COMMUNICATE

On the Road to COP15 and COP26

Communicate presents: People. Nature. Climate.

14th-15th September 2021, 9:00 - 17:00

Communicate is the UK's conference for environmental communicators.

Each year, the conference brings together hundreds of professionals from organisations and groups, including conservationists, academics, policy-makers, media and content creators, and volunteer groups. Communicate is run on non-profit basis, and since 2004 has provided an invaluable platform for the wider environmental sector to share, debate and develop best practice in engaging audiences with environmental topics.

Communicate is produced by the Natural History Consortium, a charitable collaboration between Avon Wildlife Trust, Bath and Northeast Somerset Council, BBC, Bristol City Council, Bristol Zoo Gardens, Defra, Forestry England, National Trust, Natural England, University of Bath, University of Bristol, University of the West of England, Wildfowl and Wetlands Trust, and Woodland Trust.

Communicate 2021 – People Nature Climate

2021 marks a crucial year for the environment, and for the sector. As we continue to recover from the impacts from Covid-19, significant attention falls on COP15 and COP26 in the autumn. The environment is continuing to hit the front pages, with extreme weather events and high-profile campaigns. As a result, Communicate will take place across three key events leading up to, and beyond the international conferences (June – September – January).

On the road to COP15 and COP26

Join us on September 14-15 for our major event focusing on supporting organisations preparing themselves for COP, as well as urgent and ongoing work engaging people with the environment. Our September event is packed full of practical skills-based workshops, targeted briefing sessions to bring you quickly up to speed with new developments in the field, deep dive workshops, and panels debating the latest thorny issues in the sector.

We'll be returning to a virtual format to resilience in the face of further Covid-19 disruptions, as well as ensuring that we can include those who may still be vulnerable, isolating, or working from home.

We are grateful to the member of the Natural History Consortium for their support, which means we are heavily subsidise attendance and we are able to hold ticket prices at £25.00 for the packed two day programme.

DAY ONE: 9:00 - 17:00, 14 September 2021

9:00 AM - 09:15 AM

Welcome

09:15 AM - 10:15 AM

Keynote Panel: Nature Uniting a Divided Britain

Our keynote panel will open the conference with a review of the week's news as rapidly approach the year's COP events, and consider our provocation: can nature unite a divided Britain?

Citizen Engagement on the Environment

The UK faces a range of environmental challenges that need action to ensure the Government's aims, set out in the 25 Year Environment Plan, are met. A partnership programme over two years studied people's values and priorities for the environment and generated options for taking these into account in environmental policymaking. This session focuses on the training programme, distributed dialogue events, public dialogues and shifting to online formats and will explore the findings to share exciting new practice with the sectors.

How to Make the Most of Communicate / Tech Support

New to Hopin, or new to Communicate? If you'd like a bit of a briefing, some tech support or some tips to plan your day, jump into this session and meet The Natural History Consortium team.

10:15 AM - 10:30 AM

Commentary Box: Drop into the Communicate studio for a summary of the sessions you missed.

DAY ONE: 9:00 - 17:00, 14 September 2021

10:30 AM - 11:15 AM

Public Views on the Environment

Michael Clemence, Associate Director, Ipsos MORI, will share current polling on the UK environmental attitudes, as well as two in-depth studies on rural land use and perceptions of greening homes.

Increasing the Inclusivity of the Sector

We're working on this session, details will be released in the next programme update!

Innovative City Projects

Cities across the UK are exploring innovative approaches to nature's recovery and engaging residents and visitors. This session will delve into three ambitious city projects, with an honest look at challenges and pitfalls.

Having More Difficult Conversations in Difficult Times

Through Covid disruption we are working harder than ever, facing traumatic loss of money, jobs, volunteers and resources. Some publics who had not taken climate change particularly seriously are becoming anxious about its effects. How do these feelings affect us and our work? How do we deal with them positively to keep everyone mentally and emotionally safe, healthy and on track to get vital work done?

11:15 AM - 11:30 AM

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11:30 AM - 12:00 AM

Collaboration Station

Are you looking to build your network or find new collaborators for a project? Join this fireside chat and meet others in the Communicate community

Great Big Green Week

Great Big Green Week takes place from September 18-26. Find out more about this national celebration and how your organisation can get involved.

Innovative City Projects

An informal chat to speak further to city representatives, and share your own ideas and initatives (all welcome - no need to have attended the previous session on city projects)

Futures x Instagram

Are you interested in engaging researchers? Futures and Intersections are live projects creating new approaches to public engagement with research. Drop in to find out more, and share your own projects.

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12:00 AM - 12:05 AM

Commentary Box: Drop into the Communicate studio before a short conference break

12:45 AM - 13:00AM

Join us in the Communicate studo for a round-up of the morning's sessions

13:00 AM - 13:45 AM

Alternative Worlds

We're working on this session, details will be released in the next programme update!

