

In conversation with Erinma Ochu

Erinma Ochu is a neuroscientist, filmmaker and researcher on Engaging Environments, a co-inquiry platform for building equity and inclusion in environmental science. They're into movement and coalition building around social, environmental and cognitive justice through solidarity and storytelling across BIPOC (black, Indigenous and people of color) perspectives.

Speaker:
Erinma Ochu, University of Reading

Host: Savita Willmott, Natural History Consortium

Having difficult conversations in difficult times

For many the pandemic means we are working harder than ever, facing traumatic loss of money, jobs, volunteers and resources for nature. When working with teams and groups how do these feelings play out? How can they affect us? And how do we deal with them positively to keep individuals, groups and ourselves mentally and emotionally safe, healthy and on track.

Speaker:
Alison Crowther, Made to Last

Host: Stuart Payton, Natural History Consortium

Build back better and build back greener

As the sector works together on a Green Recovery, we'll take a look at the current news, current policy and green shoots of progress from across the environmental sector.

Speakers:
Isabella Gornall, Seahorse Environmental
Guy Horsington, Defra
Ross Kennerley, Woodland Trust

Host: Chris Venables, Green Alliance

A closer look at intersectionality

Tokenistic views of diversity and inclusion are swiftly becoming outdated, as we better recognise the interconnected nature of race, culture, sexuality, gender, age and disability. Our panellists explore how the environmental sector can embrace this more 'intersectional' approach to involve more people in the discussions that affect their lives.

Speakers: Dr Anjana Khatwa
Bio-Diverse Festival Team: Tanith Hackney, Rebecca Ford,
Jasmine Trinder

Host: Roy Kareem, Centre for Sustainable Energy

How Covid-19 changed us

Looking back at the Covid-19 crisis in 2020, and the range of environmental behaviour changes we saw, we instigated, and we failed to achieve, and those we never could have predicted. Is there really #NoGoingBack and what can we learn to take forward into this strange new world?

Speakers:
Beth Brokett, Natural England
Ruth Townend, IPSOS

Host: Martin Parker, Cabot Institute for the Environment

Whatever the weather

Weather is a constant thrum in our lives. It shapes how we feel, what we say, where we go, and what we do when we get there. To consider how people engage in the natural world then, is to also consider how we live in weather. Our panellists share stories of how weather infiltrates their lives, intersecting with their involvement in art, medical practice, and research.

Speakers:
(Chair) Cassie Phoenix, Durham University
Clifton Evers, Newcastle University
Luke Jerram, Arts practitioner
Dr Georgie Sowman, NHS England

Connecting people in cities

Join us for an inspirational look at projects in Taiwan and Mexico City that are connecting people with their natural and urban environments in unexpected ways, and join the discussion on how we can better apply great international thinking to our work in the UK.

Speakers:

Leticia Lozano, MACIA Estudio
Christine Lee, Taiwan Parks and Playground for Children by Children; International Play Association Taiwan

Host: Richard Ennion, Bristol City Council

"scary, grey, grim and gloomy" UK seas versus BBC Blue Planet

'50 shades of grey' is how most UK audiences view their own seas after watching the BBC's Blue Planet 2. In this specially curated discussion, Incredible Oceans has lined up Devi Singh, Russell Arnott and Annette Coppin to look at the role values, language, art, humour, science and performance can play in combating perceptions and winning hearts and minds.

Speakers:

(Chair) Ian Rowlands
Russell Arnott, Amy Pryor, Devi Singh
Incredible Oceans

The role of brands in nature conservation

What is the role of major brands in nature conservation? The team at Greenhouse PR has pulled together a line-up to help us understand thinking and forge partnerships.

Speakers:

Juliet Davenport, Good Energy
Mia Hartwell, Jordans Cereals
Laura McGonigal, Method/Ecover
Guy Singh-Watson, Riverford

Host: Mike Barry, Mikebarryeco

What we talk about when we talk about money

From emergency funding, to emergency appeals; redundancies to restructuring; the sector faced a crisis in 2020 and many organisations went public with their difficulties and challenges. Join us for an exploration of communication approaches to the business side of the sector, and the benefits and perils of opening our books to the public.

Speakers:

Lauren Burnhill, One Planet Ventures
Sharon Redrobe, Twycross Zoo

Host: Zoe Metcalfe, ValueShift

An Instagrammers tale

Already working with Instagram? Popular nature influencer "@Lucy_Lapwing" will challenge us to get a little braver when creating engaging content for Instagram and lead a discussion for us to share ideas and create collaboration. Don't expect a 'how to' guide but do expect plenty of inspiration!

