica, ecc.
- La seconda vita transmediale di Michel Houellebecq
- Sempre in primo piano. Una tendenza della narrativa italiana più recente
- Tre 'noi' innaturali
- Roberto De Gaetano, Le immagini della commedia
- Scherzare in modo serio. L'ironia nei film
- Dove si scontano i peccati? "Dialoghi sulla fede" di Martin Scorsese e Antonio Spadaro.

- Il western italiano. Edizione riveduta e ampliata
- Filippo Panseca, un artista italiano cancellato da riconsiderare
- Gli arredi che Junya Ishigami ha creato per due progetti recenti
- Un museo progettato per raccontare il presente, in Svizzera
- Transiti linguistici. Traduzioni, interpretazioni, mediazioni linguistiche
- Enacting Algorithms Through Encoding and Decoding Practices
- Academy aziendali. Strategie e modelli per generare competenze e valori d'impresa
- Abitare il conflitto e la sua raffigurazione. Un percorso di lettura
- Adattare Il deserto dei Tartari a fumetti. Intervista a Michele Medda
- Da Linus a Ti con zero. L'origine degli uccelli di Italo Calvino tra fumetto e illustrazione
- Expanded Buzzati. Tra letteratura e fumetto
- Il fumetto secondo Calvino. Un tradimento tra linguaggio sequenziale e combinazione
- La straniante tassonomia di Augusto Lanza. Modi di dire e metalinguistica nei polizieschi di Gianni Biondillo
- Letterati/e, letteratura e fumetti
- Montalbano a fumetti, tra la Rai e Topolinia
- Montalbano e gli adattamenti a fumetti. Tra letteratura, serie tv e problemi linguistici
- Nuove conversazioni a vignetta #11. Confini, conflitti, comunità. A fumetti. Incontri con Marijpol, Eliana Albertini, Jérôme Dubois, Erik Svetoft, Sammy Stein
- Pasolini, il fumetto e La Terra vista dalla Luna. Questioni filologiche, stilistiche e di poetica
- Per un'edizione integrale dell'opera di Valerio Evangelisti
- Varietà linguistiche e lingua d'autore nel fumetto italiano contemporaneo
- Per una biblioteca possibile
- Pareto and the Ambivalence of Emotions
- A me la scena! Lo spazio del potere e i codici teatrali, vocali e gestuali in alcuni spettacoli recenti
- Cancellare (e riscrivere) Omero. L'Odissea e i classici 'bruciati' da Isgrò
- Classics on the Italian Stage: Old Habits and 'New Deals'
- Dioniso all'Olimpico: l'Orestea secondo Terzopoulos
- Emilio Isgrò: Ulisse Odisseo
- L'Odissea cancellata tra epos e teatro
- From Greece to Stratford, and Back.
- Teatro dell'Elfo: Half a Century with Shakespeare
- and the Classics
- Intelligente ma non troppo. Aforismi.
- L'arte dell'Aforisma
- Mito
- Playing Classical Drama – “Young” Theatre Festivals and the “Non-school” of Ravenna
- Alice - La strada di A.P.. Note a margine di un dialogo autunnale con A.P., in un bar milanese
- Armi improprie. Lo stato della critica d'arte in Italia - Mer...de aux critiques - Racconto d'idee. Storia, critica, impegno. Giulio Carlo Argan, L'arte moderna. 1770-1970, 1970
- Arte
- Krisis. Giulio Carlo Argan tra caduta e salvezza
- La pesantezza del quantitativo
- L'avanguardia verosimile
- Il romanzo all'opera: narrativa straniera e melodramma italiano d'Ottocento
- Segni ri-mediati. Polifonia intermediale di Martino Traversa
- Virgilio e Orfeo: un lungometraggio. Intervista a Virgilio Villoresi
- L'autostrada come destino. Annotazioni attorno a La autopista del sur di Julio Cortázar e Autosole di Carlo Lucarelli
- Il classico secondo Francesco Vezzoli tra Roma, il Louvre e Hollywood

Students dissertations

- Favolacce contemporanee: la scrittura condivisa dei Fratelli D'Innocenzo
- Trick 'r Treat? Halloween nel cinema horror americano
- Staged photography, le relazioni nello spazio di Marco Palmieri
- L'inglese d'India
- Bring No Clothes: la cultura della moda nel Bloomsbury Group
- Dalle stampe ukiyo-e ai manga: l'influenza dell'arte visiva giapponese su One Piece
- Kids marketing: quali strategie attua e come influenza i comportamenti dei giovani consumatori
- I colori del cavaliere oscuro: trattamento cromatico della figura di Batman nel cinema
- Tecno-orrore: la rappresentazione della tecnologia nel cinema horror giapponese
- Agonismi sullo schermo: quattro diversi tipi di sguardi
- Sottoculture, moda e élite: origine e ascesa della sottocultura techno
- Io sono un drago: the real story of Alessandro Mendini
- L'influenza della pubblicità online: il potere dei social media nella formazione delle opinioni e delle scelte di consumo
- Tra Cinema e Moda: l'estetica di Wes Anderson e il legame con Prada
- Didattica e apprendimento dell'italiano L2 per gli ispanofoni
- Trap music in the spotlight: exploring the role of subcultures in today's era trough the lens of Kanye West's case study
- Corpi lontani, sempre presenti: intelligenza emotiva ed empatia nella narrativa contemporanea
- Un'immagine, per essere tale, deve essere sempre montata: il montaggio in Ėjzenštejn tra ordine cognitivo e gesto artistico
- Il fascino del crimine: l'evoluzione del crime appeal nella comunicazione pubblicitaria
- Analisi della figura del divo nella danza: da Rudolf Nureyev a Roberto Bolle
- Eleonora Duse e l'Inghilterra
- Anti-eroe e dilemmi morali: da condanna a ricetta per il successo nei reality
- L'impatto dei media nelle diverse generazioni
- Le declinazioni crossmediali del "true crime": il caso Elisa Claps
- Madame Bovary nell'era del digitale
- Tra citazionismo e innovazione. L'eredità della New Hollywood nel cinema di Quentin Tarantino
- Una scalata radiofonica: nascita e crescita del rap nella rotazione radio
- Il caso "Serial" a confronto con tre podcast italiani
- Le tecniche di mediazione linguistica e i disturbi dell'apprendimento
- Dietro la maschera dell'eroe: Spider-Man sul grande schermo
- A room without windows
- Racconto di due mondi: colonizzazione, natura e femminilità in Pocahontas e Principessa Mononoke
- Raccontare i libri al tempo dei social network: il fenomeno BookTok

- Creatività a supporto del cambiamento sociale: l'impresa non convenzionale di Moleskine Foundation
- Analisi del fenomeno dei booktoker nel mondo dell'editoria e della loro influenza sulle scelte editoriali delle nuove generazioni
- Guardare oltre lo schermo: un'indagine generazionale sull'evoluzione della fruizione televisiva
- Il lato emotivo di Superman: analisi dell'umanità del superuomo kryptoniano
- L'uomo e lo spazio nei romanzi di J.G. Ballard
- Dall'utopia alla distopia: l'uomo e la tecnologia nel cinema di Andrew Niccol
- Trilogia dell'incomunicabilità e "Deserto Rosso": Michelangelo Antonioni e i colori dei sentimenti
- Tra finzione e realtà: la rappresentazione della storia nel drama coreano Mr. Sunshine
- Psicosi collettiva e critica sociale in Paranoia Agent: la rappresentazione onirica della società giapponese di Satoshi Kon
- La rappresentazione di sé nell'era dell'immagine digitale
- L'individuo come luogo di incontro fra le lingue: il fenomeno del code-switching
- Copywriting fuori dai confini: alle radici della scrittura creativa con la radiofonia: il caso "The Guiding Light"
- Le divinità del Giappone: My Star e la rappresentazione delle idol nel media mix contemporaneo
- Comunicazione interculturale: tradurre la cultura nei media audiovisivi
- Rendere tangibile il tempo: narrazione e temporalità nel cinema di Richard Linklater
- La nuova frontiera del Rap Italiano: come i social media, la Flex Culture e i magazine online hanno ridisegnato la cultura Hip Hop
- Informazione online: tendenze e abitudini dei giovani nell'accesso e nel consumo di notizie
- Scrivere di moda, scrivere la moda: Anna Piaggi
- 140 anni di Libertà: Piacenza celebra il suo quotidiano
- Musica e informazione: le sigle dei Tg Rai e Mediaset
- Gen Z e social: il nuovo mondo dell'informazione digitale
- Arte e divulgazione televisiva: un'analisi comparativa delle tradizioni italiana e inglese. Il racconto di Caravaggio
- La localizzazione di serie tv: proposta di sottotitolaggio per due episodi di Galavant
- Monty Python e il Sacro Graal (1975): proposta di ritraduzione e adattamento
- Oltre i filtri dei social media: esaminare la contraddizione tra apparenza e realtà e la necessità di autenticità nel contesto digitale
- L'apprendimento post-crisi: dal Blackface al Global Equity Board
- Un caso di bilinguismo: vantaggi e svantaggi
- Dalla lineare B alla lineare A: un viaggio a ritroso
- Lingue e interpretazione della realtà: esiste una correlazione?
- I conversation poems di Samuel Taylor Coleridge
- Spanglish nel cinema
- L'influenza araba in Spagna: com'è cambiata la lingua e la traduzione e cosa rimane dopo la "Toma de Granada"

#17

Partnership for the goals



The complex challenges facing the global community demand coordinated action, as no single actor can achieve sustainable development alone. In alignment with SDG 17 – Partnerships for the Goals, Università IULM is firmly **committed to building robust, inclusive, and multi-level partnerships** that connect academia, institutions, civil society, and the private sector.

Partnership is embedded at the core of IULM's mission and educational philosophy. Guided by a vision of cultural democracy and shared responsibility, the University promotes civic education, intercultural dialogue, and collaborative research that foster social, cultural, and environmental progress. These values underpin IULM's **Strategic Plan 2025-2027**, which identifies "Dialogue and Partnerships for the Common Good" as a strategic pillar linking education, innovation, and sustainability.

To advance these commitments, the **Sustainability Committee**, chaired by the Rector's Proxy to Sustainability and Social Responsibility, coordinates initiatives that promote listening, engagement, and **SDG literacy** across the University community. The Committee strengthens internal sustainability practices — including energy efficiency, mobility, and recycling — while also supporting research, reporting, and partnership projects aligned with the UN 2030 Agenda.

At the international level, IULM has consolidated a **growing network** of more than 300 active partnerships, collaborating with universities, ministries, UN agencies, NGOs, and cultural foundations worldwide. Recent agreements with institutions such as Fu Jen University and Shih Chien University in Taipei, the FAO, UNHCR, UNESCO, and the Italian Ministry of Foreign Affairs, reflect IULM's commitment to intercultural exchange, evidence-based policy, and the co-creation of global public value.

Through these collaborations, IULM demonstrates how higher education can act as a bridge between knowledge and society, cultivating a culture of cooperation that transforms research and education into practical solutions for sustainable development.

IULM Relationships to support the SDGs

IULM International Network

300	+ 60	66
International agreements	Countries reached worldwide	Nationalities of IULM students

University associations

RUS

The Italian University Network for Sustainable Development (RUS) unites universities committed to integrating sustainability into education, research, and governance. Through shared projects and best practices, it advances sustainable policies and encourages collective action across academic communities.

RUniPace

Promoted by the CRUI, RUniPace is a network of Italian universities committed to the principles of peace, justice, and equality enshrined in international charters and treaties. The network rejects war as a means of resolving conflicts and prioritizes the promotion of human rights, the fight against poverty, and the pursuit of sustainable and equitable development through academic cooperation.

Unimed

The Union of Mediterranean Universities (Unione delle Università del Mediterraneo) develops collaborative projects on key regional and global challenges. Its focus areas include university governance, refugee inclusion, sustainable development, digital learning, employability, and intercultural dialogue, fostering cooperation among Mediterranean nations.

EUA - European University Association

The European University Association (EUA) represents higher education institutions across Europe, influencing EU policies on education, research, and innovation. It provides a forum for universities to exchange knowledge and strengthen collaboration, while promoting sustainable development and supporting the achievement of the UN Sustainable Development Goals through joint academic initiatives.

EAIE - European Association for International Education

IULM is an active member of the European Association for International Education (EAIE), a key hub for expertise, networking, and resources on the internationalization of higher education. EAIE supports institutions in enhancing global engagement and developing innovative international education practices.

IAU - International Association of Universities

Università IULM is a proud member of the International Association of Universities (IAU), a UNESCO-based global alliance that brings together nearly 600 institutions from over 130 countries. Through this membership, IULM contributes to advancing academic excellence, equity, and sustainability in higher education worldwide, reinforcing its international commitment to the global academic community.

YOUMAN Platform

The IULM **YouMan Platform** unites international cooperation projects and partnerships developed by Università IULM with NGOs, international organizations, companies, and research institutions worldwide. It emphasizes social impact, sustainability, and innovation as pillars of responsible global engagement.

- **FAO Cooperation Agreement:** In partnership with the Food and Agriculture Organization (FAO), IULM advances education and research on sustainable food systems, nutrition awareness, and food security, fostering global dialogue on equitable access to food and responsible consumption.
- **Inclusive University Manifesto:** Promoted by the UN High Commissioner for Refugees (UNHCR), this initiative aims to expand refugees' access to higher education, research, and training, while promoting their social inclusion and active participation in academic life within university communities.
- **Decade of Ocean Science for Sustainable Development:** As part of the UN "Decade of Ocean Science for Sustainable Development" initiative (2021–2030), IULM supports ocean literacy and sustainability through educational events, summer schools, and awareness campaigns that encourage a global rethinking of ocean science, communication, and environmental stewardship.
- **FISU Healthy Campus:** Led by the International University Sports Federation (FISU), this program promotes well-being, mental health, and sustainability through sports. IULM's participation enhances campus health initiatives and fosters knowledge exchange with international institutions.
- **Moleskine Foundation:** In collaboration with IULM, the Moleskine Foundation empowers young people aged 18–27 through creative education, training in writing, and cultural storytelling that safeguard African heritage, languages, and traditions, encouraging social change through creativity.
- **Mygrants:** A digital social enterprise collaborating with IULM to support migrants' integration through information access, training, and job opportunities, helping newcomers develop professional skills and build a path toward active social and economic participation.

MondoIULM Association

Mondo IULM is an association committed to advancing and promoting Università IULM's academic and research mission. It accomplishes this by building cultural and strategic collaborations with national and international partners, supporting graduates' entry into the job market, aligning university programs with professional demands, and facilitating access to scholarships, research opportunities, and funding initiatives that strengthen the link between education and industry.

Collaboration with government

Università IULM **actively collaborates with national and regional government bodies to advance sustainable development**, cultural inclusion, and social innovation. These partnerships translate academic research into public policy, supporting evidence-based approaches to the UN 2030 Agenda.

Key collaborations include:

- **FAO – Strategic Partnership for Sustainability Communication:** IULM signed a strategic partnership with the Food and Agriculture Organization of the United Nations (FAO) to support global policy initiatives within the World Food Forum. The collaboration focuses on sustainability communication, responsible consumption, and environmental literacy, aligning academic expertise with international food-system policies.
- **Ministry of the Environment and Energy Security (MASE) – COP28, Dubai:** At the UN Climate Change Conference (COP28), Professor Stefania Romenti, Rector's Proxy to Sustainability and Social Responsibility, represented IULM at the Italian Pavilion coordinated by MASE. Her talk, "Strategic Communication for Climate Action," emphasized youth engagement, intergenerational dialogue, and institutional cooperation in climate governance.
- **Ministry of University and Research (MUR) and UNHCR – Manifesto for Inclusive Universities:** IULM contributes to the implementation of the Manifesto for Inclusive Universities, promoting national policies for refugee and asylum-seeker access to higher education.

- **Ministry of Education and Merit (MIM) – Linguistic Inclusion Roundtables (September 2024):** IULM hosted the Roundtables on Arabic Language Education in Italy with the Ministry and Qatar Foundation International (QFI), developing policy pathways for linguistic inclusion and intercultural dialogue in Italian schools.
- **Ministry of Foreign Affairs and International Cooperation (MAECI) – Italian Cuisine Week in the World:** Within the 2024 edition, Professor Vincenzo Russo, Director of the Brain & Behavior Lab, held the seminar *"The Taste of the Mind: Where Science and Cooking Meet"* at Sultan Qaboos University in Oman, promoting the Mediterranean Diet as a model for sustainable and healthy living.
- **Arma dei Carabinieri – Institutional Communication and Crisis Management Agreement (2024):** IULM formalized a national partnership with the Carabinieri Command to provide joint training on institutional communication, public information, and crisis management, reinforcing transparency and trust in public institutions.
- **Municipality of Milan – Social Innovation and Urban Sustainability:** Continuing its collaboration with the city, IULM supports initiatives for social inclusion, such as "Interculturalità & Anagrafe," offering multilingual support services (Arabic, Spanish, Russian) to improve foreign residents' access to civic resources.
- **City of Milan and Lombardy Region – Affordable Student Housing Strategy (2024):** IULM participated in strategic consultations with Mayor Giuseppe Sala and other universities to expand affordable student housing by 10,000 units, improving accessibility and quality of life for students in Milan.

Through these collaborations with ministries, local governments, and international organizations, Università IULM contributes directly to shaping policies and practices that foster inclusion, sustainability, and civic participation — embodying the spirit of SDG 17: Partnerships for the Goals.

IULM Research Centres

In 2024, Università IULM strengthened its multidisciplinary identity by expanding its network of research centers from 9 to 14, marking a significant step in fostering cross-disciplinary collaboration. The university continues to promote research that not only generates impactful results recognized by the scientific community but also explores innovative and synergistic forms of dialogue between diverse fields of knowledge.

