

Communicating for impact

Communications workshop Azerbaijan

ENI SEIS II East Project

Gülçin Karadeniz

28 August 2019



Workshop objectives



- Bring in EEA communications experience
- Understand impact
- Innovate in listening
- Youth movements and public institutions
- Share, learn, inspire...



**Who is in the room?
And you hope to...**

What the day will look like?

Environmental communications

Crafting a message for an audience

Complex communications campaign: SOER 2020

Monitoring outreach and impact

Common challenge exercise

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Environmental communications

Joint reflection on audience, message, tools
and delivery

EEA communication approach



Communication basics



- Why do you communicate?
 - Objective...
- To whom?
 - Audience
- What do you say?
 - Message/narrative
- How?
 - Tools

Connecting the dots

- EEA communications framework
 - Target audience: policy maker, policy influencers, the public
 - Narrative: messages coherent in all external communications
 - Focus areas: digital, innovation, impact...



Communications at EEA

Highlights in the run up to SOER 2020
and beyond

Gulcin Karadeniz

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Communication highlights

In the last 12 months

- FB live sessions on mercury and industrial pollution, electric vehicles, social vulnerabilities, biodiversity
- Impressive boom in LinkedIn followers
- Online briefing on marine protected areas with a more visual template and approach
- Competitions: WaterPIX → Sustainably Yours
- EEA newsletters
- Signals 2018 - language versions
- Animations... GIFs...



Key assessments



- Unequal exposure, unequal impacts: social vulnerabilities (launch event with Commissioner Vella in Brussels, press briefing, FB live streaming)
- Annual air quality report
- Annual indicator report
- Chemicals in Europe's waters
- Contaminants in Europe's seas
- Preventing plastic waste
- European bathing water quality

On-going

- SOER planning, production (maps and charts) – Getting ready for outreach. More tomorrow...
- Web improvements (new header & footer already in place, new templates in coming months)
- Corporate promo video in the making, new animations on the way
- Improvements in translation quality, library services...
- EEA 25th anniversary – 19 June 2019



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EEA 25th anniversary

- Celebratory event to mark EEA's past and future contributions
- '25th Anniversary book'
- Management Board seminar & reflections around EEA/Eionet Strategy 2021-2030
- Corporate communication in the context new EU policy cycles



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2020 and beyond



- SOER outreach in the countries throughout 2020
- Further work on impact and influence, exploring and developing ways to achieve it
- Reflection on and review of EEA output types (long assessments, short briefings, indicators, data visualisations, etc.)
- Preparations for EEA's next communication framework (2021-2030)
- Thematic focus 2020: Biodiversity – nature crisis, climate change, plastics...

