

Survey

By Aashka Patel

The survey was conducted over two months, between the last week of January and the first week of March. Most of the organisations selected were student-led, fee-levy groups listed under the Concordia Student Union. The survey was sent to the designated communications contact listed on each organisation's website or social media. In the email, it was clearly requested that the invitation be forwarded to all working members of the organisation.

Additionally, the Office of Sustainability and SHIFT were selected for their campus-wide and broader visions for sustainability. These organisations publicly listed their team members and contact details, so all members received direct invitations to participate.

Due to the nature of distribution and ethical considerations, it is difficult to determine the exact number of individuals who received the survey. Based on estimations, around 50 to 55 people were contacted, and 13 responded within the survey period.

Participants had the option to remain anonymous. Out of the 13 responses, 8 participants chose anonymity. The survey consisted of 12 questions—11 of which were open-ended and aimed at exploring participants' understandings of sustainability, their personal motivations, and their views on sustainability-related communication.

Survey Questions

- 1. Please describe your job role and how it relates to sustainability on campus?*
- 2. What is the role of sustainability in your life?*
- 3. What does sustainability mean to you? Answer in one sentence.*
- 4. What are the easiest sustainability practices you want the public to know?*
- 5. Do you consider sustainability a scientific or social problem? Please support your answer with a short explanation.*
- 6. What are your thoughts on green consumerism?*
- 7. What do you think is the role of the media in green consumerism?*

8. *Do you consume any journalism about sustainability? Yes or No*

9. *If you answered yes to the previous question, what type/genre of journalism do you consume about sustainability?*

- *Long or short form Documentary*
- *Tradition News*
- *Social Media Journalism*
- *Other*

10. *Is there one thing about sustainability you wish the journalism communicated rigorously ?*

11. *In your opinion, are there any changes needed in sustainability related communication in order for it to bring in the social transformation?*

12. *In your opinion, what should be the role of the media in creating a sustainable future?*

Methodology:

Data analysis followed Braun and Clarke's (2006) reflexive thematic analysis, which emphasizes identifying recurring patterns within qualitative data. This approach was chosen for its accessibility and theoretical flexibility, making it well-suited for examining the complex and interdisciplinary nature of sustainability communication. Using their six-phase process, I first familiarized myself with the survey responses—reading them multiple times despite my prior experience in Concordia's sustainability community—to gain deeper insight into participants' language patterns, recurring ideas, and concerns.

I then generated initial codes manually, highlighting both surface-level and underlying meanings related to sustainability, communication, empowerment, barriers, and gaps. These codes were grouped into broader categories, from critiques of green consumerism to calls for systemic responsibility, local relevance, representation of marginalized voices, and solution-based journalism. Reviewing and refining the themes ensured they were distinct, well-supported, and aligned with my research questions. Finally, I defined and named the themes so they could be translated into actionable insights, which directly informed the structure, framing, tone, and inclusivity of the Guide for Sustainable Journalism (see Appendix 2).

Key finding:

Responses to Q1 were excluded from publication to protect identities. They were used solely to verify whether the participant was affiliated with Concordia's sustainability community. Full, anonymized responses are attached at the end of this document.

A few key themes emerged: While many participants recognized sustainability as both a scientific and social issue, most leaned toward it being a primarily social challenge. For instance, Sheena Swirlz shared, *"Social problem. Apathy and convenience drive citizens to make poor decisions. Communities could mobilize on every level to create ecological systems if they were informed, empowered and networked."*

Each participant defined sustainability differently, influenced by their personal and professional experiences. Participant D described it as *"aligning our social and institutional systems to value human and non-human life, so that everyone in our generation and those to come are able to access what they need to live joyfully."* This definition aligned more with a socialist interpretation of the Brundtland definition of sustainable development. Another respondent, Participant B, said, *"Sustainability is living responsibly, in harmony with the rest of the non-human world."* Similarly, Manon described it as *"making choices that empower, not harm, vulnerable communities and wildlife in our ever-developing, human-centric world."* These perspectives highlight a shared belief that the planet's resources are not solely for human use, but should be equally available to all living systems.