Centre for Employee Relations and Communication	Behaviour & Brain Lab	Retail Brand Communication Observatory
Centre for Strategic Communication (CECOMS)	Human Lab Observatory	IULM Wine Institute
Euresis Centre for Diagnosis, Intervention, DSA Research	Observatory on Public Comm., Public Branding and Digital Transformation	Center for Research on Marketing for International Markets (CIMASC)
Center for Visual Studies (CVS)	01Lab – Journalism in the Digital Age	CRiSiCo – Research Center on Complex Systems
Research Center for Culture and Sustainability Science (CRCS)		International Center for Research on Collaborative Translation (ICRCT)

Research and International Collaboration

Commitment to research for sustainable development

Università IULM **integrates sustainability and global citizenship into its research strategy**, contributing to the advancement of the UN 2030 Agenda through **international cooperation, interdisciplinary innovation, and community engagement**.

Research at IULM is guided by the **Strategic Plan 2025–2027**, which identifies sustainability, inclusion, and cultural innovation as cross-cutting priorities across all academic areas. The University fosters **a model of research that combines scientific rigour, social relevance, and international collaboration**, ensuring that knowledge serves both society and the environment.

In this framework, IULM promotes competitive and interdisciplinary research projects, funded through national and international programmes such as Erasmus+, PNRR – NextGenerationEU, and Horizon Europe. The University's approach connects cultural studies, digital innovation, communication sciences, and environmental responsibility, generating measurable impact across sectors — from urban regeneration and tourism to artificial intelligence, creative industries, and heritage preservation.

Centro di Ricerca Cultura e Scienza della Sostenibilità (CRCS)

At the heart of IULM's sustainability research ecosystem lies the **Centro di Ricerca Cultura e Scienza della Sostenibilità (CRCS)**, established in 2023 and directed by Professor Massimo De Giuseppe. The Centre serves as IULM's main platform for interdisciplinary collaboration on the cultural and social dimensions of sustainability. CRCS operates within the EIT Culture & Creativity (EIT C&C) network — the EU's Knowledge and Innovation Community (KIC) for the cultural and creative sectors — and plays a leading role in **promoting innovation, education, and research on culture as a driver of sustainable development**.

The Centre's mission is threefold:

- to **advance education and internationalisation** in the **fields of culture and sustainability**;
- to **develop research and creative projects** that **address environmental and social challenges** through culture;
- to foster **cross-sectoral collaboration between academia, public institutions, and the creative industries**.

In 2024, CRCS coordinated several initiatives linking culture, environment, and memory, including:

- L'Europa e i suoi altrove – an interdisciplinary conference exploring Europe's cultural imagination and its global "others", under the patronage of SISSCO;
- La macchina del tempo, a public lecture by historian Serge Gruzinski (EHESS);
- Il libro delle ombre – a documentary project on peace and human rights produced with RuniPace and IULMMovieLab;
- Memoria della Terra – an oral history and documentary project on community archaeology in the Andes, in collaboration with the Italian Ministry of Foreign Affairs and Museo delle Culture di Milano.

Through CRCS, IULM consolidates its leadership in cultural sustainability research, bridging humanistic knowledge, creative industries, and environmental awareness to build a more inclusive and resilient future.

Research Projects

Beyond Centro di Ricerca Cultura e Scienza della Sostenibilità, numerous **IULM projects contribute directly to the UN Sustainable Development Goals** through research, innovation, and policy collaboration:

01. **AI MAGISTER – Digital Innovation Hub (EU EDIH candidate)**

A national network of 12 universities led by IULM AI Lab, developing training and assessment frameworks for responsible AI adoption in SMEs and municipalities. Focus areas include digital ethics, data governance, and sustainable innovation (SDGs 9 & 17).

02. **GIG UP 2 – Observatory on Gig Workers**

Uses machine learning and NLP to analyse job-platform data and survey gig-economy professionals, producing longitudinal datasets on employment trends, digital labour, and inclusion (SDG 8).

03. **AMT Trenitalia – Integrated Mobility and Urban Sustainability**

Develops statistical models to estimate multimodal transport demand and evaluate equitable fare-free mobility policies for seniors, supporting evidence-based planning for sustainable cities (SDGs 8 & 11).

04. **Linee Guida per lo Sviluppo Turistico di Luino**

Combines qualitative and quantitative analyses to define regenerative tourism strategies for Lake Maggiore, integrating environmental, social, and cultural data (SDG 11).

05. **Misurare la Deprivazione nelle Regioni Italiane e Spagnole**

A comparative study using Eurostat data and PCA analysis to measure socio-economic and digital deprivation, informing European cohesion policies (SDG 10).

06. **La Nautica in Cifre 2023–2024**

In collaboration with Confindustria Nautica, produces two national reports analysing the boating industry's sustainability performance and labour trends (SDG 9).

07. **Sounding Images – Screening Sounds (SISS)**

A PNRR – NextGenerationEU project mapping Italy's cultural and natural heritage through digital scanning and audio-visual data visualisation, in partnership with Conservatorio Bonporti and IED Milano (SDG 15).

08. **Creatività Urbana e Patrimoni Coloniali in Africa Occidentale**

Field research in Cape Verde and Senegal exploring creative industries, colonial legacies, and urban heritage as tools for inclusive development (SDGs 10 & 11).

09. **Dentro la Permacrisis – Media Representation of Conflict**

Analyses semiotic and narrative representations of contemporary conflicts in the Middle East, contributing to media ethics and crisis communication frameworks (SDG 16).

10. **ESG and Financial Communication**

Directed by Professor Pietro Mazzola, this project examines international trends in ESG reporting and financial transparency, promoting responsible corporate communication (SDGs 12 & 17).

11. **Digital Gender Hub**

Led by Professors Maria Angela Polesana and Elisabetta Risi, the Hub analyses gender representation in digital and media environments, fostering equality and inclusive communication practices (SDG 5).

12. **Indigenous Peoples of Central and South America**

An interdisciplinary archaeological and anthropological mission coordinated by Professor Massimo De Giuseppe, supporting the preservation of Andean cultural heritage and indigenous knowledge (SDGs 11 & 17).

13. **Religious Communication during the Ukrainian Crisis**

A comparative project led by Professor Francesco Galofaro, studying the symbolic and discursive role of religion in wartime communication and European public discourse (SDG 16).

Education for SDGs

Università IULM demonstrates a strong and enduring commitment to sustainability education, ensuring that **learning around the UN Sustainable Development Goals (SDGs)** is meaningful and accessible to all students. Each year, **more than 8,000 students are trained** on themes related to sustainability, ethics, and social responsibility through courses, workshops, and university initiatives. As a **signatory of the United Nations-supported Principles for Responsible Management Education (PRME)**, IULM embeds sustainability into its entire academic framework, equipping future leaders with the competencies to balance economic growth, environmental protection, and social inclusion.

Examples from the 2023/2024 academic year include:

Bachelor Degrees:

- **Fashion and Creative Industries – Interculturality, Sustainability, Inclusivity:** Examines sustainability and inclusion in the creative economy, exploring the ethical dimensions of production, representation, and diversity within fashion and cultural industries.
- **Tourism, Management and Culture – Territorial Marketing and Sustainability:** Introduces students to sustainable destination branding and the environmental impacts of tourism. Activities include the Smart Cities Laboratory, linking territorial identity, innovation, and ecosystem balance.

Master's Degrees:

- **Hospitality and Tourism Management (HTM)**
 - **Geography for Sustainable Tourism Development:** Focuses on sustainable regional planning, local development, and resilience through a multidisciplinary lens.
 - **Sustainable Destinations Management and Communication:** A full second-year specialization combining sustainability communication, regenerative tourism, and stakeholder management, in partnership with international universities and industry professionals.
- **Marketing, Consumption and Communication**
 - **Demografia e Sviluppo Sostenibile:** Provides statistical and socio-economic tools for analysing demographic transitions, inequality, and sustainability indicators.
 - **Corporate Social Responsibility and Sustainability:** Focuses on ESG reporting, ethical consumer behaviour, and responsible corporate communication.
- **Strategic Communication**
 - **Principles of CSR Communication:** Examines stakeholder engagement, corporate ethics, and sustainable brand reputation.
 - **Sustainability Communication:** A dedicated second-year track offering advanced competences in communicating sustainability, CSR, and ESG strategies for corporate and institutional contexts.



**SUSTAINABLE COURSES
AT UNIVERSITY**

EXPLORE THE POSSIBILITIES

Education for the wider community

Università IULM **extends its educational mission beyond the campus** through a comprehensive **programme of outreach and lifelong learning** initiatives, designed to engage **alumni, local residents, and displaced people**. These activities promote civic participation, intercultural dialogue, and the dissemination of sustainability principles in line with the UN 2030 Agenda.

Initiatives for alumni

IULM fosters **continuous professional development and alumni involvement** through events, workshops, and conferences that connect academic knowledge with real-world sustainability and innovation challenges.

- W Leadership Summit 2025 – a national forum on female leadership, ESG governance, and inclusive management organised in collaboration with IULM Alumni and Class Editori.
- Le Nuove Frontiere del Marketing – an open event uniting alumni and industry leaders to discuss sustainability communication, artificial intelligence, and digital innovation in post-pandemic markets.

Initiatives for the local community

- **International schools**
 - Junior summer school 2024
 - Junior winter school 2024
- **Courses open to the general public**
 - Fodamenta
 - IULM for the City
 - Teacher Training Courses and Progetto Licei
 - TOP-Tutoring Online Project
 - Graduate Summer School
- **IULM Flow Talk:** a series of webinar with international leading figures aimed at combating misinformation
 - TALK 56 – Empower Leadership: Creative and Critical Thinking Perspective
 - TALK 55 – Addressing the Complex Challenges of Global Food Security (in collaboration with FAO)
 - TALK 54 – Communicating Sustainability Effectively
 - TALK 53 – Gamification for Environmental and Social Education
 - TALK 52 – Green Deal: Local Innovations for Sustainability
- **Experiential education in art, cinema and theater:** every year IULM organizes several events and initiatives about the arts open to the general public

Initiatives for displaced people and refugees

IULM is part of the InZone program in collaboration with the University of Geneva, **offering courses for students in refugee camps** in Azraq (Jordan) and Kakuma (Kenya). The courses cover topics such as professional English, sociology of media, information systems, and data analysis. This initiative aims to provide refugees with educational opportunities, fostering inclusion, resilience, and economic empowerment.

Through these initiatives, IULM demonstrates a strong commitment to providing education and outreach activities that benefit a wide range of communities.

Events

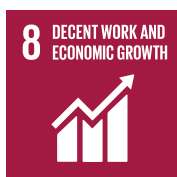
Università IULM actively **promotes international dialogue and cross-sectoral cooperation** through events and initiatives that **foster global engagement, intercultural exchange, and collaborative research** in line with the UN Sustainable Development Goals (SDG 17 – Partnerships for the Goals).

In 2024, the University strengthened its role as a hub for international education and diplomacy through the following key initiatives:

- **IULM International Week 2024:** the fourth edition of IULM International Week hosted 28 international guest lecturers from partner universities worldwide, offering 27 lectures on topics including artificial intelligence, intercultural communication, social media, and consumer psychology. The event promoted academic exchange and global learning among more than 500 students, who received a Badge of Honour for participation.
- **Internationalisation at Home:** As part of the Erasmus+ 2021–27 Programme, IULM and the Zealand Academy of Technologies and Business in Køge co-organised a hybrid learning experience combining online and on-campus activities. 18 IULM students and 30 Danish peers collaborated through workshops and group projects on Digital Design, AI, Transmedia Storytelling, and Characterisation, enhancing intercultural and digital competences.
- **Blended Intensive Programme (BIP) PAROLO 2024:** Hosted by IULM within Erasmus+ BIP, this edition involved students from Rotterdam University of Applied Sciences, University of the Arts London (UAL), and EFAP Paris. Participants developed a communication strategy for the Italian company Autentico by Only4U and explored neuromarketing through IULM's Brain & Behavior Lab, fostering professional growth and European cooperation.
- **Le Americhe – Launch of a New Book Series:** Presentation of Colombia by Gianni La Bella, the first volume in Il Mulino's new series Le Americhe, co-directed by Professor Massimo De Giuseppe (IULM). The series offers an interdisciplinary exploration of Latin America's contemporary challenges, promoting dialogue between European and American scholars on sustainable and inclusive development.
- **Italian Cuisine Week in the World – “The Taste of the Mind” Seminar:** As part of the 9th Italian Cuisine Week in the World, Professor Vincenzo Russo, Director of the Brain & Behavior Lab, led a seminar on the Mediterranean Diet and sustainable food culture, organised by the Embassy of Italy in Oman and ICE. The event brought together academics, diplomats, and civil-society representatives to highlight the intersection of science, health, and tradition.
- **Academic Exchange Renewal with Fu Jen University (Taipei):** The renewal of the academic exchange agreement between IULM and Fu Jen University strengthens cooperation on student and faculty mobility, joint research, and intercultural learning, reinforcing a shared commitment to inclusive global education.
- **New Partnership with Shih Chien University (Taipei):** IULM signed a new collaboration agreement with Shih Chien University, represented by Rector Valentina Garavaglia and President Pin-Shou Ting, with the participation of the Taipei Representative Office in Italy. The partnership expands opportunities for exchange, collaborative research, and joint workshops between Italy and Taiwan, consolidating IULM's internationalisation strategy.

Through these initiatives, Università IULM demonstrates its ongoing commitment to building bridges between academia, culture, and diplomacy, strengthening global partnerships and fostering mutual understanding as key drivers of sustainable and inclusive development.

IULM's Progress SDGs| 1



**Decent Work and
Economic Growth**



**No
Poverty**



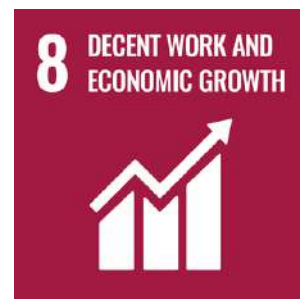
**Industry, innovation
and infrastructure**



**Climate
Action**

#8

Decent work and economic growth



Università IULM is strongly committed to advancing **SDG 8 – Decent Work and Economic Growth** by promoting **fair employment, inclusion, and sustainable innovation in the world of work**. The University adopts **national and European standards on fair remuneration, social protection, and workers' rights**, while simultaneously creating new opportunities for students, researchers, and professionals to develop skills for a dynamic, equitable, and human-centred economy.

Through responsible governance, ethical employment practices, and research on the transformations of labour, IULM fosters a culture of dignity, dialogue, and participation. Partnerships with institutions, enterprises, and international organisations - from the European Commission to the FAO and Confcommercio - reinforce its mission to shape a future of work grounded in fairness, well-being, and sustainability.

Fair employment and safe working environments

IULM guarantees that all staff and faculty receive **salaries above the national living-wage benchmark**, in line with Article 36 of the Italian Constitution and EU Charter of Fundamental Rights. Wages are updated annually through the official DPCM salary adjustment decree, while the Collective Labour Agreement 2022–2024 ensures additional benefits such as supplementary **health insurance, pension contributions, smart-working options, and the “right to disconnect”** outside working hours.

Occupational safety and health surveillance are implemented under Legislative Decree 81/2008, ensuring **safe and inclusive workplaces**. These standards uphold the principle that decent work is not only a legal right, but also the foundation of social and economic progress.

Equality, inclusion, and anti-discrimination

IULM's **Equal Opportunities Committee**, together with the **Rector's Proxies for Equal Opportunities and for Inclusion, Disability and Psychological Counseling**, guarantees gender equality, accessibility, and **protection against discrimination**. The **Gender Equality Plan** integrates equality goals across recruitment, research, teaching, and leadership, promoting balance, work–life integration, and prevention of harassment.

These initiatives ensure that all members of the academic community — regardless of gender, age, nationality, or contractual status — enjoy equal treatment and full participation in university life.

Ethical standards and responsible governance

The IULM **Code of Ethics** defines **fairness, dignity, and respect** as fundamental principles of conduct. It prohibits all forms of discrimination, violence, and harassment, including sexual harassment, and extends these **protections to outsourced personnel** through contractual clauses ensuring equivalent labour rights.

Compliance is monitored through a **Whistleblowing System**, established in accordance with Legislative Decree 24/2023 (EU Directive 2019/1937). This secure and confidential platform allows employees, students, and partners to report violations of labour rights, exploitation, or unethical behaviour, guaranteeing protection from retaliation and reinforcing institutional transparency.

Support for students with Disabilities and Learning Disorders

In keeping with its dedication to **inclusive development**, IULM offers **specialized support services for students with disabilities and specific learning disorders**. These programs guarantee **equal access to education and career opportunities**, empowering students to pursue fulfilling professional futures. By actively removing barriers to participation, IULM fosters a diverse and inclusive academic community where everyone can thrive and contribute to the workforce.

Research and knowledge contribution

IULM contributes to SDG 8 through **interdisciplinary research, observatories, and partnerships** that analyse and anticipate the transformations of work, communication, and organisations.

- The European GIG UP project, led by TU Berlin with IULM as Italian partner, studies the gig economy and develops digital tools to empower platform workers through training on personal branding and employability.
- The HumanLab Observatory on Gig Workers monitors trends in non-standard employment and the social impacts of automation and AI.
- The Centre for Employee Relations & Communication (CERC) promotes innovation in internal communication, employee engagement, and organisational well-being. Through multi-company research groups (including partners such as Eni, Vodafone, Ferrero, Snam, Henkel, and Unipol), CERC produces reports, academic publications, and professional training that advance ethical and participatory management practices in line with the principles of decent work.
- The Impresa Cultura Italia – Confcommercio Observatory, in partnership with IULM, analyses the evolution of cultural and creative industries and their role in employment, entrepreneurship, and sustainable growth.

