
COMMUNICATION AND THE ENVIRONMENT (ACNA5000)

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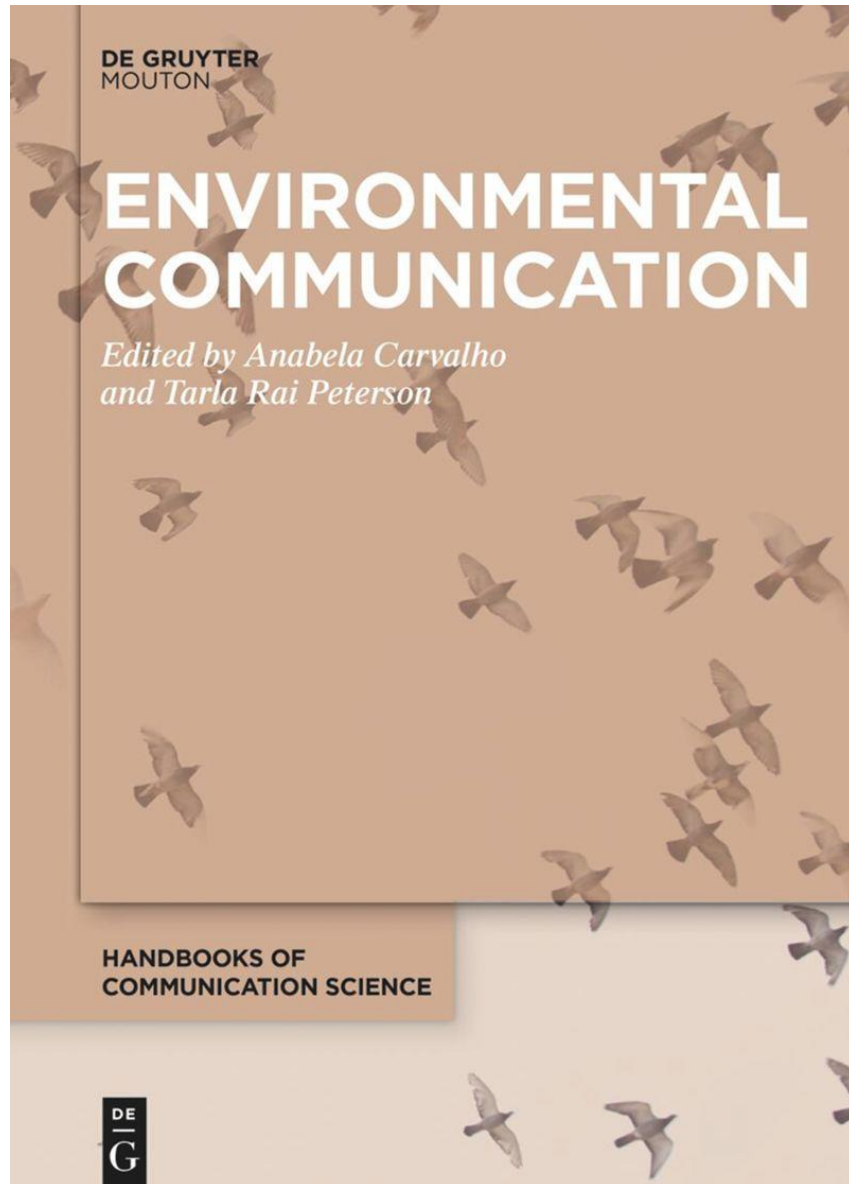




Date	Lecture #	Lecture topic	Activity
01/10/24	1	Introduction to ACNA5000	
08/10/23	2	Skills and Opportunities in Environment	
15/10/23	3	Community Engagement and CSA	
22/10/23	4	FIELDWORK WEEK	Cae Tan Visit
29/10/23	5	Communicating and the Environment	
05/11/23	6	Building YOUR Brand	
12/11/23	7	Blogging for Science & Sustainability	
19/11/23	8	GREEN ECONOMY CONFERENCE	Swansea Arena Conference
26/11/23	9	Employability and Digital Skills (S. Grieve)	Digital Skills Team
03/12/23	10	Online GAM modules: Units 1 and 2	
10/12/23	11	Online GAM module: Unit 3 and 4	
	12	Christmas Break	
	13		
	14		

