



SENTIERI URBANI ***(URBAN WALKS)***

DESIGNING AN EDUCATIONAL PODCAST
ON SUSTAINABILITY IN A BROADCAST JOURNALISM COURSE



SAPIENZA
UNIVERSITÀ DI ROMA

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INTRODUCTION

My journey as a student in
La Sapienza University of Rome
and the role of
journalism courses.



WHY A PODCAST?

And why sustainability?





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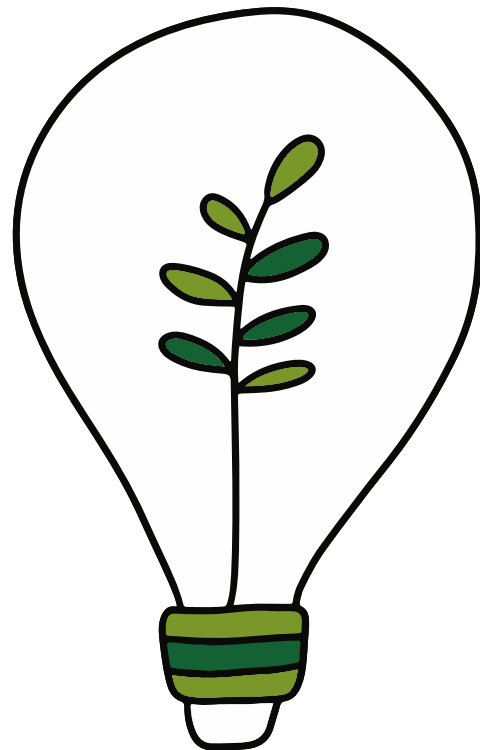
Urban Walks is a podcast that takes you on a walk through a changing **Rome**, exploring its neighborhoods through the lens of **sustainability**.

Each episode corresponds to a walking route within a specific area of the city. The walk is a narrative device to link the story of the city to crucial themes of sustainability.





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Environmental,
social and economic
sustainability



Focus on **Rome**
as an evolving city



MISSION

- To **raise public awareness** on urban sustainability
- To **give voice to urban regeneration projects** through testimonies
- To encourage citizens to **rediscover Rome on foot**

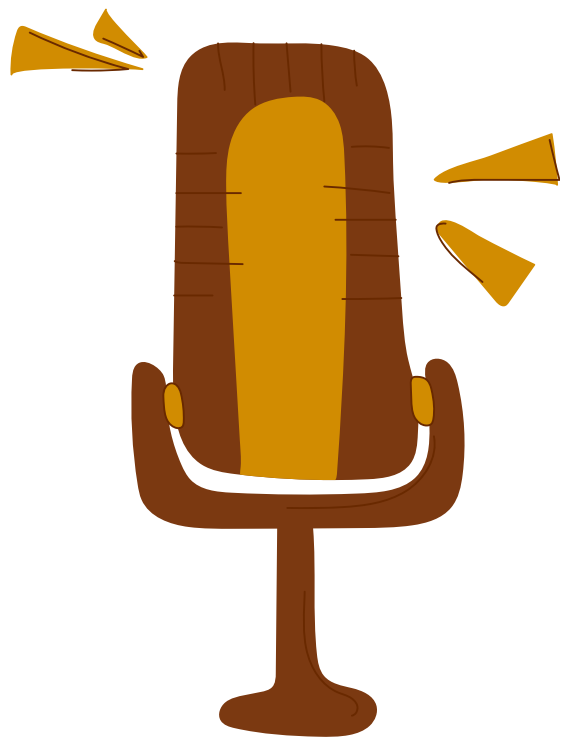




PODCAST STRUCTURE

The first season of Urban Walks consists of **8 episodes**, each focused on a specific area of Rome and addressing specific topics related to urban sustainability.

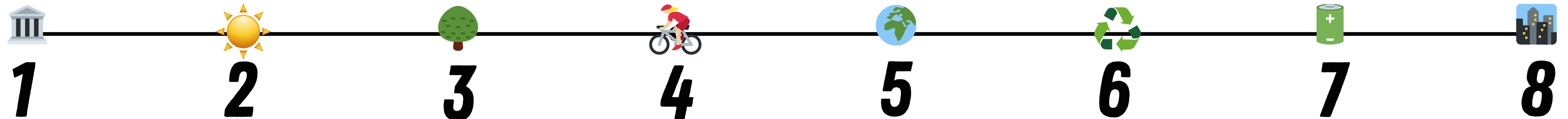
The duration of each episode will be **around 10 to 15 minutes**.





