



“ There is a growing recognition that effective environmental communication is decisive not only in public identification and definition of the most urgent problems, but also in building the social, economic and political action networks that are needed to reverse present unsustainable and negative environmental trends. Moreover, there is also a growing understanding that local and regional government will be pivotal partners in defining a successful communication strategy. ”

We would like to draw your attention to a recent study prepared by CameronSDS, on behalf of DG Environment, who compiled and examined environmental communication best practices across Europe.

Information was attained from a workshop held in Aalborg on 19th/20th September 2002, which provided a forum to debate a number of key issues relating to environmental communications. In addition, a questionnaire was distributed both to those at the workshop, as well as others, and included networks of European cities, individual municipalities,

journalists, academic institutions, and national government departments.

The end result of this work was a total of 60 good practice examples of environmental communication from 20 European municipalities. >>

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>> The study concludes that efficient environmental communication should:

- Educate, mobilise, and respond to the general public, enabling greater environmental awareness and protection;
- Be presented in a format, style and language that is accessible and attractive to the general public;
- Stress concrete solutions and provide support to the general public. Providing practical tools and assistance should ideally empower the general public and highlight the positive contributions they can make to protect the environment;
- Be a partnership between a number of key partners. This includes local/ regional government, NGOs, business, and the media. Such a partnership can also increase the quality of environmental coverage.

The full text of this report can be accessed by clicking on the following link It is an interesting read and presents analyses of the best practices, an overview of the role of information and communication in sustainability, and recommendations for improving the effectiveness of future environmental communication.

http://www.cameronsds.com/portfolio/communication/env_com/

The EECN is DG Environment's support structure for the European Environmental Communication Networks. Currently these include the Green Spiders Network, The Network of Urban Forums for Sustainable Development and the Goodwill Ambassadors for the Environment.

The website can be accessed here:

http://europa.eu.int/comm/environment/networks/index_en.htm

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