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
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

- Wastewater treatment (sewerage project)
- Waste Management Plan Bonaire
- Environmental rules for activities
- Asbestos
- Fireworks
Policy mix
usage of policy instruments

- Wetgeving
- Communicatie
- Financiën
Target groups

- Households
- Education (schools)
- Companies
- NGO’s
- Government
- Tourists
- Media
Communication to change behavior

In the past:
• Many initiatives
• Particularly 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
- Advertisments
- Website

- Facebook
- Folders
- Direct mail
- Open days
- Festival
- Contests
- Flyer teams
- Banners
- Posters
Communication strategy
connect and strengthen

• Teamwork
• Focus on target audience
• Shared slogan and logo
• One central message
• Multi year campaign
• Good planning
Communication strategy
connect and strengthen

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

Referestration

Waste

Wastewater

Coral restoration

Agriculture
Shared slogan and logo

NOS TA BIBA DI NATURALESA

Traha huntu na un desaroyo duradero pa Boneiru

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Reintroduction slogan and logo