When asked about easy, accessible sustainability practices, participants frequently mentioned reducing food waste, adopting plant-based diets, reusing items, and shopping second-hand. While not always easy or accessible for everyone, collective action and systemic change were also seen as vital for building a sustainable future.

Participants generally viewed green consumerism as a step in the right direction but also voiced concerns about its limitations. Duha Elmradi noted, *"I think it is a good alternative for sure. But I think that it is still consumerism, and unless we tackle the problem of*

capitalism, which consumerism is an inherent part of, green consumerism can be inadequate. Sometimes, it is also inaccessible to many people.”

Regarding the media's role in green consumerism, participants agreed that while journalism may not be directly responsible for greenwashing, it often fails to critically examine the sustainability claims of products and services. Participant F noted, *“Ads are the primary vehicle through which greenwashing occurs. Social media platforms house influencers who perpetuate the popularization of 'natural', 'organic' lifestyles through consumption of specific products. Journalism may or may not question the sustainability claims of 'green' companies.”* Meanwhile, Participant D commented, *“[Media’s role is] to convince us all that we need to keep buying more things, when we do not.”*

All participants agreed that journalism must evolve to support a sustainable future. Many stressed the need for a shift in narrative—moving away from individual responsibility and toward actionable, collective, and systemic solutions. Sheena Swirlz emphasized, *“Many sustainability messages focus on raising awareness, but awareness alone doesn’t always lead to action. Communication should emphasize tangible actions that individuals and communities can take.”* She also highlighted the importance of crafting culturally relevant, non-judgmental, and accessible messaging: *“People engage more when they see themselves reflected in sustainability stories.”* This aligns with findings from scholars in sustainability communication (Brüggemann, 2017; Das et al., 2009; Fischer et al., 2022; Spradlin & Givens, 2022).

All respondents consumed some form of sustainability-related journalism. One participant reported listening to podcasts, while two others mentioned reading magazines and following nonprofit, independent media sources. A chart summarizing these responses is provided below.

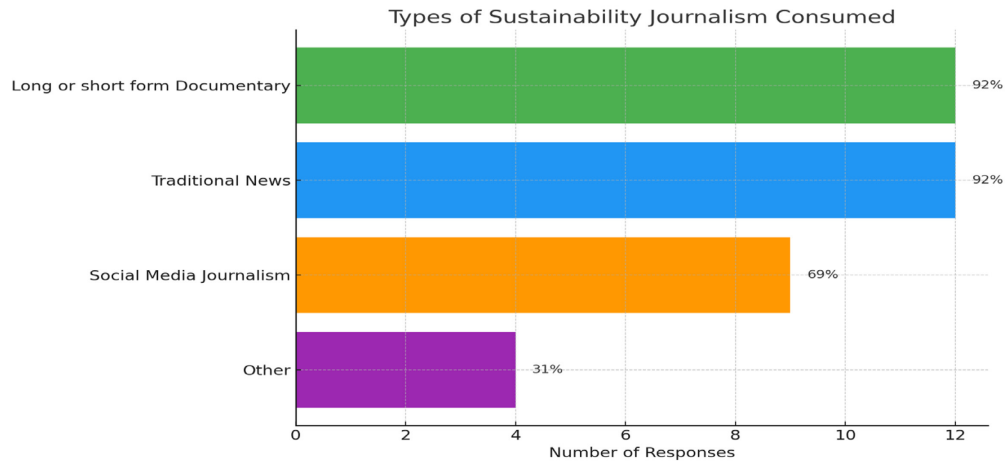


Figure A - Source: Qultratics - Graph showing the percentage of people using different form of media

Refined and Reviewed Key Themes

1. Critical Change in Media Narrative of Sustainability

- Critique of green consumerism
- Critique of shifting the media narrative from individual responsibility to systemic issues
- Underreporting of the root causes of unsustainable systems and practices
- Reframing sustainability as a social issue rather than solely a scientific one

