

Eionet Group for Communications - Annual meeting 2023

## Stories that move people: time for change?

7 & 8 September 2023  
European Environment Agency (EEA), Copenhagen, Denmark



Photo taken in Copenhagen, Denmark  
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European Environment Agency



## Agenda

### Pre-meeting | Wednesday 6 September

- 17.30 – 18.30 Networking and a couple of games of pétanque and shuffleboard at Pétanque bar  
18.30 – 20.30 Dinner at Generator

### Day 1 | Thursday 7 September

- 09.00 – 09.30 Registration | The first morning block will take place in the Conference room
- 09.30 – 09.45 **Welcome, introduction and setting the scene** by Katja Rosenbohm & Gülçin Karadeniz (EEA)
- 09.45 – 10.15 **Communication updates by the EEA and the European Commission**
- 10.15 – 10.30 **Introduction to the next agenda items: Ideas market pitches and ‘Walk & Talk’**
- 10.30 – 10.45 Change of location | The rest of the day will take place in breakout rooms on the ground floor at Kongens Nytorv 8
- 10.45 – 11.45 Ideas market: Block 1 (3 rounds of 15 minutes each with a buffer for a coffee/tea and changing stands)
- #ForOurPlanet** by Bert de Meester (European Commission)
- Night of the environment** by Kees Schotten (the Netherlands)
- LIFE GoodWater IP** by Agnese Pujāte (Latvia)
- Communicating data** by Jonathan Maidens, Herdis Gudbrandsdottir and Gaia Russo (EEA)
- Copernicus Land Communications** by Jennifer Grant, Frida Hansson and Hayden Waller (EEA)
- 11.45 – 12.45 Ideas market: Block 2 (3 rounds of 15 minutes each with a buffer for a coffee/tea and changing stands)
- Green Kindergarten Network of Hungary** by Zita Gellér (Hungary)
- Water resilience** by Barbara Piotrowska (European Commission)
- EcoAtlante** by Arthur Pasquale (Italy)
- Communication campaign for the visualisation of the Spanish biosphere reserve & Eurotextil circular** by Rosario Toril Moreno (Spain)
- A multilingual EEA website?** by Marie Jaegly (EEA)
- 12.45 – 13.45 Lunch and coffee | EEA canteen
- 13.45 – 13.50 **Group photo | EEA courtyard**
- 13.50 – 14.15 **Walk & Talk**
- 14.15 – 14.30 Harvesting dialogue thoughts and getting ready for the next session | Conference room

- 14.30 – 15.30 **Communication and Artificial Intelligence**  
Presentation by Chris Reed ([Restless Communications](#))
- 15.30 – 16.30 **Communicating SOER 2025: Spotlight on member countries**  
Presentation by Tobias Lung (EEA), followed by an interactive brainstorming session
- 16.30 – 16.45 **Wrap-up of the day**  
Introduction to workshops for the next morning and evening programme info
- 18.00 Evening programme and official dinner at [Almanak I Operaen](#)

## Day 2 | Friday 8 September

- 09.00 – 09.30 Registration  
World cafes will take place in the breakout rooms at Kongens Nytorv 8 (Creative space and coffee area) and Conference room. Coffee stations in the hallways.
- 09.30 – 09.45 **Opening the day and introduction to the World Café workshops**
- 09.45 – 10.35 **World café workshops – Round 1**  
**Environmental crisis communication** by Greta Hopkins (European Commission)  
**How to use Eionet knowledge to make an impact in the EEA countries** by Katja Rosenbohm (EEA)
- 10.35 – 10.45 Coffee break
- 10.45 – 11.35 **World cafe workshops – Round 2**  
**Disinformation and misinformation** by Stina Söderqvist (Sweden)  
**From Gen Z to Baby Boomers: Navigating environmental communication across generations** by Laura Cernahoschi (EEA)
- 11.35 – 11.50 Break | Return to the conference room
- 11.50 – 12.30 **Reporting back from world café workshops by moderators**  
**Wrap-up of the meeting and action points**  
**Meeting survey**
- 12.30 – 13.30 Lunch and departure | EEA canteen

## Ideas Market | Background information

### #ForOurPlanet

**Bert de Meester** from the European Commission, DG ENVI, will present the [#ForOurPlanet](#) campaign which is a tried and tested format. First organised in autumn 2022 by several DGs of the European Commission (ENV, CLIMA, COMM, NEAR, INTPA) as well as the European External Action Service, the campaign aims to create awareness about the interrelated climate and nature crises and calls for positive action. In particular, EC Representations and EU Delegations across the world were encouraged to take action on the ground, showing that the EU is not only talking, but also taking concrete actions. In the EU and beyond, the campaign focused on tree planting actions and thereby contributed to the Commission's ["#3BillionTrees"](#) pledge. Tree planting is an iconic action that perfectly links nature and climate in an integrated manner. It is also easily understandable for a mainstream audience.

