



UNEP

**Integrated Environmental Assessment Training
Manual for the Arab Region**

Module 7

***Creating communication
outputs from the assessment***



Session at a Glance



- **Session 1: Introduction**
- **Session 2: Preparing to communicate**
- **Session 3: Choosing what to produce**
- **Session 4: How do we do it?**
- **Session 5: Reaching Out**





Introduction



This module focuses on finding innovative communication outputs for IEA, and provides practical steps for dissemination.



Learning Objectives



- Demonstrate an ability to link target group(s) and content with presentation format and communication channels.

 - Understand, consider and systematically implement the dissemination plan.

 - Organize the production processes.

 - Understand the importance of distribution/dissemination, with emphasis on approaching the media
-



Exercise: Mapping Existing Communication Outputs (15 minutes)



In groups of 2-3 people,

Discuss your experiences working with different communication formats and distribution channels, both **traditional** (i.e., printed) and **non-traditional** (i.e., electronic/multi media).

- What are your observations and experiences about using different formats?
- What results, if any, were achieved?





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- Session 5: Reaching Out





Consider:

- The environmental issues you want to communicate;
- The persons and groups in a position to influence these issues;
- The knowledge that the national IEA process will generate; and
- Leveraging opportunities for getting key information to the influential target audiences

Leverage Opportunities for Influence




- ✓ Think strategically
- ✓ Link target group(s) and content with your choice of innovative communication format and channels
- ✓ Consider your budget constraints at all times





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- 
- A short, horizontal green line is located at the bottom left of the slide.

Pillars of Media

- Source (sender): success depends on sender's credibility, communication skills, positive attitude towards oneself, message, and recipient; and on extent of sender's knowledge and information.
- Recipient: level of education, age, gender, financial conditions, social status, culture, and background.
- Message: clear objective, simple presentation
- Media: magazines, newspapers, radio, television, electronic publishing.



Choosing What to Produce



1. Target Groups,
2. Content,
3. Budget,
4. Format,
5. Channels



1. Identifying your Target Group



Consider:

- Those you want to reach with your message
- The mandated audience of your IEA, such as governments
- Language and cultural differences
- Specific and broad audiences
- End users versus “broadcasters”

Refer to the target groups identified in Module 3.

The Most Common Target Groups



- Governments (environmental agencies)
- Planners
- Politicians
- Researchers and analysts
- Media
- Non-governmental organizations (NGOs)
- General public
- Schools and universities
- Industries and businesses





Group Exercise: Who is reading what? (20 minutes)



- **Objective:** To reflect on *how* various groups access information, who are their peers, to whom do they listen, and what you as a producer can offer to your target groups.
- **Process:**
 - Form groups of maximum 6 people
 - Each group receives a user-group role
 - Two sub-groups form in each group
 - Sub-group 1: Those preparing the assessment
 - Sub-group 2: Those representing a target group
 - Discuss the types of products that can be offered (15 minutes)



Group Exercise: Who is reading what? (20 minutes)



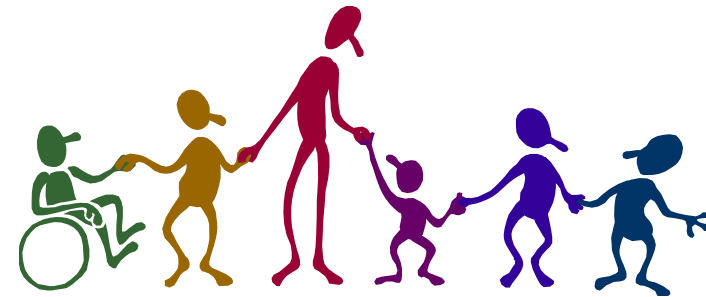
Target Group or Focus Group	What are the needs of the target group	What is the message	Formats
Government representatives of environment-related sectors (e.g., transport, agriculture)	Become convinced about the linkage and situation...	Global warming and its causes ...	Extended brochure of 10 pages; indicator based analyses ...



2. Content: Tailoring Your Message



- Connect your message to the characteristics of the target group, such as:
 - Knowledge
 - Attitude
 - Level of education
 - Lifestyle
 - Culture
 - Interests
 - Involvement in the problem and solution



...And, make sure the message is credible and trustworthy to your audience.