These research centres and collaborations generate actionable insights for public institutions and private companies, helping shape policies that combine productivity with human development.

Employability and lifelong learning

Beyond research, IULM strengthens employability through **career fairs, part-time collaboration programmes, and institutional internships**. Initiatives such as the Career Days for the creative, tourism and cultural industries, the IULM for Job | Meet Your Talent fair, and training sessions with MAECI and Expo 2025 Osaka foster the transition from education to decent employment.

Webinars like Work-Life Balance in Tourism and workshops on Communication Professions encourage reflection on the quality of work and professional well-being, while the Alumni Talks series highlights successful career paths in sustainable communication and management.

Through these policies, research activities, and outreach initiatives, Università IULM actively advances SDG 8, promoting an economy of knowledge and responsibility where work remains a source of dignity, growth, and shared prosperity.

Gender Equality Plan

IULM's **Gender Equality Plan** outlines the university's strategic vision for achieving gender equity and inclusion across all institutional levels. It integrates gender perspectives into recruitment, career progression, governance, and research activities. The GEP promotes equal opportunities through awareness campaigns, training sessions, and targeted policies addressing work-life balance, pay equity, and the prevention of gender-based discrimination. It serves as a cornerstone of IULM's broader strategy for fostering an inclusive culture - one that empowers women and underrepresented groups within the academic community while advancing social responsibility and equality in line with the UN Sustainable Development Goals

Employment practice

Recognition of unions & labour rights

Università IULM fully **recognizes and safeguards trade union and labour rights** for all its employees, including women, part-time staff, and international workers. In accordance with the **University Statute**, the employment contract for technical and administrative personnel results from **collective bargaining** between the IULM Board of Directors and the unions formally recognized at national level. This negotiation process ensures that all employees' rights are respected through **proper union representation**. The main unions represented at IULM—CGIL and CISL—actively participate in collective agreements, contributing to fair working conditions, equitable pay, and improved benefits for all staff members.

Employment practice – Employees appeal process

Università IULM guarantees all employees a **formal and transparent process to appeal on matters related to employment rights, pay, or workplace conditions**. This is achieved through the university's **Whistleblowing Platform**, a secure and confidential system that ensures protection, fairness, and accountability. The platform allows staff members to report any unlawful conduct, ethical violations, or breaches of their rights—including issues concerning discrimination, pay inequality, or unsafe working conditions—in full compliance with Legislative Decree No. 24/2023, which implements the EU Whistleblower Directive (2019/1937).

Reports submitted through the platform are handled by the Supervisory Body (Organismo di Vigilanza – OdV), an independent authority responsible for verifying the validity of complaints, conducting investigations, and ensuring corrective measures where necessary. The process includes strict procedural safeguards: whistleblowers receive acknowledgment of their report within seven days, followed by feedback or resolution within three months. Reports can be made anonymously, ensuring that the whistleblower's identity remains fully protected throughout the process.

This appeal system not only promotes institutional integrity but also reinforces a culture of openness and trust within the university. In cases where employees feel their report has not been adequately managed or if they fear retaliation, they have the right to escalate the issue externally to the National Anti-Corruption Authority (ANAC). This dual-level mechanism provides additional security and ensures that all complaints are addressed thoroughly and impartially, reflecting IULM's commitment to fairness, transparency, and the protection of workers' rights in line with SDG 8.

MondoIULM

This non-profit association's primary mission is to advance and promote Università IULM by strengthening its research and educational objectives. It is equally dedicated to facilitating graduates' entry into the professional world, aligning academic programs with evolving market needs, and securing financial resources such as scholarships, research funding, and corporate partnerships to sustain innovative projects and opportunities

University services & initiatives

Career Service & employability initiatives

Università IULM is deeply committed to preparing students and graduates for successful, **fulfilling careers** in a rapidly evolving labour market. The **Career Service & Business Relations Office** acts as a strategic bridge between academia and industry, fostering collaboration with leading national and international organisations. Its mission is to provide comprehensive **support throughout the entire employability journey** - from career orientation to job placement - ensuring that students develop both the professional skills and the confidence needed to thrive in the world of work.

The Career Service offers a **wide range of personalised services**, including career coaching, CV and cover letter review, mock interviews, and skills assessment workshops. Dedicated advisors help students identify their career goals, explore opportunities, and align their academic experience with market demands. The office also provides company presentations, business mentoring sessions, and sector-specific job seminars to connect students with recruiters and professionals from across industries.

Career Fairs & Employability Events

Throughout the year, IULM organises multiple career initiatives that foster direct engagement between employers and the university community:

- **Career Days and Career Fairs** — Thematic events such as the Career Day Moda e Industrie Creative, the Career Fair 2024, the Career Day Arti e Turismo, and IULM for Job | Meet Your Talent bring together hundreds of companies and students in both virtual and in-person formats. These platforms facilitate interviews, networking, and recruitment, helping young talents explore opportunities across sectors like communication, marketing, arts, tourism, fashion, and digital innovation.

- **Employability Sessions** — Workshops on CV writing, interview techniques, and career strategy prepare participants for direct meetings with employers, while post-event mentoring supports internship activation and early professional integration.
- **Institutional Internship Programmes** — Through partnerships with public institutions such as MAECI, CRUI, and Expo 2025 Osaka, IULM offers exclusive international internships in diplomacy, culture, and communication, giving students access to high-level professional environments.
- **Job Seminars and Alumni Talks** — Regular events allow students to meet industry leaders and IULM alumni working in global organisations, offering practical insights into employability, entrepreneurship, and sustainable careers.

These initiatives, integrated within the university's broader Employability Strategy, ensure that every student can move from education to work with purpose and preparedness. Through its Career Service, IULM continues to build a vibrant ecosystem that connects learning, innovation, and professional growth — empowering new generations to contribute meaningfully to the economy and society. Below are some data:

	Total number of students	Male	Female	% of female
Students on internships abroad	117	26	91	78%
Students on internships in Italy	1317	293	1024	78%

"IULM Orienta" initiative

For students motivated to represent Università IULM and assist prospective applicants, the "IULM Orienta" program offers a meaningful opportunity to **collaborate with the Orientation, Tutoring, and Counseling Office**. Participants take part in school visits, promote IULM's academic offerings and services, and support outreach to high schools through both online and in-person activities. This eight-month paid collaboration provides students with practical experience in communication, project organization, and student engagement, preparing them for future professional roles.

Study grants for 150 working hours

For students capable of balancing academic and professional responsibilities, IULM offers paid **collaboration opportunities within different university departments**. These part-time positions—limited to a maximum of 150 hours per academic year—allow students to gain valuable work experience while contributing to campus life. This initiative not only helps them build essential soft skills but also enhances their professional profile before graduation.

Research

Research at Università IULM plays a central role in advancing SDG 8 – Decent Work and Economic Growth, promoting a fair, innovative, and people-centred vision of work. Through interdisciplinary research and partnerships with businesses, institutions, and international networks, IULM explores the changing nature of employment, organisational communication, and the social impact of digital transformation.

Centre for Employee Relations & Communication (CERC)

The Centre for Employee Relations & Communication (CERC) is IULM's main hub for research on organisational well-being, internal communication, and employee engagement. Its mission is to foster responsible management and workplace participation, helping companies align performance with human sustainability.

The Centre coordinates the Working Group on Employee Communication (WG_EC) — a multi-company research network including Eni, Vodafone, Ferrero, Snam, Henkel, Unipol, and others — which meets regularly to exchange insights on leadership communication, inclusion, and hybrid work. Over two-year cycles, the group develops applied research projects, practical tools, and training initiatives for professionals.

GIG UP and the HumanLab Observatory on Gig Workers

The European GIG UP Project, led by TU Berlin with IULM as Italian partner, investigates the working conditions and empowerment of platform and freelance workers. Through its HumanLab Observatory, IULM conducted a national survey on gig workers' profiles, digital skills, and attitudes toward AI. Results revealed that education and digital literacy are key factors influencing resilience and adaptability in the gig economy.

Building on this research, IULM developed an interactive training platform offering micro-courses on personal branding, workers' rights, and employability. GIG UP thus provides practical solutions for inclusion and lifelong learning, contributing to more equitable digital labour markets.

Impresa Cultura Italia – Confcommercio Observatory

In partnership with Confcommercio, IULM contributes to the Impresa Cultura Italia Observatory, which analyses trends in cultural and creative industries. The 2024 White Paper on Cultural Enterprises explored post-pandemic recovery, technological innovation, and new consumer habits shaping jobs in culture, tourism, and the arts. The Observatory highlights how creativity and entrepreneurship can drive sustainable growth and employment in a rapidly evolving sector.

Workplace Communication and Organisational Well-being

IULM scholars publish internationally on the relationship between communication, motivation, and organisational culture. Recent works (Mazzei, Ravazzani, Butera, et al.) have addressed topics such as internal crisis communication, diversity management, and employee advocacy, providing models for transparent and ethical corporate communication.

These studies show that open dialogue and authentic leadership are crucial to fostering trust, innovation, and inclusion — essential components of sustainable growth.

Academic publications

- Measuring the impact of the 2008 and 2011 financial crises and the 2015 recovery on the unemployment rate in Italy
- WICKED PROBLEMS IN ALPINE TRANSPORT: A SUSTAINABILITY GOVERNANCE APPROACH
- The global south as a transcalar geopolitical construction site: african profiles
- On Industrial Policy: Back to Bananas
- AI to Detect Firms' Competitive Performance: An Application of Auto Contractive Map to the Hospitality Industry
- Economics and Marketing of Skills. Pass the Point of No Return in Arts and Tourism
- Vita da Streamer: Impatti e Opportunità nella Comunicazione Online
- Creators and Platform Dependency: The Strategic Role of creator- Owned brands in the Creator Economy
- Implementation of Fintech in Morocco: Evidences in Traditional and Islamic Banks
- The role of the Ulama religious authority in the governance of Islamic banks
- The Italian Presence in the Financial System in Egypt: The Alex Bank Case
- Performance and characteristics of the Sino-foreign joint ventures
- Not all bad news is harmful to a good reputation: evidence from the most visible companies in the US
- Measuring Digital Sustainability Paying Attention to the Economic, Social, and Environmental Dimensions:
- A European Perspective
- Antifragile crisis communication: an exploratory study
- B2B collaborative economy: a joint sphere perspective
- Sensemaking Individual in Internationalising B2B Company Coping with Risks
- Is AI really better than conventional methods to identify the key drivers of firms' performance? An exploratory study in the hospitality industry
- Going concern assessment and related disclosure during the pandemic. Evidence from the "most impacted" Italian firms
- Applying Neuroscience in Career Coaching to assess the Coach-Coachee relationship
- Unlocking the power of strategic communication: a deep dive into industrial tourism and engaging company openings
- Sustainable Development in South Asia Tourism: Best Practices from CESTour's Centers of Excellence
- Applied Approaches to Sustainability in Tourism in Partner Countries: A Synthesis of Sectors and Areas of Action

- Description of the Cases' Framework and Development
- Intervention Economic Policy in Question: The Impact of Privatization of State-Owned Enterprises on Cost-Efficiency in Ethiopia. Insights from the Case of Ethio-Telecom.
- «...l'ultima cosa che si dimenticherà». Oblio patito e oblio agito
- Cineamatori su Marte: l'immaginario della corsa allo spazio negli home movies italiani del secondo dopoguerra
- Responsible management and the global grand challenges:
- a social systems perspective
- Measuring the impact of the 2008 and 2011 financial crises and the 2015 recovery on the unemployment rate in Italy
- Comunicazione d'impresa
- Le teorie della comunicazione d'impresa
- The Value of Centre for Employee Relations and Communication (CERC) for Research and Professional Advancement: Insights From the Pandemic Crisis and Beyond
- Do You Dare to Speak Up at Work? A Study on Organizational Conditions Enabling or Discouraging Employee Voice
- «L'odiosità dei monopoli». Appunti sugli aspetti liberistici del pensiero di Rosmini
- TERRITORIALIZZAZIONI OLIMPICHE. I CASI DI STUDIO DI CORTINA E BORMIO
- John Huston, il regista che non si poteva dirigere
- Intergenerazionalità e cultura organizzativa. Quale ruolo per la funzione Risorse Umane?
- Marketing capabilities for value creation in the short-term rental segment: an exploratory analysis of Airbnb
- The fast-track ascent to the top: The role of human capital in European listed firms
- Politica industriale e priorità settoriali in Cina. Un'analisi della presenza strategica del governo in industrie chiave
- NFT, l'arte abita il web
- Communicating CSR through places between challenges and pitfalls
- Un paese in trasformazione: l'Italia nella narrativa buzzatiana del dopoguerra
- Third Mission & VQR 2015-2019: a bigram's story
- Sustainability data distortions: the use of visual impression management techniques in corporate sustainability reporting

Students dissertations

- The importance of destination branding: a case study of Switzerland's marketing campaign with Roger Federer
- Differenziazione e diversificazione nel settore della moda
- Wellbeing e Performance Aziendale: l'approccio di Brunello Cucinelli
- I festival musicali in Italia e le connessioni con il sistema moda: strategie, mercati e tendenze del nuovo secolo. Il caso Kappa FuturFestival
- Strategie di posizionamento nel settore della moda: i casi Jacquemus e Coperni
- La merce, tra arte, design e mercato
- Resilience in retail: LVMH's growth despite global economic challenges
- Il marketing emozionale nel Luxury Fashion
- La Unique Selling Proposition come driver nello sviluppo del prodotto cosmetico. Il caso Rilastil
- I costi della disattenzione e lo scoppio della crisi. Il caso Layla cosmetics
- Strategie di branding nel mondo dello Streetwear: alcuni casi a confronto
- Comprendere le dinamiche culturali nelle strategie di marketing internazionale: riflessioni sul caso Coca-Cola
- Le Private Label nel retail: uno studio comparativo tra Esselunga, Monoprix e Rewe
- Moda e comunicazione: il ruolo dei fashion magazine
- La sponsorizzazione sportiva: il caso Pirelli
- Oltrepò Pavese: proposta per una nuova identità competitiva
- Strategie di digital marketing nel settore vitivinicolo: analisi dell'impatto sulla promozione e vendita dei vini
- L'influenza delle celebrità sulle intenzioni d'acquisto: lo studio del caso SKIMS
- L'industria sportiva negli Emirati Arabi, tra opulenza economica e sfide per i diritti umani
- Risorse umane come driver di successo: il caso di Brunello Cucinelli nell'industria del fashion
- Come realizzare e progettare un evento sportivo: approfondimento su Fieracavalli
- Brand personality: tra comunicazione, marketing e comportamento del consumatore

#1

No poverty

1 NO
POVERTY

Recognising that **eradicating poverty** is fundamental to sustainable and equitable development, Università IULM is deeply committed to alleviating economic hardship and **ensuring that financial barriers never prevent access to education.**

To this end, the University implements a **wide range of student welfare and financial aid programmes**, including regional scholarships, tuition reimbursements, and fee reductions designed to promote inclusion and equal opportunities.

In addition to regular funding, IULM provides **extraordinary grants to students facing severe and unexpected financial difficulties.** These grants support those affected by sudden loss of family income, illness or accidents, or the death of a family member responsible for the student's maintenance. By offering timely and compassionate assistance, IULM ensures that students can continue and complete their academic journey despite temporary economic or personal hardship.

Empowering individuals through quality education is not only valuable but vital for the progress of the entire community. By combating poverty and fostering equal opportunities, Università IULM helps create the foundation for a fairer society and more dignified living conditions for all.

Financial support

Scholarships and financial benefits

Università IULM ensures that financial limitations never prevent access to education by providing a **comprehensive system of scholarships, grants, and incentives** for students in economic need or with outstanding merit.

Main opportunities include:

- **Regional Scholarships** – financial aid for students with limited income, funded by the Lombardy Region and the University;
- **University Scholarships** – merit- and need-based awards directly funded by IULM;
- **Extraordinary Grants** – emergency assistance for students facing severe family hardship, illness, or loss of income;
- **“Invest in Your Future” Bank Loan** – favourable-rate student loans supporting tuition and living expenses;
- **Scholarships for International Students** – tuition waivers of up to 100% for the 20 most deserving candidates, plus discounted accommodation;
- **Scholarships for International Protection Holders** – offered in collaboration with the Ministry of the Interior, CRUI, and ANDISU;
- **“Invest Your Talent in Italy” Programme** – national initiative granting scholarships, tuition waivers, and personalised support services for 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. The service is provided for free to refugee students and those under international protection.

Housing at favorable conditions

IULM provides **residence facilities at reduced rates** for students with economic difficulties, and offers free accommodation to refugee students and those under international protection. In addition, the University collaborates with certified housing providers across Milan to expand access to affordable and safe accommodation options.

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.

IULM “Orienta initiative”

Through the Orienta initiative, students can work directly with the Orientation, Tutoring, and Counselling Office for up to eight months, supporting school presentations, open days, and outreach programmes. This paid collaboration allows students to develop skills in communication, planning, and mentoring while representing IULM to future applicants.

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	Difference from 2023
Students receiving financial aid	876	164	712	81%	+6%
Students paying the first rate	779	141	638	82%	-10%
Students enrolled in 2024 paying the first rate	322	60	262	81%	+8%
Graduates paying the first rate	194	31	163	84%	+13%

Support program for the wider community

IULM supports start-up programmes

Università IULM is strongly committed to **promoting innovation and entrepreneurship** by **supporting start-ups** and creative ventures. Believing in the transformative potential of new ideas, the university has built an ecosystem that empowers students, alumni, and the wider community to develop entrepreneurial initiatives. Through mentorship, co-working spaces, funding access, and partnerships with industry leaders, IULM fosters an environment where creativity and business innovation can thrive. This approach not only stimulates economic growth but also encourages social progress by turning ideas into sustainable opportunities for the community.

