

Strategies for successful communication of sustainability in Europe



Günter Chodzinski
Local Agenda 21 Falkensee

change in information and activities

From.....

- o only raising problems
- o discussion in seminars or conferences,

To

- ✓ events and activities with presenting concrete solutions in new forms of communication
- ✓ combine theoretical knowledge and practise
- ✓ find concret points of reference
- ✓ special issues and focuses, public discussion
- ✓ combine long range and current events with public attention
- ✓ prepare and ... (sometimes) wait

change in information and activities

- ✓ Concrete problems need concrete solutions
- ✓ active approach:
 - ✓ straight, direct – not arguing with all the background – special and surprising subjects
- ✓ connect sustainability with other fields (education, sport, culture, media, spatial planning)
- ✓ having in mind: the political sphere and the institutions
- ✓ take the initiative: approach not only by discussions, themes and programs but also as active actors in decision making

change from bad news

- o Past: ecology was not mainstream, other problems (economic, social) were in the foreground
- o paint situation dark
- o pressure on people: “you have to do this or that”, “its not enough what you are doing”
- o change of everyday life and lifestyle
- o Negative perception

change ... to good news

Today and in the future: information about ecological situation is worse and awareness about negative changes is common

- ✓ concrete action is part of a solution
- ✓ sustainability is positive – communication about it should be also positive
- ✓ raise the feeling of being part of a future campaign (healthy food, bio-fuel, regenerative energies etc.)
- ✓ Tell the people: if you want to be part of an important change we offer you the right advice and methods