Communications and Marketing Plenary Session

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RCE Saskatchewan: Communication Ideas and Strategies

- *Use existing communication expertise and vehicles*
  - Media Relations of University of Regina prepared media strategies, releases, and interviews for key events
  - Royal Saskatchewan Museum placed billboard sign on corner of main city intersection for RCE event
  - E-mail distribution lists of partner organizations

- *Don't forget face-to-face communications*
  - Identify individuals with expressed ESD interest among potentially supportive organizations
  - Build on what they can and want to contribute
Promoting ESD as a **Cause** (vs. Marketing a Product)

- *Promote key messages:* what moves your members to participate in your RCE?
  - Academic Message: RCE initiative a new model of knowledge production (the next Royal Society)

- *Promote both a regional and global identity:*
  - We are participants in a *global community of communities*
  - RCE Saskatchewan logo (a regional symbol) used alongside UNU RCE logo on:
    - business cards, letterhead, website, recognition certificates, portable items, & interpretive panels
Promotion (Continued)

- **Promotion of Other Organization & Communities**
  - Move RCE Saskatchewan events to different communities (Regina, Saskatoon, Craik) and different hosting partner organizations (education, government, business, non-profit)
  - Promote global network of RCEs and UNU-IAS

- **Ongoing Promotion of Regional ESD activities and RCE Accomplishments**
  - RCE Saskatchewan Recognition Event (Nov. 2008)

- **Promotion of Knowledge Generated by the RCE**
  - Document as much as possible and make it easy for all
  - Can use a content management system for your website
Communication Challenges

- “Education” not understood broadly and “Sustainable Development” (SD) not precise
  - Response: Promote what SD means for your region
    - RCE Saskatchewan: 7 issue areas and 2 overarching themes
    - Themes cut across educational and organizational divides
  - Changing culture of communication
    - How through the RCE's communications do we build capacity of other organizations while building our own?
      - Response: simultaneously promote ESD projects, RCE partners & supporters, and the global RCE initiative
    - Show why the RCE is a good way to do what one wants to do