

# Workshop C:

## Communicating SD in EU 25

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# Make sure that you have something to communicate

What communicating SD is about:

- contents and target groups
- credibility
- ownership and empowerment

Suggestions for the Commission

# Content tailored and targeted

- Why
- What
- To whom and who delivers
- When
- How
  - ✓ Indicators are a good tool
  - ✓ All-day- consumers information
  - ✓ Provide incentives
  - ✓ Act as role model

# the asset: Credibility

[ Communication can not fill the gap of  
proper action ]

- Walk your talk
- Use messages both on doom and hope – as long as they are credible and give the true picture.
- Communication is not one-way
- Watch your language

# Ownership and empowerment

- Dialogue creates ownership
- Frontrunners are the good guys but the other are not the bad ones
- Addressing business:
  - Use competition, create markets, incentives
  - Regulate transparency requirements
- Addressing consumers:
  - Real – life – patterns, informed choices

# Suggestions to the Commission

- Improve access, put the picture together
- SD needs to be visible: Make it a showcase, present the story
- Learning by doing: Best practise in SD communication throughout Europe
- Demonstrate that you can do it (project)

- Build up credibility:
  - Be honest about the fact that currently Europe is not on a path to sustainability
  - Deliver actions instead of words
  - Public procurement can establish good examples
- Provide resources
- A meaningful UN-Decade on Education and SD

# It is about values, stupid !

- Raise the tenor of the debate about the Project Europe
- Link Lisbon to Gothenburg: Responsible competitiveness
- Create a sounding body on the EU level in order to improve public involvement
- Consumption is about values

Your world, your children's future: Save a little for them

Stop Talking about the Future, and Start Building it

It's Your Future – Do Something about it

Pass on the Land in Better Conditions  
(Farmers)

Sustainable Development – Just do it !