II RCE Americas Regional Conference
Engaging Media

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1. Why communicate
2. How to communicate effectively
You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.

Lee Iacocca
Former CEO, Chrysler Corporation
Why we communicate

- Behaviour change
- Fundraising
- Advocacy
How to communicate
OUR OPPORTUNITIES...

- **Conferences**
  - Rio +20, ICPD Beyond 2014, UNFCCC COP 19, RCE Conferences

- **Important dates**
  - World Water Day (22 March), Mother Earth Day (22 April), Int’l Day for Biological Diversity (22 May)

- **Events**
  - Natural disasters, Oil spills, Landmark moments in population growth

- **Partners within our networks**
Think like a wise man but communicate in the language of the people.

William Butler Yeats
Poet
GOOD COMMUNICATION

- **Clear** – understood by your audience
- **Concise** – short soundbytes
- **Compelling** – changes thinking
- **Connect** – making an emotional connection
- **Continual** – repeated during the interview and after
“In the RCE programme, indigenous and scientific/institutional knowledge are brought together in a real world referenced, boundary-crossing journey where the critical nexus of events in indigenous and institutional perspectives are worked within the context of current risk to re-imagine better ways of doing things together in the world.”
Representative John Murtha on the war in Iraq:

“We can’t win it militarily. It has to be done diplomatically.”
MESSAGE 1: Education for sustainable development gives people the knowledge, information and tools they need to create a sustainable future for all.

- This happens through formal systems (schools, curricula)
- Informal systems (zoos, museums)
- Non-formal systems (media, social media)
GLOBAL ESD MESSAGES

MESSAGE 2: Education for sustainable development is focused on inclusivity and equality. No matter who you are, where you’re from or how much you earn, we want you to have the same opportunity as anyone else to live a healthy, happy life.

- We build ESD capacity at three levels – individuals, organizations, and society
- People can access knowledge and apply it in a way that is relevant to them
MESSAGE 3: Innovation is at the core of education for sustainable development initiatives.

- Innovation allows us to overcome barriers to adaptation – when we get stuck, innovation helps us get unstuck
- Innovation incorporates both so-called “modern” technologies and “traditional” knowledge
MESSAGE 4: Education for sustainable development doesn’t belong to one single sector of society

- It goes beyond all boundaries: academia, private sector, public sector, civil society and other faith-based and non-governmental organizations
- The values across our society are reflected in education for sustainable development
ESD gives people the knowledge, information and tools they need to make smart decisions to create a sustainable future for all.

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