

# Water and Environment Support

in the ENI Southern Neighbourhood region

## Webinar within the WES regional activities HE-2b-REG & HE-3b-REG

### Effective Environmental Communication & Community Engagement

23/04/2024, 11.00-13.00  
(Athens/Jordan/Beirut/Jerusalem time)



Presented by: Alexandros Kandarakis, WES NKE/ Head of  
Communications, GWP-Med



# Goals of this seminar:



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- Empower you to advance your communications and not get stuck on 'obstacles'
- Share elements of a method & principles for communication
- Provide some good examples
- Discuss obstacles (you feel) you are facing
- Share successes & failures

*But before all that...*

- **Think** about whether you really want to communicate (?)



# Key take aways... up front:



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- Communication = Relationship (requires consistency, transparency, mutuality)
- Put yourself in your audience's shoes
- What is it ***you*** want to communicate?
- Go out there, try different things & get feedback.
- The best way to find out what people really think about you, is to ask them for money
- The *Eternal Vs the Now*

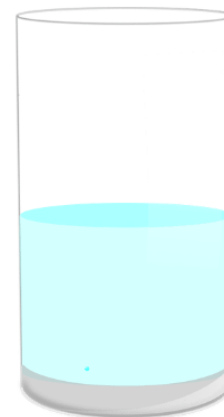


# Debunking a few **myths**:



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- Effective Communication requires...:
  - ✓ A very large budget
  - ✓ A long list of media contacts
  - ✓ A strong established brand name
  - ✓ Strong social media presence
  - ✓ Coordinated broad range of digital, print, and other comms activities
  - ✓ There is a 'golden way' to do it, a 'secret of success'.
- Nice to have, but not necessary.



# How do you view Communication?



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- What is the essence of your work?

