

Communication as a tool for environmental- and nature policy

TO CONNECT AND TO STRENGTHEN



Overview

- Sustainable development
- Nature- and environmental policy
- Communication as a policy tool
- Communication strategy
- Communication goals
- Teamwork



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

Sustainable development

people, prosperity, planet



Nature policy

Building brick for sustainable development

- Nature Policy Plan Caribbean Netherlands
- Nature Plan Bonaire
- Nature funds
 - Conservation coral reef
 - Sustainable use nature
 - Synergy between nature, agriculture and tourism

Nature projects

- Sustainable agriculture (POP)
- Nomination marine park for World Heritage List
- Management free roaming goats
- Management wild pigs
- Reforestation
- Ecologic rehabilitation Lac and South Bonaire
- Coral restoration
- Erosion control and habitat restoration
- Sustainable goat farming
- Bonaire Caves and Karst Park

Environmental policy

Building brick for sustainable development

- **Environmental Policy Plan Caribbean Netherlands ?**
- **Draft Environmental Program Bonaire**
 - **Water and Soil**
 - **External safety and hazardous substances**
 - **Waste**
 - **Activities**
 - **Physical planning and Environmental Impact Assessment**
 - **Other themes**

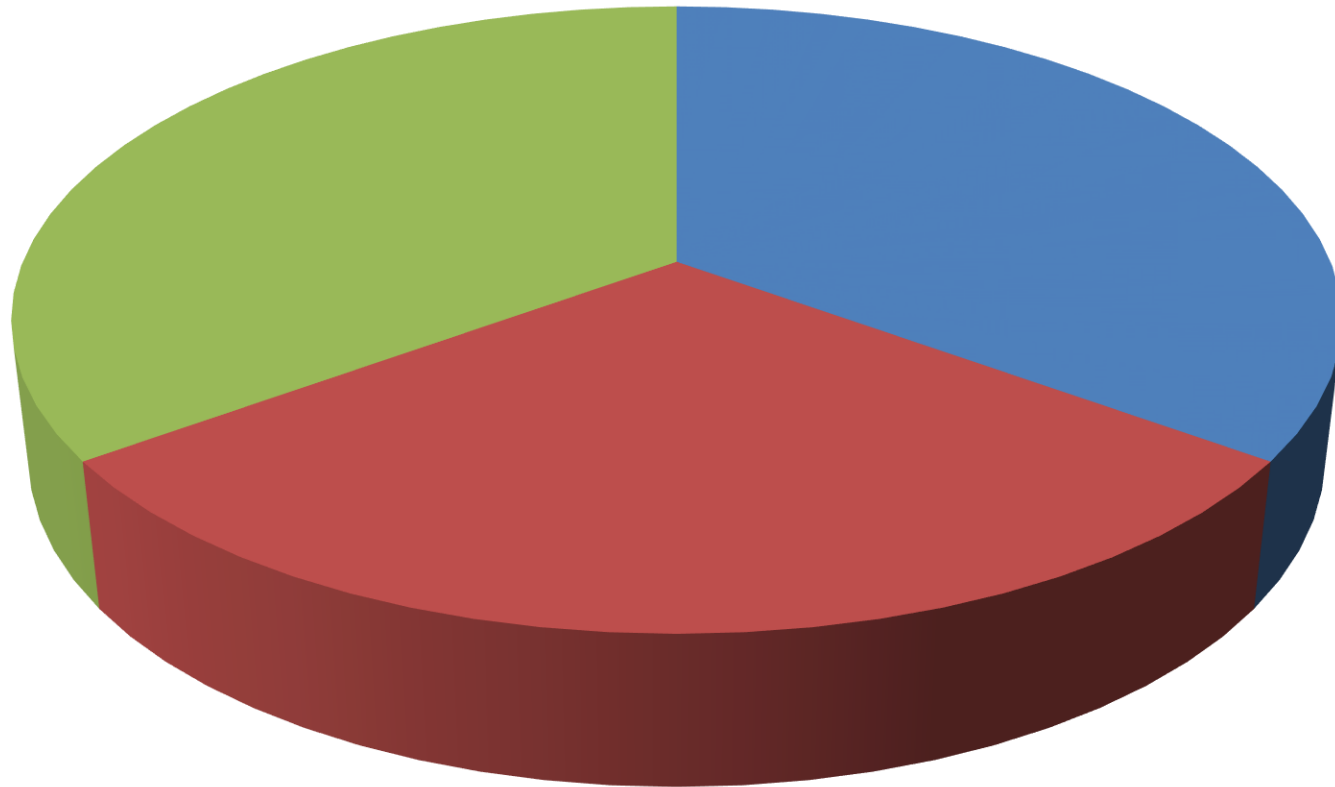
Environmental projects

An aerial photograph of the island of Bonaire, showing its coastline, turquoise waters, and various land use zones. A semi-transparent map is overlaid on the island, with different colors representing various environmental or administrative zones. The colors include shades of blue, green, yellow, orange, and pink. The map overlay is most prominent in the central and western parts of the island.