Success conditions for media messages

- Clarity of the message: sender-recipient harmony. Confusion and overlaps could hinder understanding of the message. Such confusion could be caused by the message containing unknown phrases, or by poor print.
- Message circumstances: these greatly impact the level of message acceptance or none. The cultural, social, and psychological background of the recipient influences their response to such circumstances.
- Social values and principles: success depends on the extent of recipient's understanding of and involvement in the community's values.



Formulating Specific Messages for your Audience



Questions to ask:

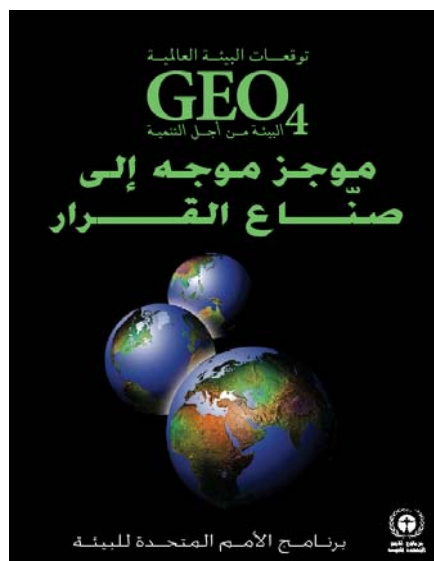
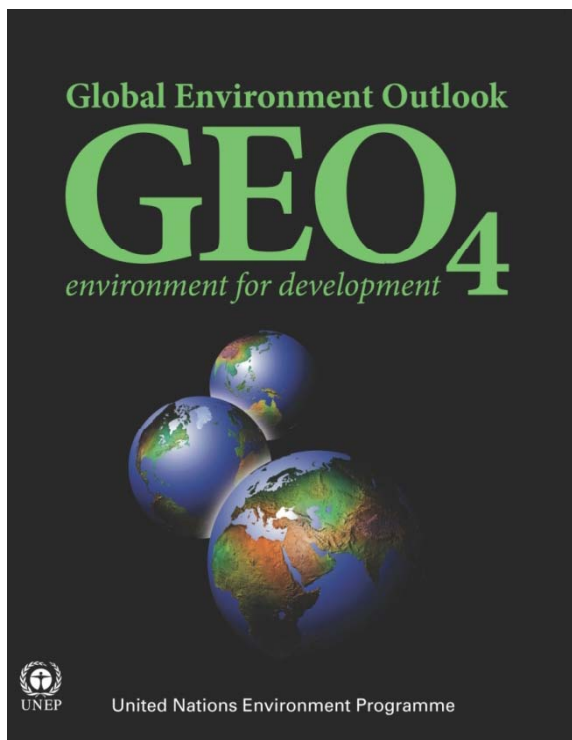
- Do the messages form a coherent story?
- Are there any conflicts, ambiguities or uncertainties in the content that need to be made explicit?
- How much background does the audience have?
- How do they view the environment – as a necessity or a luxury?
- What motivates your target audience to act?



Target Groups and Content



- Decision – makers: Keep content short, specific, fact based and consist of the latest information.
- Media: Keep content short, with findings relevant for media use, and messages that can easily be linked to other issues in the news.
- Students: Explain content well and keep language simple.
- Scientists: Keep content fact-based, and use the latest data. Your language can be scientific, and include technical terms.



توقعات البيئة العالمية - 4 صحيفة خريف 13

عرب آسيا

تقرير تطوير البيئة من أجل التنمية - توقعات البيئة العالمية في 2014 - بالتصديق بعد تحقيق من نظر التنمية العالمية المعنية بكيفية والتنمية البشرية الخاص على توسع الأثر البيئية - مستقبلياً المشترك - التي وضع التنمية المستدامة على جدول أعمال الحكومات واهتمام المجتمع. ويتناول التقرير البيئية العالمية - 4 في التناول لتقرير للأمم المتحدة معن في البيئة المعرفه 300 2013 ويوضح التقليل من 2010 إلى 2014 في نفس القطاع الخاص.