FA-ST - Promote Female Startups in STEM

Università IULM actively **promotes female entrepreneurship and innovation in STEM** through **FA-ST** (Female Startups in STEM), a pioneering initiative supporting women—especially young NEETs (Not in Education, Employment, or Training)—in developing their own business ideas. Over two years, the project aims to reduce gender inequality in the labor market by providing participants with essential skills **to design, launch, and manage startups in technology and science-related sectors**. The first year of FA-ST introduced an innovative online training program that combines STEM learning, empowerment workshops, and business development tools, ensuring flexibility and accessibility for all participants.

To expand its impact, IULM launched a comprehensive outreach and communication campaign, creating a dedicated website and active social media channels on Facebook, LinkedIn, Instagram, and X (Twitter). Collaborations with the Lombardy Library Network, local municipalities, and non-profit associations have amplified the project's reach, fostering a supportive ecosystem for women in STEM. By connecting participants with mentors, institutions, and peers, FA-ST strengthens networks of innovation and inclusion. This initiative exemplifies IULM's ongoing dedication to gender equality, sustainable entrepreneurship, and the empowerment of women in the digital and technological economy.

Work Placement

GIG UP 2

GIG UP 2 is the second and enriched phase of IULM's training initiative dedicated to young workers in non-traditional or precarious forms of employment. Building on the results of the first edition, the project expands its scope with new modules focused on digital entrepreneurship, self-employment, and professional resilience.

Developed in collaboration with companies and labour market institutions, GIG UP 2 provides flexible micro-learning pathways aimed at strengthening transversal skills such as communication, project management, and innovation. The initiative empowers participants to adapt to the changing dynamics of the gig economy, fostering inclusive access to training and contributing to youth employability and social mobility.

Programmes improving access to basic services for all

Cancer prevention

Università IULM plays a leading role in promoting a culture of health prevention and awareness. Each year, in partnership with LILT – the Italian League for the Fight against Cancer, the university organizes free breast and skin cancer screenings for students and staff. These medical examinations, conducted on campus by specialized physicians, aim to encourage early detection and foster preventive healthcare habits among the IULM community. Through this long-term collaboration, IULM reaffirms its commitment to safeguarding well-being and spreading awareness about the importance of regular health checks and responsible lifestyles.

Psychological counseling

Università IULM provides a free psychological counseling service dedicated to supporting students and staff in times of personal or academic difficulty. Through private and confidential sessions, professional psychologists help individuals manage stress, anxiety, emotional challenges, and life transitions. The service is available to all enrolled Bachelor's and Master's students as well as to university employees, reflecting IULM's holistic approach to well-being and mental health. By ensuring access to professional psychological care, the university promotes a balanced, inclusive, and supportive environment for its entire community.

Vaccination campaign: HPV and influenza prevention

As part of its commitment to preventive health, Università IULM hosts annual vaccination campaigns in collaboration with local health authorities. The initiative offers free or low-cost HPV and influenza vaccines to students, faculty, and administrative staff directly on campus. The program aims to increase awareness of vaccine-preventable diseases and to facilitate access to immunization, removing logistical barriers to participation. Through this initiative, IULM strengthens its role in public health promotion, ensuring a safer, healthier campus environment and contributing to community-wide disease prevention.

Events and initiatives

“La Ragione” Merit Scholarships

Five merit-based scholarships were awarded to outstanding master’s students, supporting academic achievement and reducing financial barriers to education.

Webinar on University and Mobility Scholarships

An informative online session organized by the Financial Aid Office to guide students through application procedures for university, regional, and mobility scholarships, promoting transparency and accessibility in financial support.

70 Regional Scholarships Awarded

Seventy regional scholarships were granted using university funds, reaffirming IULM’s commitment to student welfare and equitable access to higher education.

Collegio di Milano Scholarship Programme

IULM collaborates with the Collegio di Milano to offer merit-based residential opportunities, combining affordable housing with a rich educational and cultural environment for top-performing students.

Free Access to Financial Newspapers

All IULM students, faculty, and staff received six-month free subscriptions to Milano Finanza and The Wall Street Journal, promoting financial literacy and equal access to high-quality economic information.

Academic publications

- The European Union and Material Deprivation: Measuring the Evolution of Inequalities over the 2000s
- The dynamics of trade firms during the COVID-19 pandemic: the case of Via Padova, Milan

#9

Industry, innovation and infrastructure



Innovation represents a strategic pillar of Università IULM's mission. In a context of rapid technological and social transformation, the University fosters an ecosystem where research, creativity, and digital experimentation converge to generate tangible impact.

In 2024, **IULM strengthened its infrastructure for innovation** through new facilities such as the **IULM Movie Lab** and **IULM Play platform**, the expansion of the **AI Lab**, and the development of advanced laboratories like the **Behavior & Brain Lab** and Neuro Retail Lab.

Through interdisciplinary research, industry collaborations, and initiatives connecting academia with business and society, IULM equips its students with the skills and knowledge required to drive sustainable innovation and shape the industries of the future.

IULM Laboratories

1. Behaviour & Brain Lab

Established in 2010 at Università IULM, the **Behavior & Brain Lab** is a **neuromarketing research center** focused on the study of decisions, emotions, and actions. Combining EEG, eye-tracking, heart rate, and skin conductance technologies, it measures emotional engagement, attention, and cognitive load in consumers. The Lab applies neuroscience to marketing, communication, and media, offering advanced consultancy for companies and institutions. In recent years, it has also developed Virtual Reality applications for immersive learning and testing environments.

2. IULM AI Lab

The **IULM AI Lab** is a university spin-off dedicated to **advancing artificial intelligence for business innovation**. Acting as a bridge between academia and industry, it integrates communication, marketing, behavioral sciences, and data analytics to create human-centered AI solutions. The Lab operates through four core areas:

- Maestr.ia (education and executive training),
- Empir.ia (academic and applied research),
- Sinerg.ia (AI strategy and business solutions),
- Empat.ia (networking and awareness).

The Lab collaborates with global technology partners, startups, and public institutions to promote ethical, sustainable, and applied innovation in the digital transformation of enterprises.

3. IULMovie Lab

The **IULMovie Lab** is the University's **audiovisual production and innovation hub**, dedicated to **cinema, television, and new media**. It serves as both a creative incubator and a professional training space where students, researchers, and industry professionals collaborate on original film and multimedia projects. The Lab produces works ranging from corporate storytelling to creative documentaries and immersive experiences, while supporting participation in national and international festivals. It also functions as a business corner connecting academic creativity with market needs, emphasizing technological experimentation and artistic excellence.

4. CRiSiCo – Center for Research on Complex Systems

CRiSiCo is a **transdisciplinary research center dedicated to studying and managing the complexity of global human systems**. It promotes dialogue between scientific, technological, educational, artistic, and social disciplines to address global crises and systemic change.

Its research lines include:

- Human condition and global polycrises,
- Human evolution and critical futuring,
- Educational innovation and digital learning,
- Ethical and epistemological participation in emerging science and technology.

CRiSiCo carries out fundamental and applied research, provides consultancy for organizations managing complexity, and develops training programs for researchers, managers, and educators engaged in complex system governance.



IULM Contests

IULM Talent and Creativity Challenge

The third edition of the **IULM Talent and Creativity Challenge** celebrated the intellectual and creative spirit at the heart of the University's educational mission. Conceived as an open Call for Talent & Creativity, the initiative invited students to test their skills across **18 categories**.

Hundreds of students participated, presenting **innovative works** that were evaluated by a jury composed of faculty members and professionals from the creative industries. The initiative reaffirmed IULM's pedagogical model — where knowledge and know-how go hand in hand — cultivating critical and creative thinking to meet contemporary challenges.

This year's winning projects showcased the diversity of talent nurtured at IULM, spanning areas such as marketing, storytelling, digital communication, and performing arts — embodying the University's mission to foster creativity as a driver of cultural and professional innovation. Below are the categories:

- Short film
- Short story
- Commercial
- Literary text translation
- Audiovisual translation
- Review
- Book trailer
- Photography
- Radio format
- TV format
- Touristic communication
- Exhibition concept
- Marketing campaign
- Marketing for a Design product
- Eco-sustainable project for IULM
- Start-up project
- AI applications for inclusion
- Theatre

Samsung Innovation Campus at IULM

In 2024, Università IULM partnered with Samsung Electronics Italia for the **Samsung Innovation Campus**, a pioneering educational initiative designed to train a new generation of **AI-driven problem solvers**. The project involved students from the master's degree in Artificial Intelligence, Business and Society — the only non-STEM program in Italy to host an academic AI Lab.

Working in small teams, students developed innovative marketing strategies and AI-based solutions for the launch of new Samsung products, using the Galaxy S24 Ultra to explore creative applications of generative AI and ethical technology use.

The winning team — composed of Luca Bordignon, Luca Cerri, and Ilaria Mennella — was awarded €15,000 for their project's creativity, technical feasibility, and communication impact.

This collaboration exemplifies IULM's commitment to connecting academia and industry, demonstrating how AI, communication, and creativity can merge to drive innovation and responsible technological progress.

IULM Projects

AlxPAC – Artificial Intelligence for Perception and Artificial Consciousness

AlxPAC is an international workshop and research initiative co-organized by IULM University and the Italian Association for Artificial Intelligence (AlxIA). The project explores the intersection of AI, perception, and artificial consciousness, fostering a dialogue between computer science, neuroscience, and philosophy. Chaired by Prof. Riccardo Manzotti and Dr. Alessandro Bruno, AlxPAC brings together researchers from leading institutions, including MIT, DIWISS (Germany), and the University of Palermo, to investigate new paradigms in machine awareness and cognitive architectures.

Digital Heritage and AI for Cultural Preservation (Locride Project)

This research initiative applies artificial intelligence and digital storytelling to safeguard the intangible cultural heritage of Southern Italy, particularly the Locride area and Roccella Jonica. The project documents local dialects, folklore, and oral traditions through AI-based data analysis and interactive archives, ensuring their preservation and transmission to future generations. Led by IULM's Research Center for Culture and Science of Sustainability (CRCS), it represents a model of innovation in heritage conservation, combining ethics, digital technology, and community participation.

Imaginaries of Technoscience: Narratives, Power, and Society

An interuniversity research conference and publication project led by IULM in collaboration with the University of Insubria and the Centre de Recherches Internationales sur l'Imaginaire (CRI2i). The project examines how technological imaginaries — from robotics to AI — shape culture, ethics, and power dynamics in modern society. By combining philosophy, communication studies, and media analysis, it explores how innovation narratives influence global perceptions of science and technology.

Neuro Retail Lab – Behavior & Brain Lab Research in Consumer Innovation

The Neuro Retail Lab, part of IULM's Behavior & Brain Lab, is an experimental research environment replicating a supermarket-like setting to study consumer behavior through neuromarketing and AI-based analysis. Using eye-tracking, EEG, and biometric data, the Lab investigates emotional and cognitive reactions to product placement, packaging, and sensory stimuli, offering businesses data-driven strategies for ethical and effective marketing innovation. This project reinforces IULM's leadership in neuroscientific innovation for business and communication.

Al.Motion – Italian Film and Audiovisual Festival

Conceived and coordinated by the IULM AI Lab and the Neural Network Association, Al.Motion is both a research and dissemination project examining the intersection of AI, cinema, and creative industries. The initiative studies how generative algorithms transform the processes of screenwriting, direction, and audiovisual production, creating new models for creative innovation. It also serves as a living lab, fostering experimentation between human creativity and artificial intelligence.

La Nautica in Cifre 2023–2024

In partnership with Confindustria Nautica, this project produces two national reports — Log and Monitor — analyzing the boating industry's economic impact, labour dynamics, and sustainability profile. The reports provide official sector statistics that guide policy-making, investment strategies, and trade development, establishing IULM as a key research contributor in the blue economy and sustainable industrial innovation.

AI MAGISTER – Polo di Innovazione Digitale

A national innovation hub and European Digital Innovation Hub (EDIH) candidate, AI MAGISTER unites 12 Italian and EU universities to promote digital transformation in public and private sectors. Led by the IULM AI Lab, the project focuses on training, assessment, and AI adoption for SMEs and municipalities, producing datasets on digital maturity and skill gaps. It contributes to Italy's national strategy for AI-driven competitiveness, supporting responsible innovation and sustainable infrastructure development.

IULM Events

Throughout 2024, Università IULM reinforced its leadership in the field of **innovation, technology, and digital transformation**, hosting a wide range of events that connected academia, industry, and society. These initiatives highlighted the University's role as a hub for dialogue on artificial intelligence, creative innovation, sustainable infrastructure, and the future of communication.

Key events included:

- **“What Gender of AI?”** - A public discussion at the IULM AI Lab exploring how artificial intelligences interpret gender and identity, featuring researchers from IULM and experts from the Privacy Network.
- **“The European AI Act”** - A high-profile dialogue with MEP Brando Benifei on the European regulation of artificial intelligence, addressing ethics, innovation, and the implications for businesses and students.
- **“Reinventing Communication with Artificial Intelligence”** - A lecture by Steve Clayton, Vice President of Microsoft Communications Strategy, who shared insights on how AI is transforming corporate communication and creativity.
- **“The Legacy of Prometheus”** - A national conference organized by the IULM AI Lab as part of the Biennale Internazionale della Grafica, focused on the future of visual design education in the age of AI.
- **Launch of IULM Movie Lab and IULMPlay** - The inauguration of the University's new audiovisual production center and digital platform for streaming creative and research-based video content produced at IULM.
- **“Artificial Intelligence and Information: Opportunity or Threat?”** - Presentation of the Ipsos-IULM survey on how journalists perceive AI's impact on the news industry, followed by a debate with leading media professionals.
- **Participation in the “University Hackathon for Inspiring Cities”** - IULM students joined 13 Italian universities in a national design challenge promoted by COIMA, developing innovative ideas for sustainable, resilient urban models.
- **“Writing, Translating, and Speaking in the Age of AI”** - A professional event at IULM Rome examining how AI is reshaping translation, interpreting, and intercultural communication.
- **“Transition 5.0: Growing to Compete”** - A roundtable hosted by Il Sole 24 Ore featuring IULM Rector Valentina Garavaglia on innovation and digital skills as key drivers of Italy's industrial transition.

These events underline IULM's strategic vision in promoting responsible innovation, AI literacy, and cross-sector collaboration — positioning the University as a leading actor in shaping the technological and creative infrastructures of the future.

Teaching & Research

University courses

Artificial Intelligence, Business, and Society Master Degree

The Master's in Artificial Intelligence, Business, and Society at Università IULM is an innovative program designed to train professionals capable of driving digital transformation through AI and data-driven decision-making. This interdisciplinary course integrates technology, communication, and management, preparing students to address the evolving challenges of modern organizations and markets.

Graduates acquire advanced skills in business strategy, marketing analytics, and corporate innovation, mastering the use of machine learning, big data, and automation tools to enhance organizational performance. The curriculum combines theoretical rigor and practical experience, offering strong foundations in data analysis, ethics, and social implications of AI. Students also learn to manage technological projects with a multidisciplinary perspective that includes legal, communicative, and sociological approaches.

The program features leading experts such as Guido Di Fraia (Pro-Rector for Innovation and CEO of IULM AI Lab), Riccardo Manzotti (AI researcher and philosopher), Francesco Della Beffa (data science specialist), and Giuseppe Messina (Technology Delivery Manager at Sky). Together, they provide a unique learning environment that equips graduates to innovate responsibly, bridging technology and humanity in the digital era.