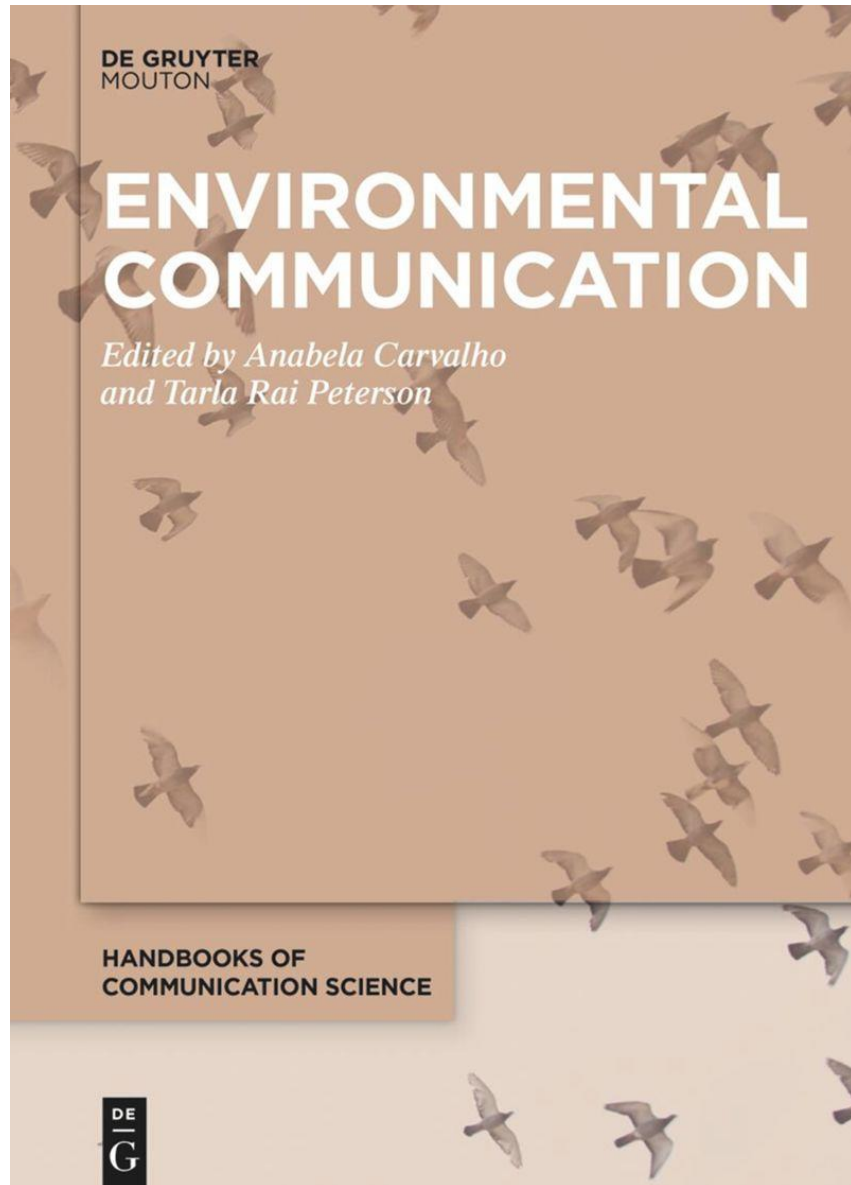
OUTLINE

- How do we communicate environmental issues?
 - Types of environmental communication
 - Target Audience
 - Challenges
 - Effective strategies
-
- **Debate – What are the issues in environment communication?**
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WHAT IS ENVIRONMENTAL COMMUNICATION?

- **Definition:** "Environmental communication is the dissemination of information and creation of dialogue concerning environmental issues."
- **Core Aspects:** Sharing knowledge, promoting awareness, encouraging sustainable actions.



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Communicating Environmental Science Reading:

[env_sci_oct_2012.pdf \(the-ies.org\)](#)

[Environmental Communication - What it is and why it matters \(meisner.ca\)](#)