يظهر التناقص على ما يلي:

- 10 في المائة من القوى العاملة والنطاق هو مصدر الدخل الرئيس في بلدان مجلس التعاون الخليجي. ويظل 40 في المائة من الناتج المحلي الإجمالي 70 في المائة من إيرادات الحكومة.
- وقد أتت الإصلاحات الاقتصادية في أواخر التسعينيات وأوائل التسعينيات من القرن الماضي، والانتعاش القوي لآسواق النفط إلى تحقيق بعض الانتعاش الاقتصادي، من التحديات وابع النمو الاقتصادي، التقليل لزيادة منذ 2008. ومع ذلك، في أواخر العقد الماضي، خاصة في بلدان مجلس التعاون الخليجي، ويحصل العديد من الرئيس في أن المتغيرات 7 بلان معين خطوه أن تضع البيئة في التنمية الاقتصادية والاجتماعية.

التحديات الاقتصادية الاجتماعية

على الرغم من التقدم المرموق - سوب تحقيق أهداف الألفية الإنشائية في الصحة والتعليم والصحة العامة التحسين مما الأخير، فإن 21 في المائة من إجمالي السكان الذين يزيد سنهم على 65 سنة (أو 37 مليون نسمة) لا يزالون، وخلق الفقر بزيادة منذ التسعينيات من القرن الماضي، مع ذلك، تراجع من خطر تفرد في الكويت 17 في المائة في اليمن، وينتج نسبة سكان العمر من الإقليم 17 في المائة، وتزيد معدل البطالة على 20 في المائة.

وتسهم الزيادة في التوسط لنسبة 20 في المائة من الناتج المحلي الإجمالي ومن النشاط الاقتصادي الرئيس في المشاركة وفي اليمن، واستخدام أكثر من

التحديات والوقت المتبقي من لوائح المياه العذبة

الجدول 1: إجمالي المياه العذبة المتاحة في العالم، 1950-2025

السنة	المياه العذبة المتاحة (مليارات متر مكعب)
1950	~100
1960	~100
1970	~100
1980	~100
1990	~100
2000	~100
2010	~100
2025	~100

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UNEP

3. Tailoring to your Budget



- **Include personnel time in costs**, as well as design, publishing, distribution, office supplies and contingency costs.
- Some formats, such as web-based products are **less expensive** than others, such as print.
- Consider **innovative ways to raise funds**, such as co-publishing or sponsorship.



Exercise: What are the main budget lines? (10 minutes)



- What are the main competencies and budget lines for producing a report and a website?
- What are potential financial options?

Optional Table

Activities	Unit	Cost
Writers	5 experts X 1 month	...
Editing	1 editor X 2 weeks	...