University units

- Digital sustainability/ Strategic Communication Master Degree
- Digital for sustainability/ Hospitality and Tourism Management Master Degree



Academic publications

- A methodological proposal for developing a Municipality Indicator of Circular Economy (MICE)
- Sustainability data distortions: the use of visual impression management techniques in corporate sustainability reporting
- Unlocking the power of strategic communication: a deep dive into industrial tourism and engaging company openings
- Industrial Heritage and Citizen Participation: The UNESCO World Heritage Site of Ivrea, Italy
- Managing a Legitimacy Crisis Airline Sensemaking in the Context of Flight Shame
- Risk and Crisis Communication in Europe: Towards Integrating Theory and Practice in Unstable and Turbulent Times
- eGovernment Implementation in Italy. Regional Index for NRRP Goals Evaluation
- Importance Performance Matrix Analysis for Assessing User Experience with Intelligent Voice Assistants: A Strategic Evaluation
- B2B collaborative economy: a joint sphere perspective
- EUSO-SPB1 mission and science
- QR codes and Augmented Reality in retail stores to support a more sustainable consumption: A Neuromarketing perspective.
- Quantization Effects on Neural Networks Perception: How would quantization change the perceptual field of vision models?
- Navigating paradoxes: building a sustainable strategy for an integrated ESG corporate governance
- A proposito della tecnologia digitale per lo spettacolo dal vivo
- Dalla Cibernetica all'Intelligenza Artificiale generativa. I media italiani a confronto con le tecnologie digitali
- Il cinema alla prova degli NFT
- Il metaverso e la logica culturale del digitale
- Lo specifico digitale e lo spettacolo dal vivo
- onLive. Libro bianco dello spettacolo digitale dal vivo in Italia
- Empowering PET: harnessing deep learning for improved clinical insight
- Moda e riproducibilità tecnica:
- dal materiale all'immateriale, verso la dimensione phygital
- Innovation for change in Italian Theatres. Marketing and sustainability accounting in the post-pandemic
- US Museums: Digitization, Social Media Engagement and Revenue Diversification in the pandemic
- The Marketing and IT Expense of Italian Performing Arts in the Post-pandemic
- Strategic partner selection: the case of China
- Dalla corporate personality alla reputazione: un percorso strategico.
- Do digital images tell the truth?
- AI to Detect Firms' Competitive Performance
- Adattamenti seriali. Successi e insuccessi della fiction generalista italiana
- La serialità generalista. Evoluzione e prospettive degli studi in Italia
- La canzone come software: la vita intermediale di "Hallelujah"
- NFT e metaverso nelle industrie creative
- Intelligenza artificiale: un'agenda di ricerca. White paper del Tavole interdipartimentale sull'Intelligenza Artificiale dell'Università degli Studi di Bergamo
- Nexus of Digitalization and Internationalization: A Review of DDCs in International Business Strategy
- Reazioni emotive alle immagini generate dall'intelligenza artificiale: uno studio pilota attraverso misure neurofisiologiche
- Cognitive and emotional underpinnings of eating: A consumer neuroscience approach
- Service innovation in the age of Artificial Intelligence: The case study of D*motion Method
- Analysis of Pruned Deep Models Trained with Neuroevolution
- Epistemologia dell'empatia artificiale. Per la transizione da un'etica dei limiti a un'etica delle possibilità
- Are Robotic Bodies (Part of) Social Bodies? Embodiment and Sociability in Human-Robot Interaction

- General Lines, Routes and Perspectives of Wetware Embodied AI. From its Organizational Bases to a Glimpse on Social Chemical Robotics
- La tecnologia come forma simbolica. Renato Barilli sull'Espresso (1974-1999)
- NFT e arte, prove di esponibilità in Italia
- The Prestige
- From E-Commerce to the Metaverse: A Neuroscientific Analysis of Digital Consumer Behavior
- Stili comunicativi nella relazione medico-paziente: il contributo delle neuroscienze per individuare le best practices nei pazienti affetti da malattie croniche
- Mycenaean philology and materiality: the "pa-i-to Epigraphic Project." An integrative approach to Linear B tablets from Knossos
- The use of non-official data source for the analysis of public events: evidences from the Eurovision Song Contest 2022
- Harmony in Chaos: A Comprehensive Exploration of Disruption and Sustainability Through NLP and Network Analysis
- Deviations in Contemporary Theatrical Anthropology
- New Myths and Performative Rituals between XR, Robots and AI
- Prospettive sull'evoluzione del ruolo del manager nel contesto della trasformazione digitale
- Studio pilota sull'analisi sensoriale e la comunicazione di alimenti innovativi: un approccio integrato EEG - TDS
- Pilot analysis for the development and validation of a Brand Reputation measurement model.
- Tyler Durden, lo zombie, il robot. Perché non possiamo non dirci narratologi intermediali
- Automatic Emotion Analysis in Movies: Matteo Garrone's Dogman as a Case Study
- AVAtt : Art Visual Attention dataset for diverse painting styles
- Cultural Sprawl: The Opportunities of AR for Museum Communication
- Robotica educativa e sociale
- Sustainability and Technology at the Crossroads of Arts and Science
- Giovanna Borasi: così il CCA interpreta il futuro dell'architettura
- AI and XR for the Knowledge, Monitoring and Promotion of Cultural Heritage Places: The Heritour Project
- Feel the Past: una metodologia operativa per l'accessibilità sensoriale nei musei
- La ricostruzione virtuale del patrimonio ecclesiastico post-sisma: il caso della chiesa di San Fortunato a Pinaco Arafranca, Amatrice
- The Phaistos Linear A Epigraphic Project. The case of PH 13, in the light of the new evidence emerging from the archive of Phaistos
- Digital Twins and Extended Reality: Opportunities and Challenges of Integrated Applications
- Giovanni Klaus Koenig progettista e il design. Il caso Atm di Milano: progetto di un nuovo "logo" e proposte di nuovi mezzi di trasporto pubblico di superficie.
- I "Progetti per servire" di Achille e Pier Giacomo Castiglioni in mostra alla Milano Design Week 2024
- Il design "è un po' meno triste dell'architettura": chi è stato Giovanni Klaus Koenig
- Il design ci accompagnerà nel futuro dell'energia
- Tutto è gratis
- Algoritmi, strutture e agire sociale: Un'analisi sociologica
- Il social media management per la comunicazione d'impresa
- Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business
- INSIDE NUVOLA LAVAZZA
- A HUB FOR STRATEGIC COMMUNICATION, COMPANY VALUES, AND VISION
- EXPERIENTIAL DRIVER. The Communicative Dynamics that Affect Buildings
- Shopping in the metaverse: Insight from a consumer neuroscience study
- The Fading Boundaries between the Law of Copyright and the Regulation of Media Markets
- Sense-making in Embodied AI. Towards Autopoietic Chemical AI
- CONSUMER NEUROSCIENCE. COMPORTAMENTI DI CONSUMO, NEUROMARKETING E SCIENZE COGNITIVE
- Emotion Unleashed: Real-Time FER in Video via Advanced Deep Learning Models
- Perceptual Evaluation of Masked AutoEncoder Emergent Properties Through Eye-Tracking-Based Policy
- eGovernment Implementation in Italy. Regional Index for NRRP Goals Evaluation
- Sistemi informativi e trend digitali
- Visual Storytelling Strategies for the Dino Buzzati's Stories

Students dissertations

- Da Disney Channel a Disney+: l'evoluzione del brand Disney in televisione
- Un'intelligenza artificiale alleata dell'umanità: soluzioni per i paesi in via di sviluppo
- L'impatto della cultura digitale cinese sul commercio internazionale
- Esclusività inclusiva: l'esperienza luxury nel metaverso
- Intelligenza artificiale e sistemi di raccomandazione: il caso Amazon
- The impact of virtual and augmented reality on purchase behaviour in retail marketing innovation: a Sephora case study
- How Burberry capitalized on the social media revolution
- Il Digital Marketing nella strategia aziendale: il caso A-MORE
- Narrare il Brand: l'uso di Archetipi e dello Storytelling per la costruzione identitaria nell'Advertising
- L'impatto dell'intelligenza artificiale sulle pratiche di visual design
- Luxury fashion tale e social media marketing: il caso Balmain
- Arte e intelligenza artificiale: il caso Refik Anadol
- La convergenza tra Indie Beauty Brands e tecnologie digitali: analisi del brand Espressoh
- Strategie di Influencer Marketing nel settore moda: il caso Revolve
- L'Intelligenza Artificiale declinata in Intesa Sanpaolo: il caso di applicazione dell'AI nel Trade Finance
- Cina e Italia: analisi delle differenze nell'uso dei social media nel settore del fashion luxury
- Il ruolo dei pop up stores nel modello omnichannel
- AI-Driven Personalisation in Luxury Retail
- Dall'ironia alla strategia: l'utilizzo dei Meme nel marketing digitale
- Strategie di marketing sui social media: analisi di Instagram e TikTok nell'attuale scenario digitale
- Verso un mare di opportunità: promuovere l'innovazione nel settore balneare
- Come cambia il Customer Journey con l'artificial intelligence
- Realtà aumentata: applicazioni e degenerazioni
- Il marketing non convenzionale e il coinvolgimento del consumatore: case study Genertel
- L'IA e il suo ruolo nel potenziamento aziendale: Sviluppo di una piattaforma integrata per applicazioni d'impresa
- Ottimizzazione del customer service nel settore dell'automazione industriale tramite l'integrazione di un chatbot basato su AI generativa
- From brain to brand: the neuromarketing revolution in advertising
- Strategie digitali potenziate: analisi e impatto dei tool di Intelligenza Artificiale Generativa nella strategia digitale
- Rivoluzione on demand: l'impatto delle piattaforme nel mercato audiovisivo contemporaneo
- Brand Evolution: il ruolo trasformativo degli algoritmi nel brand management
- Tra tweet, reel e titoli: l'impatto dei social media sulla narrazione dello sport
- L'impatto della Generative AI nel settore turistico
- Marketing Automation: dal panorama teorico all'applicazione pratica in un contesto aziendale
- Omnicanalità in Sephora: un'indagine sulle strategie implementate e sulla percezione dei clienti
- GDO e Gen Z: nuove modalità di engagement
- Le strategie di lancio dei veicoli elettrici nel comparto automotive
- Digital marketing: l'evoluzione del marketing visivo: caso JAQUEMUS
- L'evolvere del branding nei social media: il caso Liu Jo
- Tourism in the era of Industry 4.0: a new approach to digital transformation through social media and artificial intelligence. An explorative study on La Bussola Hotel
- Chromobrand: l'influenza del colore nella comunicazione della marca
- L'evoluzione del palinsesto televisivo: programmazione e strategie di canale Nove
- L'impatto della digitalizzazione nel settore automobilistico: opportunità e rischi dei modelli di vendita
- Customer loyalty: bridging the gap between churn prediction and retention strategies in the AI era
- La Marketing automation nel B2B: il caso The Adecco Group

- L'uso dell'AI generativa come driver per l'innovazione del prodotto e il superamento del blocco creativo nella fase di prototipazione
- I social media e la loro importanza nelle investors relationship
- Coinvolgimento del pubblico e Fan Engagement nell'ambito degli eventi: il caso del Festival di Sanremo e "FantaSanremo"
- La comunicazione digitale cinese: il caso WeChat e Valentino
- Crafting memorable experiences: digital marketing in the hospitality and tourism industry, an Airbnb case study
- Strategie di Comunicazione: il ruolo del Design della Comunicazione e dell'AI sui Social Media
- InsurTech: l'impatto delle tecnologie digitali sull'economia del settore assicurativo internazionale
- Tra gli effetti della rivoluzione digitale: i magazine di moda sono morti?
- Oltre il prodotto: un'esplorazione del customer journey nel contesto dei filtri di prova nel settore della moda
- Manga and Anime as a platform for brand communication: the Influence of Ai Yazawa's Nana on Vivienne Westwood's image
- La rivoluzione digitale nel giornalismo sportivo: il ruolo centrale delle piattaforme social
- Intelligenza Artificiale e la rivoluzione del ruolo delle risorse umane
- La rivoluzione dei Big Data: innovazioni e cambiamenti nel settore della comunicazione
- Harmony or disruption: navigating the Interplay between Human Intelligence and AI in the evolving work landscape
- Evoluzione della fruizione multicanale degli eventi sportivi: analisi dei modelli attuali e strategie future
- L'uso dell'ironia nella comunicazione d'impresa sui social media: analisi di casi
- Il ruolo degli eventi nell'innovazione dell'industria della moda: il caso "The Mud Show" firmato Balenciaga
- I nuovi barbari dell'informazione sportiva: la rivoluzione digitale di "Cronache di Spogliatoio" e dei suoi fratelli on line
- Communication design and perception of luxury: a contemporary analysis
- La comunicazione d'impresa sui social media e la creazione di valore attraverso gli User Generated Content: analisi del caso GoPro
- Intelligenza Artificiale Generativa legata allo sviluppo delle campagne pubblicitarie
- Il ritorno di Fiorucci: social media listening e analisi netnografica della risonanza di un brand storico
- Gli eventi in ambienti virtuali per la comunicazione d'impresa: il caso Gentle Monster
- Strategie di comunicazione e comunità fan negli ecosistemi social degli Idol: un'analisi del caso Weverse
- Tradizione ed evoluzione della comunicazione di marca nell'adattamento alle tendenze sociali
- Vestire il brand: comunicazione visiva e identità di marca nel sistema della moda
- Dai Reels a TikTok, strategie Adv sui social media: un'indagine sulla percezione di affidabilità dei contenuti organici e sponsorizzati
- Percezione dei contenuti sponsorizzati sui canali social e sulla ricerca Google: implicazioni di business
- Impatto e limitazioni di Google Analytics: un'analisi nel settore alberghiero
- L'impatto delle nuove tecnologie emergenti e dell'intelligenza artificiale sugli ecosistemi complessi
- Bridging the gap: investigating influencer and brand ambassador integration in social media marketing to enhance brand perception
- Sinergie tra reale e digitale
- Luxury, Virtual Reality and AI: the case of LVMH
- Yayoi Kusama: la pratica artistica e la collaborazione con Louis Vuitton
- Tecnologia, corpo e ambiente: l'arte nell'epoca postumanista

#13

Climate Action



Università IULM places particular **importance on Sustainable Development Goal 13 (SDG 13)**, reaffirming its commitment to **combating climate change and mitigating its social, environmental, and economic impacts**. This engagement reflects IULM's broader mission to promote a culture of environmental responsibility, awareness, and action, equipping students and staff to contribute meaningfully to a sustainable future.

At the core of this commitment stands the **Sustainability Committee**, chaired by the **Rector's Proxy to Sustainability and Social Responsibility**, which coordinates initiatives aimed at fostering climate literacy, reducing the university's environmental footprint, and engaging the local community in collective climate action. Through education, research, and civic participation, Università IULM continues to strengthen its role as a catalyst for sustainable transformation and a driver of climate-conscious innovation.

RUS

Università IULM plays an active role in the **Italian University Network for Sustainable Development (RUS)**, coordinated by CRUI – The Conference of Italian University Rectors. RUS is the first national network uniting Italian universities dedicated to advancing environmental sustainability and social responsibility across academia.

The network's main objectives include:

- **Harmonization and Improvement:** aligning and enhancing institutional activities through continuous assessment of environmental, social, and governance performance.
- **Community Building:** fostering a collaborative ecosystem that shares best practices nationally and internationally while promoting sustainability integration in university rankings and SDG reporting.
- **Project Development:** supporting innovative initiatives in education, research, and campus management that strengthen the role of universities as sustainability drivers.
- **Training and Capacity Building:** empowering university staff, educators, and students with knowledge and tools for sustainable development.
- **Awareness and Engagement:** organizing campaigns to increase stakeholder participation and environmental awareness at all levels.
- **Institutional Collaboration:** partnering with public entities and the private sector to promote sustainability within the University's Third Mission.
- **Research and Policy Advocacy:** producing policy papers and recommendations on sustainability governance and higher education.

Through its proactive involvement in RUS, IULM reaffirms its strategic commitment to embedding sustainability into every dimension of university life—education, research, operations, and community engagement.

Urban Regeneration and Sustainable Campus Development

Università IULM plays an active role in **Milan's urban regeneration**, promoting environmental renewal, community well-being, and sustainable mobility within and beyond its campus. Located in the Barona district, one of the city's most vibrant and multicultural areas, the University has transformed its surroundings into a model of inclusive, accessible, and green urban space.

A key milestone in this transformation is the **Silvio Federico Baridon Garden**, a 10,000 m² public park returned to the city after extensive redevelopment. Equipped with workout areas, a football field, an accessible playground, and social gathering spaces, the garden serves as a genuine green lung for southern Milan — open to residents, students, and visitors throughout the year.

IULM expanded its environmental commitment by creating **urban green oases** — small-scale **ecosystems designed to foster biodiversity, mitigate heat islands**, and provide shaded rest areas across the campus perimeter. These micro-habitats form part of a broader green corridor connecting the university grounds to surrounding public areas, strengthening ecological connectivity and local climate resilience.

Another emblematic example of **sustainable regeneration** is **Cascina Moncucco**, an 18th-century farmhouse restored to serve as a student residence and cultural hub. The renovation preserved the original architecture while integrating energy-efficient systems, community gardens, and shared learning spaces — turning it into a living model of sustainable reuse of historical heritage.

The **Fabbrica di Quartiere project**, developed in collaboration with Politecnico di Milano, extends these principles to the wider urban scale. Focused on the regeneration of Milan's southeastern districts, it integrates green infrastructure, social inclusion, and participatory urban design, engaging local communities and institutions in co-creating sustainable and livable neighborhoods.

Sustainable Campus and Mobility Plan

In alignment with its **Strategic Plan 2025–2027**, Università IULM is implementing a comprehensive Sustainable Campus and Mobility Plan that prioritizes both **energy transition and responsible commuting**.

The plan includes the development of a “Home–Work Travel Plan” (**Piano Spostamenti Casa–Lavoro**), designed to **promote sustainable mobility** among staff and students through incentives for public transportation, cycling infrastructure, and car-sharing partnerships.

At the same time, IULM continues to **build and renovate its infrastructure according to sustainable construction standards**, ensuring that both new facilities and heritage buildings meet criteria of environmental efficiency and resilience. These commitments are embedded in the Strategic Plan, which sets measurable targets for reducing the University's ecological footprint through:

- the **extension of photovoltaic coverage** on additional campus buildings, increasing the share of self-produced renewable energy;
- **energy efficiency upgrades** to reduce electricity and gas consumption;
- **water-saving technologies** and awareness campaigns promoting responsible resource use among the campus community.

These measures have already produced tangible results:

- in 2024, total **electricity consumption decreased by 9.5%** compared to 2023;
- **gas consumption fell by 5.2%**, despite a colder winter, demonstrating improved system efficiency;
- the planned expansion of **photovoltaic systems will increase solar energy production by 17%**, raising the share of clean, self-generated electricity.

Through these integrated strategies — spanning urban regeneration, energy transition, and sustainable mobility — Università IULM continues to evolve as a forward-looking campus and a driver of sustainable urban transformation in Milan.

Research

Center for Culture and Science of Sustainability (CRCS)

The **Center for Culture and Science of Sustainability (CRCS)** was established in 2023 as part of Università IULM's participation in the EIT Culture & Creativity (EIT C&C) initiative — the EU institutional partnership for the Cultural and Creative Sectors and Industries (CCSI) within the Knowledge and Innovation Community (KIC) network.

The Center acts as a strategic hub for interdisciplinary international collaboration, connecting culture, innovation, and sustainability across academic and societal dimensions.