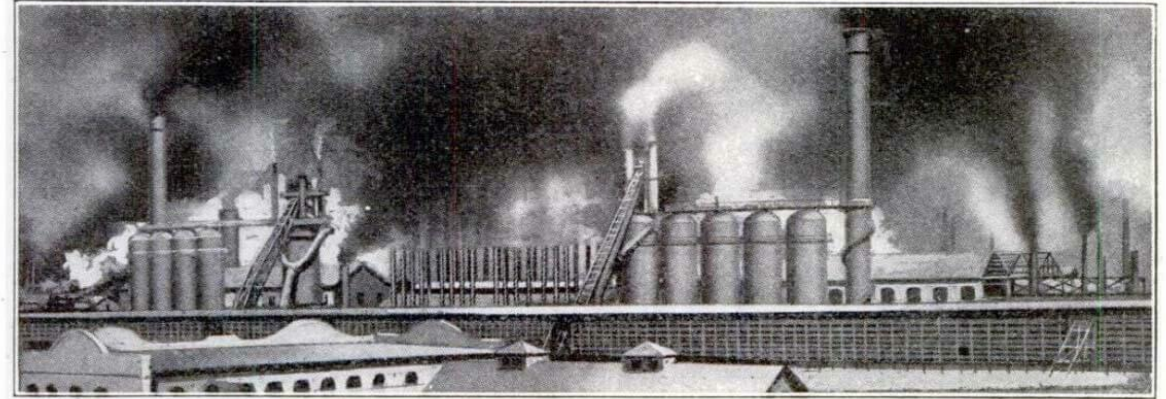
“No one will protect what they don't first care about, and no one will care about what they don't first experience.”

David Attenborough

March, 1912

POPULAR MECHANICS

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The furnaces of the world are now burning about 2,000,000,000 tons of coal a year. When this is burned, uniting with oxygen, it adds about 7,000,000,000 tons of carbon dioxide to the atmosphere yearly. This tends to make the air a more effective blanket for the earth and to raise its temperature. The effect may be considerable in a few centuries.

- Raises public awareness about environmental issues.
- Influences behavior change and policy.
- Engages communities and stakeholders.
- Fosters global cooperation on climate issues

KEY GOALS OF ENVIRONMENTAL COMMUNICATION

- To educate and inform the public.
- Build a positive perception of environmental actions.
- To promote sustainable practices.
- To influence policy and decision-making.





- **Formal:** Reports, scientific publications, news articles.
- **Informal:** Social media, blogs, grassroots campaigns.
- **Interpersonal:** Community meetings, events, educational workshops.



"My question is: Are we making an impact?"

- General public (raising awareness)
- Policymakers (influencing decisions)
- Businesses (encouraging sustainable practices)
- Youth and educators (creating long-term impact)

Communications channels & tools

Audience

Specific
person/group

Public

- General
- Special interest

Channels

private **meetings**

national policy
conference

media (web/print
/broadcast)

social media
(personal/institutional)

Written tools

policy brief (from
paper)

slide **presentation**

conference **invitation**

press release

blog/article

social media **post** 

ACTIVITY

**Find an example of effective
environmental communication (5 mins)**

*Explore how they have used visual medium to
communicate effectively.*

Share with the group.

ACTIVITY

Find an example of ineffective environmental communication (5 mins)

Explore how they have used visual medium to communicate effectively.

Share with the group.

- Misinformation and fake news.
- Complexity of scientific data.
- Public apathy or skepticism.
- Conflicting interests
(economic vs. environmental priorities).