The first season of #ForOurPlanet, organised in the context of the UNFCCC COP27 on climate change and the UN CBD COP15 on biodiversity, was a resounding success. More than 70 activities, including many tree-planting actions, were organised in 35 countries worldwide. The social media impact was significant, with 70 million reach and almost 100,000 engagements. Assets, messages and the campaign hashtag were used not only by the DGs and EEAS, but also by third organisations such as NGOs and UN agencies.

Due to the positive experience as well as reactions from partners and citizens, it has been decided to make #ForOurPlanet a fixture of the annual communication calendar. "Season 2" will again focus on tree planting. In the EU, the campaign will be centred around a "European Tree-Planting Week" in January 2024. January is the middle of the dormant season and therefore a good time in many EU countries. This concentration is meant to allow for critical mass and maximum impact, while of course flexibility will be needed to take account of local circumstances.

The tree-planting week will significantly increase the visibility of #ForOurPlanet as well as the #3BillionTrees Pledge and strengthen the EU's image as "walker, not talker" that takes concrete action on the ground. In addition, the event will help raise awareness about the European tree-counter and registration tool. The EU-wide tree-planting event could be a key driver in increasing the numbers in the counter and contribute to the success of the pledge.

Campaign partners will be able to benefit from a communication toolkit as in the first season, including a template press release, social media assets, key messages and a list of relevant tree planting organisations per country. See the example of [the toolkit of the first season](#). #ForOurPlanet is run on a shoestring budget, with partner relations managed by a small team in DG ENV and most assets generate in-house with a minimum of outsourcing.

The invitation to EIONET partners is to get involved in organising local tree-planting actions and supporting the digital campaign, united under the pan-European #ForOurPlanet brand.

### The Night of the environment

**Kees Schotten** from Netherlands Environmental Assessment Agency (PBL) will present the bi-annual State of the Environment, which is published in September just at the start of the new parliamentary year. It is tradition that this flagship report is presented in [the night of the environment](#)

### **LIFE GoodWater IP - the importance of communication inside and outside the project.**

The case of a LIFE programme integrated project with 19 partners shows the importance of communication both within the project as well as to the outside audiences.

The main approach of the [LIFE GoodWater IP](#) is using social networks almost on a daily basis to inform both the project partners and supporters and using media relations to reach the broadest possible audiences. The project is implemented in Latvia.

### **Communicating data**

Every day at the EEA, we receive, process, manage and quality check vast amounts of data, which we then communicate, share key messages with our audience and key stakeholders, inviting them to dig deeper.

Join us at our stall and get some insight about the journey of your data at EEA, and in particular the mysterious case of the bathing water quality.

We are also eager to hear your experience in communicating data. Have you managed impactful data communication campaigns? What worked, and why?

### **Copernicus communications at EEA**

**Frida Hansson, Jennifer Grant and Hayden Waller** from European Environment Agency (EEA) will highlight EEA communication activities related to the European Commission's Earth Observation programme 'Copernicus'. Within this programme, the EEA has been entrusted with the coordination of Copernicus access to in situ data, and the implementation of the pan European and local components of [the Copernicus Land Monitoring Service \(CLMS\)](#). The EEA is increasingly making use of data from all Copernicus services. CLMS provides information on the land cover, land use, and characterisation of biophysical parameters, including crucial input for environmental policies such as the European Green Deal. Besides this, the Service supports stakeholders working in a variety of domains including nature conservation and restoration, agriculture and food security, and spatial and urban planning. All CLMS data are freely and openly accessible, enabling high-quality decision making and innovation in the fields of land monitoring and environmental change. The Copernicus team will present successful communication activities from the past, discussing the challenges they faced and providing updates on upcoming activities.

