



Communicating Nature Conservation

Lecturer: Luísa Ferreira Nunes (Escola Superior Agrária de Castelo Branco -IPCB, CEABN)

Calendar: 22-27 June 2015

Duration: 36 hours

Schedule: 9h-12h and 14h-17h, everyday

Objectives:

The course will help scientists, managers, concerned citizens, and students to communicate more effectively and communicate their knowledge and concern about the environment achieving greater professional and community success with their conservation programs.

Overview:

Community and public support are essential to the success of conservation and resource management programs. Often, the level of support received depends on whether or not the goals and importance of the program have been clearly explained to the public in general, to the press, or policymakers. Without good communication, even the best programs can fail.

The course gathers between conservationists, communicators, educators, marketing specialists, members of the national and local media, local stakeholders, protected area staff, and decision-makers. During the workshop, participants explore the conservation challenge of a different ecosystems and species or protected areas, identify the objectives of communications and/or education strategy, analyze different audiences, select the most appropriate communication tools to reach priority audiences, and, finally, compile all of this information into an action plan.

General Plan:

- 1- Tales from nature: Communicating science and conservation through storytelling
- 2- Using Social Media to conservation matter

- 3- Give to methodology on giving presentations in various outlets.
- 4- Tips on working with the media and collaborating with filmmakers and authors for wider media coverage.
- 5- Expeditions for conservation material
- 6- Exhibit production and installation
- 7- Development of a conservation exhibit Project

This course can have a recognition of 6 ECTS for FCUL PhD students enrolling in it as part of their first doctoral year. For students only requiring 5 ECTS recognized in their specific PhD programmes the last 6 hours of the course are not mandatory and the certificate will be on 'Topics in Communicating Nature Conservation'.

Location: Departamento de Biología Animal (FCUL)

Nº (min, max) students: 10 – 20

Directed to: PhD or MSc students in **biology**, architecture, design, agronomy, or related areas, and postdocs working in related topics

Fee: free for 1st year PhD students in the Doctoral programme in Biology (FCUL), Biodiversity, Genetics and Evolution (UL; UP) and Biology and Ecology of Global Changes (UL, UA); 20 € for PhD students from institutions of the PEERS network (Ce3C, CFE); 100 € for FCUL Master students and unemployed; 150 € for BTI, BI and other PhD students; 200 € for Professional and postdocs.

Deadline for applications: May 22nd, 2015

Candidates should send a short CV and a motivation letter to Luísa Ferreira Nunes at the following email address: nunani@gmail.com