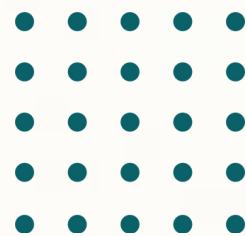




Adults *for* Future



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UNIT 4

Communication & Green Advocacy



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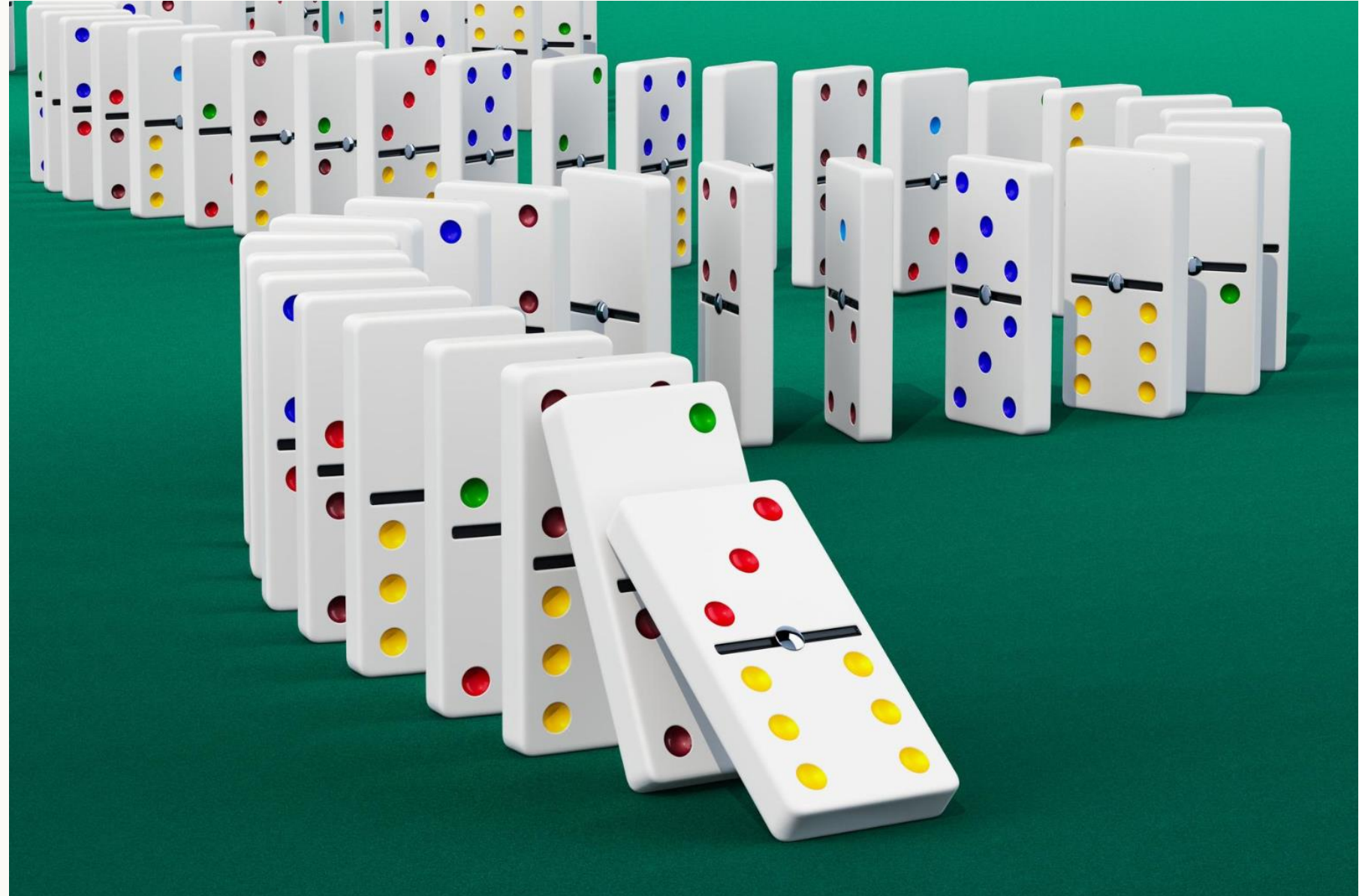


Presentation Highlights

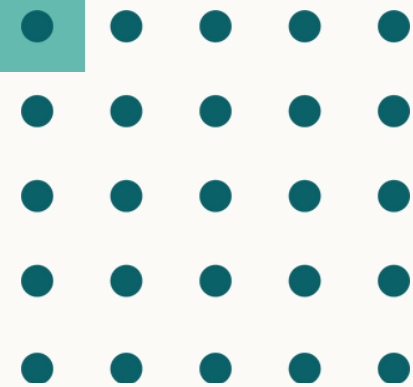
Effective Communication

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



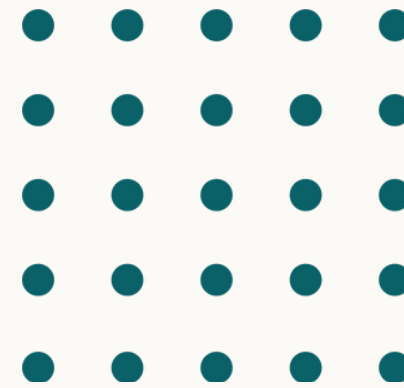
Why is it important?

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

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?