- **Wastewater treatment (sewerage project)**
- **Waste Management Plan Bonaire**
- **Environmental rules for activities**
- **Asbestos**
- **Fireworks**

Policy mix

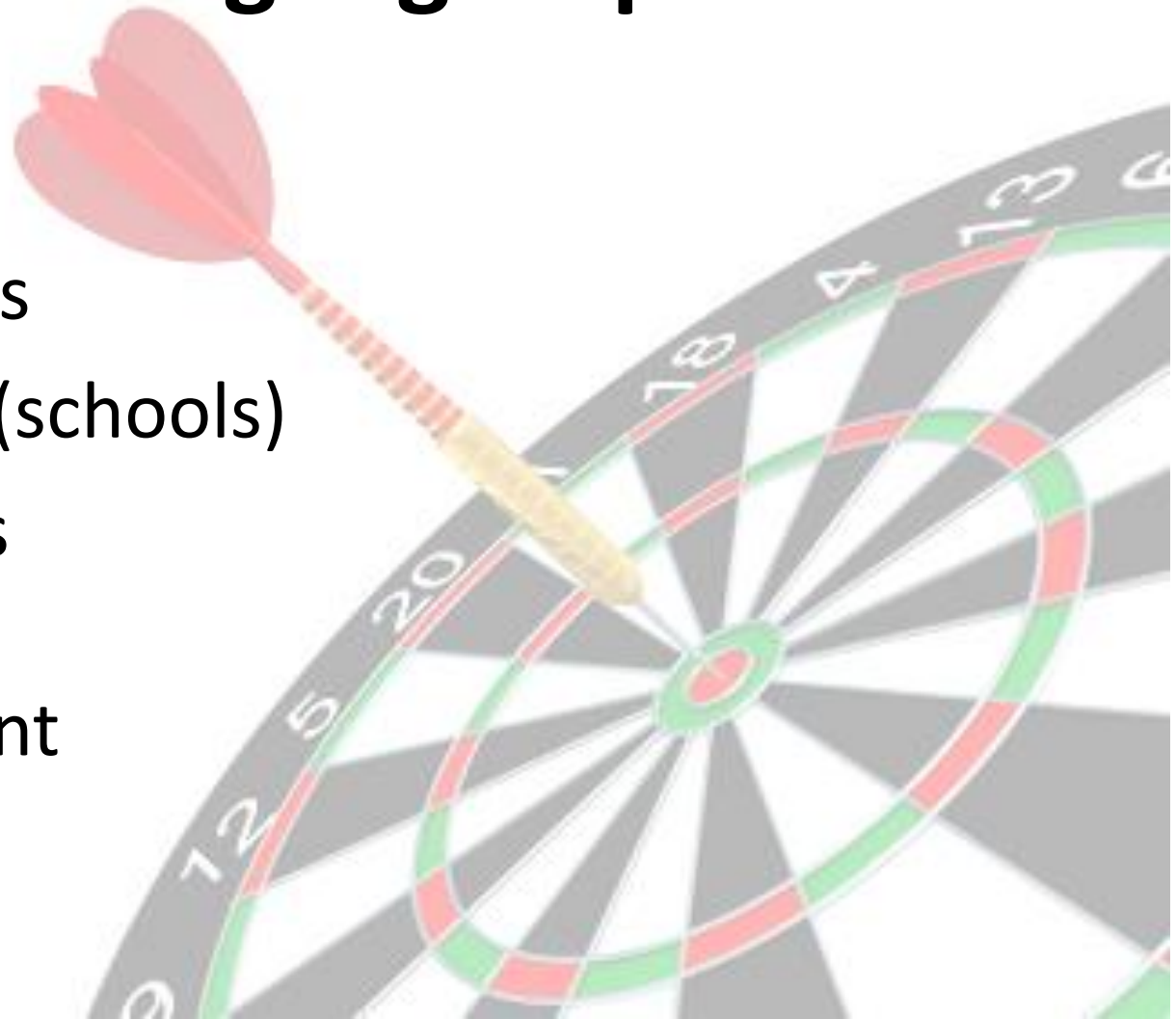
usage of policy instruments



■ Wetgeving ■ Communicatie ■ Financien

Target groups

- Households
- Education (schools)
- Companies
- NGO's
- Government
- Tourists
- Media



