



Turning natural history into environmental communication

The Bristol Natural History Consortium (BNHC) was formed in 2003 with a view to promoting environmental communication. Director Ms. Savita Custead explains: "The intention was to establish a partnership drawing on the existing excellence in practice of natural history engagement already happening in the area". The founders of this multi-disciplinary consortium were the directors of Bristol Zoo, At-Bristol, Wildscreen and the WWF UK office. But the original partners were quickly joined by the BBC Natural History Unit, the Avon Wildlife Trust, the Bristol City Council and both local universities: University of Bristol and the University of West of England.

The activities of the BNHC are organised around three initiatives:

- **Communicate** which is an annual conference for professional communicators of environmental and conservation issues. This year's conference takes place in Bristol on **18-19 October 2007** under the heading *Going Mainstream*.
"We are seeking to increase the international dimension of Communicate, and we would very much like to welcome environmental communicators from around Europe to participate in the conference" says Ms. Custead.
- **Think or Swim** which is project for local filmmakers and young people to work together to create films about climate change. This project has been developed to investigate how young audiences respond to conservation messages and to learn more about the most effective way to communicate to the young generation
- **Bristol Festival of Nature** which is the UK's biggest celebration of the natural world. The Festival is an imaginative weekend of films, animal encounters, exhibitions, walks, talks, workshops and competitions.

In order to learn more about BNHC visit their website at:

www.bnhc.org.uk

You can sign up for the Communicate conference at:

www.communicatenow.org

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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