4. Formats

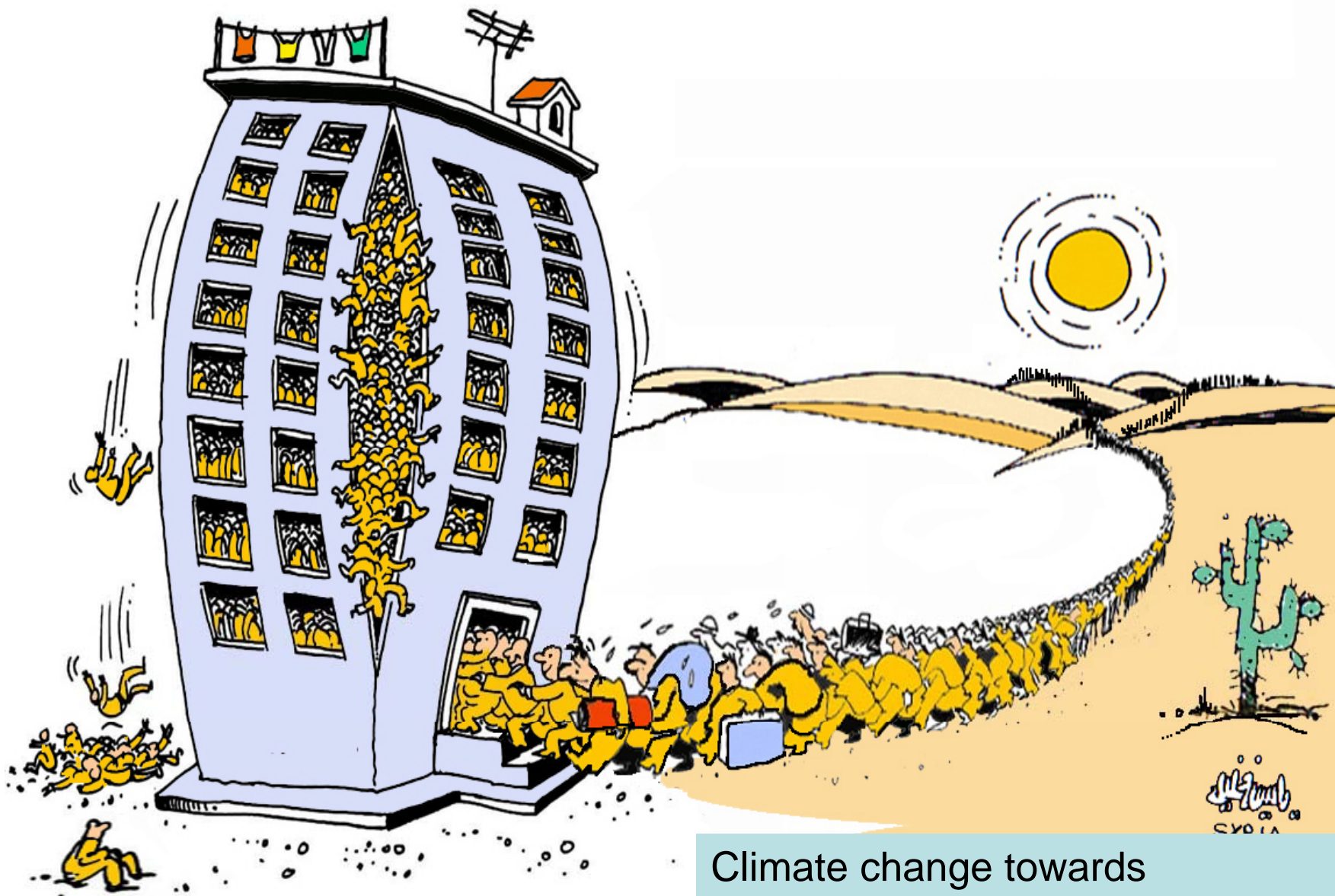


- Spoken options include visits, interviews, speeches, meetings, press conferences, training sessions, radio broadcasts, discussion groups and hearings.
- Written options include reports, flyers, newsletters, posters and brochures.
- Visual options include presentations, television, slide shows, films and videos.
- Digital options include Internet, CD-ROM's, PC-demos, e-mail bulletins, discussion groups and online conferences.

Formats: What is Communication Effectiveness?



- Your message is:
 - ✓ Received by target audience
 - ✓ Interpreted adequately by recipients as intended by senders
 - ✓ Remembered over a sufficient period of time
 - ✓ Triggered an appropriate reaction
- $Effectiveness = \frac{Impact\ of\ Message}{Cost\ of\ Producing\ Message}$



Climate change towards desertification causes migration to urban areas.



What is communication efficiency?



The maximum number of recipients have been reached per unit cost.

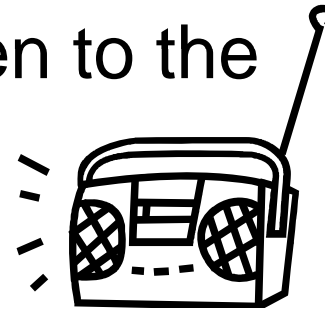
$$\text{Efficiency} = \frac{\text{Number of recipients reached}}{\text{Cost of Producing Message}}$$



5. Choosing Multiple Channels



- Understand the channels your audience uses
 - In Norway, **newspapers** are often read
 - In Uzbekistan, people avidly listen to the **radio**
- Choose multiple channels
 - To offset the weaknesses and gain from the strengths of each channel



Reaching your Audience



- What range of direct communication methods are available to you, **beyond radio, TV and newspapers?**
- What channels will reach your audience in their **language and reflect their culture?**
- How will you ensure **repetition and continuation** of messages over a longer time period?



Dissemination of an Environmental Report



A Possible Outline

Timing	Dissemination Activity	Purpose	Target Audience	Potential Impact	Media Used	Follow up/Action Taken
Date	Special event involving media	Launch of report, get attention	Key partners (ministries, NGOs, media)	Media coverage, outreach in ministries	Event launch, media contacts	Media monitoring & free distribution to ministries





Discussion: Media Relations in Your Country (40 minutes)



- In groups of 4, discuss the needs and available resources for communication.

Part 1:

- What ongoing relations with mainstream media exist within your organization/department?
- Do you have staff/members who are familiar with mainstream media norms and needs? Do these staff/members have sufficient time to do consistent media outreach?



