

Creation of a Regional Seas Communication Task Force

*The single biggest reason that communications campaigns fail is that they don't begin with a clearly stated definition of the **desired end result**. Each successful communications campaign starts by focusing on outcomes.*

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Contents



Then, today



Communication



RS Communications Task Force



Potential Activities - Discussion

Today

- **Climate change?**
 - Emerging issues
 - Emerging initiatives/projects/think tanks overlapping or duplicating RS mandate
 - Stand out – branding, visibility, re-positioning
 - Strategic communication

What is Communications?

- Press release?
- Face-to-face conversations?
- Video? Spaces for debate?
- Share knowledge and change behaviour
- Information – giving out
- Communication – getting through

Which Communication? Message-Based and Dialogue-Based

TO INFORM (changing awareness and/or knowledge)

TO LISTEN (building trust, ensuring understanding, assessing situation)

TO PERSUADE (changing attitudes and/or behaviors)

TO ENGAGE (interacting, empowering, building consensus for change)

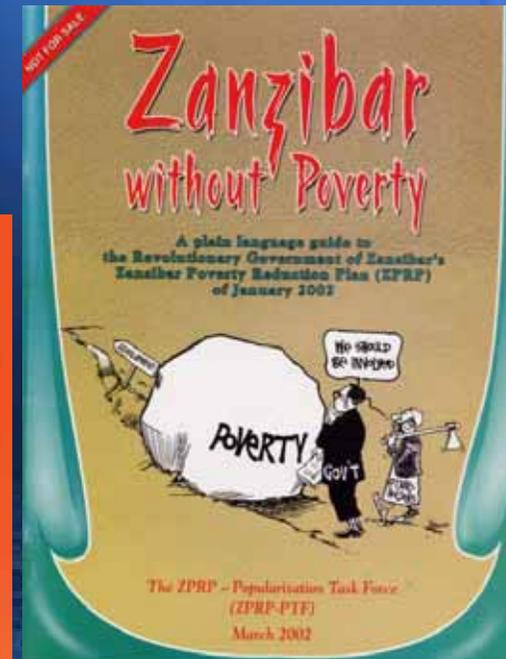
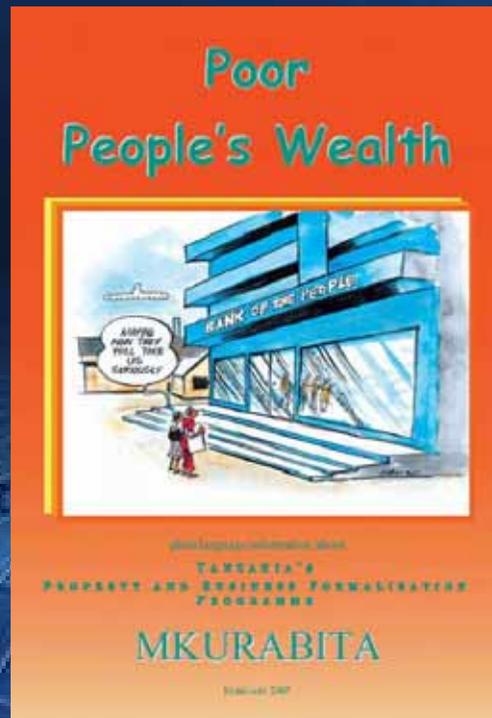
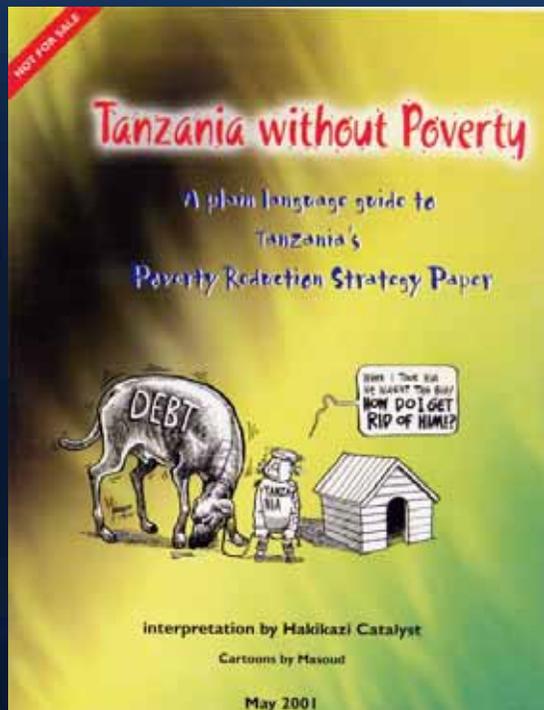
TO ADVOCATE (promoting, influencing)

TO MOBILIZE (activating, enhancing ownership)

Unicef: Goodwill Ambassadors



Tanzania: Plain Language Guides of Poverty Documents



Communications: The Big Picture

communications

dissemination

engagement

difference

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_14535

