

"IMPROVING GOVERNANCE AND MANAGEMENT OF  
LAKES IN KURZEME AND NORTH LITHUANIA" (LIVE  
LAKE)  
FINAL CONFERENCE



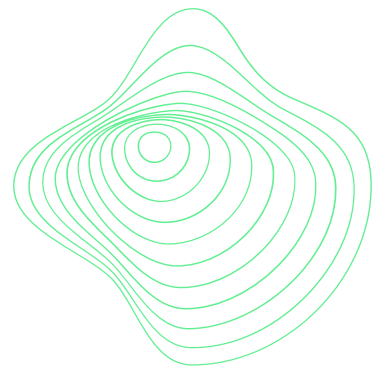
**HOW TO COMMUNICATE FOR NATURE IN  
THE AGE OF INFORMATION OVERLOAD**

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Latvian Fund for Nature  
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09.02.2023.



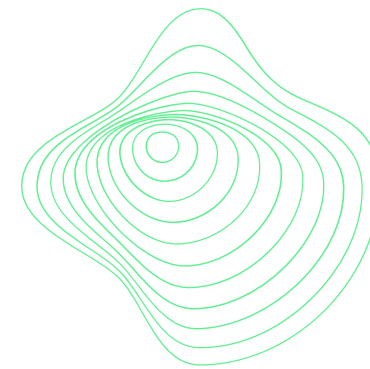
# What are our goals?

# What is our purpose? WHY?



## CHANGE THE CURRENT SITUATION

Improve efficiency of nature capital management  
Restore habitats  
Ensure species conservation  
Mitigate climate change



## BIODIVERSITY CRISIS, CLIMATE CRISIS, ECOLOGICAL CRISIS





We are losing the very foundation of our existence, lives and wellbeing. We are wasting and depleting resources and creating a less inhabitable Earth.

# Ecological, biodiversity and climate crisis situation

International agreements  
Strategies  
Legislation  
Policies  
Actions and projects



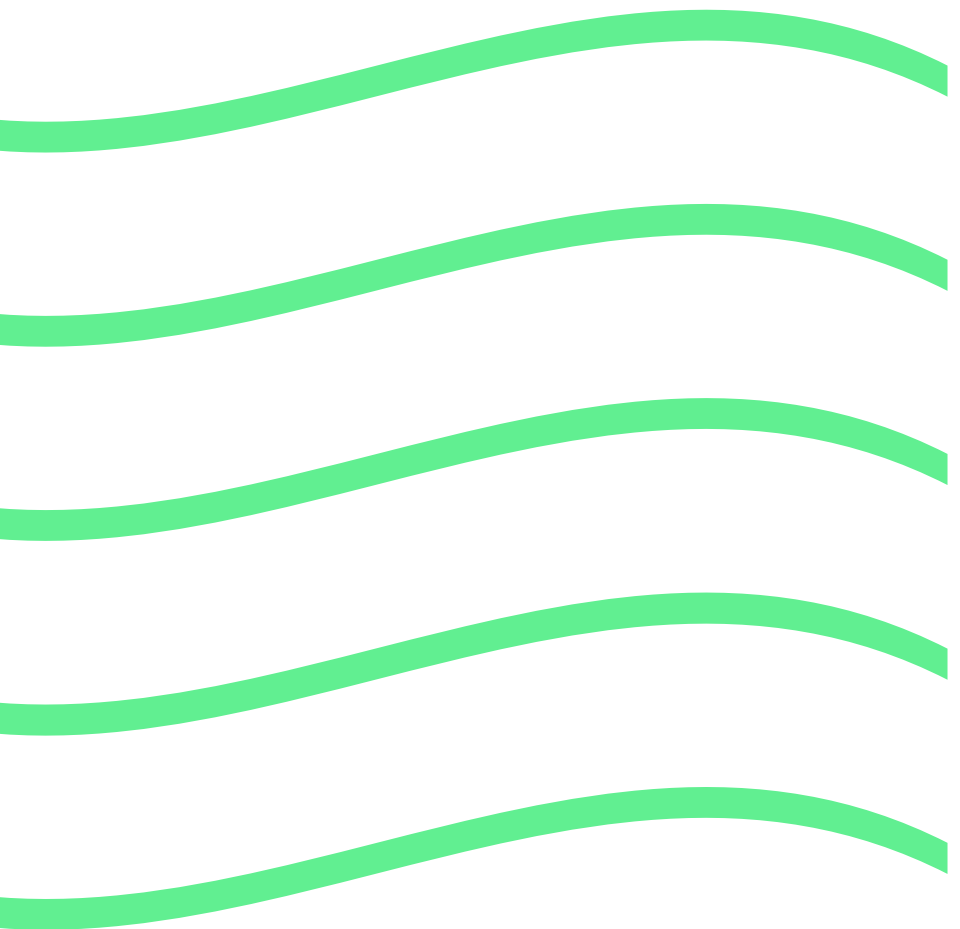
Interaction with people  
Social groups  
Stakeholders  
Institutions  
Organisations

