



### Webinar within the WES regional activities on

Awareness Raising and Education for Sustainable Development (ESD) and campaigns for sustainable consumption (HE-2b-REG) & Educating for Sustainable Development: focus on Wastewater treatment (WWT) for reuse and Non-Conventional Water Resources (NCWRs) (HE-3b-REG)

## "Effective Environmental Communication & Community Engagement"

**23/04/2024**, 11.00-13.00 (Athens time)

### Meeting link:

<https://us06web.zoom.us/j/89646880127?pwd=wUF9akEaCRqrLWbSgCN65CxZE21acl.1>

### Agenda

11.00-11.10	Welcome, housekeeping notes & updates, <b>Vicky Malotidi &amp; Iro Alampei</b> , WES NKEs
	<b>Alexandros Kandarakis</b> , WES NKE/Head of Communications, GWP-Med will be facilitating the main part of the webinar
11.10-11.20	Introductions and check-in: who is who; what do we aim to learn today?
11.20-11.35	Principles for effective communication: myth busting; capitalising on our assets Alexandros Kandarakis, WES NKE/Head of Communications, GWP-Med
11.35-11.50	Media relations: what makes a good story?
11.50-12.10	Interactive exercise: preparing a media brief
12.10-12.25	Examples of good communication from governmental institutions & NGOs
12.25-12.35	The relationship between communication & fundraising
12.35-12.50	Peer-to-peer learning: sharing good examples and conditions for replication
12.50-13.00	Reflections & Closing of the meeting, <b>Vicky Malotidi &amp; Iro Alampei</b> , WES NKEs

*All participants are encouraged to engage throughout the webinar*

