



## SUSTAINABLE COMMUNICATION – COMMUNICATIVE SUSTAINABILITY

*11<sup>th</sup> Interdisciplinary Symposium of the Research Network  
European Cultures in Business and Corporate Communication*

## NACHHALTIGE KOMMUNIKATION – KOMMUNIKATIVE NACHHALTIGKEIT

*11. interdisziplinäres Symposium der Forschungskoooperation  
Europäische Kulturen in der Wirtschaftskommunikation*

NOVEMBER 10-12, 2011

## Programme

*Organized by  
Cultural Research Unit, Centre for Corporate Communication  
& Knowledge Communication Research Group  
Aarhus University,  
Business and Social Sciences  
Denmark*

## **EUCO** European Cultures in Business and Corporate Communication

European Cultures in Business and Corporate Communication (EUCO) is a research network of language and communication scholars from Denmark, Germany, Finland, the Netherlands and Switzerland. All participating scholars share an interest in intercultural promotional and business communication. Each year an interdisciplinary symposium on varying aspects of business and corporate communication is held within the frame of this research network. This year, the 11<sup>th</sup> international conference, organised by the Department of Business Communication, Aarhus University, Business and Social Sciences, Denmark, will take place on 10–12 November, 2011. The theme of this conference is Sustainable Communication – Communicative Sustainability.

# WELCOME TO EUCO 2011

- the 11<sup>th</sup> Interdisciplinary Symposium of the Research Network  
European Cultures in Business and Corporate Communication

**CULTURAL RESEARCH UNIT, CENTRE FOR CORPORATE COMMUNICATION, KNOWLEDGE COMMUNICATION RESEARCH GROUP, DEPARTMENT OF BUSINESS COMMUNICATION, BUSINESS AND SOCIAL SCIENCES, AARHUS UNIVERSITY**

We are delighted to welcome you to the 11<sup>th</sup> Interdisciplinary EUCO Symposium on Sustainable Communication – Communicative Sustainability.

Enjoy the conference and your stay in Denmark.

## Conference Chairs



**MARTIN NIELSEN**  
*Associate Professor, PhD  
Centre for Corporate  
Communication &  
Cultural Research Unit*



**IRIS RITTENHOFER**  
*Associate Professor, PhD  
Head of Cultural Research  
Unit*



**IRENE POLLACH**  
*Associate Professor, PhD  
Centre for Corporate  
Communication*



**MARIANNE G. DITLEVSEN**  
*Associate Professor, PhD  
Centre for Corporate  
Communication*



**SOPHIE ESMANN  
ANDERSEN**  
*Associate Professor, PhD  
Centre for Corporate  
Communication*

# GENERAL INFORMATION

## CONFERENCE

### Conference venue

Aarhus University, Business and Social Sciences (BSS) is situated at Fuglesangs Allé on the corner of Vestre Ringgade and Viborgvej. The main entrance is via Fuglesangs Allé 4, 25 minutes walk from the city centre.

The conference takes place at:

**Aarhus University, Business and Social Sciences (BSS)**  
**Fuglesangs Allé 26, 8210 Aarhus V**  
**Building R (see map of campus on page 8)**

### Registration desk

Please register and collect your conference folder Thursday 10 November 2011 from 12.00-13.00 at the secretariat in the Executive Lounge (see page 8).

### Name badges

All participants will receive a name badge which must be worn during all sessions.

### Session rooms

Opening and closing sessions and Thursday's keynote session will be held in lecture hall R2. All other sessions except the workshop on Friday (R221) will be held in the Executive Lounge.

### Presentations

Each presentation is expected to last **30 minutes including 10 minutes for discussion**. Please bring your Powerpoint presentation on a USB memory stick or cd. Please make sure to load the presentation to the pc in the relevant session room well in advance of your talk. An assistant will be available to assist you with the loading, if you need help, and check that your presentation runs correctly.

### Audio visual equipment

All presenters should use only venue facilities. All session rooms are equipped with a laptop computer running MS-Office PowerPoint 2007 (operated in Windows XP) equipped with compact disk reader (cd & dvd) and USB drive, a smart pointer and mouse, a screen, and a beamer/projector. If you prepare your presentation on an Apple computer, make sure to open it on a pc before going to the conference.

### Conference secretariat

The secretariat is located in the Executive Lounge. It is open every day from 8.00-18.00. If you need help with anything, please contact one of the assistants there.

### Letter of attendance

We will be happy to provide you with a general Letter of Attendance if you need it. Your individual letter can be obtained by contacting the secretariat.

### Lunch

Lunch (buffet incl. beverages) is served in the cafeteria located in the R building.

