

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Wednesday, 15 January 2025, at 13:00 CET** in room **P-119**
at the University of Ljubljana School of Economics and Business

Felipe Reinoso-Carvalho (Universidad de Los Andes)

will present the article:

**Crafting soundscapes associated with environmental and social
dimensions of sustainability**

In this presentation we will cover a recent study (under revision) that analysed the possibility of communicating sustainability attributes through music. Our approach first involved identifying key sensations and emotions associated with the concept of sustainability, which were then translated into sound elements embedded into songs. In the second step, we created alternative versions of these songs by incorporating layers of real-world sounds (say, soundscapes containing sounds of nature or humans), hypothesized to create a more direct connection with environmental or social dimensions of sustainability. The findings of this set of studies suggest that music can communicate emotions and sensations associated with a complex and multidimensional concept like sustainability. This presentation will also cover implications and potential applications in marketing.

We look forward to seeing you.