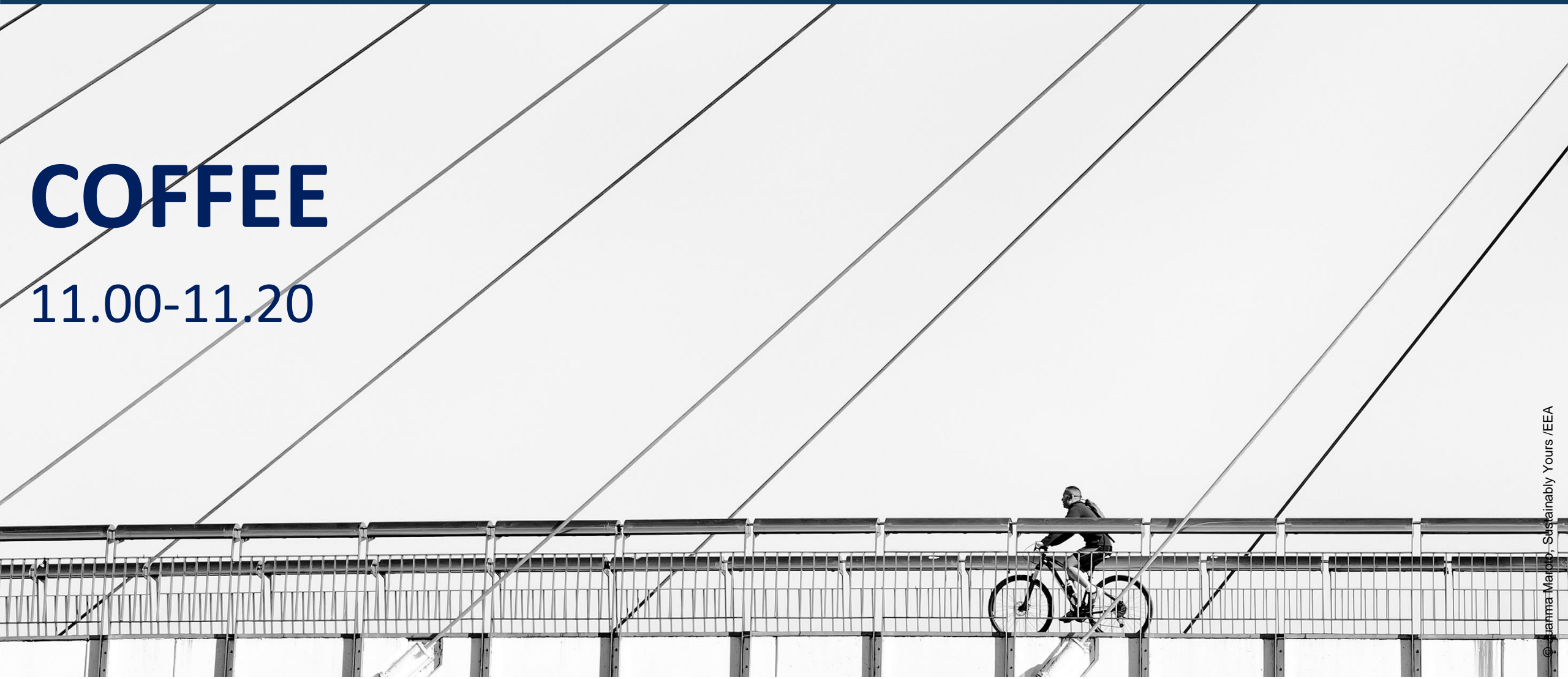
Questions?



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COFFEE

11.00-11.20





Crafting the message

Objective and impact

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At a glance



1. Who can make a difference?
2. What does this person need to take action?
3. Do I have what is needed to make this person take action?
4. When and how do I act?

Who can make a difference?



Everybody can, but...

EEA Communication Framework:

- Policymakers
- Policy influencers
- 'Public'

Interested and disinterested

'Connected' vs 'not-yet connected'

What does this person need to take action?

Information & knowledge → awareness
→ understanding → attitude → ACTION

IMPACT

Effort – time and resources

Context – Incentives, culture...

Values... Emotional appeal...



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Do I have what is needed?



Short answer: Hardly ever...

Longer answer: Depending on the target audience, the EEA can provide environmental information triggering debate, and resulting in action/change.

- User feedback: EEA website, Signals and Climate & Energy Union information portal...
- Knowledge made more accessible, 'findable' and available
- Translation policy

Do I have what is needed?

The EEA is also a networking institution...

Outreach through Eionet... EU institutions... Heads of EPAs... Joint projects... European Neighbourhood... NGOs... LinkedIn...