### **Green Kindergarten Network of Hungary**

**Zita Gellér** from the Ministry of Energy in Hungary will present the Hungarian Green Kindergarten Network. It is a network of 1102 kindergartens throughout Hungary. This means that approximately 23% of kindergartens in Hungary have joined the network since 2006, resulting in every fourth child attending a green kindergarten in Hungary. Green kindergartens use a whole-institutional approach. The pedagogical programme of green kindergartens includes dedication towards education for sustainable development (ESD), promotes the recognition, the protection and the preservation of local heritage and puts special emphasis on environmental education, building developmental activities on this while also reflecting these value choices in their infrastructure and operation. The Ministry supports the network by operating [a website](#), organising special events and the inner network of pillar kindergartens. Each year, kindergartens are invited to undergo an online application process to enter the network. Those that apply successfully, are eligible to use the Green Kindergarten title for 3 years and those having gained the title three consecutive times might apply for the Permanent Green Kindergarten title. In the application process, kindergartens undertake a reflective cycle of reviewing their activities, level of environmental education and the operation of the whole institution while reflecting on results as a community.

## Water resilience campaign

**Barbara Piotrowska** from European Commission, DG ENVI will present the “water campaign” (working title) which is still a project in the early making. As Europeans, we tend to take our access to clean and abundant fresh-water for granted. However, recurrent droughts and flooding - also in parts of the EU, which were not previously prone to such extreme events - has put water firmly on the environmental agenda. It is a trend set to increase with the impacts of climate change. Other persistent challenges pertain to different types of pollution: nitrates, pfas...

Due to launch during Green Week 2024 (June) and run over the summer, the overall objectives of the campaign are two-fold: (1) to foster the understanding that water resilience is a pan-European challenge - that “we’re in this boat together” (emotional) - and (2) to build understanding for the European added-value of acting jointly on certain aspects of water (-policy) (rational).

Like #ForOurPlanet, this action aims to harness the power of partnership with relevant public and private entities. In particular, DG ENV is working closely with Member States’ environment ministries organized through the “Green Spiders Network” (GSN) of communicators. The collaboration with Member States is a first, aiming to turn GSN into a platform for co-creation and co-campaigning.

DG ENV is signing a contract with an external creative agency to develop the campaign concept – underpinned by a toolkit – which is clear enough on visuals and headline messages to maintain a consistent campaign identity across partners and Member States, yet flexible enough to accommodate local circumstances and priorities. The campaign will also have a budget for the amount of media buying.

Interested EIONET partners will be invited to multiply the general water resilience messages, using the adaptable campaign tool kit, but under the envisioned campaign also provided the opportunity to share and showcase their own best water practices with a wider European audience.

## EcoAtlante

**Arthur Pasquale** from the National Institute for Environmental Protection and Research (ISPRA) in Italy will talk about the EcoAtlante, which allows access to the main environmental information collected as part of the National Environmental Information System (SINA) and provides a cartographic representation of the data, supplemented by synthetic texts and other graphic information, with the aim of allowing guided consultation to the information assets of ISPRA and SNPA with a narrative and informative language. The EcoAtlante does not constitute an exhaustive collection of the available data of ISPRA and SNPA, but a thematic path that brings to the attention of citizens aspects and themes of greater relevance and interest. It is an access point to environmental and territorial data that provides for the possibility of subsequent in-depth studies with the direct connection to the databases published on the ISPRA website, also through the creation of new thematic maps and forms of dissemination that are more effective from a communicative point of view.

## Communication campaign for the visualisation of the Spanish biosphere reserve &

**Rosario Toril Moreno** from the National Center for Environmental Education in Spain will present a communication campaign, which is implementing a communication strategy on the economic, social, environmental, spiritual and cultural perspectives, and the advantages of biosphere reserves and the World Network of Reserves of Biosphere addressed to national governments, policy makers, journalists, local communities and other target groups.

**Eurotextil circular** This European project has been carried out by the regional Governments of Cataluña and Balears in Spain and the Occitania Region of France. The aim of this initiative is: to raise awareness among the population, especially younger and adolescent audiences, the importance of reducing textile waste and recycling it correctly; and to connect all the actors in the textile sector and seek new ways of reuse and recycling in a scenario marked by three key aspects: changes in the quality of the textile resulting from the fast fashion model, which affect its reuse and recycling; the obligation for administrations to collect textile waste in a differentiated manner; and the effects of the pandemic caused by COVID in the field of textile waste management. This event is part of the 14th European Waste Prevention Week (EWWR) (19-27 Nov. 2022). It won the "Special Prize 2022" at the EWWR on June 1 in Dublin

### **A multilingual EEA website?**

The new EEA website was launched on 22 March, introducing significant enhancements such as an improved search function and a new data section (Datahub). But this is just the beginning of our journey – there is more to come!

