

The power of communication – an indispensable skill for generating impact

What: Workshop | **Where:** online and in Barcelona at Nest City Lab, C/ Àlaba, 100, 08018 Barcelona | **When:** 6 June 2023, 11am CET

If you work for an environmental organisation that could benefit from better communication or you are considering a job in environmental communication, join us for an enriching workshop to learn about effective communication strategies and pathways for a career in environmental communication. Come and learn from communication experts who already have tried and tested formulas for effectively reaching different audiences.

Effective environmental communication consists of digesting both scientific and non-scientific knowledge and making it accessible and appealing to different audiences so that they are sensitised about the environmental topic at hand. Organisations often struggle to effectively communicate environmental topics despite their relevance and importance. For that reason, it is important to learn from others who already have tried and tested formulas for effectively reaching different audiences. In this workshop, we will give you key tools and hints to improve your communication, focusing on environmental issues in the region. We also want to encourage young professionals to kick-start their careers in the environmental communication field.

Agenda (CET time):

11:00 – 11:15 Welcome, ice-breaker and introduction to the topic

11:15 – 11:25 Good Vs. Bad communication: the importance of effective communication

11:25 – 12:10 Communication case studies:

- The Catalonia drought of 2023, Annelies Broekman, Researcher, CREAM
- Plastic pollution in the Mediterranean, Pedro Fernández, Project Manager MedWaves
- The 5 pillars to a climate resilient future, Valentina Plaka, Senior Environmental Educator, Clube

12:10 – 12:15 Break

12:15 – 12:40 Working groups: applying theory to practice using case studies

12:40 – 12:55 What a career in environmental communication looks like with Chantal Menard, member of the AMWAJ Advisory Board

12:55 – 13:00 Final remarks and questions



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