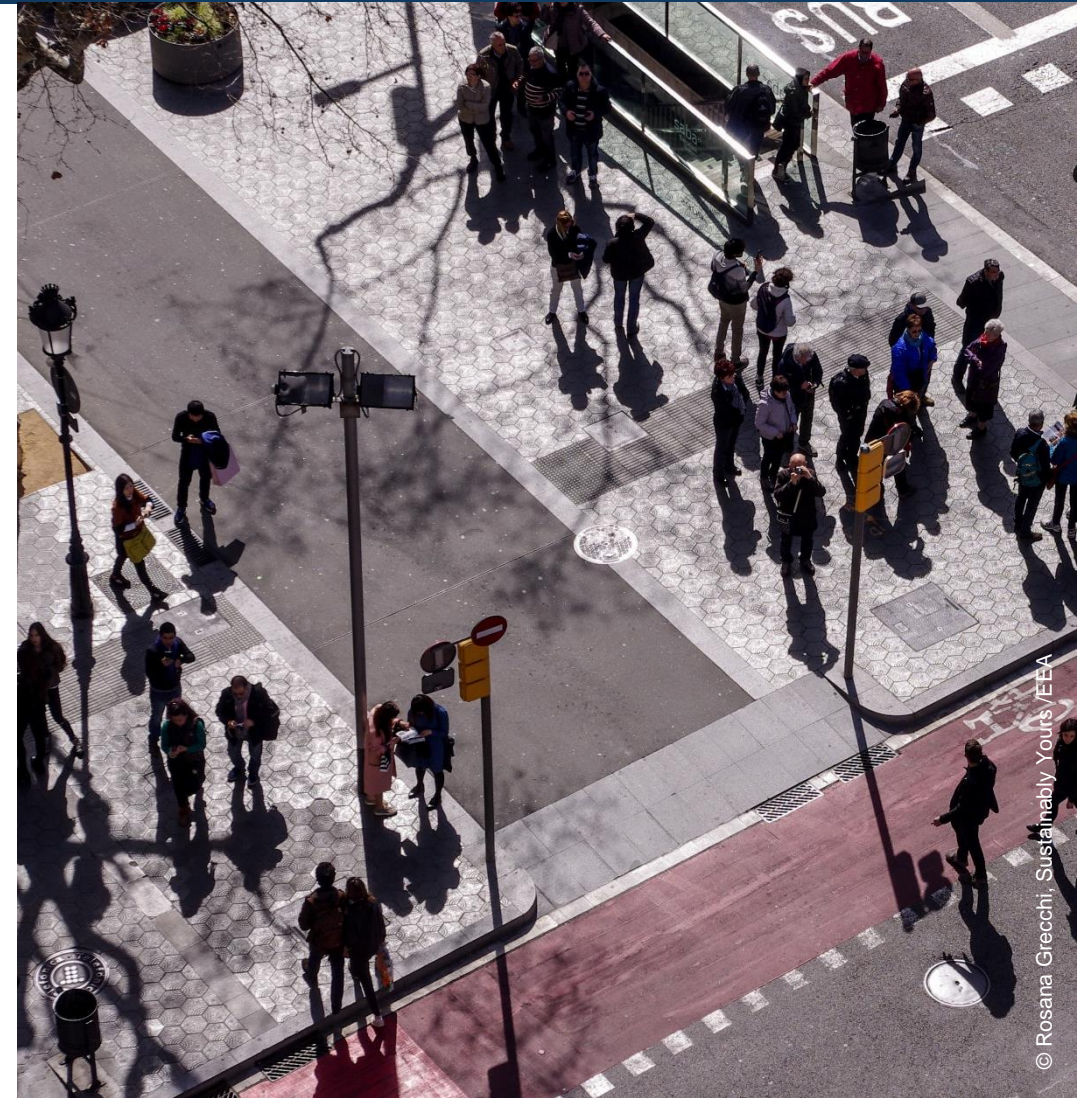
Clean Air Forum, Brussels policy debates



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When and 'how' do I act?

- Listen – monitor
- Understand the context
- Convey the message when relevant – identify the timing
- Customise your communication to your audience: quantity of information, language, framing, format, channel, location specific?...



The 'communicator'



Trust in...

- Invest in your institutional **brand**...
- Quality, relevance, transparency, findability, proximity, endorsement by peers, accessibility...

→ Key to institutional **influence and impact**

Engaging with millennials: What and how?



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Youth: multiple profiles

Age profile

Occupation: student or...

Leverage on political power

Values and engagement

Self mobilisation potential

Scope of environment agencies work

- Education material
- Awareness raising
- Engagement
- ...

Within set structures:
collaboration with ministries,
local authorities, NGOs...



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And then this happens...





- Questions... Thoughts...?

