



**UNITED NATIONS
UNIVERSITY**

UNU-IAS

Institute of Advanced Studies



REGIONAL CENTRE OF EXPERTISE
ON EDUCATION FOR
SUSTAINABLE DEVELOPMENT

ACKNOWLEDGED BY



**UNITED NATIONS
UNIVERSITY**

II RCE Americas Regional Conference Engaging Media

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Objectives

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

- 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

POOR COMMUNICATION

“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

GLOBAL ESD MESSAGES

ESD gives people the knowledge, information and tools they need to make smart decisions to create a sustainable future for all.

ESD 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.

Innovation is at the core of education for sustainable development initiatives.

Education for sustainable development doesn't belong to one single sector of society.