2. Inclusive and Community-Led Storytelling for Sustainable Change

- The need for representation of marginalized and diverse voices in media
- The need for representation of locally relevant, solution-oriented initiatives
- The need for collective action for sustainable change

3. Unlearning, Learning, and Relearning for a Sustainable Future

- The need to educate the public about non-human life and the ecological impacts of current systems for a sustainable transition
- The need to educate the public on unlearning unsustainable practices and equip them with the skills to adapt to sustainable practices

4. Need for Systemic Change and a Shift in Power

- The need to move away from extractive and exploitative systems for a sustainable future
- The need to amplify the voices of those most affected by unsustainable systems
- The need to involve the public in making sustainable transitions

5. Accountability and Impact in Reporting

- The need to encourage journalists to report on the environmental and social impacts of products, current systems, and services

Data From the Survey

Questions relavent to the study												
Participant Name	Q2. What is the role of sustainability in your life?	Q3. What does sustainability mean to you? Answer in one sentence.	Q4. What are the easiest sustainability practices you want the public to know?	Q5. Do you consider sustainability a scientific or social problem? Please support your answer with a short explanation.	Q6. What are your thoughts on Green Consumerism?	Q7. What do you think is the role of the media in green consumerism?	Q8. Do you consume any Journalism about sustainability?	Q9. If you answered yes to the previous question, what type/genre of journalism do you consume about sustainability?	Q10. Is there one thing about sustainability you wish the journalism communicated rigorously?	Q11. In your opinion, are there any changes needed in sustainability related communication in order for it to bring in the social transformation?	Q12. In your opinion what should be the role of media in creating a sustainable future.	Q13. Would you like to add any additional comments?
Participant H	I try my best to have a sustainable lifestyle, it's important to me! I very rarely buy new clothing, and often thrift my clothes instead. I try to buy locally grown and organic food when I'm able to. I use public transit, Commuonaut, and use electric Bixis in the summer. I also garden organically!	Sustainability to me means using what I already have, eliminating waste, supporting anti-capitalist initiatives and gardening organically.	Reducing food waste is easier than you might think! Sometimes it just requires being creative and researching a few recipes. Freezing your food/meals is also a great habit to get into - having an extra meal prepared in advance is always a nice surprise during a busy week!	From my perspective, sustainability is a systemic and social problem. The capitalist system relies on the unending extraction of resources, which is degrading our environment. I believe socially we need to shift from being a capitalist-driven society in order to create a sustainable present & future.	I think it's great that consumers now have more sustainable options to choose from. I think one of the areas where it gets tricky is when companies such as Loblaws profit off of "eco-friendly" products. Food monopolies like Loblaws are the furthest thing away from being sustainable!	I think the media's role is to share current initiatives (both locally and globally) that promote sustainability/sustainable practices from an unbiased perspective.	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	I wish that journalism reported on local sustainable initiatives more.	I don't have a strong opinion on this. Possibly related- I believe that we need to shift from putting the responsibility solely on the individual to practice sustainability. The fossil fuel industry, and billionaires should be pressured. A shift towards sustainable energy and wealth sharing/taxation	In order to create a sustainable future, the media should cover environmental injustices/coverage of the climate crisis more broadly and frankly.	Thank you for conducting this survey :)
Participant G	In a holistic sense, it's integral. In terms of small personal actions that do not push for systemic change, it's medium important.	A movement that has been hijacked by corporate interests/capitalism and involves a lot of greenwashing but that ought to be the basis for our existence.	Land back to indigenous community stewardship	A social and scientific problem in that the mainstream scientific community doesn't center the voices of those on the frontlines of environmental protection. A social problem because it involves the rich causing environmental degradation that the poor pay for with their quality of life and lives.	It's not effective	They make environmental degradation and sustainability seem like an individual solution that is not the responsibility of the greatest polluters and the wealthiest.	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	Land Back is the only way we can truly protect our earth	Empowering the reader to know that they can make change collectively	Integral	
