



New education toolkit on sustainability communications

The UN Environment Programme has issued an education toolkit on sustainable communications. The toolkit targets mainly teachers and students in higher education, particularly within the fields of marketing, advertising and communication.

The new toolkit consists of four modules:

- Module 1 takes stock of the main ethical and practical aspects of sustainability, with particular emphasis on communication
- Module 2 addresses the main social and economic issues against whose background sustainability communications take place: Efforts to codify corporate social responsibility and their effects on communication practices; attitudes to responsible consumption as opposed to actual behaviour and the challenges and opportunities of sustainability communications for companies and public institutions
- Module 3 summarises the practices involved in sustainability communications: Green marketing, corporate communication, social and responsible marketing, civic participation and awareness campaigns
- Module 4 presents a series of five exercises dealing with sustainability communications in theory and practice

Although the main target groups are students and teachers, all environmental communicators may find the toolkit useful in their work. Associate Programme Officer at UNEP Ms. Solange Montillaud-Joyel says: *"The toolkit provides a wide range of best practise case studies and resources such as reports, guides, articles and studies which may serve as valuable inspiration for all kinds of environmental communicators"*.

You can download the toolkit in English or French from UNEP's website at:

<http://www.unep.fr>

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

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