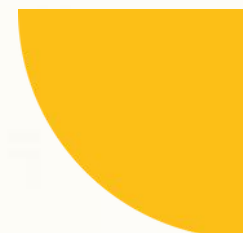
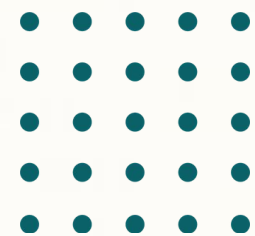




# Adults *for* Future



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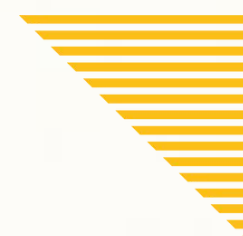
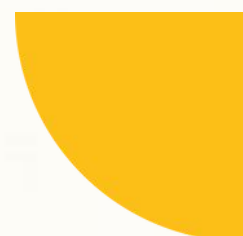
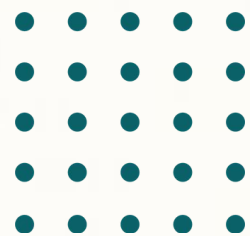
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# UNIT 4

## Communication & Green Advocacy



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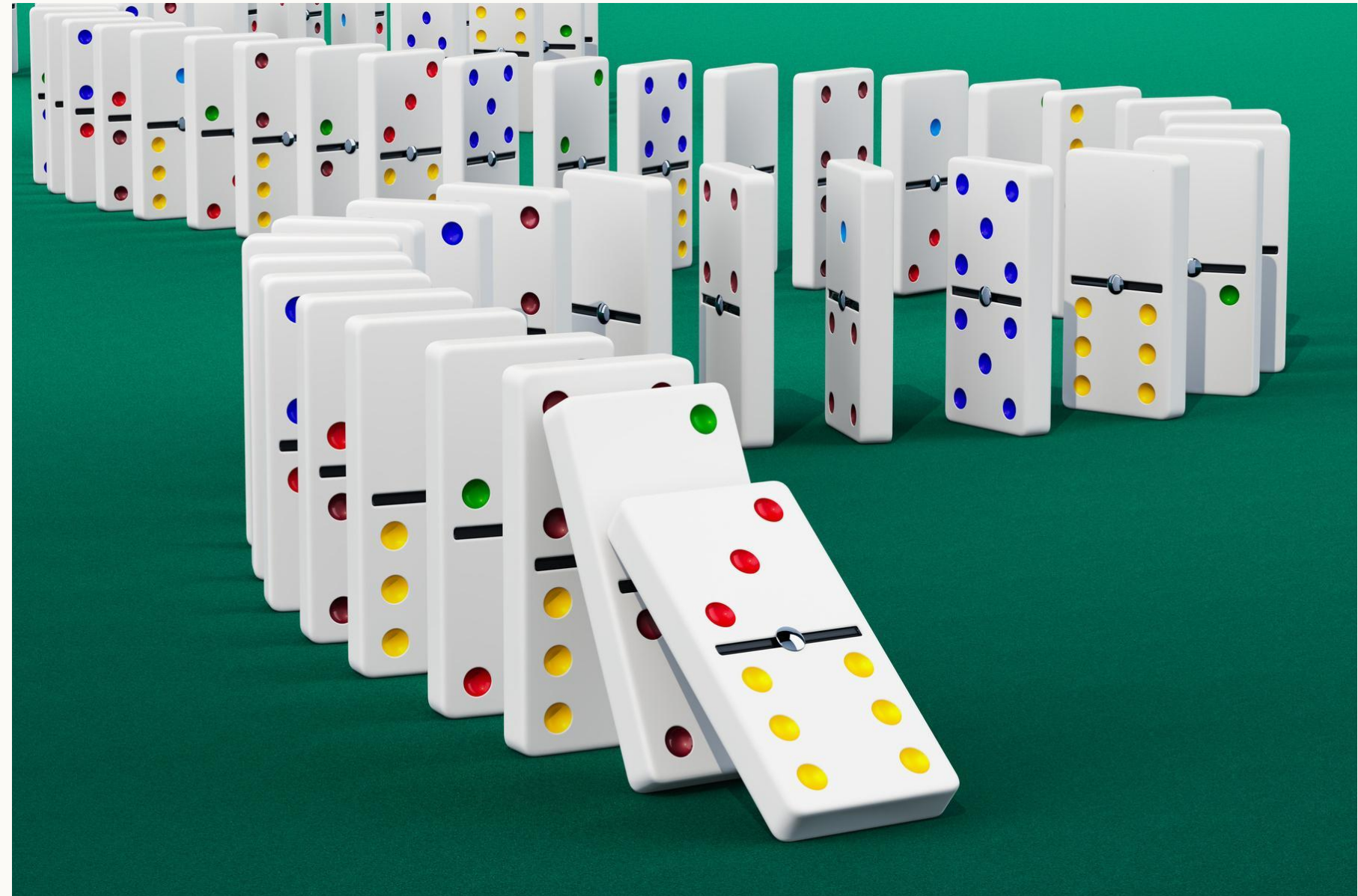
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# Presentation Highlights

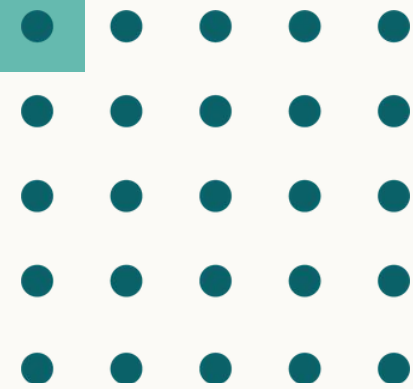
**Effective Communication**

**Environmental Activism**

**Collaboration**



# What will we learn?



- Understanding green advocacy and environmental sustainability.
- Critically analysing communication and consumer goods.
- Environmental awareness and advocacy skills.



# Green Communication Icebreaker

# Effective Communication for Green Practices



# Why is it important?

Promoting awareness



Behaviour change



Advocate for Green initiatives

Improving collaboration



# How to improve effective communication for Green practices

- Clarity and simplicity
- Engagement
- Credibility
- Interactivity
- Understand your target audience
- Consistency







# EcoTalk Showdown

# Reflection

- Give an example where you effectively communicated a green message to someone. What made you successful?
- Think of a particular environmental issue that you are concerned about. How would you communicate this issue to someone who may not be familiar with it?



# Elements of Green Advocacy



# Elements

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Raising  
awareness

Education

---

Advocacy  
campaigns

Collaboration

---

Political  
engagement

Transparent  
communication

Behaviour  
change

---



# Green advocacy collective action plan

# Reflection

- In which everyday situations could you make more environmentally friendly decisions if you had a better understanding of their impact?
- Can you think of specific examples of campaigns you could take part in to make a difference to your environment?