Participant F	Sustainability, in a holistic sense, is an important value and pursuit of mine. I endeavor to undertake personal behaviors to minimize my carbon and ecological footprint. I also donate, sign petitions, email my MPs, and join public demonstrations related to sustainability and social justice.	Sustainability is the state of our economies, societies, and environments when they are thriving, equitable, and just.	Reduce meat consumption and eliminate red meat consumption; Shop second-hand; Email or phone your MPs on important issues that you care about.	It is both. The physical nature of the sustainability crisis involves many scientific disciplines. However, I would argue that the causes of and solutions to the sustainability crisis are largely social in nature.	While it is possible to make more sustainable purchasing choices, greenwashing is common. As well, we can't plan seriously for sustainability without recognizing the harm caused by consumerism itself and shifting to a more circular economy.	Ads are the primary vehicle through which greenwashing occurs. Social media platforms house influencers who perpetuate the popularization of "natural", "organic" lifestyles through consumption of specific products. Journalism may or may not question the sustainability claims of "green" companies.	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	The extent to which our current systems, governments, and common practices are / are not advancing meaningful sustainability.	Recognizing that centrism or two-sided journalism is not objectivity or neutrality if it belies the facts. Freedom of the press unhindered by political or business interests. Fact-checking. Connecting negative economic, societal, and environmental events with the scientific consensus around climate	We desperately need reputable media that reports based on facts, highlights the impacts for everyday people of the sustainability and climate crises, shines light on successful interventions, and remains critical of unproven/untested technocentric solutions	
Participant E	It is a core part of my day to day understanding and actions. That is to say, it informs and directs my work, community organizing and personal spaces.	Sustainability is a concept and practice about our relations to the various aspects of social, economic and environmental justice, particularly, how they connect one another and form a basis to challenge the exploitation and extraction of resources, people and the places they live in	Mutual aid and community organizing	I consider it to be both. However, given the abundance of scientific knowledge on the subject, I lean towards there being more social obstacles to overcome. From my perspective, there exists a gap between the science and the realities people face on the ground, particularly marginalized communities	It largely depends on who and where this is applied to. If we are talking broadly, I would argue it does not have much impact since consumer decisions are relative to the larger systems such as governments and corporations. If the source of the problem is not changed, I'm uncertain of its affects	Media can play a key role to understand how capitalism and colonialism factor into the impact (as opposed to the image) of green consumerism. They can also very easily support forms of sustainability that have been co-opted or marketed to trick/persuade groups of peoples for them to seem sustainable	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	That sustainability is not solely about economic or environmental aspects of our lives but rather that it is the relation between them and our societies (and their complex histories of capitalism, colonialism and imperialism).	Absolutely there is. Today there is far too much media and communication related to supporting corporations and governments. Too often it overlooks the larger socio-economic factors that can bring change to only foster the image powerful actors want to convey. It needs to	Telling the stories of people, particularly marginalized social groups, at the forefront of these struggles. The immense amount of work and resources that go into challenging profit and power that are driven by groups of people needs a lot more coverage to show what sustainability is really about	No