Its main objectives are to:

- **Promote innovative and internationally oriented education**, equipping students with advanced skills for a global cultural environment.
- **Support the design of new cultural products and services** addressing today's environmental and social sustainability challenges.
- **Recognize culture as a source of innovation and driver of growth**, enhancing its contribution to sustainable development.
- **Contribute to building a European creative and inclusive community**, supporting philanthropic projects that foster resilience and social cohesion.

In 2024, the CRCS has focused on promoting innovative teaching models within IULM's Museum of Communication (TAM TAM) and on developing four key interdisciplinary projects connecting culture, memory, environment, and innovation:

01. International Conference – “Europe and Its Elsewheres”

In a year marked by European elections, IULM hosted the international conference “Europe and Its Elsewheres,” exploring how Europe defines and redefines itself through encounters with other cultures and epistemologies.

The event — endorsed by the Italian Society for the Study of Contemporary History (SISSCO) — fostered interdisciplinary dialogue among historians, philosophers, communication scholars, and artists. The scientific committee included Professors Mauro Ceruti, Massimo De Giuseppe, Guido Formigoni, and Giovanna Rocca, reflecting IULM's commitment to cross-disciplinary approaches in understanding collective imaginaries and cultural identity.

02. Lecture – “The Time Machine: When Europe Began to Write the History of the World”

A public lecture by Professor Serge Gruzinski of the École des Hautes Études en Sciences Sociales (EHESS), Centre de Recherches sur les Mondes Américains (CERMA), examined how Europe's historical narratives shaped global perspectives and cultural memory. The event contributed to the Center's mission of fostering critical reflection on Europe's role in global cultural transformations.

03. “The Book of Shadows” – Documentary Project on Peace, Memory, and the Environment

In collaboration with the Italian University Network for Peace (RUNIPACE), CRCS provides scientific support for the production of the feature documentary “Il libro delle ombre” (The Book of Shadows), directed by Professor Giuseppe Carrieri.

The film focuses on the testimonies of hibakusha — survivors of the 1945 Hiroshima and Nagasaki bombings — intertwining themes of human rights, environmental justice, and collective memory.

The documentary, co-produced with Ritsumeikan University (Osaka) and Hiroshima University, will be broadcast on TV2000 in 2025, marking the 80th anniversary of the atomic era.

04. “Memory of the Earth” – Community Archaeology and Oral History in Peru

The Memory of the Earth project aims to create an oral history archive and documentary film based on IULM's archaeological mission in the Ancash region of northern Peru, coordinated by Carolina Orsini in collaboration with the Italian Ministry of Foreign Affairs and the Museum of Cultures of Milan.

Developed jointly by the CRCS, the Human Lab, and IULM MovieLab, this initiative integrates archaeology, anthropology, and media studies to preserve indigenous knowledge and cultural heritage while raising awareness of environmental and community sustainability.

Directed by IULM alumnae Francesca Trovato and Virna Beltrami, the project follows earlier works such as Yasmira: An Indigenous Path to Freedom and Los Puentes Colgantes, produced for the Italian-Latin American Organization (IILA).

Teaching

Università IULM is deeply **committed to integrating sustainability and the UN Sustainable Development Goals (SDGs) into all levels of teaching and learning**. The university ensures that sustainability education is meaningful, cross-disciplinary, and accessible to every student, fostering a culture of responsibility and global awareness. As a **signatory** of the UN-supported **Principles for Responsible Management Education (PRME)**, IULM aligns its academic mission with the UN 2030 Agenda, promoting the balance between economic growth, environmental protection, and social well-being. Each year, over 8,000 students engage with sustainability-related topics through academic programs, workshops, and research projects that emphasize ethical leadership and innovation for sustainable development.

Examples of **IULM's 2023/2024 courses** that directly address sustainability and the SDGs include:

Bachelor Degrees:

- **Fashion and Creative Industries - Interculturality, Sustainability, Inclusivity**: Examines sustainability and inclusion in the creative economy, exploring the ethical dimensions of production, representation, and diversity within fashion and cultural industries.
- **Tourism, Management and Culture - Territorial Marketing and Sustainability**: Introduces students to sustainable destination branding and the environmental impacts of tourism. Activities include the Smart Cities Laboratory, linking territorial identity, innovation, and ecosystem balance.

Master's Degrees:

- **Hospitality and Tourism Management (HTM)**
 - **Geography for Sustainable Tourism Development**: Focuses on sustainable regional planning, local development, and resilience through a multidisciplinary lens.
 - **Sustainable Destinations Management and Communication**: A full second-year specialization combining sustainability communication, regenerative tourism, and stakeholder management, in partnership with international universities and industry professionals.
- **Marketing, Consumption and Communication**
 - **Demografia e Sviluppo Sostenibile**: Provides statistical and socio-economic tools for analysing demographic transitions, inequality, and sustainability indicators.
 - **Corporate Social Responsibility and Sustainability**: Focuses on ESG reporting, ethical consumer behaviour, and responsible corporate communication.
- **Strategic Communication**
 - **Principles of CSR Communication**: Examines stakeholder engagement, corporate ethics, and sustainable brand reputation.
 - **Sustainability Communication**: A dedicated second-year track offering advanced competences in communicating sustainability, CSR, and ESG strategies for corporate and institutional contexts.

Projects & Initiatives

Sustainability Education and Awareness

- **IULM Sustainability Week 2024:** a series of IULM Flow Talk webinars on key sustainability topics, including the EU Green Deal, gamification for environmental education, ethical and transparent sustainability communication, and a dialogue with FAO on global food security. The initiative promoted cross-sector dialogue between institutions, academia, and professionals to strengthen collective climate awareness.

Research and Professional Development

- **The Professions of Sustainability:** Conducted by CECOMS and the International Corporate Communication Hub, the study analyzed over 3,000 LinkedIn job postings across 25 industries to identify the most requested sustainability and ESG communication skills, supporting new training strategies and curricula design.
- **False ESG: (In)Authentic Corporate Narratives:** A high-level debate hosted by IULM and FERPI on the EU ESG rating regulation, exploring how companies can ensure authenticity and avoid reputational risk from misleading environmental claims.
- **Sustainability / ESG Panel 2024:** Closing event of Prof. Federica Ricceri's course in Financial Communication & Investor Relations, featuring representatives from Borsa Italiana, Amplifon, Banor, and Interpump, focused on ESG transparency and sustainable finance practices.

Tourism and Climate Adaptation

- **Webinar: "Tourism and Climate — What Will Change?":** An interdisciplinary discussion on how climate change affects tourism, led by the Ministry for the Environment and IULM experts Prof. Anna Scuttari and Dr. Valeria Pecorelli, emphasizing mitigation and adaptation strategies for destinations.
- **DMO Transformation Research:** A nationwide study led by Prof. Manuela De Carlo, in collaboration with DataAppeal and Destinaction, assessing 96 regional and local Destination Management Organizations across 17 Italian regions on their sustainability maturity, following the GDS-Index model.
- **Overtourism and Cultural Heritage:** Prof. Marco Maggioli analyzed the environmental and social impacts of mass tourism on Italian cities, highlighting the need for education, policy regulation, and community awareness.

Civic Engagement and Climate Action

- **Milano Green Week Cleanup:** In collaboration with PlasticFree, IULM students and staff joined local residents in a large-scale cleanup in the Affori district, removing plastic waste and promoting civic responsibility and urban sustainability.

Academic publications

- On Industrial Policy: Back to Bananas
- Glaciers and Water bodies: Considerations and Emerging Prospects in Alpine Settings.
- Cooperations, mediations and conflicts between Italy and Switzerland in the Ticino River catchment basin: some geographical reflections.
- GEOGRAFIA E RISORSE IDRICHE NEL CONTESTO DELLA TRANSIZIONE ECOLOGICA E TECNOLOGICA: RIFLESSIONI INTRODUTTIVE
- PERCORSI DI RICERCA NEI TERRITORI ALPINI DELLE OLIMPIADI MILANO CORTINA: RISULTATI PRELIMINARI
- Are Young People Really Concerned about the Climate Change? Evidence from Italy
- Sustainability Communication in VR Learning Environments for Perceptual and Behavioral Change: Raising Awareness of Sustainable Travel Behavior
- Managing a Legitimacy Crisis: Airline Sensemaking in the Context of Flight Shame
- UN'ANALISI ECOLINGUISTICA DI SPILLOVER.
- L'EVOLUZIONE DELLE PANDEMIE DI DAVID QUAMMEN
- La riforma degli artt. 9 e 41 della Costituzione: quale impatto sull'assetto delle competenze in materia ambientale?

Students dissertations

- Sostenibilità e resilienza: strategie di adattamento del settore turistico maldiviano alle crisi
- Lusso e sostenibilità: il caso di studio dei resort e delle isole locali alle Maldive



IULM's Progress SDGs |2



**Good health
and well-being**



**Zero
Hunger**



**Responsible Production
and Consumption**



**Life
on Land**



**Affordable and
Clean Energy**



**Clean Water
and Sanitation**



**Life Below
Water**

#3

Good health and well-being

3 GOOD HEALTH
AND WELL-BEING

Università IULM upholds a comprehensive and proactive **commitment to health promotion, disease prevention, and overall well-being** as essential components of its academic mission. The University views **physical and mental health** as key enablers of learning, creativity, and personal growth, integrating them into its institutional culture through structured programs, research, and community partnerships.

Through a wide range of initiatives—such as free on-campus screenings, public health campaigns, and seminars on nutrition, stress management, and mental balance—IULM promotes awareness and prevention as the foundation of a healthy life. Dedicated services, including psychological counseling and the diversamente Office for students with disabilities and learning differences, ensure that **support is inclusive and accessible to all members of the community**.

Equally central is the **promotion of active lifestyles and sports**, with the creation of new recreational facilities, participation in citywide events like the Stramilano and Milano Marathon, and the opening of the **IULM Sport Hub** - a new space designed to encourage well-being, socialization, and inclusion through physical activity.

This integrated vision has earned **IULM the Healthy Campus Silver Certification** from the International University Sports Federation (FISU), recognizing its **commitment to building a campus where physical, psychological, and social well-being are cultivated daily**. Through these continuous efforts, Università IULM nurtures a vibrant academic community that values health as a cornerstone of sustainable personal and collective development.



Services & Initiatives

Physical health

Physical health and medical partnerships

Università IULM promotes **preventive health** through **partnerships with specialized medical centers**. Agreements with the Centro medico San Marco, the Auxological Institute, Humanitas, Eurosanità, IEO, dental services allow students and staff to access a wide range of medical, diagnostic, and therapeutic services at discounted rates, encouraging regular check-ups and preventive care.

Discounts and welfare benefits

In addition to healthcare partnerships, IULM provides **discounts and welfare benefits** for employees. These include **reduced-price access to medical services**, sports activities, and selected cultural events, reinforcing a shared culture of health, balance, and social sustainability within the university community.

Cancer prevention and medical screenings

Continuing its **collaboration with the Italian League for the Fight against Cancer (LILT)**, IULM offers **free breast and skin examinations** directly on campus. These initiatives, held annually, aim to raise awareness about early detection and provide accessible health monitoring for the university community.

Blood donation and civic health awareness

In **partnership with AVIS Milano** and the national initiative Transfusiasm, IULM organizes **regular blood donation campaigns** involving both Milan and Rome campuses. Students, faculty, and staff are invited to donate blood through mobile medical units stationed on campus, promoting social responsibility and community health engagement.

Nutrition and lifestyle education

The **IULM Food Academy**, under the scientific direction of Prof. Nicola Sorrentino, continues to **promote public education on healthy eating and lifestyle choices**. The 2024 workshop series “L’imbroglio alimentare: falsi miti, truffe, fake news” featured experts in nutrition, law, and neuroscience discussing food safety, misinformation, and consumer protection. Complementary events such as “Dieta, sport e peso: per una migliore qualità della vita” further emphasize the connection between nutrition, physical activity, and overall well-being.

Psychological health

Counseling and Psychological Support

Università IULM provides a **free psychological counseling service for students and staff**, offering confidential support to address personal, relational, and academic challenges. Sessions with university psychologists help individuals manage stress, anxiety, and motivation issues, while promoting emotional balance and self-awareness. The service operates both in-person and online to ensure accessibility for all members of the IULM community.

FlessibilMENTE Project

The “FlessibilMENTE” initiative continues to be a cornerstone of **IULM’s mental health strategy**. Focused on developing **psychological flexibility**, it helps students adapt to academic pressures, overcome performance anxiety, and prevent burnout. The project integrates mindfulness techniques, cognitive-behavioral strategies, and peer discussions to improve resilience, reduce absenteeism, and support academic persistence.

"Orienta-menti: Che impresa!" Workshop Series

In the “Orienta-menti” workshops, Professor Bustreo helped students design their academic paths by **defining achievable objectives, improving time management, and developing stress-coping strategies**. Interactive sessions and reflection exercises encouraged a healthy balance between learning, personal development, and well-being.

Seminars on Emotional Well-being and Academic Life

Throughout 2024, IULM hosted a rich calendar of **seminars dedicated to motivation, study methods, and stress management**, led by experts such as Dr. Stefano Bellantonio and Prof. Massimo Bustreo. Topics included managing expectations, understanding emotional triggers, improving study efficiency, and coping with exam anxiety.

Among the highlights:

- “Am I Enough? And If So, Why Do I Fear Failure?” — on self-esteem and fear of judgment;
- “Strategies for Studying, Exams and Anxiety” — practical tools for academic performance;
- “Graduation Without Stress” — guidance on thesis preparation and managing presentation anxiety;
- “Orienta-menti: Che Impresa!” — interactive workshops on time management and emotional awareness.

Through these activities, IULM promotes a holistic approach to psychological well-being, empowering students to build emotional intelligence, confidence, and balance throughout their university journey.

Sport at IULM

Università IULM recognizes the **transformative and educational power of sport** as a cornerstone of **personal growth and community well-being**. Beyond promoting physical fitness, sports cultivate discipline, teamwork, and resilience—values that align closely with IULM's holistic approach to education. The university's commitment extends beyond campus life, encouraging students and staff to embrace an active lifestyle as a pathway to health, inclusion, and sustainable living.

The **Sports Committee**, under the guidance of the **Rector's Proxy to Sports**, coordinates initiatives aimed at fostering a vibrant sports culture where participation and well-being go hand in hand.

IULM Sport Hub

IULM inaugurated the new **IULM Sport Hub**, which serves as a **dynamic space dedicated to well-being, inclusion, and community engagement**. Located on the ground floor of the Residence Santander, it offers areas for relaxation and social interaction, table football, and ping pong. The Hub represents a central meeting point for students and staff, promoting sport as a shared value and as a tool for both physical and mental balance. It also serves as the operational center for IULM's sports programs, events, and outreach activities, reinforcing the idea that sport is an everyday practice accessible to all.

IULM Fitness Center

The IULM Fitness Center serves as the **university's main training hub**, featuring a modern gym equipped for weightlifting, cardio workouts, and group exercise sessions. It also offers personalized training programs for students, faculty, and staff. Designed to promote sports as both a formative and social experience, the center plays a vital role in fostering physical well-being and community engagement within the IULM campus.

IULM Teams

Team sports are central to IULM's vision of building a strong, inclusive community. The university encourages students to join one of its official teams, which include:

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

These teams embody teamwork, leadership, and sportsmanship, reinforcing the unifying power of sport across the student body.

IULM pro-athletes

In accordance with the national "Support for the University Careers of High-Level Athletes" framework, IULM launched the IULM Pro-Athletes Program, specifically designed for **student-athletes**. Supervised by the Rector's Proxy to Sport, the initiative offers academic flexibility, tailored support services, and dedicated mentoring to help athletes balance training and studies. Through this program, IULM reaffirms its commitment to fostering both academic excellence and professional athletic achievement.

IULM partnership with CUS

Università IULM recognizes the formative and educational power of sport as a key component of students' personal and professional development. Through its ongoing **partnership with the University Sports Centre of Milan (CUS)**, IULM actively promotes student participation in both competitive and recreational sports.

Students can join **Milan's inter-university championships** in football, basketball, and volleyball, as well as take part in inclusive activities such as running events, IULM Snow Days, and beach volleyball tournaments. This collaboration not only fosters physical fitness but also strengthens teamwork, leadership, and community spirit among IULM students.

International University Sports Federation (FISU)

Founded in 1949, **the International University Sports Federation (FISU)** is the global body responsible for **promoting university sports** and organizing major international competitions, including the Summer and Winter Universiades and numerous World University Championships. One of its flagship initiatives, the FISU Healthy Campus Program, aims to enhance the physical, mental, and social well-being of university communities worldwide. Rooted in the World Health Organization's definition of health, the program promotes active lifestyles, balanced nutrition, and social responsibility across campuses.

By joining the **FISU Healthy Campus programme**, universities are assessed through internationally recognized indicators that benchmark their performance in areas such as:

- Physical activity and sport
- Nutrition
- Disease prevention
- Mental and social health
- Risk behavior reduction
- Sustainability and social responsibility
- Campus health management

In 2024, **Università IULM achieved the Silver Certification within the FISU Healthy Campus framework**, marking an important milestone in its commitment to promoting well-being and sustainability across its community.

News & Event

IULM at the Stramilano and Milano Marathon 2024

IULM took part in two of Milan's most popular running events — the Stramilano (24 March) and the Milano Marathon (7 April). Students, faculty, and staff joined together to represent the university in races and charity relays, supporting non-profit organizations. These events strengthened community bonds and encouraged a culture of movement, teamwork, and active citizenship.

New Course on Study Methods for Students with SLD

Organized by the DiversAMENTE Office, this practical course provided tools and strategies for students with Specific Learning Disorders (SLD) to manage their studies effectively. The workshop, held online in April, covered techniques for note-taking, time management, conceptual mapping, and exam preparation, helping participants enhance autonomy and confidence in their academic journey.

