



UNIVERSITÀ  
DI TRENTO  
Dipartimento di  
Lettere e Filosofia

**GrACE**  
Green Europe:  
Active Citizenship  
and the Environment

**JM** Jean Monnet  
EUROPEAN CENTRE  
UNIVERSITY OF TRENTO



# LIVE WEBINAR

## SOCIAL MEDIA AND CLIMATE

*Before the Bird Became Extinct –  
Reflections on Social Media and Eco-Activism*



**JAMES MILLER**

SENIOR LECTURER IN CREATIVE WRITING  
— KINGSTON UNIVERSITY LONDON

16 December 2025  
5:00 - 6:30 PM (CET)

**Join us to deepen your understanding of how activism, social media, and climate justice intersect in shaping today's environmental movements.**

Drawing on a critical and partly autobiographical paper based on the speaker's experience running Twitter for Extinction Rebellion UK, this webinar examines the role of digital platforms in contemporary climate activism, in a context shaped by EU green policies such as the European Green Deal and evolving EU digital governance frameworks.

The session explores how non-violent protest actions were amplified through social media – initially attracting strong media attention to the climate crisis, before losing impact as Twitter declined under Elon Musk – and develops a theoretical critique of digital platforms using concepts such as enshittification and junkspace, questioning whether social media can still support progressive movements.



**REGISTER NOW!**

← MODERATOR: **Ryan Licata**

Questo webinar si inserisce nel progetto **GrACE – Green Europe: Active Citizenship and the Environment**, un programma internazionale di formazione insegnanti promosso dall'Università di Trento. L'iniziativa offre spunti e strumenti per affrontare le sfide ambientali e conoscere le strategie dell'UE per il clima, con proposte didattiche per portare questi temi in classe.

Partecipando ad almeno il 75% della sessione si potrà richiedere un attestato di partecipazione ufficiale rilasciato dall'Università di Trento/Centro JM.



Co-funded by  
the European Union

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