	Questions relavent to the study											
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Participant D	It impacts all facets of my life as I navigate using the materials I have access to for their full lifetime, eating well, and trying to be an engaged citizen in a just society	Sustainability means aligning our social and institutional systems to value human and non-human life, so that everyone in our generation and those to come are able to access what they need to live joyfully	Reuse before you buy new things, research where you are buying from, and actually get involved in your municipal government to support change	I see it as primarily a social problem and as a symptom of the ideologies of colonialism. When we only value certain types of life, we do not care about what we take too much of from others, whether they're human or land.	Green consumerism is a strategy for reducing the harm of our currently unsustainable habits, but it is not a true solution for sustainability i.e. we use less plastic, but we don't dismantle a damaging global industry of consumerism.	To convince us all that we need to keep buying more things, when we do not	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	How people away from the issue are impacted, too many people see it as an "over there" problem. For example, how does cheaply made shoes from plastic impact the person purchasing it	I think sustainability related communication needs to tackle the selfishness and how uninformed most people are. They need to understand the roots of who makes these bad decisions, how does it impact them, and how do we change it.	Media needs to promote solutions, as well as who is responsible for the problem.	
Participant C	Sustainability is important in my life, I make personal choices to limit the impact that I have on the environment, like living at walking distance from work, like choosing quality over quantity, minimizing consumption of goods participating in circular economy, recycling, reusing, repairing, etc.	It's a responsible way of using resources and energy so that the planet earth remains a healthy living environment for future generations.	Living in a 15 min walk district, eat local and untransformed food, as much as possible, use active or public transportation modes, 3 Rs (repair, recycle, reuse), buy second hand (market place), limit long distance travels, enjoy outdoor activities with limited impact on the environment.	I would say it's a social problem, because the human activities and the policies have an impact on the environment, however the observation of the environment, measuring the impact of our activities and projecting the evolution according to different assumptions or models are scientific challenges.	I think this is a step in the right direction, I find more products that are designed or packaged with this objective and I appreciate that.	The media isn't promoting this enough. There is a lot of green washing and false interest in sustainability. For example, there is so much more advertisement and marketing for the car industry with the wrong message, like suggesting that we need bigger vehicles to have access to nature!	Yes	- Long / short form documentary - Traditional News - Others	Talk more about all the little steps that are positive, encourage the progress in Sustainability at the different levels (government, organizations, individual), inform on regulatory changes, policies, new initiatives, etc.	Yes, consumers need to be clearly informed of the environmental impact of the products that they purchase or activities that they do.	Yes, the Media and Marketing should be more critical and present the sustainable value systematically, according to ethical and scientific terms.	No other comments. Thank you.
Participant B	It is central. My work is where I get to enact change to improve environmental conditions. The rest of my life is mostly about enjoying nature and learning from it.	Sustainability is living responsibly, in harmony with the rest of the non-human world.	We are not separate from nature, we are a part of it.	It is both. Science helps us to learn about how the world works, and find solutions to help course correct. The social side is accepting what we have learned and taking action.	I think green consumerism is still consumerism. Yes, I believe it is better to select products that do less harm to the environment. But less harm is not, no harm. And I have concerns that green consumerism is still contributing to environmental damage by allow over consumption of resources.	I don't really think about it	Yes	- Long / short form documentary - Traditional News - Social Media Journalism - Others	It would be nice if all reporting included an analysis of the environmental impacts of the topic / product etc.	There needs to be more focus on "meeting people where they are at". I find that much of the media around sustainability is very value laden, which can shame people for not participating rather than encourage adoption of more sustainable practices etc.	The media should be helping people to make the best choices to protect the environment for their ability	
Participant A	It's pretty much my job - see above. (referring to their job at Concordia university)	Living as well as we can today so as to minimize negative impacts on the present and future natural world as much as possible.	Honestly, a big, easy one is to eat lower down on the food chain and focus on local as much as possible. This doesn't have to mean going completely vegan or vegetarian, necessarily; any reduction helps.	Both,... I think we have a lot [scientific] of the answers so it is more of a social problem at this point. Resources are limited, constant growth is impossible and yet our current socio-economic system is based on growth.	Every bit helps but the first R is reduction, then re-use. "Green" products can also be less accessible because of the free market system (less demand so higher prices) and it can be difficult to judge whether they are really better. Certification programs can help but also favour the rich.	Media can do the work of certification programs (provide reliable information about how "green" and conventional products compare in terms of impact) without the added expense that can make certification inaccessible to small, local business and the less privileged; help people make informed choices.	Yes	- Long / short form documentary - Traditional News	The growth model is fundamentally unsustainable. There are no easy fixes beyond reducing consumption, for example.	Should focus on mainstreaming social economy and reduced consumption in light of the above.	We need honest, unbiased (to the extent possible), courageous reporting on the above, reporting that includes solutions. I don't know how this fits into our growth economy though.	Good luck with this study!