Discussion: Media Relations in Your Country (40 minutes)



Part 2:

- Make a list of responsive journalists and other “insiders,” and describe plans to use them to spread your message.
- Does your organization have a distribution network? Is it updated and ready to be used?





Exercise: Creating a Communications Map (30 minutes)



- The aim of the exercise is to find out what are the best communication channels, considering given **time, resources and possibilities.**
- Create a map of communication options by comparing strengths and weaknesses, using the following format.





Exercise: Creating a Communications Map (30 minutes)



Channel	Strength	Weakness	Priority
Television	Can reach many people. Visual medium has greater impact.	Expensive to produce and buy time. Short format does not allow for more awareness.	
Press (Magazines, papers)			





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How do we do it?

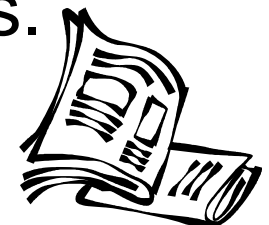


1. Print products
2. Electronic/digital products
3. Visual presentation of data (including cartographic processes and timesaving techniques)

1. Print Products: 9 Common Steps



1. **Specifications** including size, design guidelines and sometimes a dummy report.
2. **Contents** including text, graphics, pictures, as well as picture text, references and headings.
3. **Quality control**, revisions and editing.
4. **Translation** (if needed.)
5. **Pre-design** to test the design and make revisions before developing all the contents.



1. Print Products: 9 Common Steps



5. **Layout** of contents in the design chosen.
6. **Proofreading** to make revisions before the report goes to the printers.
7. **Test print** to get rid of the last mistakes, correct colours, identify missing elements, etc.
8. **Print** and disseminate to your target audiences.



Exercise: Budgeting Needs and Skills (30 minutes)



- What expertise and skills do you need to succeed with your project?
- In groups of 4-5, make a budget and time plan based on:
 - Who will be involved in the project (inside and outside expertise)?
 - What are direct expenses (e.g., meetings, communication, printing, transport)?
 - How much it cost?
 - What is the time frame of the different steps?





- Publishing on the web allows **greater flexibility**.
- Contents can be easily added, removed or changed on the web.
- It is important to **keep contents updated regularly** to keep the interest of readers.
- Some countries have **limited web access**.





- **Keep text short** and focused on your key message;
- **Use small image sizes** so more people can download them;
- **Include links** to other websites or further information.
- For those with reduced web access or for audiences such as schools, you can develop a **CD Rom**.





- **PDF:** a widely used and very useful way of transferring documents on the web or through email.
- **HTML:** The coding language used to create “hypertext” documents for the web.
- **RSS:** Technologies that make it easy to share content among different web sites.
- **WEBLOG (BLOG):** A publicly accessible journal created by an individual and shared over the web.





Exercise: Create an outline of a web structure (1 hour)



Working in groups of 4,

- Use the report provided to transform the table of contents into a diagram of a web report.
- Display on a larger poster.
- Present results in plenary.



Visual Presentation of Data



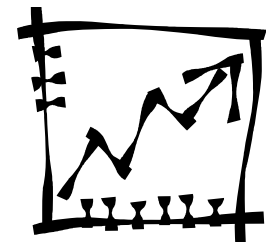
The most powerful, meaningful and culturally important messages are those that **combine words and pictures** in equally respectful ways.

Memorable visual messages with text have the greatest power to **inform, educate and persuade an individual.**





- Visual communication helps **shape the interpretation** of data and strengthens messages.
- **Images, maps and graphics** can simplify and condense complex material;
- **Strengthen** the readability of your assessment by:
 - ✓ Using the right images and color
 - ✓ Getting maps and graphics properly done





Steps for Creating Maps and Graphics



1. **Choose** your subject and **collect** spatial information.
 2. **Select** and start **processing** the data in order to extract the information you need to create your maps and graphics.
 3. **Create** your maps and graphics.
 4. **Quality check** your product to ensure consistency with the data.
-

Step 3: Create your Maps and Graphics



- 3a. Choose a visual representation (map, graphic)
- 3b. Set up the design with symbols, colors, lines, and titles.