Protecting a  
wetland

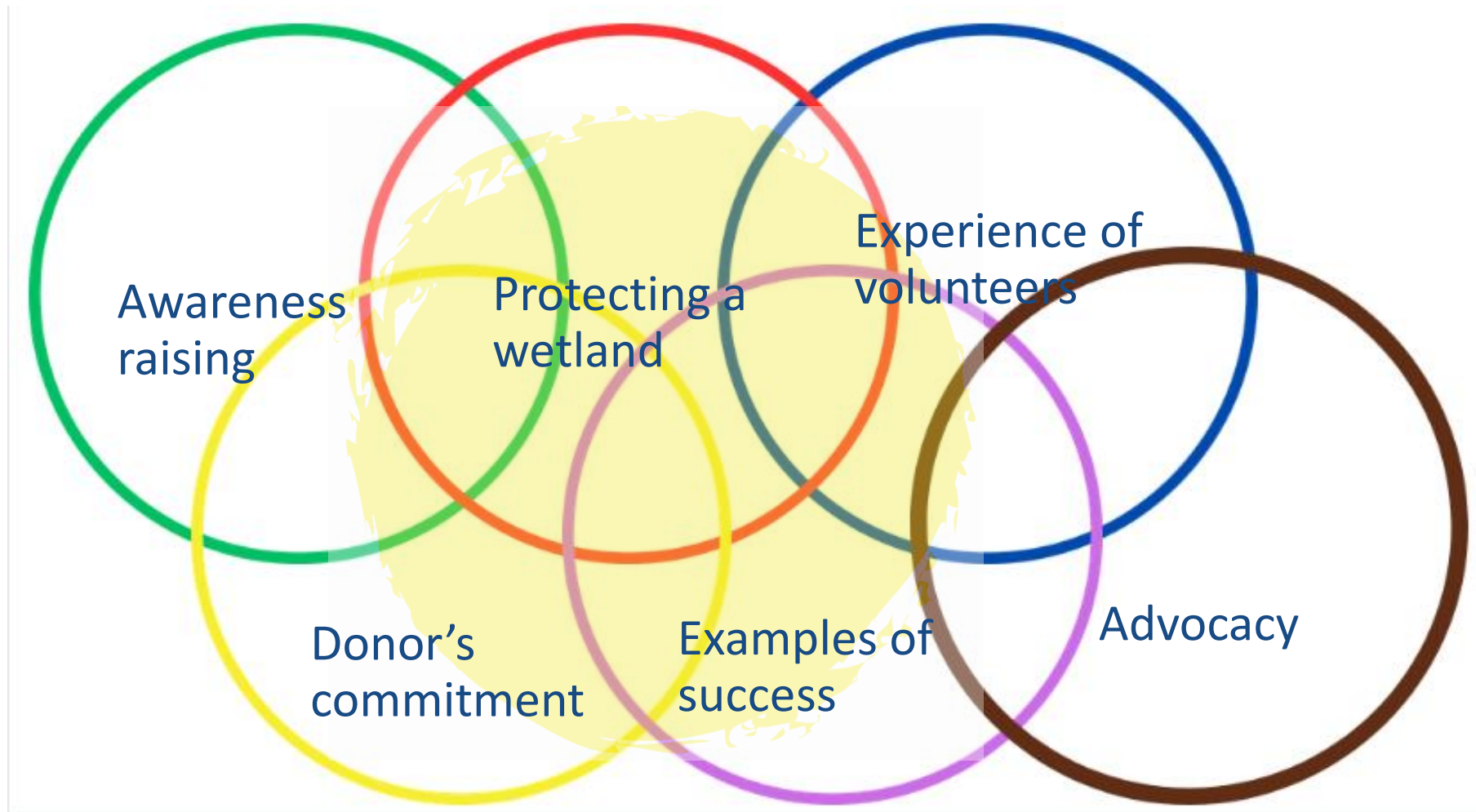


# Is Communiation part of your work?



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- *Or something broader?*



# What is communication?



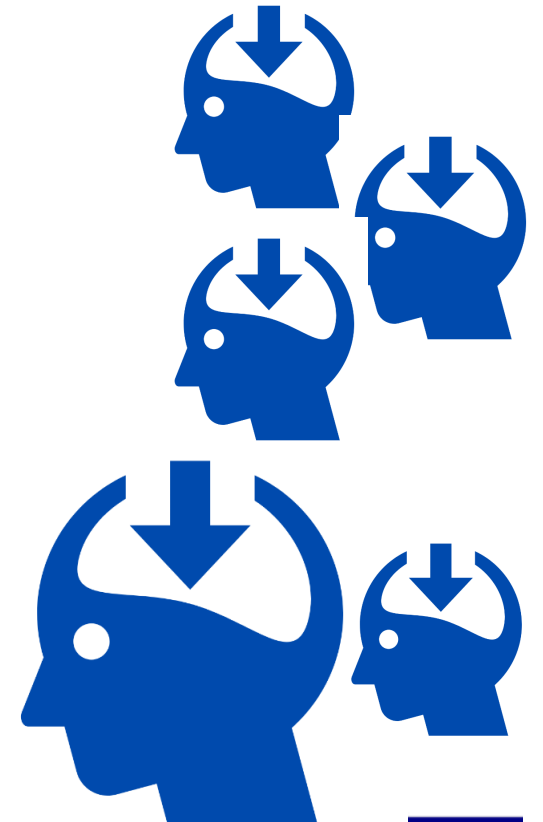
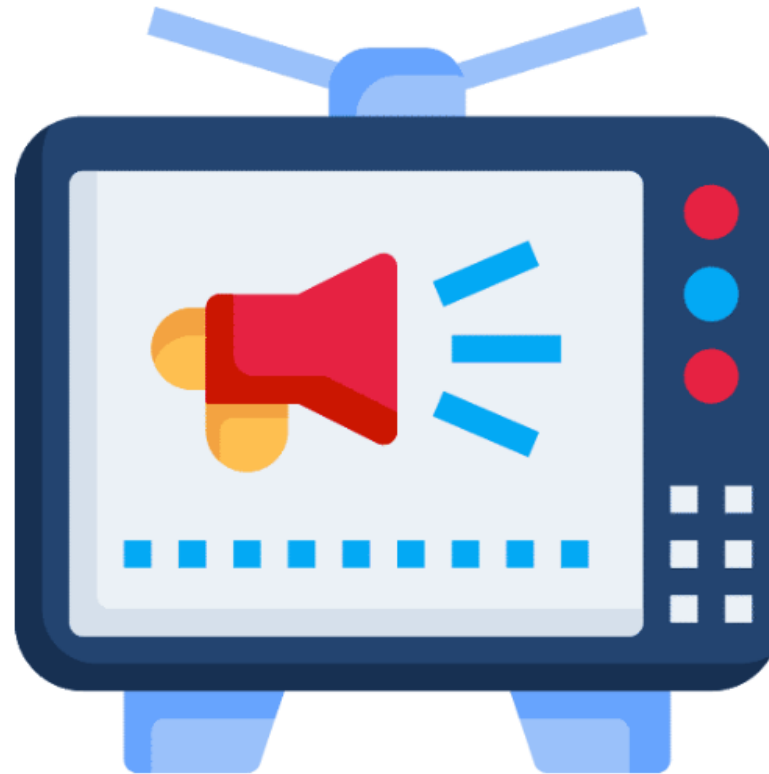
**OR**





