

Lorna Vissar and the Ad-hoc Funding Committee of BC

Communication Strategy for Environmental Non-profits

Draft working document
November 2003

Communication Strategy:
_____ Economic Valuation Report _____

Objective: What **change** do we want to see as a result of this report being released?

- We want Canadians to recognise the value of ecosystems as the life-support system that sustains us all.
- We want Canadians to recognise the direct link between the health of the environment and their own health.
- We want Canadians to recognise that our true wealth and legacy for the future is in stewardship and conservation of natural systems.

Who can help make this change happen? (Audiences)

- Stewardship/conservation organisations and their networks
- **Environmentally** aware citizens – all citizens!
- Local politicians and community leaders, local Chambers of Commerce, environment committees
- Provincial politicians and bureaucrats:
Specifically: ___[names]_____
- Federal politicians and bureaucrats: Specifically:
_____ [names]_____
- Media,
 - a) local journalists/papers &
 - b) specifically columnists that cover environmental issues,
[Stephen Hume, Calvin Sandborne (sp?), Guy Dauncey, Ben Parfitt,
___ Nicholas Read, _____].
 - c) media outlets sympathetic to conservation: Georgia Straight,
Common Ground, Shared Vision, **Watershed Sentinel**, **BCEN Report**,
(flush out list LTA has a database)
 - d) other Economic / Sustainability media: **McLeans Magazine**,
Canadian Geographic, **Financial Post**, **Globe & Mail**,
- Q: [to IMAPCS] about mainstream media penetration

What **messages** do they need to understand in order to make change happen?

- Governments have downloaded much of their watchdog and stewardship responsibilities onto non-profit organisations that are struggling to stay afloat.
- 49% of 100 groups in BC interviewed were uncertain of funding even for the up-coming year. ¹
- Contrary to what you might assume, neither federal or the provincial governments fund (to a significant degree) the conservation / stewardship sector. (keep it consistent)
 - The scientific community spends more money on the search for extra-terrestrial life than in looking for ways to preserve the biological diversity we have here on Earth. ²
- Your personal health and well-being is jeopardised by this **?perilous?** state of affairs.
 - Canada came in 23rd for nitrogen oxide emissions (causing smog) and 24th for CO² emissions in the Conference Board of Canada's Performance & Potential Report. – based on a comparison of 24 other OECD nations
- What is at stake is your green safety net – the life-support system that sustains us all.
 - Economic argument: Once an ecosystem is protected, the goods and services provided such as clean air, water, filtration of toxics, and much more is free, in perpetuity
 - It is economically logical to include the costs of environmental pollution, degradation,
 - The American Association for the Advancement of Science published a report in 2003 stating that conservation of an ecosystem is 100 times more economically profitable than its exploitation. ³
- Government subsidies and support is given to the most environmentally destructive industries.
 - Governments give 260million a year subsidies to the oil, gas, and mining industries⁴ (rated the most environmentally harmful)

¹ *Taking it For Granted, Report on Survey of BC Stewardship & conservation Groups,* 2004

² Published in Journal, Science,

Audience	Message	Behaviour We Hope to See in this Audience
Stewardship/ conservation organisations and their networks		Groups choose to put energy into getting out the message, act as disseminators
Environmentally aware citizens		We want them to help spread the word
Local politicians and community leaders, local Chambers of Commerce, environment committees		We want them to encourage stewardship of our ecosystems; assist with supporting groups financially; encourage media to follow local stories, or attend local events, restoration sites etc and bring media
Provincial politicians and bureaucrats		We want them to
Federal politicians and bureaucrats		We want them to
Media		We want them to disseminate our messages; encourage coverage including diverse interests in story

³ Ecosystem goods and services, such as water filtration and climate regulation were included in the estimate.

⁴ The Green Budget Coalition: June 18 2003, <http://www.greenbudget.ca/media.html>

What **tactics** do we think would work?

- Presentations to stewardship group meetings
- Presentations to local chambers of commerce
- Press conferences – building in local examples and stories
- Meetings with politicians and bureaucrats
- How do we make this an issue in the federal election?

What does **success** look like?

[let's think about this carefully and boil it down to something realistic and *attainable* – one report does not change the world but it can be the push that starts the momentum]

Communication Strategy:
Angela's Report: "Taking it for Granted" or "Funding Matters"
or "Near the Verge: Conservation near Crisis"

Objective: What **change** do we want to see as a result of this report being released?

- We want federal and British Columbia politicians to **resume (take up significant)** funding to Stewardship & conservation organisations
- We want foundations to **redirect focus their admittedly (leave out)** limited funds to British Columbia stewardship & conservation organisations.
-

Who can help make this change happen? (Audiences)

- Stewardship/conservation organisations and their networks
- Environmentally aware and active citizens
- Local politicians and community leaders, local Chambers of Commerce, environment committees
- Provincial politicians and bureaucrats:
Specifically: ___[names]_____
- Federal politicians and bureaucrats: Specifically:
_____ [names] _____
- **Media**

What **messages** do they need to understand in order to make change happen?

- Governments have downloaded much of their watchdog and stewardship responsibilities onto non-profit organisations that do not have significant financial support either through public funding or private donations to do that job.
- Contrary to what you might assume, neither the federal nor the provincial governments fund the environmental protection/ stewardship sector.
- Your personal health and well-being is jeopardised by this **perilous** state of affairs.
- What's at stake is your green safety net – the life-support system that sustains us all.
-

Audience	Message	Behaviour We Hope to See in this Audience
Stewardship/ conservation organisations and their networks		Groups choose to put energy into getting out the message, act as disseminators
Environmentally aware citizens		We want them to help spread the word
Local politicians and community leaders, local Chambers of Commerce, environment committees		We want them to
Provincial politicians and bureaucrats		We want them to
Federal politicians and bureaucrats		We want them to

What **tactics** do we think would work?

- Presentations to stewardship group meetings
- Presentations to local chambers of commerce
- Press conferences – building in local examples and stories
- Meetings with politicians and bureaucrats
- How do we make this an issue in the federal election?
- Regular submissions to local papers, even a weekly note or column

What does **success** look like?

[let's think about this carefully and boil it down to something realistic and *attainable* – one report does not change the world but it can be the push that starts the momentum]