



*This project is funded by the European Union and is implemented by the European Environment Agency*

## Regional workshop on sharing environmental information effectively

**Date 12-13 September 2019**

**Venue: Auditorium**

**Location: Copenhagen, Denmark**

### **Objective:**

- Improve communication towards general public and policy makers following the Aarhus Convention;
- Deepen understanding from the first workshop and learn methodologies and tools that will help draft outreach campaigns, use social media tools, communicate in crisis situations, design data storytelling and infographics;
- Deepen skills at managing communication in a digital world;
- Measure and evaluate communication activities;
- Seek opportunities for synergies and learning from the Eionet.

### **Who should attend:**

- Participants from the first regional workshop held in 2018;
- Communication officers from the ministry and statistical authorities;
- Experts who are responsible for communication and access to environmental information.

### **Mandate from the description of Action:**

- A national communication and visibility plan for each country incorporated in national work plans (linked to Area 2 - Activities supporting result 2: Improved capacities in the national administrations to manage and use environmental statistics, data and information in support to decision- making process in line with EU/EEA best practices );
- In order to reach the right audiences a strong link with the EEA communication programme and coordination with the communication/PR experts in the national authorities of the ENP East partner countries will be sought.
- Deliverables:
  - Inter-institutional and multi-stakeholder working group(s) established at national level;
  - Development of online products/services on national sites and deliverables such as:
  - Development of a suite of derived products of different nature (printed, online) – produced by the countries - such as input for the Eighth Environment for Europe (EfE) Ministerial in 2016 or related to the SDGs, from the existing assessments (Executive Summary, policy relevant thematic briefings, key messages, etc.) using institutions and networks in the partner countries (including Aarhus Centres, RECs) and involving the civil society (NGOs and their Eco Forum network).

*Implementation of the Shared Environmental Information System principles and practices in the Eastern Partnership countries (ENI SEIS II East)*





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### Program Content

Time	Day 1	Time	Day 2
09:00-09:30	Registration and welcome	09:00-09:30	Start day 2
09:30-10:00	Program introduction and setting	09:30-11:30	Data storytelling and infographics: From data to knowledge; Importance of narratives in data visualization and an exercise
10:00-11:30	Creating outreach campaign including crafting key messages exercise	11:30-11:45	Break
11:30-11:45	Break	11:45-12:15	Measuring impact – best practice from the countries
11:45-13:00	Social media tools – why you should/ should not and when and a practical exercise	12:15-12:45	Developing communication skills – interpersonal communications Q&A
13:00-14:00	Lunch	12:45-13:30	Wrap-up, evaluation and debriefing
14:00-15:00	Crisis communication	13:30-	Lunch
15:00-15:15	Break		
15:15-17:00	Crisis communication simulation and debriefing		
17:00-18:00	Social hour and networking		

#### What participants said about the previous workshop:

*Implementation of the Shared Environmental Information System principles and practices in the Eastern Partnership countries (ENI SEIS II East)*





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*'This amazing communication event that contributed to the countries communication plan. It has been exciting from the beginning till the end. Again, thank you for an inspiring experience!'*

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