

# Course in Climate Communication and Storytelling

ONLINE, ANYTIME

# Online Course in Climate Communication and Storytelling

**Start**  
10 Mar 2027

**100%**  
Online

**5**  
Credits ECTS

**Languages:** English

**UOC-certified qualification**

**Duration:**

[Request information](#)



**Fully online method**



**World's first ever online university**



**Personalized guidance and support**

## Presentation

Acquire the basic skills to understand the communicative aspect of the climate emergency and to communicate effectively, in a creative and international environment.

This international Course in Climate Communication and Storytelling is run jointly with the FernUniversität in Hagen. Teaching takes place in the Virtual Campus of the FernUniversität in Hagen. The language of instruction is English. And once the course has been completed, a certificate from the FernUniversität in Hagen will be issued.

The climate emergency is a key global challenge. In this pioneering course, with the participation of students from three European countries, you will learn about fundamental aspects of communications in this field.

## Why study the International Course on Climate Communication and Storytelling?

You will study the role of the media in climate communication, and likewise the most effective ways to tell stories about sustainability, adaptation initiatives or awareness. The course involves a critical and intersectional perspective, and an orientation towards content creation.

By studying this course you will acquire the ability to:

- Understand the main challenges associated with the climate emergency.
- Critically analyse information in the media relating to environmental communication and the effects of climate change.
- Understand the fundamentals of narratives and storytelling as tools for effective communication.
- Create content using narrative and storytelling strategies in the fields of journalism, corporate communication, advertising, audiovisual communication, graphic design, the arts and education.

For more information: contact programme director, Antoni Roig (aroint@uoc.edu).

## The UOC, Spain's best online university

We are rated the best online university in Spain by the main university quality rankings.



# Academic programme

## Academic Programme

### Theoretical phase

- 1) Basics of climate change: a critical introduction
- 2) Media and culture
- 3) Challenges for climate communication
  - Psychology
  - Social media
  - Entertainment
  - Disinformation
  - Media conglomerates
  - AI and deepfakes
  - Sociopolitical systems
- 4) Effective communication and storytelling

### Practical phase

Development of communication projects

## Duration

At the UOC, an ECTS credit is equivalent to 25 hours of student work. Depending on the number of ECTS credits, the duration of lifelong learning programs ranges from 1 month to 2 years, approximately:

- Lifelong learning master's degree: 2 years
- Specialization diploma: 1 year
- Expert diploma: 1 semester (6 months)
- Postgraduate course: between 1 and 6 months

# Academic team

## Dean of faculty

Jordi Sánchez-Navarro

## Programme director

Antoni Roig Telo

# Career opportunities

## Objectives

### Course objective

For students to understand the challenges of climate change communication and be able to critically analyse media with respect to climate issues and communicate to diverse audiences about climate change.

### Learning objectives

- To understand basic facts about the climate crisis and to be able to identify different ways in which these are presented and discussed in the media, including key narratives.
- To be able to explain the function and purpose of media and to identify methods that different types of media (e.g., scientific reports, news articles, advertisements or social media posts) use to communicate.
- To gain practice of being critical media consumers and to understand how to curate media consumption and evaluate the bias and reliability of media sources.
- To understand the specific challenges related to communicating the complex issue of climate change.
- To apply basic narrative and storytelling resources to communicate stories and topics related to climate change.



### Employability

The employability of UOC students is key to the university's success. We identify and include in our programmes of study key competencies that are in demand in the job market. And our career guidance services empower you to make decisions and take action for your future occupation.

## Competencies

- Identifying the basic facts about the climate crisis and its communicative aspects.
- Understanding of the role of the media in relation to citizen awareness about climate change.
- Demonstration of critical thinking in the analysis of media messages in relation to the climate crisis.
- Applying expressive resources and basic communicative strategies oriented to climate communication.

## Career opportunities

- Writing informative or journalistic content.
- Consulting for communication projects and campaigns
- Designing educational content
- Creating social media content

**The UOC, Spain's best online university**

## Profiles

People with interest or previous training in:

- Audiovisual communication
- Journalism
- Corporate communication
- Advertising and public relations
- Social media
- Visual and plastic arts
- Design
- Education

# Access requirements

Anyone can sign up for this course. No prior qualifications are required.



## Boost your career

The UOC lifelong learning offers you programs aimed at acquiring the knowledge required for the most valued professional profiles.