# The power of transmission Vs...

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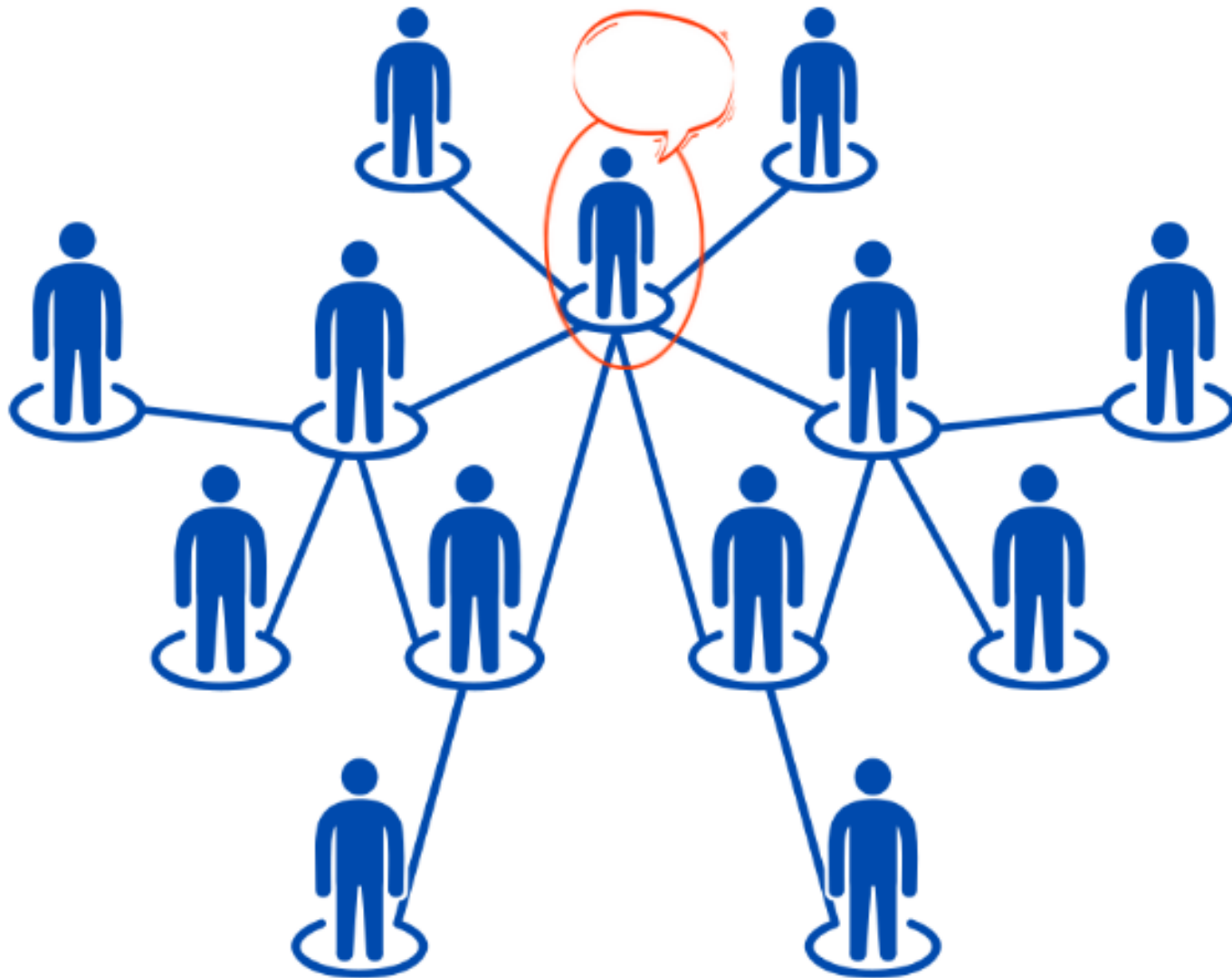