Watch for:

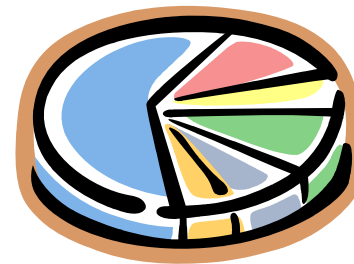
- colors that go well together
- consistent use of symbols
- appropriate thickness of lines



Exercise: Improve Visual Presentation (1 hour)



- Work in groups of 2-3 people
- Use data provided, to develop a visual presentation
- Consider:
 - ✓ Graphic representation
 - ✓ Font and size
 - ✓ Colours
 - ✓ Simplicity of presentation

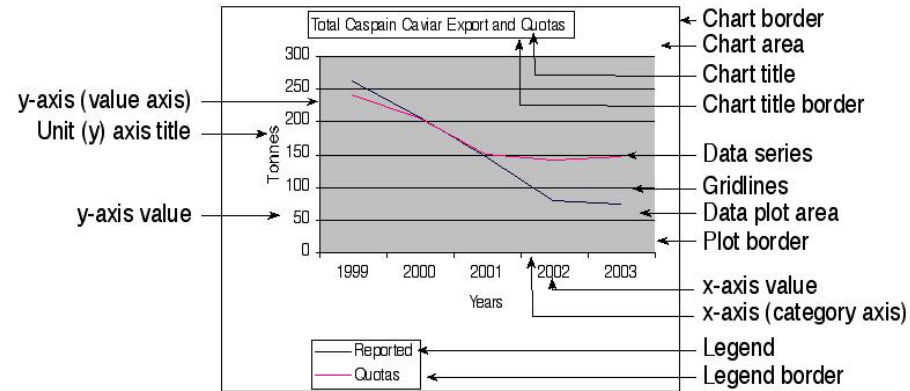




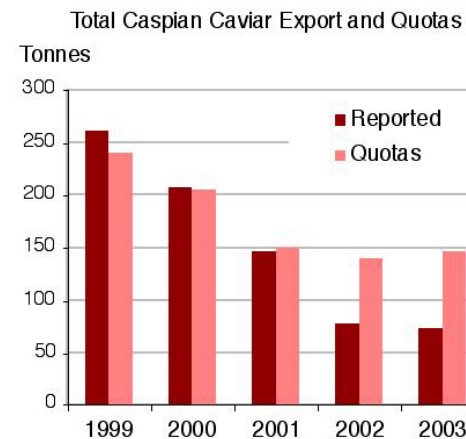
Example: Presenting Graphics Visually

Note the
contrast in the
two graphs.

Example 1: Automatically generated excel graphic and graphical elements



Example 2: Improved excel graphic





تقرير حالة البيئة لإمارة أبوظبي State of the Environment Abu Dhabi

بحث



الوكالة البيئية - أبو ظبي
Environment Agency - ABU DHABI

مبادرة أبوظبي
العالمية للبيانات البيئية



Zayed : A Determined Spirit

المواضيع	التنمية	المؤشرات	الإدارة السنية	التوقعات المستقبلية
المياه	الجغرافيا الطبيعية	الغلاف الجوي	بناء القدرات	السيناريوهات
الغلاف الجوي	الوضع الصحي	التنوع البيولوجي	الإعلام	الأعمال المطلوبة
التنوع البيولوجي	التنمية الاقتصادية	الأراضي	الاستجابة لحالات الطوارئ	القضايا الرئيسية
الموروث الثقافي	النمو السكاني	البحرية	الإطار المؤسسي	حكايات نجاح
استخدامات الأراضي	التجارة	النفايات	الاتفاقيات	
الموارد البحرية		المياه	نظم المعلومات	
النفايات			القوانين والقواعد التنظيمية	
			التقنيات	

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- Ensure you have a **good distribution network**
- Ensure your distribution list matches your **target audiences** and update if needed.
- Consider **different ways** of distributing your strategy
- **Keep thinking** about distribution long after your product has been produced (even if hard to do)

Approaching the Media



- Build **strategic and long - lasting relationships** with the media.
- Channels for approaching the media include press releases, press conferences, press briefings or special media events.
- Virtual and real media tours and eco-journalist festivals are approaches used by **UNEP**.

