

Projekt Zrównoważone wielowymiarowe treści medialne – „SUMED”

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Summary of the SUMED Project at the University of Gdańsk

As part of the 10th International Media–Business–Culture. Pomerania 2025 Conference at the University of Gdańsk, a panel was held to summarize the SUMED – Sustainable Multidimensional Media Contents project. The meeting provided an opportunity to present papers focused on the integration of sustainable development goals in the media environment and to share experiences and good practices from the project’s implementation. The event gathered representatives of all partner universities: the University of Malta (UM), the University of Gdańsk (UG), Turku University of Applied Sciences (Turku UAS), the Polytechnic University of Valencia (UPV), and the project leader – Innocamp.pl, as well as conference participants.

Media–Business–Culture is an international academic conference organized biennially by the Institute of Media, Journalism and Social Communication at the University of Gdańsk. It brings together dozens of scholars and practitioners from Polish and foreign research institutions, as well as representatives of business, media organizations, and cultural institutions. It is one of the most important meetings of theorists and practitioners and a forum for exchanging views on ethical, technological, cultural, and market processes related to social communication and media. The 10th anniversary edition focused on inclusivity in media and communication—an area aligned with the objectives of the SUMED project, which served as both a partner and co-organizer of the event.

The special panel dedicated to media and sustainable development was titled “Media and Sustainable Development – Challenges and Future Competences.” **Dr hab. Sylwia Mrozowska, Professor of the University of Gdańsk and Director of the Centre for Sustainable Development at UG (Poland),**

delivered a presentation titled “Sustainable Development as a Civilizational Challenge. Are Universities Prepared for It?” and proposed theses for discussion on the implementation of sustainable development goals in higher education institutions.

Milla Järvipetäjä from Turku University of Applied Sciences (Finland) shared Finnish experiences, explaining how Finland became a leader in embedding sustainable development goals into various areas of social and economic life. “Sustainable Development in Journalism and Media Studies Curricula: Experiences from the SUMED Project” was the topic presented by **Professor Ġorġ Mallia and Dr Monika Masłowska from the University of Malta**. **Dr Julio González Liendo from the Polytechnic University of Valencia** (Spain) discussed sustainable communication through the lens of museum communication practices. **Aleksander Anikowski from the Experiment Science Centre in Gdynia, a member of the SUMED project team**, presented methods for promoting sustainability issues in the media. **Dr Adam Jagiełło-Rusiłowski from Innocamp.pl**, the project leader, who participated online, delivered a presentation titled “Empowering Journalists for a Sustainable Future.” **Dr Beata Czechowska-Derkacz**, who moderated the panel, and **Dr Dominik Chomik from the University of Gdańsk** discussed pilot courses conducted at UG as part of the SUMED project. The discussion also featured **Zofia Przybysz, MA, a graduate of Journalism and Social Communication at the University of Gdańsk** and participant in the project’s pilot classes, who spoke about sustainable development from the perspective of the young generation.

The youth perspective and the role of sustainable development were also addressed by **Dr Dorota Dyksik from the University of Wrocław**, a participant in Media–Business–Culture 2025. Strategies for corporate communication based on sustainable development goals—using the example of the Poznań International Fair and the Poznań Congress Center—were presented by **Anna Paczos, MA, from Adam Mickiewicz University in Poznań**, who also took part in the project panel during the conference.

At the end of the session, participants joined a workshop titled “Nonviolent Communication: How to Talk About Sustainable Development?” led by **Dr Agata Rudnik from the Institute of Psychology at the University of Gdańsk**.

Members of the SUMED project teams from partner universities—the University of Gdańsk, University of Malta, Turku University of Applied Sciences, and Polytechnic University of Valencia—shared their experiences and good practices developed over the three-year collaboration. They unanimously agreed that the project’s value lies not only in its completed objectives but also in the teamwork, exchange of experiences, and mutual support in integrating sustainable development themes into media education.

The panel concluded with a project team meeting, during which the implementation of project goals and the three years of cooperation were summarized. The meeting was led **by Dr Magdalena Jagiełło-Rusiłowska and Julia Solorz, representatives of the project leader, Innocamp.pl**. Other participants included team members **Anna Kietrys-Tusk from the University of Gdańsk and Kaisa Adair from Turku University of Applied Sciences**.

It is worth noting that the final summary of the SUMED project took place at the University of Gdańsk—the same institution where the project’s inauguration was announced three years earlier, on 23–24 January 2023.

Project Information

The project SUMED – Sustainable Multidimensional Media Contents is implemented under the Erasmus+ Programme (Priority: Cooperation Partnerships in Higher Education). It began on 1 November 2022 and will conclude on 31 October 2025. The partner institutions are: the University of Gdańsk (Poland), Turku University of Applied Sciences (Finland), Universitat Politècnica de València (Spain), and the University of Malta (Malta). The project leader is INNOCAMP.PL (Poland).

The project focuses on improving teachers’ and students’ skills in the context of the rapidly changing media and technological environment by introducing innovative teaching methods and compiling a catalogue of good practices. Its main objective is to promote sustainable development, technology, and digital solutions in higher education through courses and workshops for teachers and students, as well as to create a shared educational environment (including new syllabi and pilot courses) for educators from the four European partner universities.

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