Two New Seminars on Work-Life Balance with LILT

In collaboration with the Italian League for the Fight against Cancer (LILT), IULM hosted two new seminars dedicated to work-life balance and mental health. Experts from the health and psychology sectors discussed strategies for maintaining equilibrium between study, career, and personal well-being, reinforcing the university's commitment to prevention and holistic health.

HPV and Flu Vaccination Campaign

Continuing its focus on disease prevention, IULM hosted an on-campus vaccination campaign offering free HPV and influenza vaccines to students and staff. The initiative, promoted in collaboration with local health authorities, aimed to increase awareness about immunization and encourage responsible health practices within the university community.

Davide Di Maria Wins Bronze at the Para Sailing World Championships

IULM student Davide Di Maria, enrolled in Corporate Communication and Public Relations, won the bronze medal in the Para Sailing World Championships (class 2.4mR) held in Kiel, Germany. His success highlights the university's support for student-athletes who pursue both academic and competitive excellence at the international level.

Maggie Pescetto: IULM Graduate and Kitefoil Rising Star

Alumna Maggie Pescetto, a graduate in Corporate Communication and Public Relations, represented Italy in the Kitefoil class at the Paris 2024 Olympic Games. In an interview with IULM, she shared insights on balancing rigorous training with her academic path, embodying the values of determination, focus, and balance promoted by the university.

IULM Snow Days

In collaboration with CUS Milano, IULM Sport organized for students the Snow Days: two days of skiing, snowboarding, and mountain recreation in Chiesa Valmalenco, fostering socialization and physical activity in a natural setting.

Teaching & Research

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.

Research Projects

- **Cultural Barriers and Andrological Prevention:** Presented at the "S3 – Salute Sessuale SIA" Conference in Milan (December 2024), this IULM research project—commissioned by the Italian Society of Andrology (SIA) and coordinated by Prof. Mauro Ferraresi—explored the cultural and psychological barriers that discourage young Italian men from engaging in preventive andrological care. The study revealed that 73% of participants had never undergone an andrological check-up, often relying instead on online information sources for medical advice, a phenomenon linked to "cyberchondria." The findings emphasize how entrenched cultural norms and gender stereotypes can inhibit health-seeking behavior, highlighting the need for targeted communication strategies and awareness campaigns to normalize medical prevention, promote sexual health education, and encourage men to adopt proactive attitudes toward well-being.
- **The Science of Pandemics: Past, Present and Evidence-Based Strategies for the Future:** Hosted at the IULM Rome Campus on 29 November 2024, this international workshop was organized in collaboration with the Horizon Europe EuCARE network and focused on lessons learned from the COVID-19 pandemic. The event presented results from the SCHOOLS study, addressing pandemic surveillance in educational settings, the use of the Lolli testing method, and the psychological impact of containment measures on children. Among the international experts were Sunetra Gupta (Oxford University), John Ioannidis (Stanford University), Sara Gandini (IEO Milano), and Tom Jefferson (Oxford Centre for Evidence-Based Medicine), with IULM's Prof. Andrea Miconi contributing research on health communication and public trust. The workshop promoted an open, evidence-based dialogue among researchers, policymakers, and educators, underscoring the importance of transparent scientific communication and preparedness strategies for future public health challenges.

Academic publications

- Empowering PET: harnessing deep learning for improved clinical insight
- «As the infection curve shows» Data-fetishism and reification of the medical discourse on Facebook during the Covid-19 epidemic
- Visual Storytelling Strategies for the Dino Buzzati Stories
- Lung sound disease detection using attention over pre-trained efficientnet architecture
- Exploring the Impact of Sports on social sustainability: an Italian case Exploring the
- Impact of Sports on social sustainability: an Italian case
- Empowering PET: harnessing deep learning for improved clinical insight
- Chi vince non sa cosa si perde. Agonismo, gioco, guerra.
- QUALCHE NOTA SUL GIOCO CONTEMPORANEO, OVERO: CHI VINCE NON SA COSA SI PERDE
- Bioelectrical Measurements of Lenses Effect During Esports Training Sessions: Could the Yellow Lenses Enhance Gaming Performance?
- The impact of the Covid-19 pandemic on young and elderly psychological well-being: the role of social and cultural participation. A cross-sectional exploratory study
- Dystopian Nostalgia. Oxymorons in Pandemic Television
- Effects of Individuals' Cultural Orientations and Trust in Government Health Communication Sources on Behavioral Intentions During a Pandemic: A Cross-Country Study
- Apocalypse, Hope, and Dystopia between Fiction and Society
- Stili comunicativi nella relazione medico-paziente: il contributo delle neuroscienze per individuare le best practices nei pazienti affetti da malattie croniche
- The role of drawing in digital art therapy for the treatment of eating disorders / Il ruolo del disegno nell'arteterapia digitale per la cura dei disturbi del comportamento alimentare.
- Die Vervielfältigung der Wirklichkeit. Immersive Technologien, virtuelle Realitäten und Träume in der Gegenwartskunst
- The emotional ambiguities of healthcare professionals' platform experiences
- Lung sound disease detection using attention over pre-trained efficientnet architecture
- Ergonomia del tempo: dalla pianificazione delle cure all'organizzazione dell'agenda
- Employee voice and innovative work behavior among healthcare employees
- Shifting Focus: From Global Semantics to Local Prominent Features in Swin-Transformer for Knee Osteoarthritis Severity Assessment
- Di chi è la "colpa"? Sull'attribuzione della responsabilità nella pandemia da Covid-19
- Benessere, Giovani e Territorio
- «Il reale è a più strati». Assenza e rovescio in Il gioco del rovescio di Antonio Tabucchi

Students' dissertations

- On the dangers of unethical pharmaceutical marketing practices: the case of Purdue Pharma and the Opioid Epidemic in the United States
- Da un'immagine corporea positiva a una fiducia consolidata: l'impatto delle iniziative di CSR sulla Brand Reputation
- Il benessere "olistico": l'evoluzione del settore del Wellness: il caso "Ellen Beauty Factory"
- Ridefinizione degli spazi di vendita nel settore della medicina rigenerativa: il caso Istituto Image

#2

Zero hunger



Università IULM is deeply **committed to addressing the global challenge of hunger** and promoting access to **healthy, sustainable, and equitable food systems**. Acknowledging the vital role that education, research, and communication play in **advancing food security**, the University leverages its interdisciplinary expertise to explore issues related to nutrition, sustainability, and food policy.

Through the work of the **IULM Food Academy**, research centers, and international collaborations, IULM fosters a culture of awareness on responsible consumption and the social impact of food production. Students and researchers are trained to understand the complex dynamics linking food, health, environment, and culture, while partnerships with organizations, NGOs, and institutions such as the **Food and Agriculture Organization (FAO)** help translate academic insight into practical action.

This holistic approach reflects Università IULM's enduring commitment to contributing to a world where everyone has access to sufficient, safe, and nutritious food—supporting global efforts to achieve Zero Hunger (SDG 2)

IULM catering service

Università IULM places the health and sustainability of its community at the core of its food services, offering a diverse **selection of nutritious, balanced, and eco-friendly meals**. The university recognizes that a healthy diet fuels both learning and well-being, providing students and staff with access to cafeterias and dining facilities that **prioritize local, organic, and seasonal ingredients**. This commitment promotes not only individual wellness but also environmental responsibility. IULM integrates education on conscious consumption into its broader sustainability efforts, encouraging mindful eating habits that reduce waste and support regional producers. Through these initiatives, the university fosters a culture of health, sustainability, and shared awareness.

Catering service at a reduced rate

IULM offers a subsidized catering service for all students, ensuring that those meeting specific income thresholds (as defined by university ISEE) can enjoy complete and balanced meals at a reduced cost. Each meal includes a main course, side dish, and bread, designed to meet standard nutritional needs.

Additionally, IULM has established a partnership with Citrus, which provides Italian, seasonal fruit to students and staff at discounted prices—promoting healthy eating habits and supporting sustainable agriculture.

IULM catering facilities

IULM FOOD ACADEMY

The IULM Food Academy is a non-profit association devoted to **promoting the culture of healthy and balanced nutrition**. Its educational initiatives focus on **food awareness, sustainability**, and the entire supply chain - from raw ingredients to consumer products. Through seminars, workshops, and conferences, the Academy educates students and the public on the importance of proper nutrition, lifestyle choices, and food history, reinforcing IULM's role as a hub for responsible and sustainable living.

Canteen & Bar

IULM's commitment to health and sustainability is further reflected in its partnership with the Compass Group, a leader in ethical and sustainable catering. Guided by the mission to "act responsibly within society, attentive to contemporary challenges and sustainability at every level," Compass ensures high-quality services that combine taste with environmental awareness. On campus, IULM offers a variety of flexible dining solutions to meet the diverse needs of students, staff, and visitors:

- **Our Food:** a dedicated area where students can enjoy their packed meals in comfort;
- **Food Truck:** offering fresh and quick meal options outdoors;
- **Restaurant:** providing balanced menus and daily specials;
- **IULM Café Bar:** a central meeting spot for snacks, coffee, and light meals;
- **Literary Café:** a relaxing space combining culture and refreshment;
- **Canteen & Bar:** the main dining facility serving complete, nutritious meals throughout the day.

Miami Ristoro

Università IULM has partnered with Miami Ristoro for the management of its **on-campus vending machines**, choosing a supplier distinguished by a **strong commitment to environmental and social sustainability**. Over the past seven years, Miami Ristoro has implemented a corporate strategy centered on responsibility and innovation, earning the **2021 Leader of Sustainability recognition from Il Sole 24 Ore**. The company offers a **wide range of healthy and inclusive products**, with options that are gluten-free, lactose-free, and vegan, ensuring that all dietary needs are met. Their selection also emphasizes **high-quality, responsibly sourced ingredients that promote both personal well-being and environmental care**. Coffee options include premium Lavazza blends and beverages from local roasters, supporting a short supply chain and reducing carbon impact. Through these choices, Miami Ristoro exemplifies how vending services can align with a sustainable lifestyle and contribute positively to campus life.

IULM educational outreach

IULM & Food and Agriculture Organization (FAO)

Università IULM maintains an active and growing **collaboration with the Food and Agriculture Organization of the United Nations (FAO)**, contributing to global discussions on **food security, sustainable agriculture, and responsible communication**. Through this partnership, IULM supports FAO's mission by fostering dialogue, producing educational content, and promoting awareness of key global challenges related to hunger and sustainability.

The cooperation focuses on areas such as:

- the future of food and food security,
- the creation of a FAO e-learning platform on sustainability and communication,
- the organization of specialized events and public dialogues connecting academia, institutions, and civil society.

FAO-IULM documentary “El Blanco”

This collaboration expanded with the launch of **“El Blanco”**, a **documentary project co-produced by IULM University and FAO**, directed by Giuseppe Carrieri. The film - premiereing at the World Food Forum 2025 at FAO headquarters in Rome - explores the balance between tradition, sustainability, and innovation in the preservation of local practices and natural resources, with a particular focus on Chilean communities. The teaser was presented during the celebrations for FAO's 80th anniversary and World Food Day 2025, as part of the plenary session “Hand in Hand for Better Foods and a Better Future”, attended by Pope Leo XIV and President Sergio Mattarella.

Through El Blanco, IULM reaffirms its role in **merging education, research, and cultural production** to support projects with tangible social and environmental impact on a global scale.

IULM Flow Talk #55 – “Addressing the Complex Challenges of Global Food Security” (in collaboration with FAO)

On April 24, 2024, Università IULM hosted a new edition of the IULM Flow Talks, featuring Mario Lubetkin, **Assistant Director General and FAO Regional Representative for Latin America and the Caribbean**. Moderated by the Rector's Proxy to Sustainability and Social Responsibility, the discussion explored the **complex challenges of global food security**, with a particular focus on the Brazilian Amazon and the social, economic, and climatic pressures affecting local communities. The event examined FAO's comprehensive strategies for malnutrition prevention, sustainable local food production, and economic diversification, highlighting the intersection between communication, policy, and sustainability education.

This initiative exemplifies IULM's ongoing commitment to advancing the public understanding of global food systems and to strengthening partnerships that connect academic research with real-world impact.

“L’imbroglio alimentare” – Workshop by IULM Food Academy

In early 2024, Università IULM launched the six-part workshop series “L’imbroglio alimentare: falsi miti, truffe, fake news”, curated by Prof. Nicola Sorrentino, Scientific Director of the IULM Food Academy. The initiative explored the intersection of nutrition, consumer awareness, and communication, addressing the widespread misinformation that shapes modern food culture.

Held between February and March 2024, the workshop brought together leading professionals and academics—including Daniela Minerva (La Repubblica), Prof. Luigi Bonizzi (University of Milan), Luigi Piscitelli (ATS Milano), Dr. Giovanni Seveso, and Prof. Vincenzo Russo (Behavior & Brain Lab, IULM)—to discuss critical topics such as food fraud, fake news, unhealthy diet trends, and the neuroscience of consumer choices.

The sessions provided participants with the tools to recognize manipulative marketing, understand food labeling, and make informed, science-based decisions about their diet. The final event, “Sicurezza alimentare e legislazione a tutela del consumatore”, focused on food law and consumer protection, highlighting the importance of regulation in ensuring transparency and public health.

Open to the public and free of charge, “L’imbroglio alimentare” exemplifies IULM’s mission to promote food literacy, critical thinking, and responsible consumption, empowering citizens to navigate today’s complex food landscape with knowledge and awareness.

Academic publications

- Deep Learning Techniques for Accurate Classification of Rice Diseases: A Comprehensive Study



#12

Responsible Consumption and Production

Università IULM is deeply committed to building a sustainable campus by **promoting responsible habits and environmental awareness** among students, faculty, and staff. The university's goal is to foster long-lasting, eco-conscious practices that create a culture of sustainability extending beyond the classroom.

IULM is an active member of the **Italian University Network for Sustainable Development (RUS)**, coordinated by CRUI – the Conference of Italian University Rectors, which facilitates collaboration and knowledge exchange among institutions dedicated to environmental and social responsibility.

IULM Sustainability Committee

The **IULM Sustainability Committee**, coordinated by the **Rector's Proxy to Sustainability and Social Responsibility**, plays a central role in **implementing and monitoring green initiatives across the campus**. The Committee focuses particularly on **Responsible Consumption and Production** (SDG 12), ensuring that sustainability principles guide every aspect of university life — from daily operations to teaching and community engagement.

Among the main actions promoted are:

- using reusable bottles and refilling them at the water dispensers installed across campus instead of buying plastic bottles;
- switching off lights when leaving a room to reduce energy waste;
- avoiding unnecessary water use and closing taps properly;
- separating waste correctly using the recycling bins located throughout the campus;
- requesting take-away containers for leftover food in the canteen rather than discarding it;
- printing only when strictly necessary;
- choosing public transportation to reach IULM, which is conveniently connected by metro, bus, and train.

Through these actions, the Sustainability Committee reinforces IULM's commitment to responsible behavior, environmental protection, and the continuous improvement of sustainability on campus.

IULM initiatives against food waste

Waste-friendly cooking

The Scientific Director of the IULM Food Academy - a medical expert in Food Science and Dietetics - emphasized how food waste can be transformed into a valuable resource to reduce environmental impact, identifying which leftovers can be safely and creatively reused. This principle is applied daily at the IULM Food Academy Bar, where unsold meals and snacks are made available after 4 PM at a 30% discount, helping to minimize waste while promoting conscious and sustainable consumption among students and staff.

IULM at Milano Green Week – Cleanup with PlasticFree

On September 28, 2024, Università IULM joined forces with the environmental association PlasticFree for a major cleanup initiative during Milano Green Week, reaffirming its commitment to sustainability and environmental protection.

Held in the Affori Centro area, the event invited students, staff, and citizens to take part in a collective effort to remove plastic waste and litter from urban spaces. The goal was to raise awareness of the environmental impact of single-use plastics and to encourage active participation in protecting local ecosystems.

Through this initiative, IULM promoted a culture of shared environmental responsibility, highlighting how small individual actions can collectively make a tangible difference. With over 250,000 volunteers already mobilized nationwide by PlasticFree - responsible for removing more than 4 million kilograms of plastic - the collaboration underscored IULM's dedication to reducing pollution, preserving biodiversity, and fostering sustainable lifestyles within the Milan community.