Preparing a Press Kit



- A press kit helps journalists use your information, improving your chances of getting media coverage.
- It is good practice to Include:
 - ✓ Information on the organization behind the report
 - ✓ An executive summary highlighting key findings in the report
 - ✓ A press release
 - ✓ Graphics

The Press Release



- A press release is a statement prepared for distribution to the media, to give journalists information that is useful, accurate and interesting.
- Journalists have standards and expectations that must be met for a press release to be read and used.



Essential Components of a Press Release



- Organization's/department's letterhead, name, address, phone number, e-mail, website
- PRESS RELEASE in all caps
- Contact person's name and contact information
- IMMEDIATE RELEASE OR RELEASE DATE in all caps)
- **HEADLINE** or **TITLE** in bold/caps
- Body text: Date/City-who, what, when, where and why
- Basic Font, page numbers, end with ###



EXAMPLE – Press release on the Kyoto Protocol (shortened version)



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Karen Landmark

Office: +4737035717

Mail: karen.landmark@grida.no

The Kyoto Protocol – a new era starts today

After more than 10 years of negotiations, the Kyoto Protocol finally becomes legally binding for the countries that have ratified it. ...

Target reached in 2002, but the emissions are increasing again

By the end of 2005, countries that are obliged to reduce their greenhouse gas emissions shall report on their progress towards reaching the emission targets set in the Protocol.

For more information: Karen landmark karen.landmark@grida.no



Example of regional GEO-4 press release launched by
Regional Coordinator, West Asia Division of Early Warning and
Assessment.



برنامج الأمم المتحدة
للبيئة
United Nations Environment Programme
المكتب الإقليمي لغرب آسيا
Regional Office for West Asia



PRESS RELEASE

11 November 2007

UNEP is Launching the Global Environment Outlook (GEO-4) in The Kingdom of Bahrain

11th November, 2007,

Manama, Kingdom of Bahrain

Manama 11 November 2007 – Under the Patronage of His Excellency Dr. Nizar Al Baharna, Minister of State for Foreign Affairs, the United Nations Environment Programme/The Regional Office of West Asia and the Arabian Gulf University in collaboration with the United Nations Information Center will launch the most comprehensive United Nations assessment report on environment, development and human well-being, which is the Global Environment Outlook (GEO-4), 10:30am on the 11th of November 2007, at Al-Tajj Hall, Sheraton Hotel Manama, Kingdom of Bahrain.



The Global Environment Outlook Report is the culmination of five years of intensive consultation with stakeholders in all regions of the world. It links findings on the state of the environment with policy analyses, incorporating historical, current and future perspectives, combining global perspectives with sub-global views. GEO-4 also highlights emerging environmental issues that require policy attention. The GEO-4 assessment has used the 1987 report – *Our Common Future* – of the World Commission on Environment and Development as the baseline for the retrospective analysis of environmental trends and development in the past 20 years. It highlights both environment and development issues, focusing on human wellbeing and role of environment in development.



The key priority environmental issues in the West Asia region addressed in the report are freshwater scarcity and quality, land degradation and desertification, coastal and marine environments, urban management, and peace, security and environment.

The main launch of the GEO-4 report took place at the United Nations Headquarters, New York on 25th October 2007 with a series of at least 40 launches that took place “simultaneously” in cities around the world.

For More Information Please Contact:

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Fax: +973 17825110 / 17825111

Email: adel.abdelkader@unep.org.bh

http://www.unep.org.bh/Newsroom/pdf/Press%20Release_Bahrain_%20GEO%20Eng.pdf



Example of National press release of
Abu Dhabi soe press release

<http://www.ead.ae/en/?T=4&ID=1673>



Exercise: Preparing a Press Release



- Using the guidance just provided, work in groups of two and write a press release for an issue or report of your choice.
- Time = 45 minutes



Communicating Sustainability



- Practice shows that if you want to achieve positive changes, **a long-term approach** to communicating sustainability is needed.
- **Continuous persuasion** is recommended.
- Begin with **active publicity**, followed by fast, **consecutive improvement** of the information base.