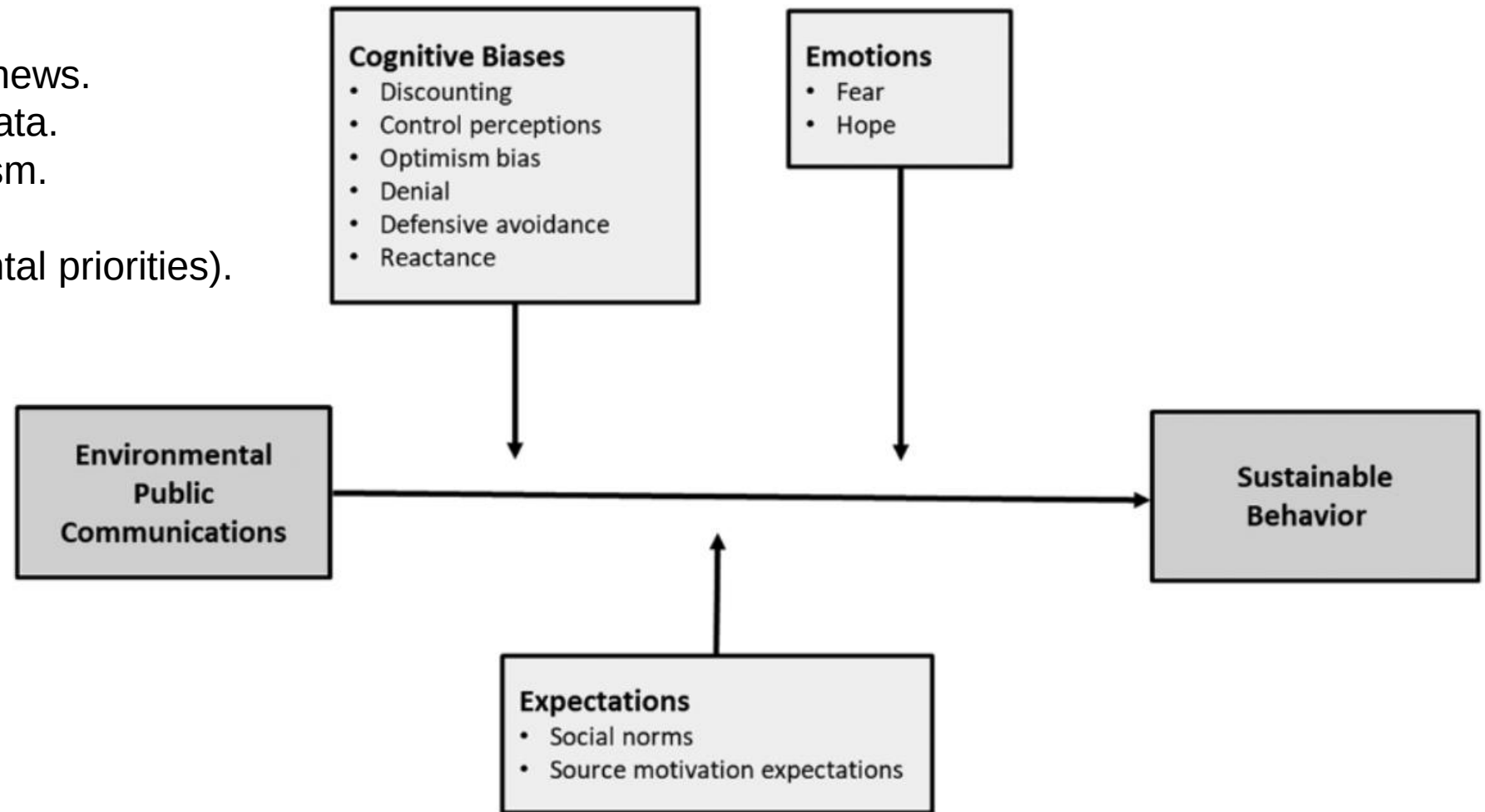
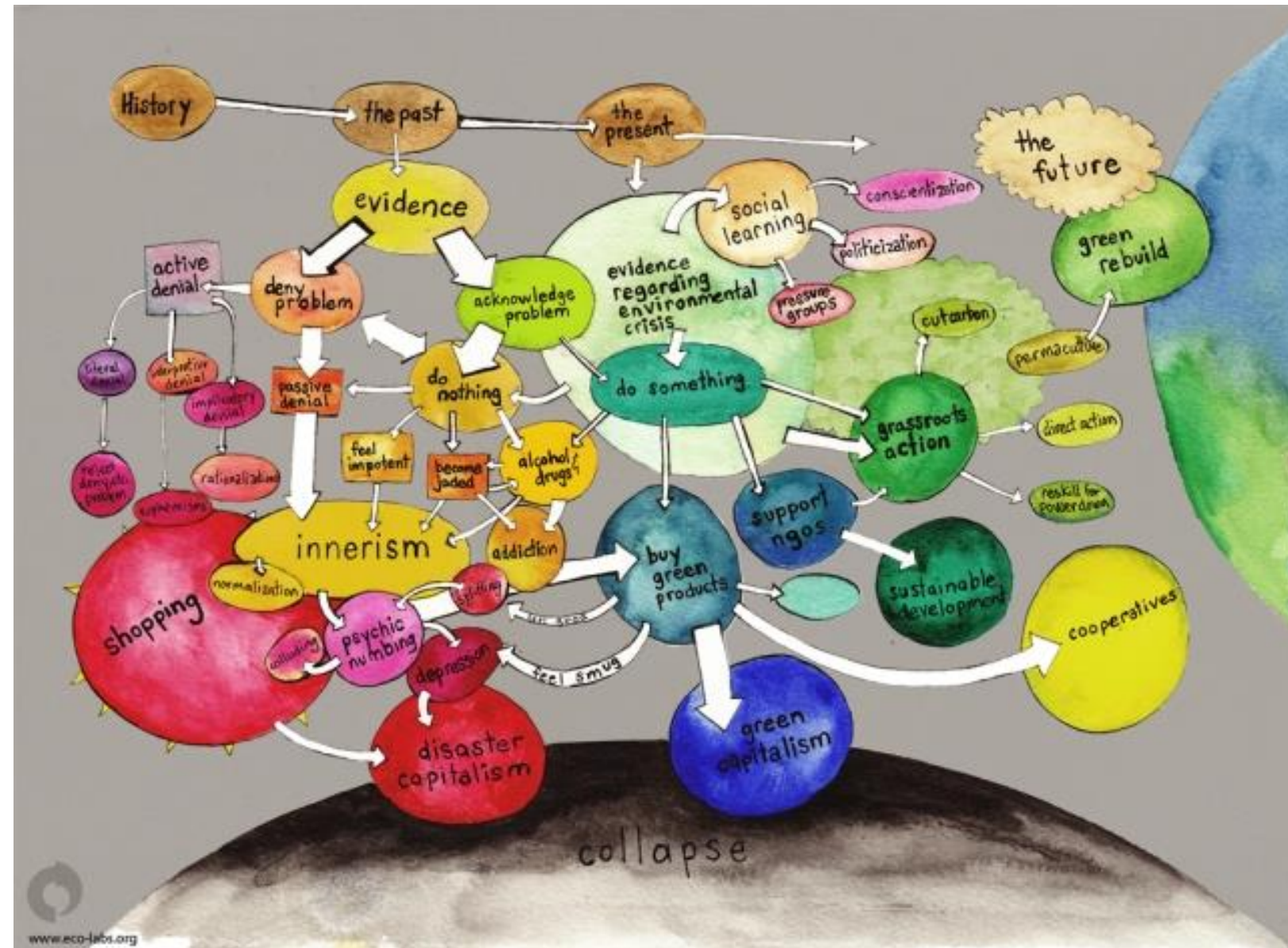


