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Institution Name
Universidad Carlos III de Madrid



Country
Spain



Research Area
Information Science



Thematic Focus
Communication



Stakeholders involved
Culture ministry, creative industry, associations and foundations in the field



Research Phase
In progress

RESEARCH ASSET

SUSTAINABILITY OF THE THIRD COMMUNICATION SECTOR. DESIGN AND APPLICATION OF INDICATORS (SOSCom)

The Third Sector of Communication (TSC) includes non-profit media characterized by the direct participation of citizenship and for promoting inclusive journalism committed to human rights. Despite its importance, these initiatives are still a marginal sector compared to public and private-commercial media, especially because their social mission is usually conditioned by sustainability problems that are not only economic but also legal, organizational and communicative with the environment. This occurs despite the fact that the General Law of Audiovisual Communication (LGCA 7/2010) and other international and European regulations (European Parliament, 2008; Council of Europe, 2009) recommend to apply measures for their protection and promotion.

Thereof, this research initiative aims to analyze the sustainability problems of TSC and the possible solutions in order to guarantee its model and its commitment to the challenges of the present.

Objectives:

- Design and validate a model of objective indicators to measure and evaluate its sustainability
- Apply the indicators to an exhaustive census of TSC media outlets in order to analyze their functioning, their future viability and to strengthen their social mission and their capacity to respond to the eco-social challenges of the present.

For the analysis, the departure is an a priori categorization

of five sustainability dimensions (economic, legal-institutional, organizational, social and technological) applied to the study of different kind of media (community, free, educational, cooperative and other variants) that have a community base, a consolidated trajectory and legal entity as non-profit organizations. After the validation and adjustment of the categories by three key informants -the media, academics and professionals of different disciplines- (Phase I), the indicators will be applied to evaluate a comprehensive census of Spanish TSC media and organizations (Phase II) and different means will be used to transfer the results in order to promote good practices and to improve their social impact(III).

This research initiative aims to influence the productivity and competitiveness of the TSC and its potential as a new employment source and as a space for the promotion of diversity, gender policies and the fight against climate change.

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POTENTIAL VALORISATION AREAS

- **Joint research with researchers/scientist** from other fields and institutions (multidisciplinary approach to topic)
- **Collaboration with non-government:** Third Sector of Communication (TSC) media)



There are other ways of doing things, more inclusive more collaborative, more human. But to make these new models sustainable they need tools. This research aims to influence the productivity and competitiveness of the Third Sector of Communication, its potential as a new employment source, and as a space for the promotion of diversity, gender policies, and the fight against climate change.

DESCRIPTION OF VALORISATION ACTIVITY

- **New research**
 - ✓ Focussing on a classic concern of TSC media for which there is no comprehensive study to date in Spain and the ability of knowledge and technology to address and find interdisciplinary solutions to social challenges of the present
- **New publications**
- **Social misión**
 - ✓ Applying the indicators to an exhaustive census of TSC media outlets in order to analyze their functioning, their future viability and to strengthen their social mission and their capacity to respond to the eco-social challenges of the present;
 - ✓ Promoting productivity and competitiveness of the TSC and its potential as a new source of employment in the field of local economies;

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

Short description of the stakeholders that can be important for future collaborations:

- Third Sector of Communication (TSC) media
- Any organisation who sees value in the research