## Prior Knowledge

No previous knowledge is needed. A basic knowledge of English is needed for general communication and group activities (regular interactions with the teaching staff can be in Catalan, Spanish or English).

## Degrees

Depending on the lifelong learning programme in question, students who complete their studies will be awarded a lifelong learning master's degree, a specialization diploma or an expert diploma.

Students who pass other continuing education courses will be awarded the corresponding certificate.

# Enrolment and fees

## Enrolment process

This is the enrolment process that you have to follow if you want to start studying at the UOC for the first time. If you have already studied with us and want to continue, you should go to Virtual Campus Procedures.

## 1 Enrolment form

Fill in the **enrolment form** that you will find on all the pages of the program. After registering your personal data, you will be provided with a username and you will choose your password to access the campus. Then you will access the economic data section, where you will choose the payment method and you can request an invoice, if you need it.

## 2 You will receive two messages

Once you have enrolled, you will receive two messages to the mailbox that you have indicated. A first message is the confirmation of the formalization of your registration. In a second message, we will remind you of the username and password you have chosen, which will allow you to access the virtual campus.

Once you have completed your enrolment there is a fourteen day period within which you may exercise your right to [withdraw your enrolment](#).

## How do you enrol?

There are two moments a year for enrolment in lifelong learning programmes, depending on when the program in question begins to teach. Check the registration period and the beginning of the course on the page of the studies you want to study.



### Enrolment from **May** onwards

for programmes starting in **September** or **October**



### Enrolment from **November** onwards

for programmes starting in **February** or **March**

Concept

Price

Price

**735 €**

*The fees for this programme will be those applicable when enrolment is completed. Subject to annual revisions.*

*Consult the section Payment options. When enrolling, you will be able to choose the payment option that best meets your needs.*



**104.500 graduates**



**90 % of students study and work at the same time**



**84 % would choose the UOC again**

## Payment options for residents in Spain

### Payment in instalments

For **new students**, the first installment will be **10%** of the amount.

Lifelong learning master's degree: The first installment will be paid with POS, at the time of enrollment, and the rest in a maximum of 20 monthly installments starting from the month of beginning of teaching, by direct debit.

In case of enrolling a master's degree with an amount higher than 5,000 euros, the first installment will be paid by direct debit.

Specialization diploma: The first installment will be paid with POS, at the time of enrollment, and the rest in a maximum of 9 monthly installments starting from the month of beginning of teaching, by direct debit.

Expert diploma and postgraduate course: for amounts over 350 euros the first installment will be paid with POS, at the time of enrollment, and the rest in a maximum of 4 instalments by direct debit.

Payment in instalments carries a cost of 31 euros per procedure.

### One-off payment

Payment of the enrolment fee is made once only by direct debit. When choosing this payment option, you will have to enter your bank details on the enrolment form. The charge for the enrolment fee will be made the following month.

In the case of specialization courses, one-off payment is made by POS terminal.

## Payment options for lifelong learning master's degree, specialization diploma and expert diploma

Consult the financing terms and conditions:

- BBVA
- CaixaBank
- Préstamo Aplazo (Deferred loan) Santander

## Payment options for residents outside Spain

### Payment in instalments

For **new students**, the first installment will be **10%** of the amount.

Lifelong learning master's degree : The payment option for payment in instalments of the enrolment fee is direct debit (if you have a SEPA account) or card direct debit (if you do not have a SEPA account).

The first installment will be paid at the time of enrollment, and the rest in a maximum of 20 monthly installments starting from the month of beginning of teaching.

Specialization diploma: The payment option for payment in instalments of the enrolment fee is direct debit (if you have a SEPA account) or card direct debit (if you do not have a SEPA account). The first installment will be paid at the time of enrollment, and the rest in a maximum of 9 monthly installments starting from the month of beginning of teaching.

Expert diploma and postgraduate course: for amounts over 350 euros the first installment of the payment must be made by POS terminal at the time of enrollment, and the rest in a maximum of 4 installments by direct debit (if you have a SEPA account) or card direct debit (if you do not have a SEPA account).

Check [here](#) if your bank has a SEPA account.

Payment in instalments carries a cost of 31 euros per procedure.

### One-off payment

Payment of the enrolment fee is made once only by card direct debit or bank transfer.