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Participant Name	Q2. What is the role of sustainability in your life?	Q3. What does sustainability mean to you? Answer in one sentence.	Q4. What are the easiest sustainability practices you want the public to know?	Q5. Do you consider sustainability a scientific or social problem? Please support your answer with a short explanation.	Q6. What are your thoughts on Green Consumerism?	Q7. What do you think is the role of the media in green consumerism?	Q8. Do you consume any Journalism about sustainability?	Q9. If you answered yes to the previous question, what type/genre of journalism do you consume about sustainability?	Q10. Is there one thing about sustainability you wish the journalism communicated rigorously?	Q11. In your opinion, are there any changes needed in sustainability related communication in order for it to bring in the social transformation?	Q12. In your opinion what should be the role of media in creating a sustainable future.	Q13. Would you like to add any additional comments?
Duha Elmradi	It is very important in my life. I try my best to be conscious of the impacts we have on our environment and ecosystem, which includes how we deal with each other, with our economic and social systems and with our physical environment.	Sustainability means to me working towards decolonization and collective liberation.	Educate ourselves on climate solutions that are just and being able to spot and avoid greenwashing.	I consider it to be both, as it deals with the three aspects of people, economy and environment.	I think it is a good alternative for sure. But I think that it is still consumerism, and unless we tackle the problem of capitalism, which consumerism is an inherent part of, green consumerism can be inadequate. Sometimes, it is also inaccessible to many people.	I don't know as I have not seen a lot of media on it.	Yes	- Long / short form Documentary - Social Media Journalism - Others	I wish that journalism informs us more on real solutions to the climate crisis, instead of corporate-presented solutions.	Yes, more platforms should be given to Indigenous-led environmental movements across the world that oppose pipelines, mining and environmental degradation.	The media should be a voice of truth and facts and not a tool for propaganda.	No, thank you.
Olivia Champagne	Sustainability is central to my work and values, guiding how I build economic alternatives that regenerate communities, redistribute power, and challenge systems of exploitation.	Sustainability means building systems that prioritize collective care, ecological balance, and economic democracy to ensure long term resilience for both people and the planet.	Beyond individual actions, sustainable change comes from organizing for shared resources, democratic workplaces, and policies that prioritize environmental and social justice.	Addressing sustainability requires systemic change, shifting power away from extractive industries and toward democratic, community-led solutions that prioritize justice and regeneration.	Green consumerism can be a step toward reducing environmental harm, but it is not a systemic solution. Framing sustainability as an individual purchasing choice often reinforces capitalist consumption patterns rather than challenging the structures driving ecological destruction.	The media plays a significant role in shaping narratives around green consumerism, often promoting it as a solution while downplaying systemic change.	Yes	- Traditional News - Social Media Journalism	the interconnection between class consciousness and the systemic change needed to confront capitalism.	Yes, sustainability communication needs to shift away from individual consumer responsibility and techno-fixes toward systemic change, collective action, and economic democracy.	Media should serve as a tool for education, accountability, and mobilization, exposing the root causes of ecological crises while amplifying community-led solutions. Rather than reinforcing market-based greenwashing, it should uplift stories of collective resistance, & solidarity economies solutions	the character limit was frustrating short
Manon	Sustainability is an integral part of my life and always has been. I think about it in the daily habits and routine of my life—from what I buy to what I eat and how I clean my apartment. It is also impacted the university studies I chose to pursue and all the jobs I have held in my career.	Sustainability means making choices that empower, not harm, vulnerable communities and wildlife in our ever-developing, human-centric world.	Every dollar you spend is a vote for the kind of world you want to live in. While it is not our fault that huge corporations and billionaires are destroying the planet, actively choosing what you put your money towards can tell these powerful entities what the public cares enough to (not) pay for.	It is intersectional and cannot be siloed into separate categories of concern. What might appear to be a social issue will always have ecological or biological implications. What appears to be an ecological or biological problem will have ties to socioeconomic or sociocultural concerns.	Green consumerism was at one point a thoughtful and genuine effort to move away from highly polluting processes and products. However, the key word here is "consumerism", which regardless of how "green" it is, is the root cause of so many of our sustainability issues today.	The marriage between consumerism and the media is a highly problematic and effective one. No matter how "green" you make something, if the media is perpetually encouraging mass consumerism then it can never truly be sustainable or green. The media has long relied on unsustainable capitalism.	Yes	- Long / short form documentary - Traditional News - Others	If journalism wasn't so often politically or financially implicated then I believe it could have the power to truly encourage readers and the public to transition towards reducing consumerism and publicize environmentally and socially equitable businesses and choices.	If journalism wasn't so often politically or financially implicated then I believe it could have the power to truly encourage readers and the public to transition towards reducing consumerism and publicize environmentally and socially equitable businesses and choices.	Once again, there is mistrust in the media outlets people consume because they are often tied to a political agenda and funded by some dirty sources. That would be step 1. Then, step 2 would be to amplify the voices of sustainability advocates and grassroots movements.	No
Sheena Swirlz	I'm passionate about sustainability and the potential of new projects and energy on campus, particularly related to food systems.	Sustainability is about reducing output for ecological conservation. This is best achieved through community education and engagement.	Reducing consumption and waste output through conscious and informed decision-making.	Social problem. Apathy and convenience drive citizens to make poor decisions. Communities could mobilize on every level to create ecological systems, if they were informed, empowered and networked.	I am wary of this potentially greenwashing term. I would opt for something like ecologically-oriented.	To avoid greenwashing, mention pros and con of anything. Excitedly advocate for reputable projects, campaigns.	Yes	- Long / short form Documentary - Traditional News - Social Media Journalism	That voting and democracy are some of the most impactful systemic actions beyond starting new community initiatives.	Many sustainability messages focus on raising awareness, but awareness alone doesn't always lead to action. Communication should emphasize tangible actions that individuals and communities can take. A lot of sustainability messaging frames change as an individual duty.	Environmental movements often overlook marginalized communities, even though they are most affected by climate change and food insecurity. A justice-oriented approach should uplift BIPOC, Indigenous, and low-income voices, showing how sustainability intersects with social justice.	Using language that resonates with target audiences. Traditional environmental communication can feel technical or moralizing, which might alienate people. Instead, messages should be: culturally relevant, non-judgmental and accessible. People engage more when they see themselves reflected in sustainability stories. Highlight real local initiatives, student efforts, or grassroots projects rather than just broad global trends.