Academic publications

- Stakeholder Engagement and Triggers for Sustainable Development in Complex Fragile Ecosystems: Evidence from Alpine Trentino Region
- Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business
- WICKED PROBLEMS IN ALPINE TRANSPORT: A SUSTAINABILITY GOVERNANCE APPROACH
- Sustainability data distortions: the use of visual impression management techniques in corporate sustainability reporting
- Unlocking the power of strategic communication: a deep dive into industrial tourism and engaging company openings
- Natural or organic? How framing impacts choices of sustainable food and wine products
- US Museums: Digitization, Social Media Engagement, and Revenue Diversification in the Pandemic
- QR codes and Augmented Reality in retail stores to support a more sustainable consumption: A Neuromarketing perspective.
- B-Corp: un esame delle aziende alimentari Italiane attraverso
- Silk gardens in Accornero Scarves: to the Roots of Artification in Gucci's Brand Purpose
- Unsustainable Fashion: SHEIN and the Fast Fashion Consumption Model
- Wine perception: Un'analisi cross culturale sull'impatto del packaging e del tappo
- Corporate Guilt (Management)
- Review a Luca Rimoldi, Marta Scaglioni (a cura di), 2024, Antropologia dei rifiuti nelle Afriche del terzo millennio. Scarti, sfide, riconfigurazioni e opportunità, Milano, UTET Università
- Multimodal sensemaking and sensegiving processes of discursive threat appraisal in environmental crisis communication
- Beyond Goodwill: The Interplay of CSR Communication, Individual Beliefs, and Corporate Reputation
- Innovazioni digitali per un consumo sostenibile: il ruolo della realtà aumentata e del neuromarketing
- Metaverso ed E-commerce: Il contributo della Consumer Neuroscience nell'esplorazione dei comportamenti d'acquisto

Students' dissertations

- Marketing e Veganismo: analisi del lancio di prodotti vegani nel portfolio di aziende alimentari
- Analisi del ruolo di Tik Tok e di Instagram nella comunicazione della sostenibilità
- Less is more: il potere del minimalismo nella comunicazione pubblicitaria
- Visual merchandising ed esperienzialità nel settore gioielleria: il caso Cartier
- Dinamiche evolutive ed efficacia del product placement
- Shockvertising nella moda tra passato e presente: evoluzione, limiti e nuove frontiere nel panorama contemporaneo: analisi di casi
- The exploration of background music effects on consumers: a focus on wine consumption
- Corporate social responsibility in fast fashion: an empirical analysis
- L'impatto delle scelte cromatiche sulle tecniche di visual merchandising
- Trasparenza e tempestività comunicativa: il caso Batterygate di Apple
- Understanding the Intention-action gap: exploring factors that influence Green Consumption Behavior
- Bufera sul colosso del caffè: la comunicazione di crisi del brand Starbucks
- The relevance of transparency and sustainability in the fashion Industry: the OVS Group
- Vintage-To-Be: l'etichetta che certifica la longevità e il valore futuro dei capi di moda
- Oatly: come l'ironia ha trasformato le crisi in opportunità
- La pubblicità comparativa nel marketing moderno: analisi di alcuni casi
- Ambientalismo di facciata e sostenibilità nel settore moda e tessile-abbigliamento
- Il disallineamento tra comunicazione e azione nel campo della CSR: il caso NARS
- Armonia dell'innovazione sostenibile: gli ESG come driver della comunicazione nel caso APPLE
- Esplorare nuovi percorsi per un'esperienza di viaggio responsabile: il caso Friland
- Il branding per lo sviluppo sostenibile: il caso Taranto

#15

Life on land



Università IULM places the **protection of terrestrial ecosystems and biodiversity** at the heart of its sustainability mission. SDG 15 aligns closely with the university's long-term vision of environmental stewardship, promoting a **green campus** and cultivating future leaders who understand the deep connection between human behavior and the health of the planet's natural systems.

In pursuing this goal, the **IULM Sustainability Committee** works to expand environmental awareness through targeted initiatives and community engagement. At the same time, the **Rector's Proxy to Sustainability and Social Responsibility** leads projects that integrate sustainable practices across the university's operations, encouraging the entire academic community to act responsibly toward the environment and society.

Green areas at IULM

Università IULM is deeply committed to the **conservation and protection of ecosystems**, integrating sustainability into its urban campus design. The **university's green infrastructure** not only enhances the quality of life for its community but also contributes to biodiversity and ecological resilience within the surrounding urban environment.

Building on its sustainability strategy, IULM has expanded its managed green areas by taking charge of the new pedestrian zone on Via Carlo Bo and its adjacent **4,285 square meters of green spaces**, resulting in a 21% increase in cultivated and maintained greenery. These spaces are designed as open, accessible gardens that promote social interaction, environmental awareness, and urban well-being for students, residents, and visitors alike.

In addition to this, IULM has developed a network of **green oases** across its campus - tree-lined courtyards, shaded seating areas, and small ecological zones that provide habitats for pollinators and local fauna. These micro-ecosystems play a vital role in **supporting urban biodiversity**, mitigating the heat-island effect, and fostering a direct connection between the university community and nature.

Through these initiatives, IULM demonstrates how an academic campus can function as a living laboratory of sustainability, harmonizing education, research, and environmental stewardship to preserve biodiversity and promote a greener, more inclusive urban landscape.

Research projects

Sounding Images – Screening Sounds (SISS)

The Sounding Images – Screening Sounds (SISS) project, coordinated by Prof. Stefano Lombardi Vallauri, aligns with SDG 15 (Life on Land) through its innovative integration of art, technology, and environmental awareness. Funded by the European Union – NextGenerationEU (PNRR) and the Italian Ministry of University and Research, the project promotes the **valorization of Italy's natural and cultural heritage** using new audiovisual languages. Developed in partnership with the Conservatorio “F. A. Bonporti” of Trento and Riva del Garda (lead institution), the Conservatorio “T. Schipa” of Lecce, IULM University, and the Istituto Europeo di Design (IED) of Milan, SISS seeks to foster sustainability and creativity across disciplines.

Through laser-scanned mappings of Italian landscapes, interactive sound installations, and cine-musical performances inspired by hidden gems of Italian cinema, the project explores how sound and image can raise awareness about the beauty and fragility of terrestrial ecosystems. By promoting artistic works that reinterpret natural environments and human-nature interactions, SISS contributes to the preservation and dissemination of Italy's environmental heritage, emphasizing art's role in sustainable education and cultural resilience.

Urban Creativity, Colonial Heritage, and Heritage Policies in West Africa

This research project reflects the goals of SDG 15 by addressing **the relationship between cultural heritage, land use, and sustainable urban development** in West Africa. Conducted in Cape Verde and Senegal, the project examines how creative practices can foster the protection and reinterpretation of cultural and environmental heritage in postcolonial urban contexts.

Field studies in Mindelo (Cape Verde) explore how urban creativity is linked to the preservation of local landscapes and the transmission of traditional knowledge shaped by centuries of cultural exchange and migration. In Dakar (Senegal), the research analyzes the transformation of the urban and cultural environment following the creation of the Musée des Civilisations Noires, investigating its impact on heritage conservation, ecological awareness, and community identity.

By combining anthropology, geography, and the performing arts, the project promotes a sustainable and inclusive approach to heritage management, supporting communities in transforming colonial sites into living cultural ecosystems. Through its emphasis on local agency, memory, and environmental stewardship, the initiative contributes to safeguarding both cultural and natural heritage as integral components of sustainable development.

CESTOur

Università IULM is a key partner in the Erasmus+ project “Centers of Excellence in **Sustainable Tourism** to Boost Economic Development and Enhance University-Business Cooperation in Southern Asia (CESTour)”. The initiative aims to strengthen the link between academia and industry in India, Nepal, and Sri Lanka, **promoting sustainability as a core value in tourism education and practice**. CESTour focuses on fostering responsible tourism models, supporting the transition to greener economies, and equipping future professionals with the skills needed to drive sustainable growth. Through training programs and collaborative research, the project enhances teaching quality, improves employability, and encourages innovation in the tourism sector.

URBiNAT

Led by Università IULM, the URBiNAT **project focuses on revitalizing urban peripheries** and protecting terrestrial ecosystems **through Nature-Based Solutions (NBS)**. Operating across several European and international cities, the initiative reimagines social housing areas as inclusive, sustainable environments that promote community well-being. Central to the project is the creation of “Healthy Corridors”, co-designed with local residents to improve social interaction, mobility, and quality of life. URBiNAT’s holistic approach combines environmental regeneration with social innovation, supported by an observatory dedicated to monitoring impacts and advancing research on sustainable urban living and ecosystem preservation.

Study programs

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.

Academic publications

- Stakeholder Engagement and Triggers for Sustainable Development in Complex Fragile Ecosystems: Evidence from Alpine Trentino Region
- GEOGRAFIA E RISORSE IDRICHE NEL CONTESTO DELLA TRANSIZIONE ECOLOGICA E TECNOLOGICA: RIFLESSIONI INTRODUTTIVE
- Internal crisis communication and COVID-19: Heading towards a new future?
- Discourse Analysis and the Environment: Ecolinguistic Perspectives

#7



Affordable and clean energy

In line with Goal 7 of the United Nations Sustainable Development Goals, Università IULM is strongly committed to **promoting clean and affordable energy** through a series of strategic initiatives that **enhance energy efficiency across its facilities**, achieving significant **reductions in consumption**. This dedication is reflected in the university's investment in **innovative technologies, renewable energy systems, and sustainable infrastructure**, which together advance IULM's **long-term vision of a low-impact, energy-efficient campus**.

Beyond implementation, IULM has emerged as a center of innovation and research in the field of renewable energy, engaging students, academics, and experts in projects that explore cleaner and smarter energy solutions. By fostering innovation and investing in sustainable infrastructure, the university demonstrates its **leadership in building a greener future**. Its goal is not only to meet energy standards but to inspire a culture of responsibility and efficiency, setting an example for institutions worldwide.

The **IULM Sustainability Committee** oversees the planning and execution of all awareness campaigns and initiatives related to energy efficiency, ensuring that sustainable practices are actively promoted and embedded across the university community.

Energy Saving

The university's comprehensive sustainability strategy has yielded tangible results in **energy efficiency** across all facilities:

- In 2024, total **electricity consumption decreased by 9.5%** compared to 2023;
- **Gas consumption was reduced by 5.2%**, despite a colder winter — evidence of improved thermal insulation and energy management;
- The planned expansion of photovoltaic systems across additional campus buildings is expected to **increase solar energy production by 17%**, boosting the share of clean, self-produced electricity in the overall energy mix.

These achievements reflect IULM's ongoing commitment to optimizing energy performance and reducing carbon emissions through technological innovation, monitoring systems, and responsible infrastructure design.

Sustainable Campus Initiatives

Cascina Moncucco: Heritage Meets Energy Efficiency

Cascina Moncucco, a seventeenth-century farmhouse in Milan, has become a benchmark for sustainable architecture and **energy-efficient restoration**. Once abandoned, the site was transformed in 2017 by Università IULM, with the support of public and institutional partners, into a **LEED Silver-certified** residence housing 100 students and serving as a cultural and educational hub.

The renovation project was designed with a strong focus on **energy conservation** and environmental responsibility. Upgraded insulation systems, efficient lighting, and advanced heating and cooling technologies significantly **reduced the building's energy footprint**. Complementary measures for water efficiency, including low-flow fixtures and a 90 m³ rainwater collection tank, support irrigation and reduce potable water consumption.

Cascina Moncucco stands today as a model of how historic heritage can align with modern sustainability, combining cultural preservation with low-impact infrastructure to create a green, energy-efficient space that enhances both community life and environmental stewardship.

Sustainable Mobility and Electric Transport

Università IULM actively promotes **sustainable and low-emission mobility** as part of its broader environmental policy. Through **targeted agreements and mobility incentives**, the university facilitates responsible commuting options for students and staff:

- ENI Enjoy partnership: IULM students and employees benefit from discounted car-sharing services, encouraging shared and electric mobility over private car use;
- Zig Zag collaboration: special rates for electric scooter sharing, supporting flexible, zero-emission urban transport;
- Trenitalia agreement: reduced fares for train travel, promoting rail transport as a sustainable alternative to road travel.

These initiatives form part of IULM's Sustainable Mobility Plan, aimed at reducing the environmental impact of commuting and creating a car-free, pedestrian-friendly campus. Through the integration of green transport solutions and energy efficiency programs, IULM continues to lead by example in building a more sustainable urban future.

Academic publications

- Exploring destination sustainable development strategies: Triggers and levels of maturity
- Measuring Digital Sustainability Paying Attention to the Economic, Social, and Environmental Dimensions: A European Perspective
- A Proposal for the Sustainable Enhancement of the Cultural and Social Heritage of the Alps: The Project "La Montagna al Femminile"
- Do You Dare to Speak Up at Work? A Study on Organizational Conditions Enabling or Discouraging Employee Voice
- Cultural tourism experiences and children with disabilities: are Italian museums ready?
- Bridging the science-policy gap in sustainable tourism: evidence from a multiple case study analysis of UNWTO INSTO sustainable tourism observatories

#6

Clean water and sanitation



In today's world, awareness of the urgent need for **responsible water management** has never been greater. Water is far more than a natural resource — it is the **planet's essential lifeline, sustaining ecosystems, supporting human health, and shaping the balance of life on Earth.**

In response to this global challenge, Università IULM plays an active role in **promoting sustainable water practices across its campus and community.** Guided by the Rector's Proxy to Sustainability and Social Responsibility, the **IULM Sustainability Committee** leads initiatives that embody a culture of conservation, encouraging mindful and efficient water use in daily operations.

This committee serves as a driving force in **promoting the responsible use and preservation of water,** ensuring that every drop is valued and managed wisely. Its mission extends beyond efficiency — it also supports the principle that **access to clean, safe water is a universal human right,** advocating for fair and sustainable water solutions that protect both people and the planet.



Responsible water consumption

Cascina Moncucco

Cascina Moncucco, a 17th-century farmhouse in Milan, stands as a **model of sustainable heritage restoration** where historical preservation and environmental innovation coexist. Revitalized by Università IULM in 2017, with the support of public institutions, the site has been transformed into a **LEED Silver-certified** student residence housing 100 young people and serving as a cultural hub for the city.

At the heart of the renovation lies a strong **commitment to water conservation** and sustainable resource management. The building is equipped with **low-flow fixtures** and **water-saving devices** that have achieved a **50% reduction in potable water consumption** compared to traditional buildings. A sophisticated **rainwater harvesting system**, featuring a 90-cubic-meter collection tank, further enhances sustainability by storing and reusing rainwater for the irrigation of surrounding green areas, thereby minimizing reliance on the municipal water supply.

This holistic approach to restoration not only preserved Cascina Moncucco's architectural heritage but also significantly improved its environmental performance, reducing both water waste and operational impact. Today, the residence exemplifies how historic sites can embody the principles of SDG 6 (Clean Water and Sanitation) — integrating culture, sustainability, and innovation to create a greener and more resilient urban future.

IULM initiatives

As part of its comprehensive sustainability strategy and in alignment with the United Nations 2030 Agenda, Università IULM has implemented concrete actions to **promote responsible water management** and reduce environmental impact across its campus. In 2025, IULM launched a major initiative to renew and **upgrade its water dispensers with new microfiltration columns**, ensuring free access to high-quality natural water for all students, faculty, and staff. This initiative supports several Sustainable Development Goals by:

- Promoting hydration and well-being among the university community (SDG 3 – Good Health and Well-being);
- Providing free access to clean, filtered water for everyone (SDG 6 – Clean Water and Sanitation);
- Encouraging the use of reusable bottles and the reduction of single-use plastics, fostering a circular economy approach (SDG 12 – Responsible Consumption and Production);
- Lowering indirect environmental impacts, such as plastic waste generation and transportation emissions (SDG 13 – Climate Action).

Through this initiative, IULM not only improves the health and comfort of its community but also promotes collective responsibility toward **sustainable water use**. The university invites all members to contribute to change with small, impactful gestures — such as carrying a refillable IULM water bottle — reinforcing the idea that sustainability begins with everyday actions.

Academic publications

- Glaciers and Water bodies: Considerations and Emerging Prospects in Alpine Settings.

#14

Life below water



Università IULM is strongly devoted to the **protection and enhancement of marine and aquatic ecosystems** through an integrated strategy that unites education, research, and public engagement. The university acknowledges the oceans' vital role in regulating the climate, supporting biodiversity, and sustaining life on Earth. IULM's mission includes **developing innovative projects, strengthening international partnerships, and advancing sustainable practices** that contribute to ocean literacy and environmental preservation.

Through these initiatives, Università IULM seeks to **raise collective awareness** about the significance of marine conservation and **inspire new generations of environmentally responsible citizens**, committed to protecting the planet's water resources and ecosystems.

IULM commitment

In alignment with the **United Nations Decade of Ocean Science for Sustainable Development (2021–2030)**, IULM adheres to the goals of the Decade of Ocean Science Manifesto, the global framework encouraging collaboration among governments, academia, industry, and civil society to promote a renewed and informed relationship with the ocean.

IULM's contribution focuses primarily on education and cultural dissemination, including:

- hosting IULM Flow Talks, conferences, and summer schools dedicated to ocean and sustainability literacy;
- organizing events to educate on the oceans' essential role in human and environmental well-being;
- involving students in workshops, exhibitions, and campaigns related to the Decade of the Sea.

Furthermore, the **IULM Sustainability Committee** coordinates and supports all university initiatives aimed at expanding public understanding of marine sustainability, emphasizing the central role of oceans in the future of the planet.

IULM & One Ocean Foundation – Communicating Sustainability and Protecting Marine Ecosystems

Università IULM collaborates with the One Ocean Foundation to promote awareness, research, and education on the **protection of marine ecosystems and the sustainable use of ocean resources**. This partnership reflects IULM's commitment to advancing the principles of the **blue economy** through strategic communication, education, and corporate engagement.

The collaboration focuses on how organizations can **integrate environmental responsibility and ocean preservation** into their business strategies, highlighting the importance of transparent sustainability communication and non-financial reporting as tools to drive behavioral change. In joint initiatives such as the IULM Flow Talk *"Sustainability and Communication: the experience of One Ocean Foundation"*, experts including the Operations Director of the Foundation, and Prof. Stefania Romenti, the Rector's Proxy to Sustainability and Social Responsibility, have explored how effective communication can bridge the gap between science, policy, and corporate practice.

Through this ongoing cooperation, IULM and One Ocean Foundation aim to inspire future professionals and communicators to take an active role in marine conservation, fostering a culture where sustainability and the protection of life below water are recognized as essential components of both ethical leadership and long-term business success.

Students dissertations

- Inquinamento marittimo da pneumatici e sostenibilità ambientale: dal caos Osborne Reef alle ricerche di Apila Group
- Analisi della biodiversità marina nelle Isole Cayman attraverso uno studio comparativo della letteratura scientifica e dei documenti governativi





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