One of the improvements that we are currently considering is multilingualism on the EEA website and this is where your voice becomes invaluable!

Visit our stall and be a part of shaping the future of the EEA website by sharing your insights on preferred translated content, desired content languages, multilingual challenges, and experiences with machine translation tools. See you there!

## **Walk & Talk**

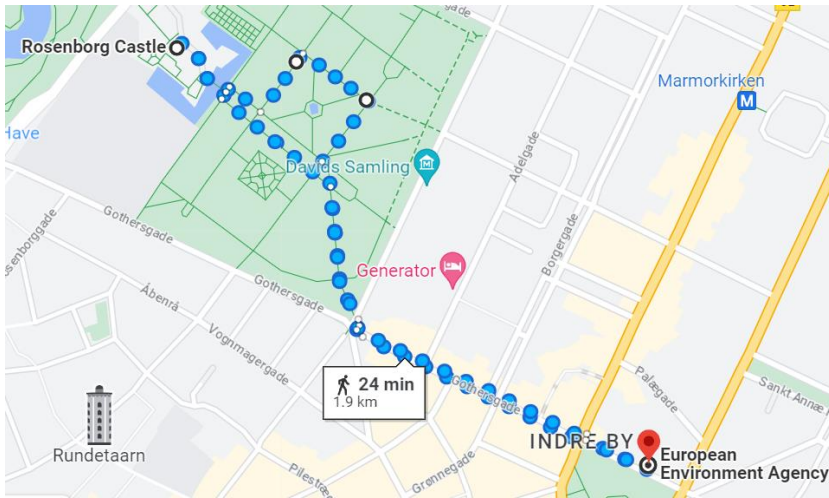
Fight the post-lunch fatigue, as you partner up with a new acquaintance and go on a 30-minute stroll. Take the time to each introduce yourselves and engage in an exchange of open discussion. Guiding questions: *From today's experience, what has left a lasting impression? What has inspired me? What has challenged me? What am I curious about? What can the network achieve together?*

We suggest two routes (see below) that will ensure you stay on track. If you prefer not to participate in the walk, you're welcome to remain at the EEA.

Upon returning, please capture your key takeaways on post-it notes and contribute them to our designated wall outside the conference room.

## Recommended walking routes

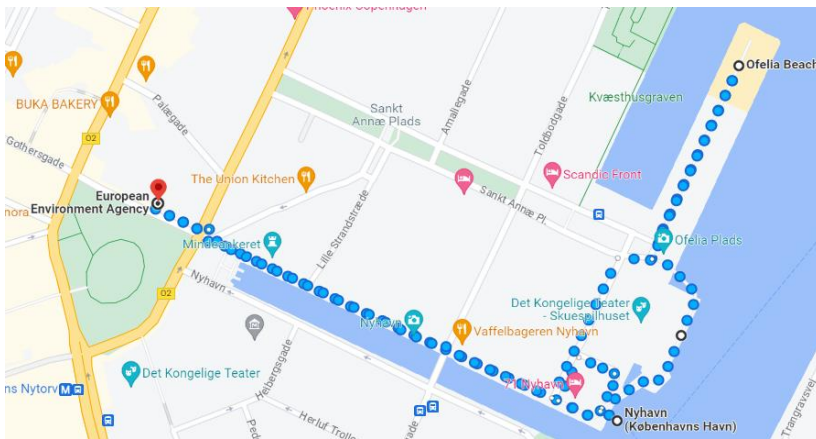
### Kongens Have (The King's Garden)



**Directions from the EEA:** Head northwest on Kongens Nytorv towards Store Kongensgade and continue onto Gothersgade. You can then enter the Kongens Have. You can also pass by Rosenberg Castle, home to Danish crown jewels and royal collections.

The garden's central location makes it convenient to enjoy seasonal blooms in spring and summer.

### Nyhavn



**Directions from the EEA:** Head southeast on Kongens Nytorv towards Bredgade/02 and continue onto Nyhavn. Head northeast toward Kvæsthusbroen and turn right onto towards Ofelia Beach.

When you arrive at the Pier, you can enjoy an unobstructed view of both the Opera and Amalienborg.