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EPISODES



Over-tourism
and its impact
on the city

**Urban heat
islands** and
mitigation
strategies

**Urban green
spaces**
as a city
resource

Rethinking
the city for
**pedestrians
and cyclists**

Multiculturalism
and **social
sustainability**

**Waste
management**
and urban
pollution

**Energy
transition**
and urban
regeneration

**Smart
cities** and
urban
innovation

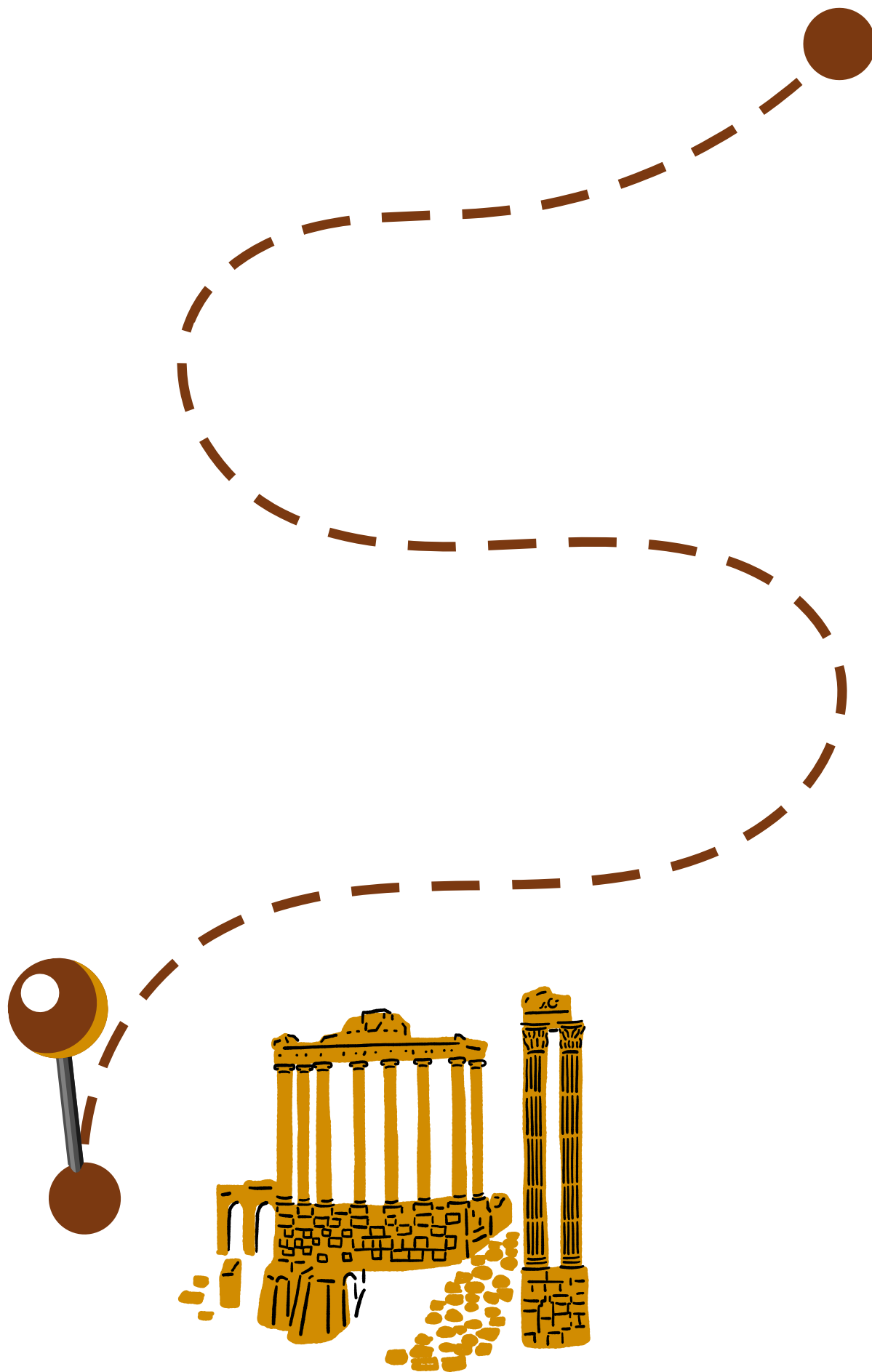
EP.1 OVERTOURISM



Overtourism and its impact on the city

Via dei Fori Imperiali

- causes and consequences of mass tourism on the city
- sustainable tourism solutions
- interview with the president of the Association of Residents in the Historical Centre of Rome



EP.2 URBAN HEAT ISLANDS

Urban heat islands and mitigation strategies

Piazza Venezia

- definition of Urban Heat Islands (UHI)
- causes and consequences of heat waves in the urban context
- mitigation strategies and materials to reduce urban heat

