



WHY DON'T WE ACT?

UNDERSTANDING THE BARRIERS TO CLIMATE ACTION

6TH • 13TH MARCH 2026

INTERNATIONAL
EXCHANGES

IHECS
Journalism & Communication

At the heart of Europe, Brussels is not only a center for international decision-making but also a city striving for climate resilience.

Against this backdrop, our **BIP** asks a pressing question: **Why don't we act?** By bringing together international and national students, we aim to uncover the barriers to climate action and explore how we can overcome them.



IHECS Blended Intensive Programme

Through direct contact with researchers, practitioners, and field actors, you will gain valuable insight into the complex barriers to climate action and the strategies being explored to overcome them. You will also take part in practical workshops across diverse disciplines, exploring climate psychology, behavioural and social sciences, communication strategies, and innovative approaches to collective action. This Blended Intensive Programme (BIP) is an initiative of IHECS International and the Public Relations section.

TARGET STUDENTS

- Students in Communication or Social Sciences from European partner institutions (20 participants)
- IHECS: 20 Bachelor 3 students (who have chosen the course: "Fondement des RP" Elise Maas)

IHECS PROGRAMME COORDINATORS

Colas Van Moorsel & Inès Frère

PARTNER INSTITUTIONS

- Panteion University of Social & Political Sciences
- University of Bucharest
- Jönköping University

PRACTICAL INFORMATION, ON-SITE WEEK, BRUSSELS 6TH • 13TH MARCH 2026

IHECS will cover all activities included in the programme (on working days only). All other expenses — such as accommodation, public transport, food, and drinks — are at the students' own cost but students will receive the *Erasmus+* grant from their home institution. Participants are responsible for booking their own accommodation.

We recommend the following hostels:

- Hotel Bruxelles Meininger City Center (Quai du Hainaut 33, 1080 Brussels, Belgium), <https://www.meiningerhotels.com/nl/hotels/brussel/hotel-brussel-centrum/>
- Auberge de Jeunesse Jacques Brel (Rue de la Sablonnière 33, 1000 Brussels), <https://lesaubergesdejeunesse.be/fr/bruxelles-jacques-brel>

PROFESSOR IN CHARGE: COLAS VAN MOORSEL

Colas Van Moorsel is a new narratives consultant at ELDERS, lecturer at IHECS (in PR, Advertising, and in International section), and founder of the media Autrement. He supports organizations in crafting narratives that make the ecological and social transition not only understandable, but also desirable. At the crossroads of communication, futures thinking, and climate justice, Colas brings a strong focus on imagination, youth engagement, and behavioural science.

His experience as a climate justice activist has led him to engage with politicians, scientists, and civil society actors at high-level decision-making spaces, allowing him to grasp the deep systemic complexity of the crisis.

Colas is the designer and on of the coordinators of this Blended Intensive Programme, throughout the week, he will facilitate the learning journey, connecting international participants with a network of local experts, places, and perspectives.

LEARNING ACTIVITIES

The activities will be divided in:

1. Cultural and social activities (description will follow)
2. Teaching Unit Scheme IHECS – Blended Intensive Programme 2026. In this one-week intensive programme, students from across Europe will come together in Brussels to explore the psychological, societal and communicative roots of climate inaction. Through workshops, lectures, and immersive visits, they will examine the emotional, cognitive and cultural obstacles that prevent individuals and societies from responding effectively to the ecological crisis. Anchored in the course “Foundations of Public Relations”, the programme connects strategic communication with climate psychology, behavioural science, and social justice.
3. Throughout the week, international participants will meet and collaborate with around 20 IHECS students enrolled in this course, creating a rich space for intercultural dialogue and collective exploration.

STATUS

Prerequisite: English B1 (CEFR)

Credits: 5 ETCS



ON-SITE WEEK, BRUSSELS 6TH · 13TH March 2026

[This schedule is provisional and subject to change]

FRIDAY 6th

Welcome Day to discover Brussels and get to know each other through icebreaking activities.

WEEKEND

Free weekend in Brussels. Suggestions for activities will be provided.

MONDAY 9th

Facing the facts – Historical, scientific, and European geopolitical framing of the climate crisis.

TUESDAY 10th

The invisible wall – Climate psychology, denial, cognitive dissonance, behavioural inertia

WEDNESDAY 11th

Youth & (in)justice – Global inequalities, youth agency, and justice-based approaches.

THURSDAY 12th

Stories that move us – Media framing, imagination, and storytelling for change.

FRIDAY 13th

From paralysis to action – Co-designing behavioural change strategies and campaign ideas

This week will feature interactive sessions led by experts as well as fun activities related to the theme, which will also allow you to discover Brussels from a new perspective.

PROGRAMME

LEARNING OUTCOMES

By the end of the programme, students will be able to:

1. Critically analyse psychological and systemic factors behind climate inaction
2. Explain intersections between climate crisis and global (in)justice
3. Apply behavioural insights to climate communication strategies
4. Create narrative prototypes to inspire and enable action
5. Collaborate across cultures and disciplines to imagine and pitch future strategies

We look forward to welcoming you to
our beautiful city and our institution!

If you have any question on the programme please contact

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Inès Frère : ines.frere@galilee.be

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