Rough timeline	Framing of conservation	Key ideas	Science underpinning
1960	<b>Nature for itself</b> 	Species Wilderness Protected areas	Species, habitats and wildlife ecology
1970			
1980	<b>Nature despite people</b> 	Extinction, threats and threatened species Habitat loss Pollution Overexploitation	Population biology, natural resource management
1990			
2000	<b>Nature for people</b> 	Ecosystems Ecosystem approach Ecosystem services Economic values	Ecosystem functions, environmental economics
2005			
2010	<b>People and nature</b> 	Environmental change Resilience Adaptability Socioecological systems	Interdisciplinary, social and ecological sciences

**Changing views of nature and conservation.** Over the past 50 years, the prevailing view of conservation has changed several times, resulting, for example, in a shift in emphasis from species to ecosystems. None of the framings has been eclipsed as new ones have emerged, resulting in multiple framings in use today.

Georgina Mace Whose conservation?

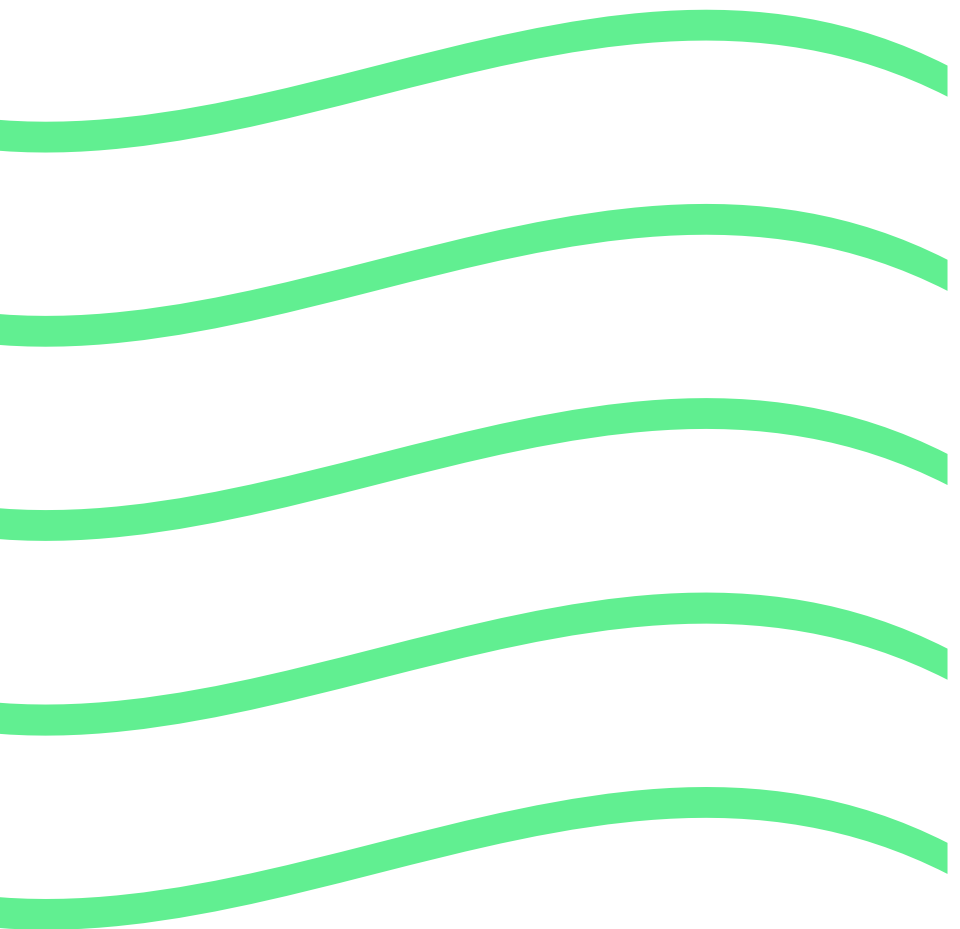




## Nature and environmental conservation 30 years ago:

**80%** expert work

**20%** work with people



**TODAY**

**80%** work with people

**20%** expert work



# ROLE OF COMMUNICATION IN MY WORK



Very important

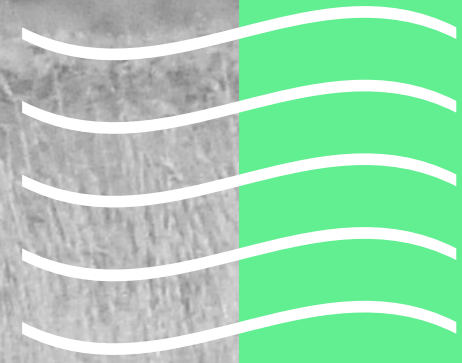


Somewhat important



Not very important





# COMMUNICATION IN MY DAILY WORK



I am communicator



Occasionally



Very rarely



# WHAT IS COMMUNICATION

A complex network diagram illustrating communication. It features numerous human figures in various colors (red, grey, black) connected by a dense web of dotted lines. The connections are both straight and curved, creating a complex, interconnected structure. The background is white, and the overall style is clean and modern.