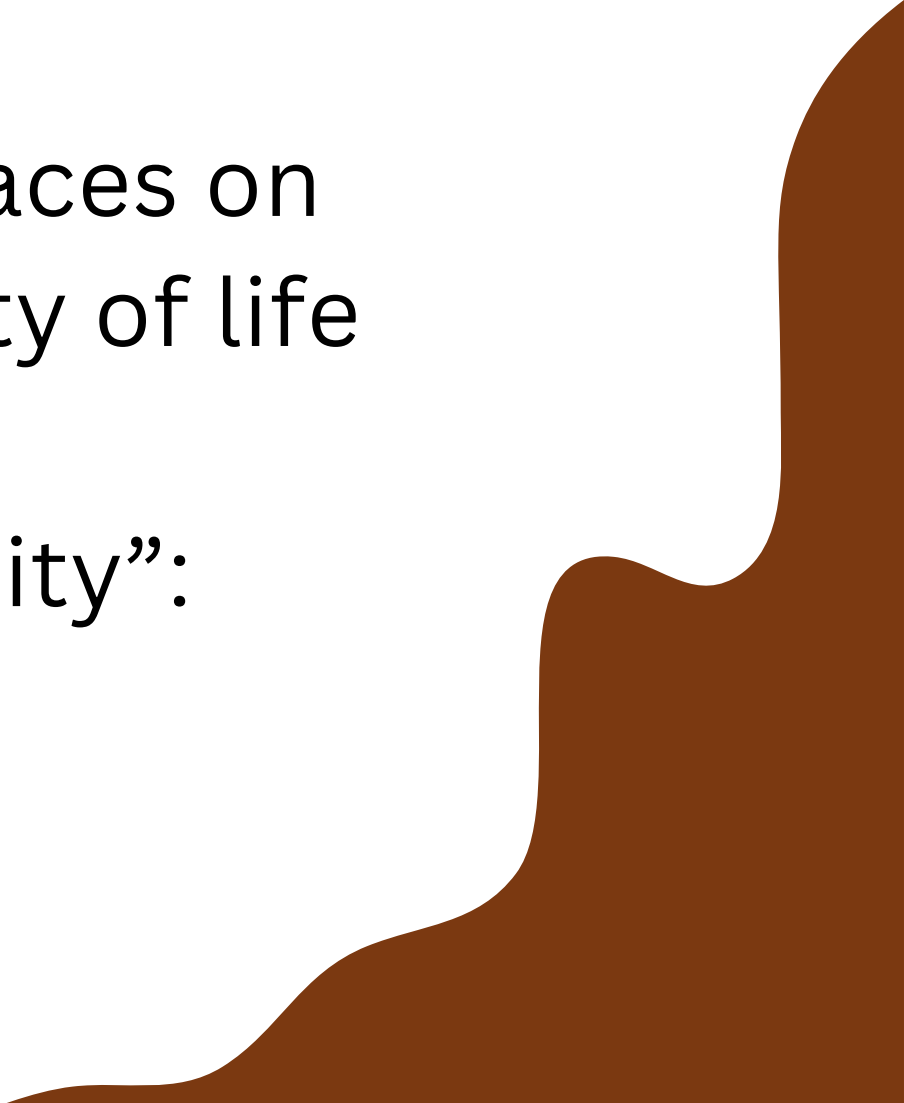




EP.3 URBAN GREEN SPACES

Urban green spaces as a city resource

Villa Borghese

- the role of biodiversity
 - benefits of urban green spaces on the environment and quality of life
 - model of the “15 Minutes City”: building a sense of urban community
- 





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EPIISODES



SCAN ME
TO FIND OUT WHERE EACH
EPISODE WILL BE LOCATED 



1

Over-tourism
and its impact
on the city



2

**Urban heat
islands** and
mitigation
strategies



3

**Urban green
spaces**
as a city
resource



4

Rethinking
the city for
**pedestrians
and cyclists**



5

Multiculturalism
and **social
sustainability**



6

**Waste
management**
and urban
pollution



7

**Energy
transition**
and urban
regeneration



8

**Smart
cities** and
urban
innovation



Urban Walks
is not just a journey
through the streets of Rome.

It is an immersive audio experience
that shows how cities can adapt
and evolve to meet the challenges
of our time, challenges that are
both environmental and social.



FUTURE PLANS

- Develop and record the rest of Season 1
- Plan a Season 2 set in the roman suburbs
- Panel event with experts discussing the themes presented in each episode
- Space for discussion in sustainability events
- Collaboration with local radio stations



THANK YOU!