Speaker:

Lucy Hodson

Host: Kate Dawson, Wildfowl and Wetlands Trust

How to Refocus in the age of Covid-19

Covid-19 has hit most of us hard with lost funding, delayed & cancelled projects, and question marks over whether our priorities were still relevant in a new world. Industry innovators Hubbub UK will share their story with practical, actionable examples of how to get started with strategic change and create new projects and income streams - even if you're not sure where you're heading.

Speakers:

Alex Robinson, Hubbub
Rosie Gordon Lennox, Hubbub

Host: Chris Dunford, Natural Environment Research Council UKRI

Podcasts – an audio revolution

Just as TV streaming services changed the way we watch, podcasts have revolutionised audio broadcast. Join BBC Audio Executive Editor James Cook to explore how the podcast format offers new opportunities for natural history through youth focussed, binge-able, on-demand, accessible broadcast.

Speaker:
James Cook, BBC

Host: Lisa Marley

City Nature Challenge

Join U.S. creators and UK challengers for an interactive exploration of the City Nature Challenge programme – generating local action and activating a global community of volunteer wildlife recorders in the peak of lockdown.

Speakers:
Victoria Burton, Natural History Museum
Lila Higgins, Natural History Museum of LA County
Alison Young, California Academy of Sciences

Host: Matt Postles, Natural History Consortium

Breathing new life into your social media campaigns

Ten years after social media has become a standard channel for communication and engagement, some organisations are feeling stretched, tired or find themselves churning out the same old content. The award-winning digital team from Greenhouse PR will lead this session to help you breathe new life into your social.

Speakers:
Jenny Briggs, Greenhouse PR
Gertie Goddard, Greenhouse PR

Host: James Hanson

4:30PM – 5:00PM - THE SWAP:

Wrapping up the day's discussions and trading insights from across the conference

Springwatch online: in conversation with Rosemary Edwards

Rosemary Edwards, the producer of Springwatch, lets us behind the scenes of the successful Springwatch 2020 programme, which quickly pivoted during lockdown to a successful virtual and online programme. What did they learn, and what's next for Springwatch?

Speaker:
Rosemary Edwards, BBC

Host: Simon Garrett, Bristol Zoo

In conversation with Ellen Tout

Ellen Tout is a writer, journalist and outdoor enthusiast based in Kent, UK. She works primarily for Psychologies as the magazine's Eco Living Editor, where she writes a monthly Eco Worrier column – aiming to translate complex sustainability questions into digestible and inspiring information.

Speaker:
Ellen Tout, Psychologies Magazine

Host: Megan Stillwell

New frames for nature

Ralph Underhill returns to Communicate with another popular workshop challenging us to re-frame the way we talk about nature conservation in the new normal with 'must have' techniques for your communications toolbox!

Speaker:
Ralph Underhill, Framing Matters

Host: Ellie Turner-Wallace, Natural History Consortium

The return of live events

Did you cancel, go virtual or go hybrid? Ivvet Modinou from the British Science Association and Matt Postles from The Natural History Consortium host this interactive session for delegates to compare notes and share ideas as we look ahead to spring and summer 2021.

Speakers:
Ivvet Modinou, British Science Association
Matt Postles, Natural History Consortium

Communicate+ perspectives from young people

We'll be running Communicate+ ahead of this year's event with young people aged 11-14. The young people will put their questions to you, the sector, in this interactive session hosted by Avon Wildlife Trust's Our Bright Future Team.

Speakers:
George Cook, Our Bright Future,
Danielle Smith, Our Bright Future

Quickfire Research: the latest you need to know

In this fast-paced session, we'll be welcoming researchers working on the cutting edge of understanding how people think, behave and connect with environmental messaging.

Host: Rob Cooper, University of Bath

9:30AM - 10:15AM

10:30AM - 11:15AM

DAY TWO: Friday 27th November 2020, 9am - 5pm

In conversation with Adam Vaughan

Adam Vaughan is chief reporter at New Scientist, where he regularly reports on environment stories for the magazine's news, features and podcasts.

Speaker:
Adam Vaughan, New Scientist

Host: Sally Adams, University of Bath

The Incremental Revolution: reconnecting society with its ecological roots

How might we spark an incremental revolution in the big social systems that are driving environmental destruction? In this interactive discussion author, scientist and broadcaster Dr Mark Everard leads us through a solutions based exploration of how we, as environmental communicators, might generate change by reconnecting people with the ecological roots.