In Conversation with Phoebe Weston, Biodiversity Editor, The Guardian

Join Phoebe Weston, The Guardian, for a live and interactive conversation with a representative of The Natural History Consortium.

In Conversation with Tony Juniper, Chair of Natural England

We're working on this session, details will be released in the next programme update!

Using Audio effectively

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In Conversation with Drew Bennellick , Heritage Lottery Fund

Join Drew Bennellick, Head of Land and Nature UK Policy at National Lottery Heritage Fund, for a live and interactive conversation with a representative of The Natural History Consortium member organisations.

Details coming soon!

We're working on this session, details will be released in the next programme update!

'Fanthropology': The Power of the Fandom

Fanthropology is the study of fan communities, exploring the practices and psycology of fan culture. From sports teams to movie franchises, shoe brands to celebrities, how might we be inspired by the power of fandom?

Tiktok Techniques

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Fireside Chats

Join other delegates for an informal chat and networking session - camera/mic optional but encouraged! Want to lead a session or suggest a topic? Contact The Natural History Consortium team!

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People and Nature Survey

A briefing on Natural England's People and Nature Survey, how you can use the data more effectively in your work, and the latest findings to inform your upcoming campaigns and engagement programmes.

The Honest Generation

We're working on this session, details will be released in the next programme update!

Co-designing a Community Action Playbook

Join the Community Empowerment team from RSPB who are exploring co-creative ways of working with others working with, for and through communities, to develop a framework for all! The group's vision is that together, we can support communities to unleash the power they hold through nature-based action in order that they have a positive impact on the nature & climate emergency.

Creating a "Bang Moment" on Social Media

Join Greenhouse PR to uncover the recipe of a great 'bang' moment on social media, be that a flagship climate action event, press release, video launch or promotion of a new social media channel. They will share some examples from some of their favourite environmental campaigns that waited for that perfect moment to gain maximum impact.

16:30 AM - 17:00 AM

The Swap

DAY TWO: 9:00 - 17:00, 14 September 2021

9:00 AM - 09:15 AM

Welcome

09:15 AM - 10:15 AM

Keynote Panel: Environmental Communicators Under Threat

Communicate is honoured to be partnering with Bristol Ideas, PEN International and the Earth Journalism Network to host this special panel exploring the challenges faced by environmental communicators in different parts of the world. Join us to hear their stories, and discuss the implications for the sector here in the UK.

Bristol ideas

ENGLISH PEN 1921 - 2021 100 YEARS

How to Make Policymakers Sit Up and Listen

As COP26 rapidly approaches, effective engagement with policy actors is a priority. Join us for this practical session to explore how you can identify stakeholders with the influence to shape evidence-based policy, articulate your policy messages in a policy briefing and understand the tools for dissemination.

How to Make the Most of Communicate / Tech Support

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Structures of Stories

Storytelling is one of the most powerful tools we, as communicators, have to engage audiences, we've done it for thousands of years and the lessons we can learn from it are endless. This session will explore some different structures and shapes from the world of storytelling, things you can use to help convince, captivate and engage your audiences.

In Conversation with Paul McGuinness, Editor, BBC Wildlife Magazine

Join Paul McGuinness, Editor, BBC Wildlife Magazine, for a live and interactive conversation with a representative of The Natural History Consortium.

Partnerships on a Landscape Scale

We are moving towards landscape scale conservation, and this requires new types of partnership working across borders, organisations, and disciplines. Join us for an exploration of the new models of partnership working that are making a difference on the ground.

Measuring your Impact Online

We're working on this session, details will be released in the next programme update!

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Education and COP

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Behaviour Change

We're working on this session, details will be released in the next programme update!

The Curious Value of Things Not Seen

We're working on this session, details will be released in the next programme update!

OXFORD SCIENCE + IDEAS FESTIVAL

U.S. Embassy London

In Conversation with Coney

We're working on this session, details will be released in the next programme update!

13:45 AM - 14:00 AM

Join Savita Willmott in the Communicate studio with a special guest: Justin Morris, Chief Executive, Bristol Zoo

SESSIONS | FIRESIDE CHATS | BRIEFINGS | SKILLS BOX

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Digital Volunteering

As the sector went digital during Covid-19, so did many of our volunteering opportunities. This session will get behind the scenes of managing remote and digital volunteers, recruitment, recognition, and the new opportunities for connecting people and nature

Eco Anxiety

We're working on this session, details will be released in the next programme update!

Details coming soon!

We're working on this session, details will be released in the next programme update!

Livestreaming Events on Streamyard

Join award winning science communicator Sam Langford for a dive into the world of livestreaming. Going live on the web can be a daunting task, but how can you make it work for you? Find out in this tutorial as we look at the tools you can use to make your livestream the best it can be!

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Environmentalists as Activists

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Involving Young People

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Details coming soon!

We're working on this session, details will be released in the next programme update!

Boosting your Digital Fundraising Results

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The Swap