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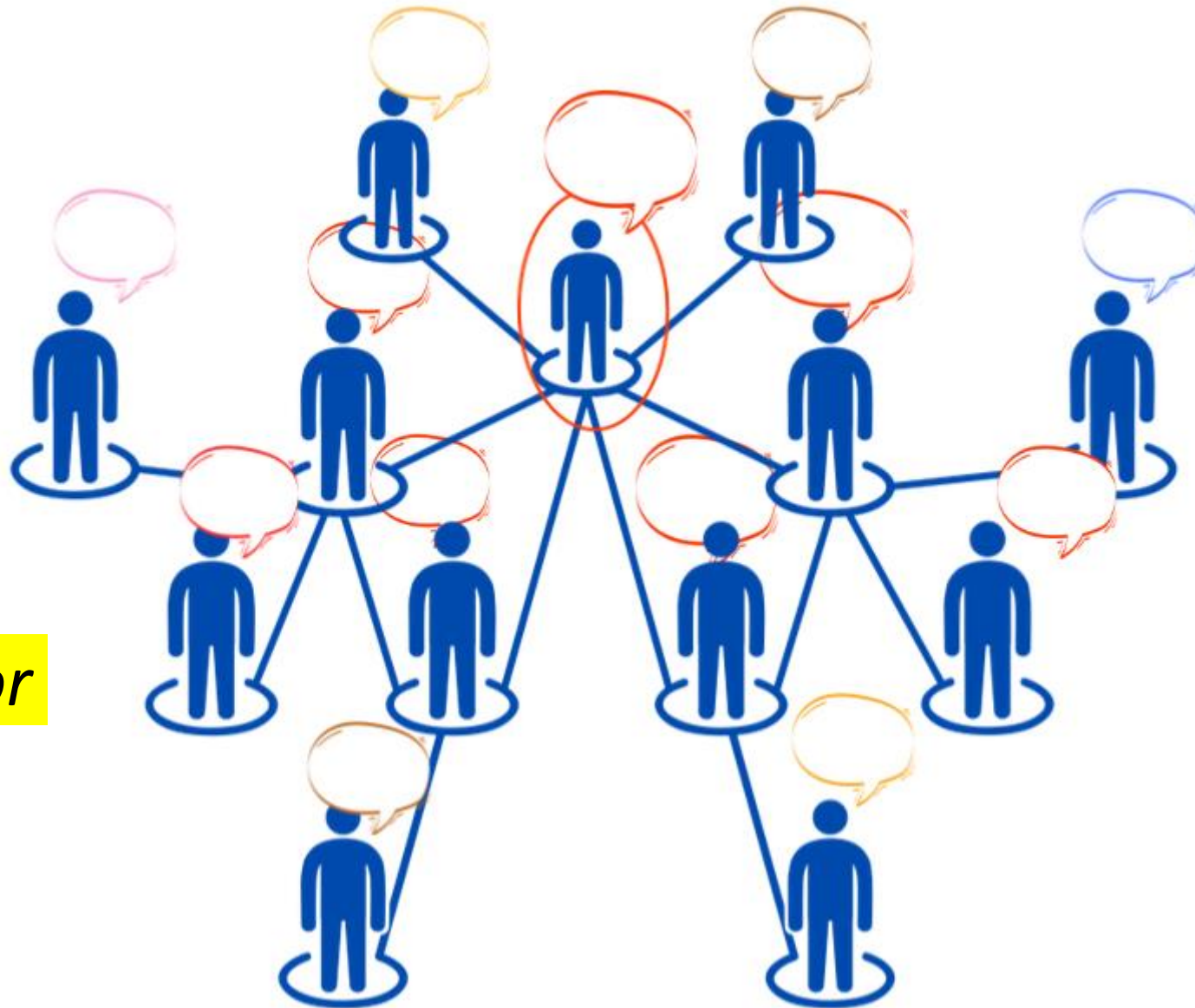