Speaker:
Mark Everard, University of the West of England

Host: Ellie Turner-Wallace, Natural History Consortium

The new landscape for volunteers

What role will volunteers play as we start to build back the sector? We'll be looking at range of perspectives as we explore the latest challenges and opportunities shaping a new landscape for environmental volunteering.

Speakers:
Tiger de Souza, National Trust
Kathy Gill, Biosphere expeditions / volunteering consultant

Host: Julia Kennaby, Bath and North East Somerset Council

Action For Nature: unlocking individual agency

The sector puts a lot of emphasis on individual action and it is easy for our audiences to be overloaded with a flood of different, discreet actions that leave them feeling helpless and disempowered. This session will explore emerging communications frameworks for helping our audiences navigate the blizzard and realise their own agency

Speaker:
Sarah Staunton Lamb, Earthwatch

Host: Matt Postles, Natural History Consortium

Rethinking behaviour change

Forget what you think you know about behaviour change! In this session Dr Kris De Meyer leads a discussion to explore the latest research and challenge the environmental sectors' traditional mantra, that changing attitudes has the power to change behaviours.

Speaker:
Kris de Meyer, University College London

Host: Ruth Larbey, University of the West of England

What we learned about visitors during Covid-19

Some places closed, some places created one-way systems, installing hand sanitiser, dropping programmes, working with fewer staff. For some it was a challenge of too many visitors and for some a challenge of too few. What comes next for visitor experiences?

Speakers:
Alice Cheyne, Forestry England
Simon Garrett, Bristol Zoo

Host: Ruth Hyde, Woodland Trust

1:00PM - 1:45PM

2:00PM - 2:45PM

DAY TWO: Friday 27th November 2020, 9am - 5pm

Hope in Hell: in conversation with Jonathon Porritt

Jonathon Porritt is Founder Director of Forum for the Future and has been on the front line of green campaigning for more than 45 years. He's been a member of the Green Party throughout that time and has worked tirelessly to promote the solutions to today's converging environmental crises. His latest book, "Hope in Hell", was published in June 2020.

Speaker:
Jonathon Porritt, Forum For the Future

Host: Euella Jackson, Rising Arts Agency

Re-thinking parks

The Future Parks Accelerator programme is a game-changer for how parks in the UK are managed, with major funding and support from The National Lottery Heritage Fund and National Trust to change how we are looking at parks. This session will be an interactive opportunity to draw on new learning and help reimagine our green spaces.

Speakers:
Hayley Ash, Bristol Future Parks
Louise Kraechter, Bristol Future Parks

Host: Ellie Turner-Wallace, Natural History Consortium

A roundtable with Conservation Optimism

Wild nature and species have declined by 70% over the last 50 years, so what do we have to feel optimistic about? Join this roundtable to find out what optimism means to the Conservation Optimism team, how they are using their optimism as a powerful tool to reframe the conservation narrative and how we can all put it into action and empower others to act for nature.

Speakers:
Sofia Castelló y Tickell, Megan Crompt, Trisha Gupta,
Julia Migne, Nina Seale and Cheri Sinclair
Conservation Optimism

4:30PM – 5:00PM - THE SWAP:

Wrapping up the days' discussions and trading insights from across the conference

3:30PM – 4:15PM

DAY TWO: Friday 27th November 2020, 9am – 5pm

How it works

We are hugely excited to bring Communicate to a fully digital platform for the first time and look forward to having you join us.

2020 has been a year defined by change, shining spotlights on new opportunities and challenges alike. Join a unique multi-sector community online for Communicate 2020 to explore five vital themes for the emerging landscape of environmental communications.

- New tools for the new normal
- Intersectionality and environment
- Nature based solutions
- Connecting to places and spaces
- Perspectives and reflections

Each day of our packed programme will be structured into 5 timeslots each hosting a choice of 3 parallel sessions. We begin each day with registration and orientation from 9AM, with a standard lunch break, 'fireside chat' style networking slots and 'drop back in points' to help you reconnect if you have to switch your attention for part of the day. We then close with The Swap – a Communicate 'favourite format' wrapping up the days' discussions and trading insights from across the conference before we finish at 5PM.

You'll receive full details and joining notes as part of your registration package.

If you've not yet signed up please visit www.communicatenow.org.uk to secure your spot.

Communicate is brought to you by the Natural History Consortium: a charitable, multisector partnership engaging people with nature through collaborative action

