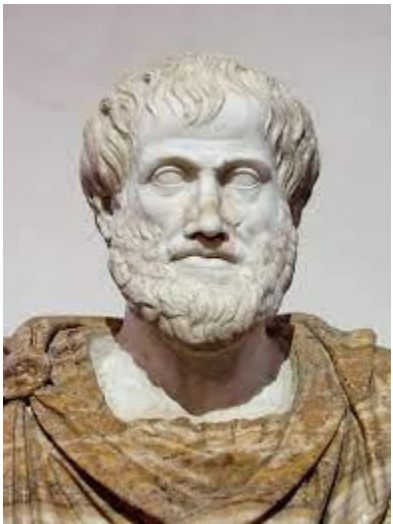
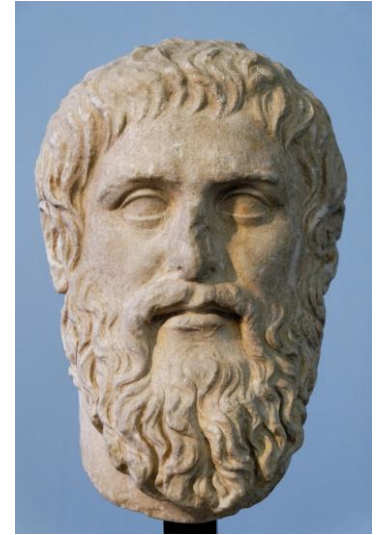


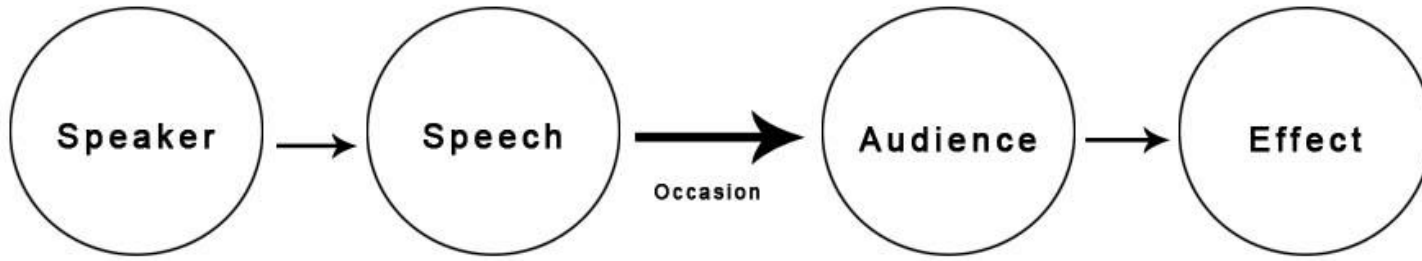
Communicating the
sustainability message -
what is changed?

Susanne Moser in her article on Communicating Climate Change:

Plato believed in one-to-one dialogue, and had a strong distaste for public speakers who shamelessly manipulated the public, just to persuade them of certain positions.

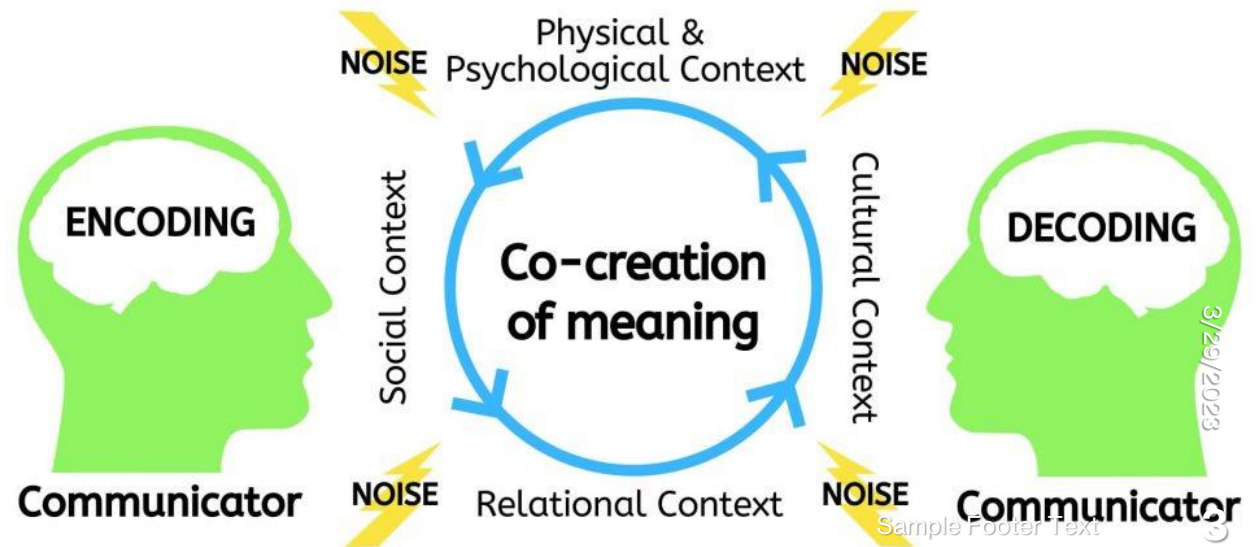


Aristotle saw great potential in public communication by an educated one to the lay many and postulated that persuasion required the ethical character of the speaker, earnest and passionate emotions evoked by a communication in the audience, and the logical, truthful content of the spoken words.