Drafting a headline



Lunch

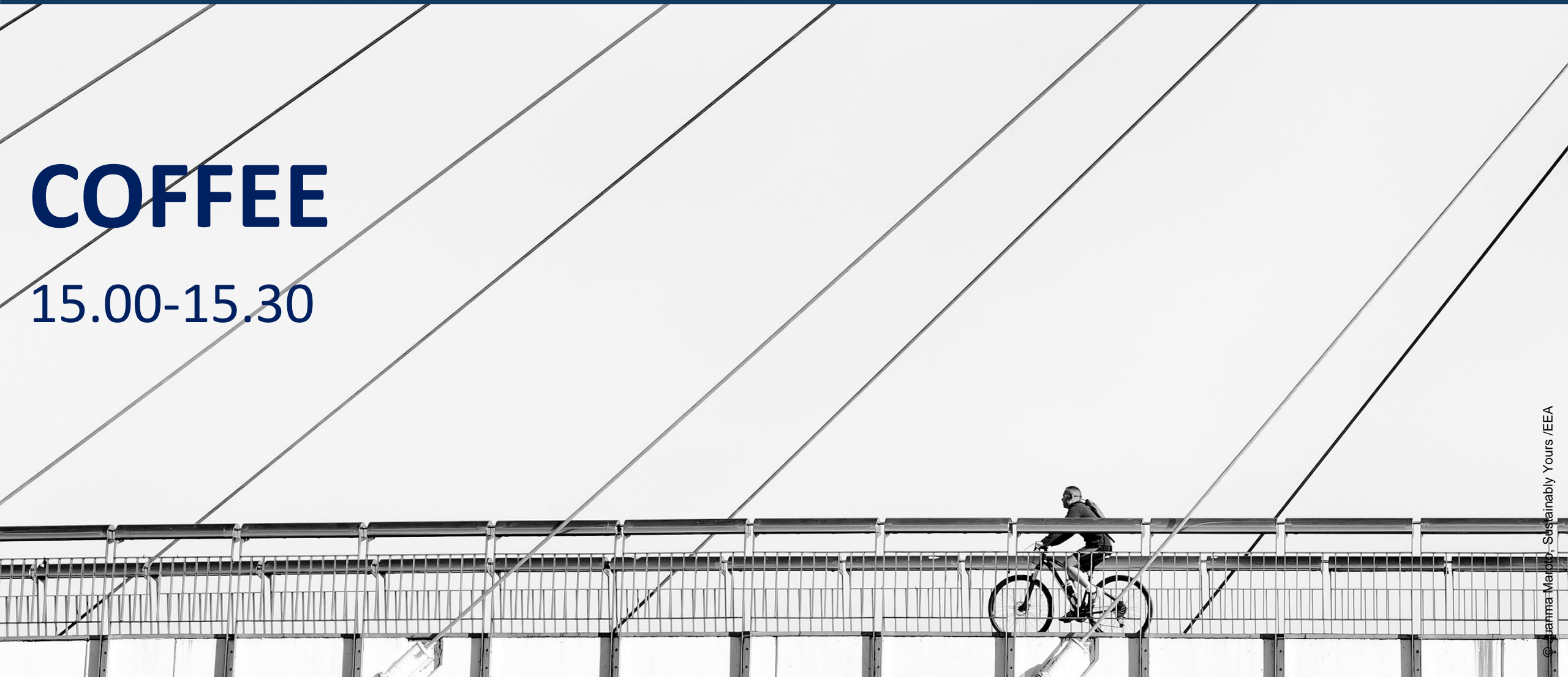
12.30-13.30

Next: Unconference

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COFFEE

15.00-15.30





‘Unconference’ Common communication challenge

Participant-driven session
15.30-17.00

Unconference: Rules of engagement

- Whoever comes are the right people
- Whenever it starts is the right time
- Whatever happens is the only thing that could have
- When it's over, it's over

The Law of Two Feet:

If you find yourself in a situation where you are not contributing or learning, move somewhere where you can.

Follow your **PASSION** & take your
RESPONSIBILITY



What is on your mind?



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Unconference wrap up

- Main points discussed?
- What would you like to share from Unconference?
- Any other reflections?



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Any last thoughts?
Thank you



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