Cooperation  
Discussion  
Involvement

Active relationships that are  
needed to achieve change



# Current communication trends



# 20 years ago

Communication environment:  
One directional communication

Communication approaches:  
Provide information, educate, raise  
awareness

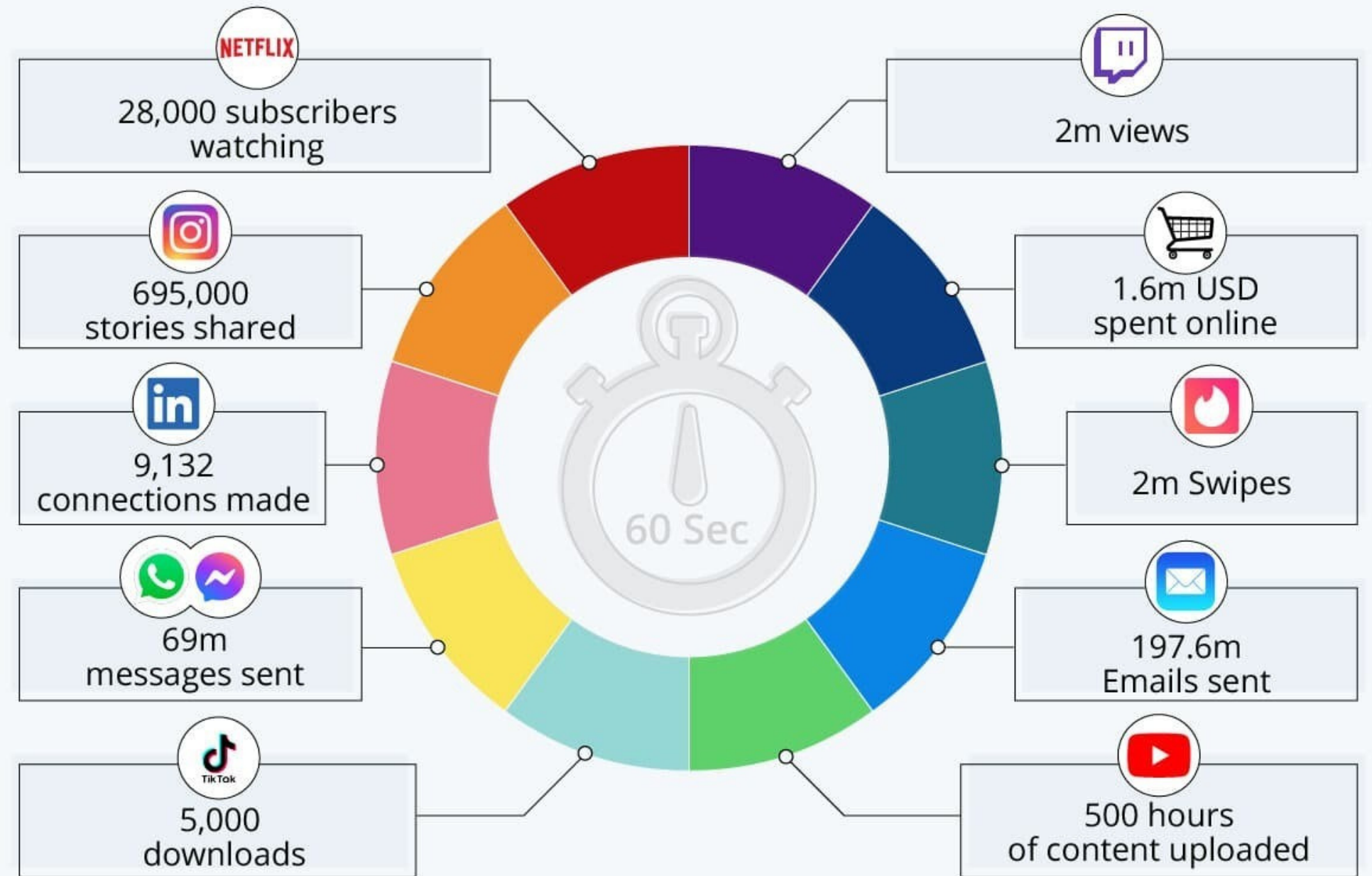
I TALK - YOU LISTEN



# TODAY

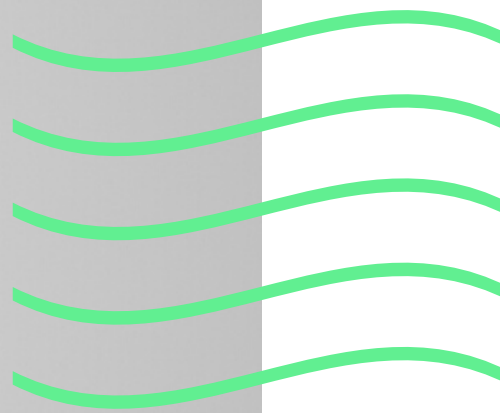
## A Minute on the Internet in 2021

Estimated amount of data created on the internet in one minute



Source: Lori Lewis via AllAccess



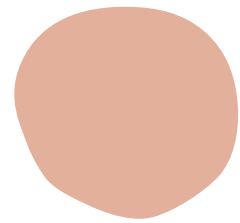


# ATTENTION ECONOMY

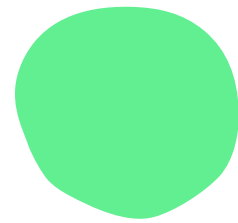
"Monkey brain" is overwhelmed  
We are all competing for attention  
People are not hostile or uneducated



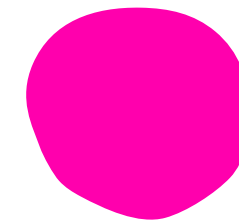
# WHAT IS "IN"



People are looking for experiences, not products



Authenticity



"I can relate"





# DIVERSITY

01

Language diversity: written, visual, audial, video

02

Channel diversity: from regional newspapers to TikTok

03

Diversity of opinions



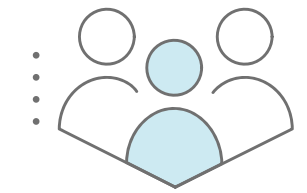
# ALSO



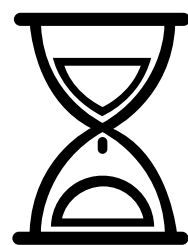
Wild nature esthetics



Urban dwellers go closer to nature



Power of local communities



Lack of patience -  
here and now,  
FOMO



Issue polarisation



Constant CRISIS



# NATURE COMMUNICATION



- **Crisis communication**
- **Horizontally integrated meta field**
- **Connects social, political, economic contexts and interests**
- **It's subject - existential issues of humankind**



# PEOPLE AND NATURE



- Value based communication that is grounded in certain understanding of nature
- Relationship between people and nature is complex and individual
- Who owns the discourse? Who is right about nature? Who's nature is the one we want to protect?

**communication is not what is said, but what is heard**





# NATURE COMMUNICATION GOALS



- To change behaviour
- To changes values
- To impact decision makers and political actors
