



**H.F.R.I.**  
Hellenic Foundation for  
Research & Innovation

**Description of the funded research project**  
**1st Call for H.F.R.I. Research Projects to Support Faculty**  
**Members & Researchers and Procure High-Value**  
**Research Equipment**

**Title of the research project: Communication and Journalism for Sustainable Development: Greece as case study**

Principal Investigator: **Antonis Skamnakis**

Reader-friendly title: C4SD GRows

Scientific Area: Social Sciences

Institution and Country: Greece

**Host Institution:** Aristotle University of Thessaloniki, Faculty of Economic and Political Sciences, School of Journalism and Mass Communications

Collaborating Institution(s):

1. Cyprus University of Technology
2. University of Leicester, UK

**Project webpage  
(if applicable):**



**Budget: 162,030.00 €**

Duration: 24 Months

## Research Project Synopsis

This research proposal places Communication and Journalism for Development, a cutting-edge scientific area, at the centre of scientific discussion and empirical research. It aims to set the context for promoting the role of sustainable development in Greece through an innovative and participatory theoretical and empirical approach focusing on communication and journalism. The current deterioration of economic, social and environmental problems automatically reveals the need for a change in the way we perceive growth. The theoretical contribution of C4SD Grows is that it offers an alternative perspective for Development (society / environment), in which the involvement of those at the center of change and the mediators of this message is central.

The originality of the research project is related to (a) the selection of the case study in Greece, as most of the research so far has focused mainly on countries of the Southern World, but also feed each other originality of the research project is related to (a) the selection of the case study in Greece, as most of the research so far has focused mainly on countries of the Southern World, but also feed each other. Therefore, C4SD Grows aspires to be the first study to approach sustainable development, in the light of the Development Communication, in the volatile social environment that emerges after a period of prolonged economic crisis in a European country.

## Project originality

Communication for Development and Social Change (CDSC) or else, Communication for Development (ComDev) is a field of academic and applied research that concerns 'the process of intervening in a systematic or strategic manner with either media or education for the purpose of positive social change'. The process of CDSC involves the utilization of a range of communication tools and media to achieve social change and sustainable development (McPhail 2009, σ. 3; Quarry & Ramírez, 2009; Waisbord, 2015; Servaes & Lie, 2015; Servaes et al., 2012). The current exacerbation of economic, social and environmental problems automatically reveals the need for change in the way we perceive development.

The theoretical contribution of C4SD Grows is that it offers an alternative perspective to issues of Development (society/environment) where developmental issues that concern society and the environment are incorporated into the fabric of society/culture and communication/journalism. The research objective is original since there is a dearth of studies that explore Communication for Development (ComDev) in Greece.

Furthermore, empirical research in the field has mostly focused on countries in the Global South, despite the fact that, development is no longer reserved for 'developing countries', especially following the impact of the economic crisis and politics of austerity in Western Europe (Ngomba, 2013).

Therefore, C4SD Grows aspires to be the first study approaching sustainable development through the prism of ComDev within the unstable social environment and during a period of extended economic crisis in a western country.

## Expected results & Research Project Impact

C4SD Grows prioritizes environmental issues as an integral part of sustainable development, and is seeking the way to best manage these issues with the contribution of traditional and new communication tools. The project aims to emphasize how issues relating to development and social/environmental change are communicated, and to strengthen the view that Development Communication and Journalism is a scientific field that can also serve local communities and their developmental prospects. Furthermore, it takes account of the fact that the field of Communication and Journalism in Greece is facing a serious crisis, with major effects on the quality of media outputs. This crisis in the broader sphere of Communication, which is due to a number of internal and external factors to be analyzed at a later stage, may be addressed through the research. As such, C4SD Grows also aims to support the education, capacity building, training and lifelong learning of Communication and Journalism professionals, with emphasis placed on those working in the peripheral regions of the country.

It is noteworthy that, from its inception, this study is methodologically informed by and will be implemented through a bottom-up and participatory approach, including both journalists and the local community (Participatory Action Research). It will also provide an interactive workshop and participatory space for the training of journalists. Furthermore, the creation of an open-access online hub (e-hub) for the exchange of views on Development Communication will create a public space and a community for the actors and stakeholders in Development Communication that can inform future research, educational and professional initiatives.

## The importance of this funding

The funding of our scientific research, by EL.ID.EK. is crucial for the introduction of a new scientific field of social research in Greece, that of Communication for Development.

This support makes possible to implement specific participatory methodological tools which form the basis for theoretical models, while at the same time opening the way for us to give our research the necessary outreach.

What is more, and most importantly of all, it gives young scientists the opportunity to take their first research steps, to tray resistance and broadening the horizons of their knowledge.

In the end, this funding is for us the "passport" to enter the world of empirical research safely on a topic that touches on the challenges of the future, but as its practical applications are about strengthening civil society, without options however, commercially (revenue generation), it would be difficult to complete` otherwise.



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