# GENERAL INFORMATION

## CONFERENCE

<b>Breaks</b>	Morning and afternoon coffee/tea/refreshments will be served in the Executive Lounge area (the couch room at the end of the hall).
<b>Internet access</b>	Internet access will be available in the conference secretariat every day during conference hours.
<b>Programme changes</b>	Last-minute changes to this programme due to cancellations etc. will be posted on the door of the relevant session room.
<b>No smoking policy</b>	The conference has a no smoking policy. We kindly ask smokers to use the outside smoking areas.
<b>ATM/Cash machine</b>	If you are in need of cash (Danish kroner), there is an ATM in the A building. The ATM is located in the basement at the end of the stairs.

## SOCIAL ARRANGEMENTS AND ADDRESSES

<b>Social arrangements</b>	<p>6:00 PM. 10 November: Reception, Executive Lounge.</p> <p>7:00 PM 11 November: Conference dinner at <b>Brasserie Ferdinand, Aaboulevard 28</b>, 8000 Aarhus C (map of location can be obtained at the secretariat). Please note that this dinner is not included in the conference fee.</p>
<b>Accommodation</b>	<p>All participants (except those who have arranged their own accommodation) are booked into one of the following two hotels:</p> <p>BW Hotel Ritz Banegårdspladsen 12 Aarhus C Tel.: +45 8613 4444 E-mail: mail@hotelritz.dk</p> <p>Hotel Cab Inn Kannikegade 14 Aarhus C Tel.: +45 8675 7000 E-mail: aarhus@cabinn.com</p>

# GENERAL INFORMATION

## SOCIAL ARRANGEMENTS AND ADDRESSES – CONTINUED

### Accommodation

Payment directly to the hotel upon departure. All room prices include VAT, service charges and breakfast.

## LOCAL TRANSPORT

### City busses

Aarhus has a well-established public bus system. You enter at the rear of the bus. Busses no. 3A and 19 will take you to BSS. 3A departs from in front of the main railway station and 19 departs from Park Allé, which is around the corner from the station. The bus ride to the BSS takes approx. 10-12 minutes.

The destination on the busses must be the following:

- Line 3A – Tilst
- Line 19 – Tilst Vest; Munkevejen

BSS is situated on Fuglesangs Allé at the corner of Vestre Ringgade and Viborgvej. The main entrance is via Fuglesangs Allé 4 – 20 minutes walk from the city centre.

You can purchase a multi-ride bus ticket at the Tourist Centre next to the railway station. The card is valid for 10 busrides.

### Taxis

Taxis are metered and most credit cards are generally accepted. Tax and tips are included in the meter price.

- Aarhus Taxi: Tel.: (+45) 8948 4848

### Trains

Regular train services consist of 20 daily departures between Copenhagen and Aarhus. Among these are a number of direct routes between Copenhagen Airport (Kastrup) and Aarhus railway station. The journey takes approx. 4 hours.

# GENERAL INFORMATION

## BUSSES TO/FROM THE AIRPORT

### Aarhus Airport (Tirstrup)

The airport bus stops in front of the railway station, which is within walking distance from the hotels in the city centre.

### Billund Airport

The airport bus stops at the Radisson Blue Hotel, Margrethepladsen 1, 8000 C.

The secretariat can supply you with timetables of both destinations.