# the power of relationship

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# The power of relationship



*What's in it for them?*

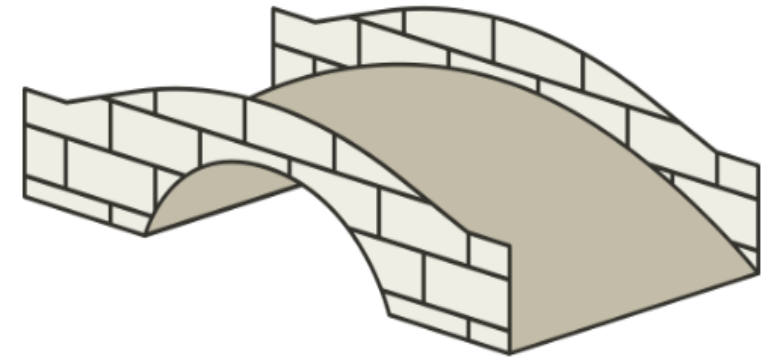


# Real communication builds bridges



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- Effective communication is based on interaction, which takes into account the needs of the other...
- But relationships are hard!
- Do we really want to invest in them?
  - *The example of sending 25 'anonymous' letters...*



# Communication = relationship

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- No1 **mistake**: Focusing only on My needs & ignoring the other's.
- Golden rule: “Put yourself in the other person's shoes.”
- What am I offering to my audience?
- How am I listening to my audience?



# From the perspective of your audience



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*Just like with a personal relationship...*

- What makes you, your stories & your message different?
- What makes me feel you are really talking to me?
- What do I have to gain?
- What are you asking of me?
- What opportunities do I have to interact with you?






# Who are you talking to?



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- Parent**   
**Critical**  
(positive or negative),  
based on past experience
- Adult**   
**Logical**  
Assesses data,  
seeks solutions &  
compromises.
- Child**   
**Emotional**  
Creative,  
unpredictable,  
chaotic, joyful  
or hopeless.



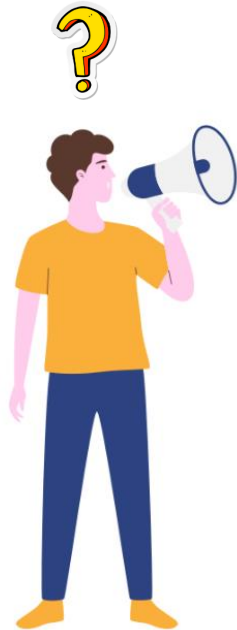
**ERIC BERNE**  
Transactional  
Analysis



# Adapting the message



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***This is very important!***  
(You ought to support this!)