News story

المنظمة :: مركز الأنباء :: مقالات إخبارية :: 2008 :: المنظمة تدعو إلى إعادة النظر في سياسات وإعانات الوقود الحيوي

منظمة الأغذية والزراعة للأمم المتحدة
المساهمة في بناء عالم متحرر من الجوع

مركز أنباء المنظمة



ابحث Google™ Custom Search

русский español italiano français english 中文 مركز الأنباء الإدارات المكاتب الإقليمية

المنظمة تدعو إلى إعادة النظر في سياسات وإعانات الوقود الحيوي

التقرير السنوي يوازن بين فرص الوقود الحيوي وأخطاره



7 أكتوبر/تشرين الأول 2008، روما- ذكرت منظمة الأغذية والزراعة "FAO"، اليوم في إصدارها الجديد للتقرير السنوي الرئيسي "حالة الأغذية والزراعة 2008" (SOFA) أن السياسات التي تحكم إنتاج الوقود الحيوي والإعانات المقدمة للقطاع ينبغي أن يُعاد النظر فيها على نحو عاجل بهدف صتوّن أهداف الأمن الغذائي في العالم، وحماية المزارعين الفقراء، وتوسيع نطاق التنمية الريفية، وضمان الاستدامة البيئية.

وقال الدكتور جاك ضيوف، المدير العام للمنظمة، لدى الإعلان عن إصدار التقرير أن "الوقود الحيوي ينطوي على فرص ومخاطر سواءً بسواء، إذ تتوقف النتيجة على حالة البلد الممخني والسياسات المُطبَّقة لديه". وأضاف أن "السياسات الجاري تطبيقها تميل إلى صالح المُنتجين في بعض البلدان المتقدمة على حساب المُنتجين لدى معظم البلدان النامية، لذا فالتحدّي القائم هو الحدّ من المخاطر وإدارتها مع تحقيق المُشاركة في الفرص المتاحة على نطاقٍ أوسع".

ففي غضون الفترة 2000 - 2007، ارتفع إنتاج الوقود الحيوي بالاعتماد على السلع الزراعية بمقدار يتجاوز ثلاثة أضعاف، بحيث أضحي يغطي اليوم ما يقارب 2 بالمائة من الاستهلاك العالمي للوقود لأغراض النقل. والمتوقَّع أن يتواصل هذا النمو، حتّى وإن كان دورالوقود الحيوي السائل - ومعظمه من الإيثانول والديزل الحيوي لأغراض النقل - بل ولأغراض الطاقة في العالم ككل سيظل محدوداً.

ورغم الأهمية المحدودة للوقود الحيوي السائل بمقاييس الإمدادات العالمية المتاحة من الطاقة سوف يتواصل نمو الطلب على المخزونات الغذائية الزراعية (كالكسكز، والذرة،

مركز الأنباء

مقالات إخبارية

2008

2007

2006

2005

2004

2003

2002

تركيز على القضايا

المنظمة في الميدان

موارد سعية

البنك الشبكي الحي

مركز الفيديو

أرشيف الصور

العلاقات الإعلامية

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لقطة لحصاد قصب السكر في البرازيل.

وثائق
بيان المدير العام جاك ضيوف لدى الإعلان عن صدور تقرير "حالة الأغذية والزراعة 2008"

وصلات
حالة الأغذية والزراعة 2008
المنظمة والطاقة الحيوية
مركز الطاقة الحيوية والأمن الغذائي

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WMO N° 805

لا تنشر قبل الساعة 15:00 بتوقيت غرينتش، 13 كانون الأول/ ديسمبر 2007

2007-1998: أحر عقد مسجل

بالي/ جنيف، 13 كانون الأول/ ديسمبر 2007 (المنظمة العالمية للأرصاد الجوية) – من المرجح أن يكون العقد 2007-1998 هو أحر عقد مسجل وفقاً للبيانات المصدرية التي حصلت عليها المنظمة العالمية للأرصاد الجوية (WMO). ويقدر حالياً متوسط درجات الحرارة السطحية على نطاق العالم لعام 2007 بما يزيد على المتوسط السنوي للفترة 1961-1990، والبالغ 14 درجة مئوية/ 57.2 درجة فهرنهايت، بمقدار 0.41 درجة مئوية/ 0.74 درجة فهرنهايت.

Launching GEO-4 report



برعاية الأستاذ المهندس هلال الأطرش
وزير الإدارة المحلية والبيئة

Under the Patronage of H.E. Mr. Helal Al-Atrash
Minister of Local Administration & Environment

حفل إشهار التقرير الرابع لتوقعات البيئة العالمية GEO-4
The official launch of the fourth Global Environment Outlook
GEO-4 assessment report

Damascus-Syria

28/10/2007

دمشق - الجمهورية العربية السورية