Questions relevant to the study												
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Oliver de Volpi	I've been part of the department that has lead the university's sustainability initiatives.	Managing our footprint so that future generations can continue working in a similar way as we are currently doing and maintain an ecological balance.	Eat less meat! Know where your food is coming from and be respectful.	It is a social problem. If we all ate one less day of animal protein, the planet would already be in a much better situation.	I'm all for it but we need to manage the certification or labeling on more "sustainable" products.	The media needs to agree that we have a problem before they can play any impactful role.	Yes	- Long / short form documentary - Traditional News	How we are not currently living in a sustainable manner. carbon footprint, Social sustainability, economic imbalance, livestock, climate change...	The truth and scientific proof to what is being reported these days.	A huge role but right now we are getting opposite views reported about the environment and other sustainability issues.	No

Conclusion

This survey highlights the urgent need to shift the narrative around sustainability and to recognize communication as a powerful tool for equipping and empowering the public to participate in systemic change. Participants emphasized the importance of redefining sustainability beyond individual behavior, advocating for collective, pragmatic, and culturally relevant communication strategies. The insights gathered reflect a growing recognition that sustainability is as much a social issue as it is an environmental or scientific one—and that journalism has a critical role to play in shaping this discourse.

Limitations of the Study

One limitation of this study is the small sample size, which was confined to Concordia University's sustainability community. For future research, it would be valuable to expand the survey to include sustainable communities at other universities, as well as scholars and practitioners in the field of sustainability.

Participatory Action Research emphasizes collaboration and co-creation of knowledge to address real-world problems. This collective approach is especially relevant to sustainability, given its inherently interdisciplinary and cross-sectoral nature. Expanding the participant base would allow for more diverse perspectives and richer insights into how communication can support transformative change.

There is an urgent need for more research at the intersection of communication, journalism, and sustainability. Communication experts must be involved in developing accessible, engaging, and action-oriented narratives that empower communities and support long-term sustainable futures

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