## Communication and Artificial Intelligence | Chris Reed (Restless Communications)



With extensive experience in communications and digital content creation, Chris will cover the use of AI in communications. The session aims to explore the opportunities and threats AI tools offer, covering topics such as summarising content, interacting with documents, countering misinformation, and creating policies for effective AI utilisation. Attendees will gain practical insights on briefing AI tools, role-playing with AI for media training, validating data, generating graphics, and multilingual learning materials.



## Communicating SOER 2025: Spotlight on member countries

**Tobias Lung** (EEA) will provide insights into the strategic planning behind the State and Outlook of Europe's Environment Report (SOER) 2025, with a specific focus on country-specific information. The emphasis will be on a stronger country representation in the report, as well as facilitate easier navigation.

This will be followed by an interactive brainstorming on what and how we could make a difference, centred around your input on enhancing the country-focused communication of SOER. Your input will play a pivotal role in shaping an impactful SOER 2025 Communication Plan. We will break into three groups, each facilitated by an EEA colleague.

Guiding questions: *What would work best for countries? Common communication objective? Opportunities and challenges? How can we collaborate?*

One representative from each of the breaking group would be asked to offer an overview of the discussions.

## World Café workshops | Background information

This session consists of **four thought provoking World Café workshops**, divided into two blocks. Each workshop is guided by a moderator and has a duration of 50 minutes.

The aim of the workshops is to provide a platform for collaborative dialogue and knowledge exchange. Your contributions will in turn shape the expected outcomes of these workshops, i.e., valuable insights such as 'Must-haves', 'Nice-to-haves', 'No-goes' and 'best practices' in relation to each topic.

Below you will find a concise overview of each workshop:

### Block 1: 09.45 – 10.35

#### Environmental crisis communication

**Greta Hopkins** (the European Commission, DG Environment Communications) will talk about how the triple crisis of climate change, pollution and biodiversity collapse is upon us impacting economies, ecosystems, and human well-being. How can we effectively discuss those crisis while also highlighting the transformative actions that can drive positive change (e.g., nature restoration, soil regeneration)?

This workshop is expected to explore different risk communication strategies, tools, and/or techniques to engage diverse audiences effectively. The format of the workshop is designed to be dynamic and interactive and providing a collaborative environment for sharing best practices and lesson learned in communicating on climate risks and climate change mitigation.

#### How to use Eionet knowledge to make an impact in the EEA countries

The European Environment Information and Observation Network (Eionet) is an integral part of the European Environment Agency (EEA), playing a crucial role in collecting, harmonising and disseminating environmental knowledge and data across Europe. Eionet also serves as a collaborative network, connecting the European Environment Agency (EEA), its member countries, and various stakeholders to provide high-quality data.

How can we best make this wealth of knowledge and data work for us in our field of communication?

Moderated by **Katja Rosenbohm (EEA)**, the workshop will provide a comprehensive understanding of how the Network operates and exploring how it may empower impactful communication. Share your experiences and insights into using Eionet's knowledge to drive your narratives.

## Block 2: 10.45 – 11.35

### Disinformation and misinformation

For the past few years, the Swedish Environmental Protection Agency has structured misinformation on environmental issues in its social media channels. Misinformation could be a tool both for miscrediting government agencies and other authorities, and for creating misbeliefs around environmental information. As a government agency with a core mission of providing credible environmental information and data, countering misinformation is critical.

Moderated by **Stina Söderqvist** (Swedish Environmental Protection Agency), the workshop will explore the complexities of disinformation and misinformation in the context of environmental communication and serve as a platform for learning more about structures around misinformation and what strategies and actions that could be useful for handling it.

### From Gen Z to Baby Boomers: Navigating environmental communication across generations

In today's landscape, a clear divide in climate consciousness emerges between the environmentally aware Gen Z and the less engaged Baby Boomers, the statistics show. However, it's important to note that the older demographic holds significant influence due to their larger population share, particularly as their numbers continue to rise. While Generation Z may lack voting power and substantial purchasing influence, Baby Boomers have substantial political and economic power. On top of that, they are the most likely victims of climate change related extreme weather events. That's why we should make more efforts to get their buy-in for the fight against climate change and for environmental issues in general.

In our climate/environment communication bubble we talk a lot about targeting the youth with our communication. We almost never tailor our communication to the older generations.

Moderated by **Laura Cernahoschi (EEA)**, the interactive workshop will explore what the best narratives, channels and strategies are for getting the boomers to care more about the environment and be more engaged. The local/national differences are of course very relevant, so having participants from more countries would be ideal.

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