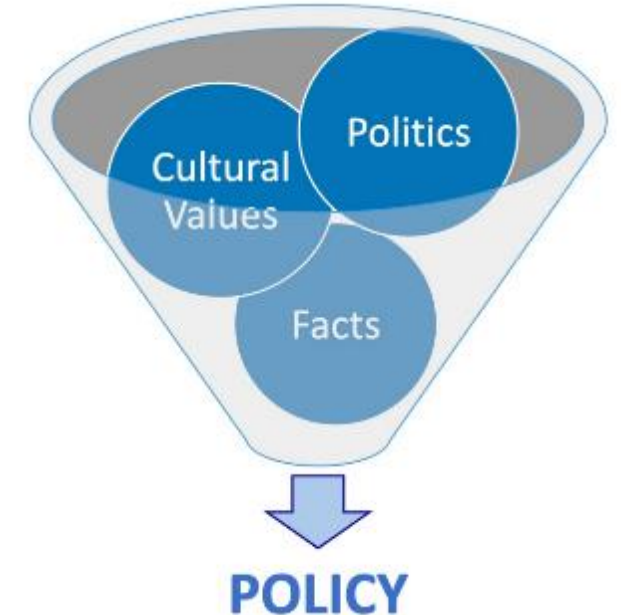
Fig. 1. Cognitive biases, emotions, and expectations that impact the transmission of environmental public communications to receivers, thereby influencing the communications' effects in terms of behavioral change.



[Denial in Environmental Communication | EcoLabs \(ecolabsblog.com\)](https://ecolabsblog.com)



- Simplify complex information for broader understanding.
- Use relatable and local examples.
- Leverage storytelling to engage emotionally.
- Focus on solutions, not just problems.



ACTIVITY

Read the following short article:

[Effective Policy Communication in the Age of Information Overload and YouTube | Brookings](#)

To what extent do you think environmentalists have a communication crisis?

DEBATE

Consider the following statement from Ahn (2014):

“Image and emotion have a greater impact on people’s perception than logical arguments based on objective facts and data”

Debate as a group....and conclude..

What does this mean for effective environmental communication?



THANK YOU

Science and Communication Strategy Workshop - Green
Science Policy Institute