Integrated Environmental Assessment Workshop for the National Reporting Toolkit

Module 7: Creating communication outputs of the assessment

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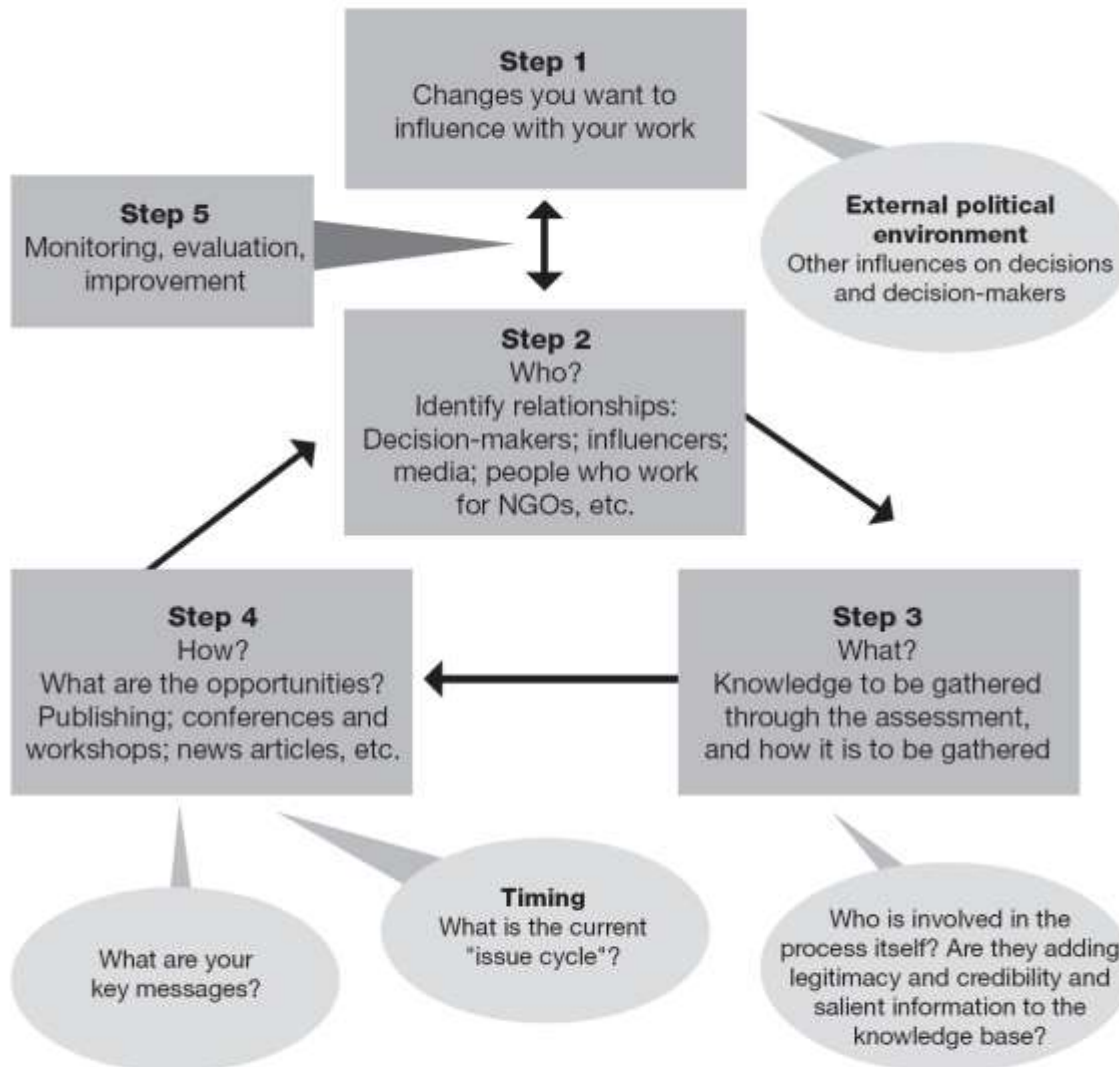- **Session 4: How do we do it?**
- **Session 5: Reaching Out**

This module focuses on developing innovative communication outputs for an IEA and provides practical suggestions for dissemination.

Session at a Glance

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Model for an Impact Strategy

Step 1
Changes you want to influence with your work

Step 5
Monitoring, evaluation, improvement

External political environment
Other influences on decisions and decision-makers

Step 2
Who?
Identify relationships:
Decision-makers; influencers; media; people who work for NGOs, etc.

Step 4
How?
What are the opportunities?
Publishing; conferences and workshops; news articles, etc.

Step 3
What?
Knowledge to be gathered through the assessment, and how it is to be gathered

What are your key messages?

Timing
What is the current "issue cycle"?

Who is involved in the process itself? Are they adding legitimacy and credibility and salient information to the knowledge base?

Source: IISD (2004)

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

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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

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.

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.

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.

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.

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, PC-demos, e-mail bulletins, discussion groups and online conferences.

- **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
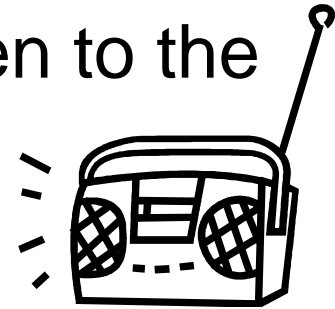
Reaching your Audience

- 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

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How do we do it?

1. Print products

2. Electronic/digital products

3. Visual presentations

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.

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**.**

Electronic / Digital Products

- 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**.

Electronic / Digital Products

- **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.

Electronic / Digital Formats

- **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.

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**.
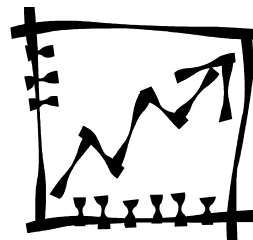
Visual Presentation of Data

- 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
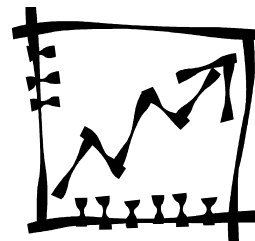
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Dissemination of Information

- 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)

- 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

- 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.

Example of National press release of Abu dhabi soe press release
http://www.ead.ae/en/?T=4&ID=1673

Launching GEO-4 report

Communicating Sustainably

- 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.