## LIABILITY AND INSURANCE

### Liability and insurance

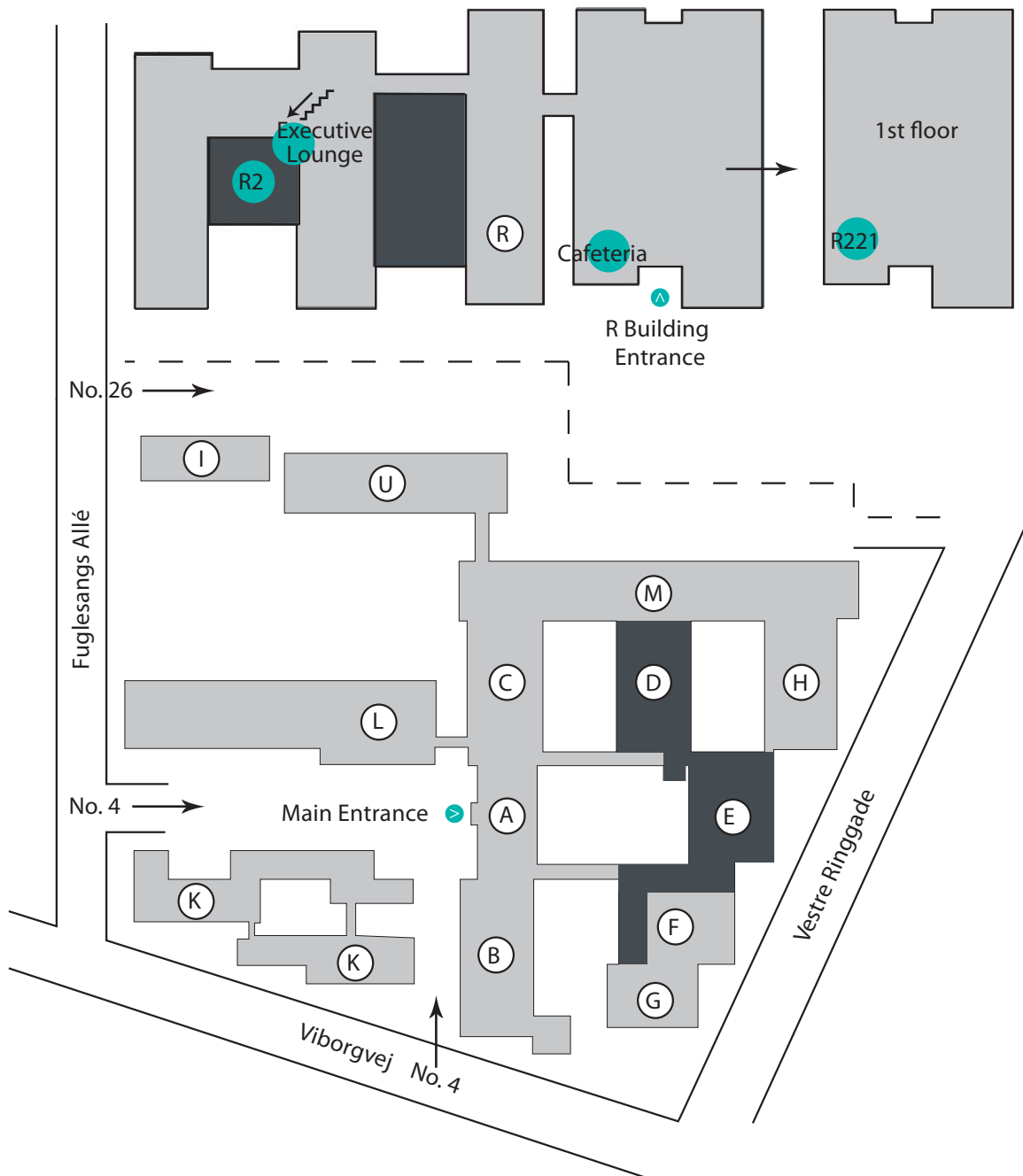
The organisers take no responsibility for injury or damage involving persons or property during the conference. Participants are advised to take out their own personal insurance.

## PROGRAMME CHANGES

### Programme changes

Whilst every attempt will be made to adhere to this programme, the organisers reserve the right to amend or cancel any part of it should circumstances dictate.

# MAP OF BSS



**Conference venue**  
Aarhus University  
Business and Social Sciences  
Fuglesangs Allé 26  
8210 Aarhus V

**Session rooms**  
R2  
Executive Lounge (situated  
one floor below R2)  
R221 (1st floor)

**Conference secretariat**  
Executive Lounge



# CONFERENCE PARTICIPANTS

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# PROGRAMME

THURSDAY 10 NOVEMBER 2011

12.00 – 13.00, Executive Lounge	Registration
13.00 – 13.15, R2	<b>EUCO Organising Committee:</b> Opening Session
13.15 – 14.15, R2	<b>Keynote Speaker Greger Henriksson, Centre for Sustainable Communications, KTH:</b> Communications for Environmental Sustainability – with the Example of Video and Phone Replacing Travel
14.15 – 14.30, Executive Lounge	Coffee break
14.30 – 15.00, R2	<b>Markus Nickl, Doctima GmbH:</b> Sustainability all around – Technical Writing or how Sustainable is Your Documentation?
15.00 – 15.30, R2	<b>Anne Grethe Julius Pedersen, Aalborg University:</b> Emotionalisierung der Nachhaltigkeitskommunikation – eine empirisch-kontrastive Studie verbaler und visueller Emotionalisierungsstrategien in der Online-Nachhaltigkeitskommunikation deutscher und dänischer Pharmaunternehmen
15.30 – 16.00, R2	<b>Claudia Böttger, Europäische Fernhochschule Hamburg:</b> The Applicability of an Ecolinguistic Approach to Multilingual Texts on Sustainability
16.00 – 16.30, Executive Lounge	Coffee break
16.30 – 17.00, R2	<b>Nina Janich, TU Darmstadt:</b> Der Klimadiskurs und sein Niederschlag in der Werbung
17.00 – 17.30, R2	<b>Inga Schlichting, Universität Hamburg:</b> Strategic Framing of Climate Change by Industry Actors
17.30 – 18.00, R2	<b>Jan Engberg, Aarhus University:</b> Dynamics of Environmental Communication Across Time and Space in the Context of Climate Change Conferences Lunch break - Buffet in the R-building canteen
18.00, Executive Lounge	<b>Reception</b> (drinks, snacks and sandwiches)

