



Enhancing Environmental Communication skills for Media and other relevant professionals (EFH-PS-1)

Ramallah, Grand Park Hotel, Rafat St. Al-Masyoun Heights

4 March 2019

A 1-day training of Palestinian media professionals and other communicators on how to communicate environmental and sustainable development issues will be co-organized by the EU-funded SWIM-H2020 Support Mechanism and the Environment Quality Authority, on the 4th of March 2019 in Ramallah.

As in most countries, the challenges faced are multifaceted with the most prominent being that environmental issues are not being considered newsworthy (compared to political or other issues). An additional key element is the lack of a code of conduct for advertisement through the media. Smart, honest narrative is required and a deeper understanding of the interlinkages between environmental protection and sustainable development, lifestyles with better consumption and production modes, and a vision of what real well-being is. Strengthened networking and synergies combining substantial messages and information, with the use of new media to implement campaigns will be addressed by the training.

This training is a follow-up to another SWIM-H2020 SM training-of-trainers that took place on 17-18 September 2017 in Ramallah, on enhancing environmental awareness (including of the media) and support for implementing Education for Sustainable Development. Education for Sustainable Development (ESD), extending from the classroom ('formal', through the Ministry of Education) 'non-formal' (through the Ministry of Environment, Water, etc., NGOs, Environment Centres, Museums, and other stakeholders) to the information and awareness raising of the wider public (informal through the media, internet etc.) could effectively empower learners to undertake responsible actions for environmental integrity, economic viability and a more just society for present and future generations. This is an "umbrella" type of lifelong education/awareness that integrates sustainability learning contents, and outcomes of research and innovation, creating interactive, citizen-centred learning settings that promote multidisciplinary holistic and transformative approaches.

The 2017 Training of Trainers (ToT) served to demonstrate how Palestine can implement the Action Plan of the Mediterranean Strategy on ESD at a critical point when Palestine is in the process of streamlining its educational policy and curricula with the international agenda on ESD, particularly the SDGs.

Indeed, following the ToT, a Committee from the EQA and the MoE was formulated in 2018 to develop the National Action Plan on Education for Sustainable development while a revision of the national curricula to include environmental aspects is under way. In addition, an MoU was signed between the EQA and the Journalists Association in 2017.

The upcoming training targeting the media and other communicators, aims to better capacitate them in communicating environmental and sustainable development issues and is considered as a first step of more to follow.



Workshop agenda (draft)

Registration and welcome coffee from 8.45

4 March	Description	Duration	Method/Speaker or Trainer
Session 1 Introduction	<ul style="list-style-type: none"> Welcome addresses, opening remarks The SWIM-HORIZON 2020 Support Mechanism Introduction to the training, aims, participants expectations 	9.00 - 9.45	<ul style="list-style-type: none"> SWIM-H2020 SM Environment Quality Authority The Office of the European Union Representative (tbc)
Session 2 Understanding and developing the content	<ul style="list-style-type: none"> The global and regional narrative linking environmental and sustainable development integrity to needs for effective awareness raising Sharing of participants' challenges & reflections 	9.45 - 10.45	Presentation by Prof. <i>Michael Scoullas</i> Discussion
Session 3 The tools	<ul style="list-style-type: none"> Mediterranean water coverage: the AMWAJ experience and journey Developing messages and campaigns that resonate Sharing of participants' challenges & reflections 	10.45 – 11.45	Presentation by <i>Stuart Reigeluth</i> Q&A Discussion
Coffee Break		11.45 - 12.00	
Session 4 The tools	<ul style="list-style-type: none"> Challenges of covering water and environmental issues Use of new media and other tools Sharing of participants' challenges & reflections 	12.00 - 13.00	Presentation by <i>Stuart Reigeluth</i> Group exercise – focus on drafting strong headlines, lead-ins and editorial/feature pitches for stories related to environment
Lunch Break		13.00 - 14.00	
Session 5 Exercise	<ul style="list-style-type: none"> Communication campaign blueprint Developing and agreeing on the elements of a joint campaign Prioritizing the key steps 	14.00 - 15.00	Workshop: Interactive session engaging participants in brainstorming, group-work discussion, prioritization, self-reflection and synthesis.
Session 4 Closing	<ul style="list-style-type: none"> Closing/Wrap up Course Evaluation Certificates Award 	15.00 - 15.30	<i>Prof. Michael Scoullas</i> <i>All</i>

The civil society component of SWIM-H2020 SM is facilitated by the UfM labelled BlueGreen project and network