- To ensure change communication
- To implement nature protection measures and actions

**PURPOSE: TO PROTECT AND MAINTAIN NATURE VALUES**





# OUR PITFALLS



- **Keeping with the traditional model - more facts! More information!**
- **"Project trap"**
- **Gap between two realities - the official/institutional and local**
- **Talking about the "nice and fuzzy" stuff**
- **Working with children as priority**
- **Fight mode**
- **Lack of strategic communication**



# OUR CHALLENGES



- **Political aspect of nature conservation**
- **Various attitudes towards "green" actions**
- **Conflict area**
- **Value-action gap**
- **Problems with educational system and content**
- **Greenwashing**
- **Invisibility of issues (e.g. biodiversity loss)**
- **Visibility of actions (e.g. restrictions)**
- **Lack of connection between local issues and the big issue**



# WHAT WORKS



- Knowing your audience - empathy
- Select your channels/language according to your audience
- Good news
- Interesting facts and figures
- Large fuzzy mammals - charismatic species

A graphic illustration of a smartphone. The screen shows a background of interlocking gears. One gear contains a dollar sign (\$), and another contains a lightbulb icon. Below the screen, a pen and some documents are visible. On the left side of the phone, several white wavy lines extend outwards.

**Successful  
communication  
- strategic  
communication**



# STRATEGIC COMMUNICATION

01

We plan action first, then communication. Work before/behind words.

02

Keep in mind the purpose - all communication is linked to purpose and supports it, we can trace back to purpose every communication activity

03

We plan long term and communicate consistently, and we are dedicated to communication.





# STRATEGIC COMMUNICATION

**01** Empathy

**02** Solid fact basis

**03** Partnerships, alliances







**THANK YOU  
PALDIES  
AČIŪ**

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