



SKILLS FOR CLEAR COMMUNICATION OF SUSTAINABILITY

7TH of June 2023, 12.00 - 13.30 CEST | Online

Skills for sustainable, resilient, and socially fair communities



3-11 June 2023

#EUGreenWeek
PARTNER EVENT



12.00 – 12.10

Introduction to the event – Skills for Clear Communication of Sustainability.

What is Clear Communication and why is it so important to sustainability?

12.10 – 12.25

Visual Communication of Sustainability

Catharina Dörr, Head of Design at Climate Media Factory

Projects: [I-CHANGE/ RethinkAction](#)

The presentation will focus on the importance of simplifying scientific research through visual language, highlighting two projects that successfully achieved this goal. [The I-CHANGE project](#) created an animated video that effectively communicated complex scientific concepts, while also addressing the challenge of representing diversity in gender, urban spaces, and human bodies. Similarly, the [RethinkAction](#) project made design considerations to make scientific research approachable and inviting to a wider audience. By making scientific research accessible through clear and understandable language and visuals, both projects aim to bridge the gap between scientific research and the general public.

12.25 – 12.40

Clear Communication For All - Making Communication Accessible for People with Disabilities.

Pilar Orero, Senior researcher at Transmedia Catalonia

Projects: [MediaVerse](#), [AccessCat](#)

The presentation will focus on the importance of ensuring that communication is accessible for all individuals, particularly those with disabilities. The presentation will cover various strategies and tools that can be used to create more inclusive social media content. The concrete example of Alternative Texts will be presented. The speaker will also discuss common barriers to accessible communication and provide recommendations for overcoming them. Attendees can expect to gain a deeper understanding of the importance of accessible communication and practical tips for making their own communication more inclusive.



Generalitat de Catalunya
**Departament de Recerca
i Universitats**



12. 40 – 12. 55

Challenges about communicating on wildfires to society: seeing the green beyond the smoke

Eduard Plana Bach: Head of Forest Policy and Risk Governance / Bioeconomy and Governance Program

Project: Cross-sector dialogue for Wildfire Risk Management, [Firelogue](#)

The presentation will discuss key aspects related to wildfire risk communication and awareness to engage citizens, exposed communities and sectors into risk mitigation and adaptation strategies in inclusive way. Communication will be presented as a tool to improve risk governance and address landscape socio-ecological resilience. Among others, complexities such as cultural adaptation to the increase of wildfire risk due to climate change (both in traditional and newly exposed territories) or ambiguities on risk responsibilities will be considered.

12.55 – 13.10

Communicating sustainability to children

Chiara Gunella, Communication and Dissemination officer, GreenSCENT project

Project: [GreenScent](#)

The presentation highlights GreenScent's storytelling toolkit that enables children to create environmental stories through stop-motion. This child-centric approach moves away from traditional adult-centric approaches in sustainability communication, fostering greater awareness and engagement. Speakers will discuss toolkit recommendations for teachers, concluding with a call to action: are we ready to listen to younger generations' perspectives on sustainability?

13.10 – 13.30

Q & A