Communication to change behavior

In the past:

- Many initiatives
- Particularity from NGO's and governmental companies



But:

- Not structural
- Not powerful enough



Communication campaign

sewerage project

successful example

- Slogan/logo
- Press releases
- Press excursion
- Press briefings
- News letters
- Radio
- Television
- RTV-panels
- Advertisements
- Website



- Facebook
- Folders
- Direct mail
- Open days
- Festival
- Contests
- Flyer teams
- Banners
- Posters

Communication strategy

connect and strenghten

- Teamwork
- Focus on target audience
- Shared slogan and logo
- One central message
- Multi year campaign
- Good planning



Communication strategy

connect and strenghten

Fragmentation



Synergy



Mental preferences

use of universal values

- Health



- Perspective



- Safety



- Welfare



- Prosperity



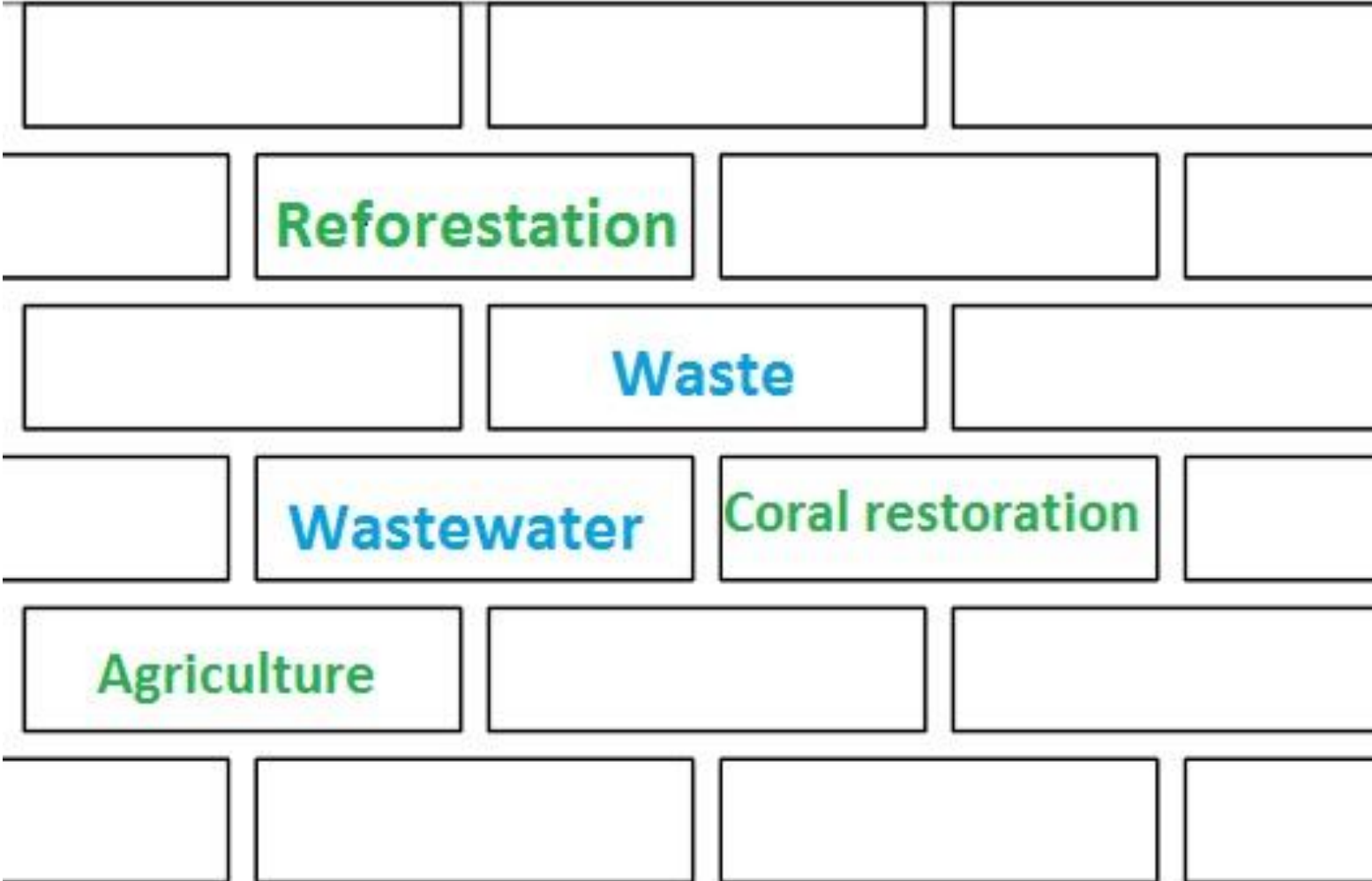
Communication goals

What do we wish to achieve?