FRIDAY 11 NOVEMBER 2011

9.00 – 10.00, R2	<b>Keynote Speaker Martin Thim, World Perfect:</b> Sustainable Marketing
10.00 – 10.30, R2	<b>Anja Janoschka, Hochschule Luzern:</b> Nachhaltige Marketing-Kommunikation in der Strombranche? Eine Frage der Verständlichkeit!
10.30 – 11.00, R2	<b>Anneli Rothkegel, Universität des Saarlandes:</b> Diskurs(themen)analyse als Kriterium nachhaltiger Kommunikation
11.00 – 11.30, Executive Lounge	Coffee break

# PROGRAMME

## FRIDAY 11 NOVEMBER 2011 – CONTINUED

11.30 – 12.00, R2

**VIA SKYPE /Sabria David, Slow Media Institut:** Slow media, mediale Nachhaltigkeit und Slow Communication

12.00 – 12.30, R2

**Constance Kampf, Aarhus University:** Turning CSR on It's Head: CarrotMob.org Using Social Media to Entice Local Businesses to Reduce Their Ecological Footprint in the US and EU

12.30 – 13.00, R2

**Lolita Stāsāne, University of Latvia:** Reputation as a Sustainable Asset of Media Companies

**WORKSHOP**  
11.30 – 13.00, R221

**Armin Poggendorf, Hochschule Fulda:** Workshop: Angewandte Teamdynamik schafft Nachhaltigkeit in der Teamarbeit

13.00 – 14.30, Cafeteria, R-build.

Lunch

14.30 - 15.00, **Cancelled**

**Aase Voldgaard Larsen, Aalborg University:** Wie bewerten Fluggäste den Klimaeinsatz und die Klimakommunikation von Fluggesellschaften? - eine empirische Studie der Haltungen deutscher und dänischer Flugreisenden

14.30 – 15.00, R2

**Rogier Crijns, Radboud University Nijmegen:** Wechselnde und konsistente Selbstreferentialität in der Markenpräsentation: Strategien in Wort und Bild in Geschäftsberichten von deutschen und niederländischen Energieanbietern (2000-2010)

15.00 - 15.30, R2

**Christoph Marx, Universität Regensburg:** Integration von Heterogenität als Resource organisationalen Lernens

15.30 – 16.00, Executive Lounge

Coffee break

16.00 – 16.30, R2

**Markus Stumpf, Fachhochschule Salzburg & Manfred Brandstätter, MBA Institut für Management, Salzburg:** Nachhaltige Kommunikation innerhalb und/oder außerhalb der Projektorganisation

19.00

**Conference dinner,** Brasserie Ferdinand, Aaboulevard 28, 8000 Aarhus C

## SATURDAY 12 NOVEMBER 2011

9.00 – 9.30, R2

**Florian Siems, RWTH Aachen,** w/Dirk Moosmayer, RWTH Aachen, Brian Rüeger & Frank Hannich Zürcher, Hochschule für Angewandte Wissenschaften: Nachhaltigkeit der Kundenbeziehung in B2B-Beziehungen: Die Rolle der Kommunikation im CRM. Theorie und empirische Ergebnisse

9.30 – 10.00, R2

**Ushma Chauhan Jacobsen, Aarhus University:** Messianic Communication and Knowledge Asymmetries

10.00 – 10.30, R2

**June Edverson, Edverson Consulting/Norwegian School of Management:** The 'Tragedy of the Commons' & Sustainability 'Red Threads' in the Language of International Law & Human Rights

# PROGRAMME

SATURDAY 12 NOVEMBER 2011 – CONTINUED

10.30 – 11.00, Executive Lounge	Coffee break
11.00 – 12.00, R2	<b>Iris Rittenhofer, Marianne Grove Ditlevsen, Irene Pollach, Sophie Esmann Andersen &amp; Martin Nielsen, Aarhus University:</b> Panel Discussion: Is Sustainability Sustainable?
12.00 – 12.30, R2	<b>EUCO Organising Committees 2011 + 2012:</b> Closing session
12.30 – 13.30, Cafeteria, R-Build.	Lunch and goodbye