***This is very effective!***  
(You support yields results!)



***This is grrreat!***  
(It's so cool to be part of this.)

*Adapting the message:*

- *For example, climate change communication?*
- *Addressing a donor?*







# What feelings does Communication convey?

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- Watch the next 2 videos and think, what feelings does it convey?
- Positive/negative?
- Who is it talking to? (Parent/Adult/Child)?



# Video no1

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[https://youtu.be/t6FiJr\\_J1qI?si=9TL35KudFV1vbtur](https://youtu.be/t6FiJr_J1qI?si=9TL35KudFV1vbtur)



# Video no2

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[https://youtu.be/OSb5afmesJQ?si=8dLnMCXPB3T5oL\\_N](https://youtu.be/OSb5afmesJQ?si=8dLnMCXPB3T5oL_N)



# Engaging Media



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- Start by building relationships...
- What can you *offer*?
- Think about *reality* beyond the scope of your project.
- Relevance to *current affairs*?
- Use data & facts.
- What is 'news'?



# Engaging Media



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- 5Ws:

- What
- Who
- When
- Where
- Why



- *“Hey, did you hear that...?”* What is the story I can tell my friends?



# Today's example



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**'Where can you hide  
from pollution?'**  
Cancer rises 30% in  
Beirut as diesel  
generators poison city

Lebanon's economy and  
electricity system are broken  
and much power is now  
generated locally, with  
devastating effects on air  
quality and health



# What have been your successful examples?



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# What feelings does Communication convey?

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- Can we combine scientific data with emotion?
- Even a sense of humour?



# Video no3

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<https://youtu.be/1wiO73m8UzQ?si=K3z6chuzwjAz57O1>



# Communication & Fundraising



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- Most common questions...:



1. How do I know where the money goes?
2. Why does the state/municipality/do not assume its responsibilities?



3. What specific results have you brought?
4. Will these people [beneficiaries] ever become independent? Or are they just learning to depend on you?



5. Who will help *me*?
6. Any other ways I can help?



# Key Questions & real-world examples:

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- Who are you targeting & to what Purpose?
- What are your existing Assets?
- What is your Vision?



# Engaging Communities in Malta



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## THE WATER CONSERVATION GIFT PACK

Each gift pack distributed in the Home Visits was delivered in a campaign-branded box and included a campaign branded aerator (including installation instructions), a plate scraper which makes dirty dishes easier to clean, whether in a sink or a dishwasher, and an information leaflet offering water conservation tips for the home. Also included was an invitation for the homeowner to visit the campaign mobile unit, in their town, on the weekend to obtain a Water Conservation Kit.



## THE WATER CONSERVATION KIT

Each Water Conservation Kit was designed to address various water usage points in the home. Each Kit contained five water saving devices presented in a campaign-branded box, including installation instructions and a leaflet with information on water conservation in Malta and water conservation tips. All information was presented in English and Maltese.

- Each Water Conservation Kit included:
- 1 x A handheld Water efficient showerhead
  - 1 x Flushing Tank Bag
  - 1 x Dual Spray Swivel Faucet Aerator
  - 1 x Dual Thread Aerator (for possible use in the bathroom)
  - 1 x Shower on-off switch

While collecting the Kits the public was invited to book an appointment for a free water audit at home. They were also asked to fill in a questionnaire regarding whether the distributed aerators were installed, the level of satisfaction with them and with the Water Team and other aspects of the 'Water - Be The Change' campaign.



This Project is funded by the European Union



# Video No4

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<https://youtu.be/3ilkOi3srLo?si=7rM8WnGMj0LhMjGh>





Thank you  
for your attention  
and keep up with  
our latest news!

WES-MED.EU