If you choose card direct debit, you will have to give the details of the card to be charged during the enrolment process. Remember that the cards we accept are VISA, Visa Electron and MasterCard (you cannot pay with American Express or Diner's Club).

The charge for the course enrolment fee will be made the following month. If you choose to pay for your course by card, remember that the terms and conditions to which you have agreed with your bank will apply. It is important that the card limit is higher than the cost of enrolment to prevent bills from being rejected.

If you have a SEPA bank account, payment can be made by direct debit. To choose this payment option, you will have to enter your bank details on the enrolment form. The charge for the course enrolment fee will be made the following month.

If you choose to pay by bank transfer, a scanned copy of the counterfoil must be sent via the Campus section: Secretary's Office / Enrolment / Payment options. The deadline for payment is ten days after the formalization date and always before the start of teaching.

You can arrange the transfer with the details shown on the enrolment sheet.

Banco Santander Central Hispano  
Passeig de Gràcia, 5. 08007 Barcelona. Spain  
Account number: 0049-1806-91-2111869374  
Swift Code: BSCH ES MM  
IBAN: ES15-0049-1806-9121-1186-9374

## Payment options for companies

Companies may only make payments by bank transfer. They cannot make payment in instalments.

During the enrolment process, you can choose the form of payment for the company in the drop-down menu.

A scanned copy of the proof of payment must be sent via the Campus section: Secretary's Office / Enrolment / Payment options.

The details you will need to make the transfer are as follows:

Banco Santander Central Hispano  
Passeig de Gràcia, 5. 08007 Barcelona. Spain  
Account number: 0049-1806-91-2111869374  
Swift Code: BSCH ES MM  
IBAN: ES15-0049-1806-9121-1186-9374

Important: if the company pays a percentage and the student the remaining percentage, the company's part must be paid by bank transfer, and the student's part using the available preferred payment option (transfer, direct debit or card direct debit).

### Discounts

The UOC offers a series of discounts. If you are entitled to any of these discounts, you should select them in the dropdown menu in the Discounts section at the time of enrolling. If you are entitled to more than one, you will have to choose the one that benefits you most.

## Discounts for specific groups

If you are eligible for any of these discounts at the time of enrolling, you will have to accredit your eligibility by submitting the relevant documentation within a maximum period of 10 calendar days.

### Large family status

Students having large family status recognized by Spain or by the appropriate body in the other countries are entitled to the following discounts, according to their category:

Large families in the special category: 15% discount.  
Large families in the general category: 7.5% discount

### People with disabilities

Students with a level of disability recognized by Spain as being equal to or greater than 33%, or the equivalent level recognized by any country, are entitled to a 15% discount.

### Victims of terrorism

Students (or their children or spouse) who have been acknowledged as victims of terrorist acts by the appropriate body in Spain, or any other country, are entitled to a 15% discount.

### Victims of domestic violence against women

Students (or their dependent children) who have been acknowledged as victims of gender-based violence by the appropriate body in Spain, or any other country, are entitled to a 15% discount.

## Discounts for the UOC community

### UOC Community: 7% discount

You can obtain this discount if you have done at the UOC free subjects, languages, seminars, customized training courses (UOC Corporate) or an expert diploma. If you are studying a university degree or master's degree but have not yet been titled, you will also be given the community discount.

### UOC Alumni: 10% discount

You can obtain this discount if you have obtained an official degree (degree, bachelor's degree, diploma, engineering or university master's degree) or a lifelong learning master's degree or specialization diploma from the UOC.

### Business agreement: discount on consultation according to agreement

You can get this discount if you have a link with a company associated with the UOC.

### Discounts for companies

The UOC offers discounts to companies that participate and support the training of their professionals, prior agreement with the UOC.

Professionals linked to any company or institution that maintains a collaboration agreement with the UOC will be able to benefit from advantages and discounts on the cost of tuition fees for training programs in the University's catalog.

### Support programme for elite athletes

Students considered to be elite athletes are entitled to a discount on the enrolment fee.

[Consulta la información del programa](#)

If you're eligible for one of these discounts and you also enrol early, the discount for early enrolment will be applied first and then the other discount will be applied to the remaining amount.

# UOC

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Consult the UOC educational offer [uoc.edu/en/studies](https://uoc.edu/en/studies)

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 Universitat Oberta  
de Catalunya