- Increase awareness
- Environment friendly behavior as a rule
- Insight in own possibilities
- Increase effort preparedness



Umbrella campaign is cement

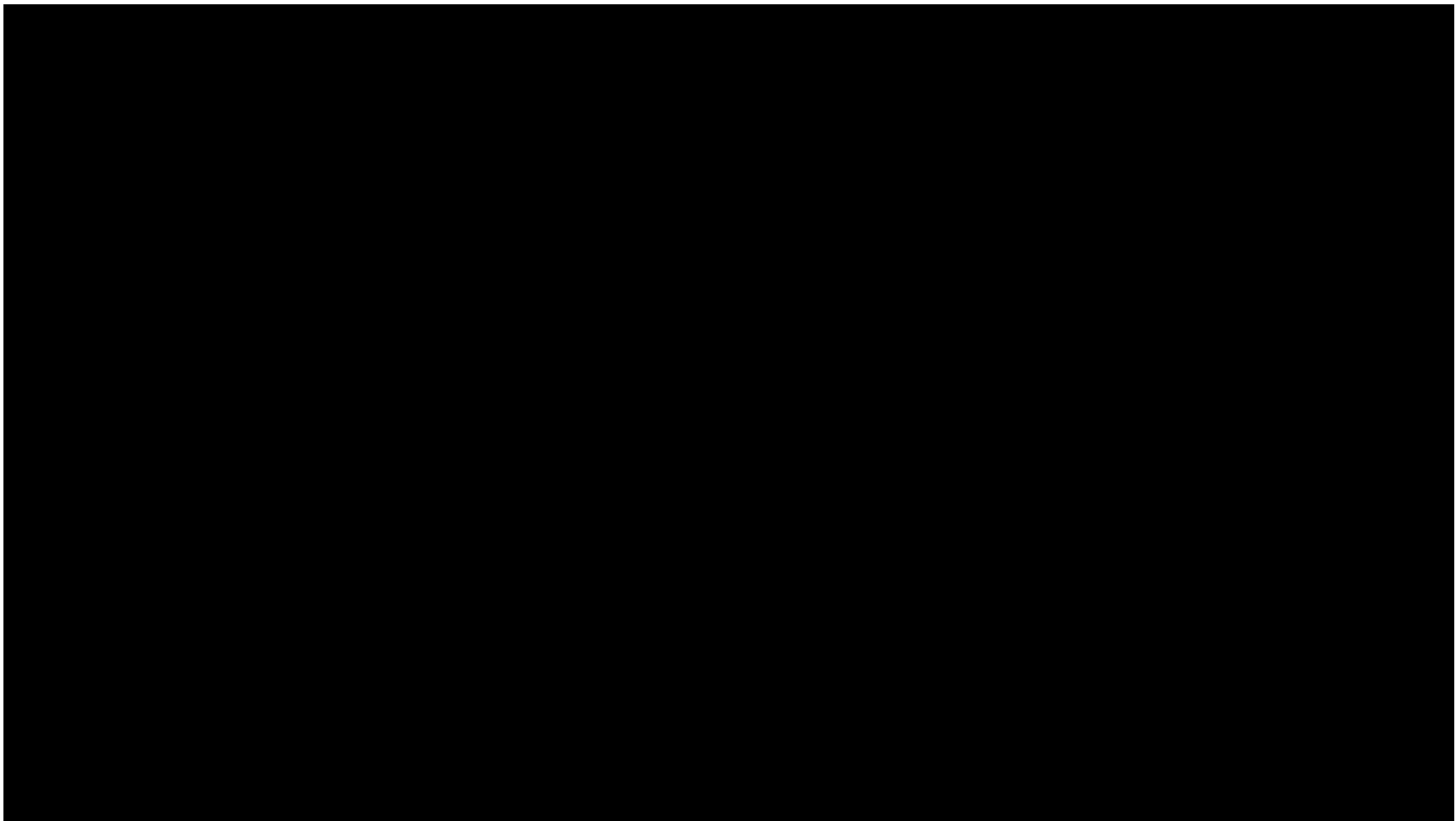


Shared slogan and logo



www.bibadinaturalesa.com

@NTBDN



Reintroduction slogan and logo

