

Climate Communications: A Harvest of Possibilities. Capacity Building Mechanisms through Communications for Climate Mitigation Practices in Agriculture.

Description

This workshop session will present the three mentioned projects, all of which are searching for and providing answers on how to change agriculture and, through it, the European society for a climate resilient future. Each project provides best practices on communications related to climate problems, providing tools for better understanding on the aims of the European Commission's new green objectives, and targeting a diversity of sectors, countries, and European citizens.

With this workshop, the three projects will collect recommendations on how to approach the general public — and especially the youth — with EU climate policy objectives so to reach the EU Green Deal and FarmTo-Fork strategy targets — not only for each project separate interests, but for joint, cooperative results.

The workshop is offered by the “Piloting Natura 2000 communication in Estonia” which is funded by LIFE, but Estonian Fund for Nature is an EUKI partner. All projects aim to tackle communication needs and innovations to help achieving a better understanding of the EU Green Deal and the Farm2Fork strategy.

Background

EUKI project “Piloting Natura 2000 communication in Estonia,” aims to solve problems between local communities, landowners and conservation administration to secure the continuity of the Natura 2000 network in Estonia. By addressing farmers, the project provides an essential step towards the acceptance of the EU Green Deal in Eastern Europe, as well as mediating between the different actors. Its way of mediation provides a real step forward in the practice of legislation for Natura 2000 field use.

AGROMIX, funded by Horizon 2020, aims to provide tools and practices for farmers on how to become successful through the implementation of sustainable farming systems, such as mixed farming and agroforestry, giving ready-to-use practices on climate adaptation while also providing new ways of policy making to reach a real transformative change in agriculture.

For Game On!, funded by the Development Education and Awareness Raising programme (DEAR), the main goal is reaching the youth and involving them in climate mitigation, thus specialising in awareness raising. Among the many tools the project uses, it provides best practices on how to reach farmers, give them publicity on their climate adaptation processes, and further the outreach to aim for the understanding and interaction with the citizenry, thus concluding in a more common understanding between agriculture and society.

Speakers

- Sara Burbi, Consortium Lead of AGROMIX (Coventry University)
- Patricia Carbonell, Communications partner of AGROMIX (Revolve Media)
- Thor Morante Brigneti, Consortium Lead of Game on! (CEEweb for Biodiversity)
- András Sztaniszlav, Communications partner of Game on! (PersonaR Ltd.)
- Silvia Lotman (Estonian Fund for Nature) • Gabriella Nagy (CEEweb for Biodiversity)