



## NEWS RELEASE

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### Enhancing Environmental Communication Skills for Media and other relevant professionals

**A Training of Palestinian media professionals and other communicators on how to communicate environmental and sustainable development issues was co-organized by the EU-funded SWIM-H2020 Support Mechanism and the Environment Quality Authority, on the 4<sup>th</sup> of March 2019 in Ramallah, Palestine.**

**The Training's aim was to better capacitate the media in communicating environmental and sustainable development issues and is considered as a first step of more to follow. In addition, strengthened networking and synergies combining substantial messages and information, with the use of new media to implement campaigns were also addressed by the Training.**

In most countries, environmental issues are not being considered newsworthy (compared to political or other issues). A smart and honest narrative, a deeper understanding of the interlinkages between environmental protection and sustainable development, lifestyles with better consumption and production modes, and a vision of well-being are required.

The information and awareness raising of the wider public (informal through the media, internet etc.) could effectively empower citizens to undertake responsible actions for environmental integrity, economic viability and a more just society for present and future generations.

**HE Eng. Ms Adalah Atereh, Chairman of the Environment Quality Authority opened the Training's sessions. Mr. Shadi Othman, Communication and Information Officer of the Office of the European Union Representative also addressed the 25 journalists and other communication and awareness professionals who through this SWIM-H2020 SM activity enhanced their skills to better communicate water and environment issues via group exercises and interactive brainstorming sessions.**

This Training was a follow-up to a 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 the Action Plan of the Mediterranean Strategy on Education for Sustainable Development (ESD).

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## Sustainable Water Integrated Management and Horizon 2020 Support Mechanism

Working for a Sustainable Mediterranean, Caring for our Future.

This Project is funded by the European Union.

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

### SWIM and Horizon 2020 Support Mechanism Project

The **SWIM-H2020 SM EU-funded Project** aims to contribute to the sustainable use of scarce water resources and properly manage municipal waste, industrial emissions and waste water, and therefore enhance, directly and indirectly, resilience to climate variability and change in the entire region with emphasis on the countries of North Africa and the Middle East (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, [Syria] and Tunisia).

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### Disclaimer

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