ARISTOTLE'S MODEL OF COMMUNICATION

The Transaction Model of Communication



Speaker

Our strategy will adapt as we watch the markets evolve

Our strategy is to adopt meerkats and watch them evolve



Chinese Whispers

Communication



Communicator

Footer Text

Communicating Sustainability

early communication was relatively narrowly focused on scientific findings

Increase in Public Awareness

Public Debates
Improve in media practices



Is climate change happening?
Is it because of human activities

Scepticism
Doubt

Public discourse
Policy debates
Solution

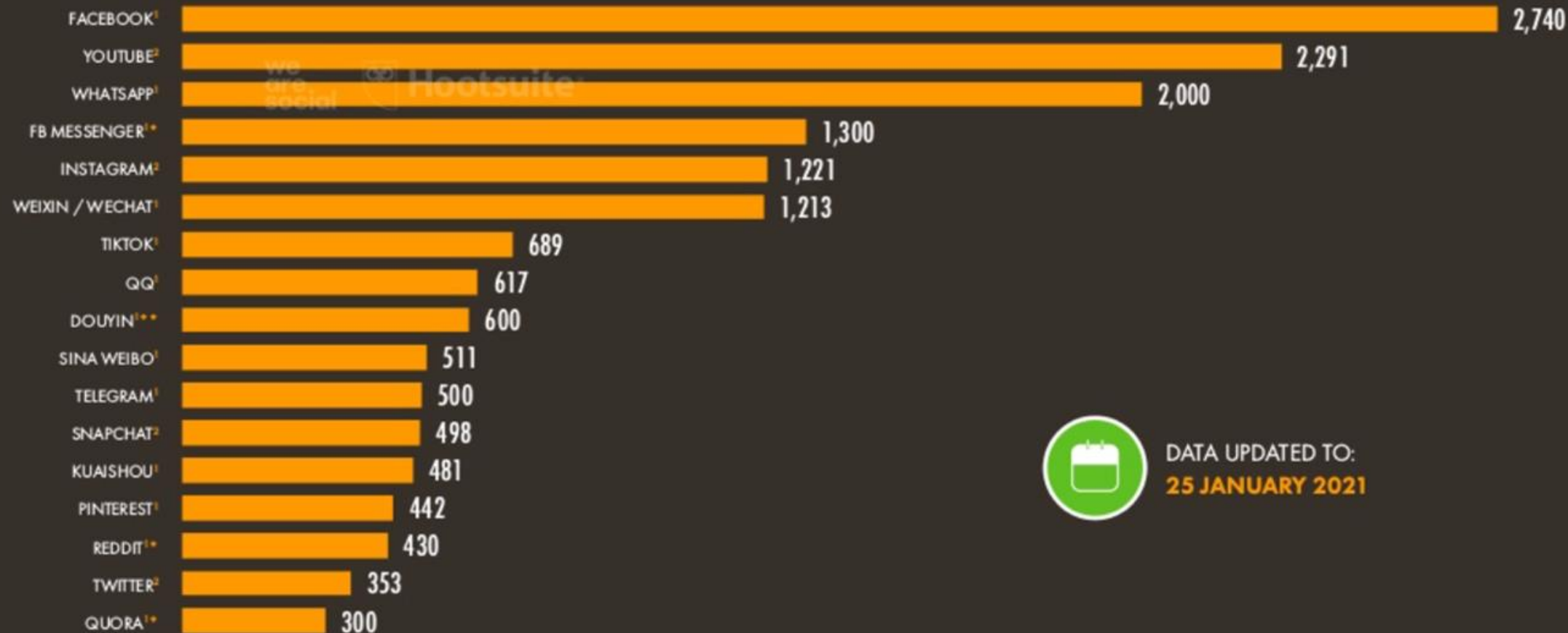
Climate change is a tough issue to engage with

- Lack of visibility and immediacy
- Distant impacts
- Insulation of modern human from their environment
- Complexity and uncertainty

JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



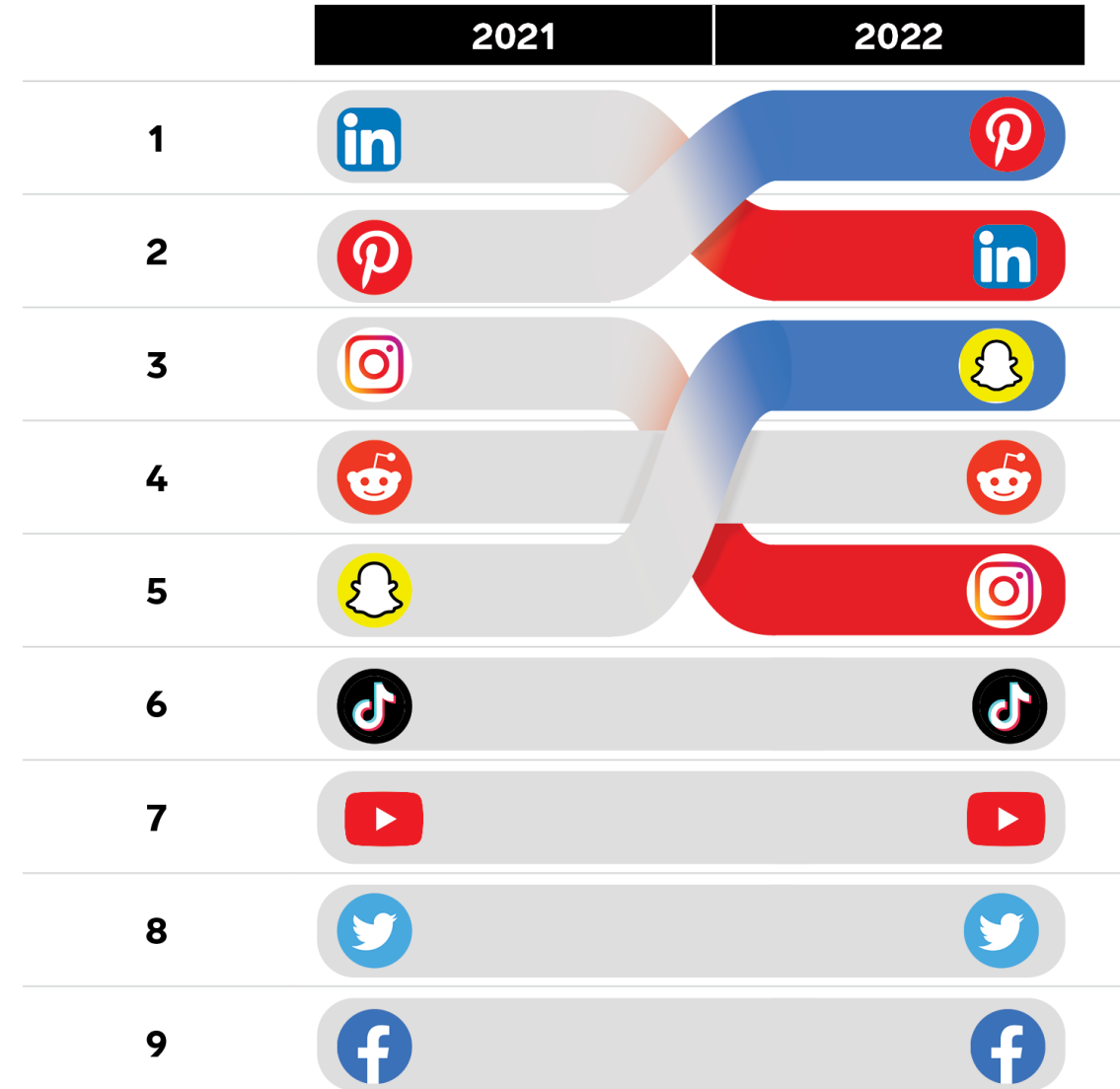
DATA UPDATED TO:
25 JANUARY 2021

Digital Trust 2022 Overall Ranking

- Gen Z, rely on visual networks for news (TikTok Instagram)
- Facebook is top of the list for news
- TikTok became the fastest growing network reaching 40% of 18-24s (15% use for news)

Who is more interested in climate change news?

- High income
- High education
- Older



Note: a social platform's ranking is based on its overall score, which takes into account user ratings on five pillars of trust (Security, Legitimacy, Community, Ad Relevance, Ad Experience), weighted by the impact each pillar has on the respondents' decision to interact with ads/sponsored content they see on the social platform

Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022

i277090

Covid-19 news and information: Consumption and attitudes - weeks 1-76

Since week one in March 2020, traditional media has remained the most-used source of news and information about the coronavirus

Most (79%) social media users said that they were seeing banners, pop-ups and upfront notices about the coronavirus on social media

Three in ten (32%) were 'trying to avoid news about the coronavirus' in week 76

Three in ten people (30%) used social media as a source of information about the pandemic in week 76

7% of people shared news or information about the coronavirus via social media posts in week 76

The NHS has continued to be one of the most highly trusted sources of information on the coronavirus

52% of people said that they rely mainly on media or official sources for news about the coronavirus, while 14% of people rely mainly on people they know or social media

A quarter of people (24%) said they came across claims about the coronavirus which could be considered false or misleading in week 76

Six in ten people (60%) are concerned about the amount of misinformation others may be getting about the coronavirus

Most people (80%) agreed that 'untrue stories about the coronavirus should not be shared or posted on social media'

[Click on the findings above to view interactive data for the UK](#)

[Click below for subgroup data \(combined periods\)](#)

[Methodology annex](#)

[Nations - p1](#)

[Nations - p2](#)

[Ethnicity - p1](#)

[Ethnicity - p2](#)

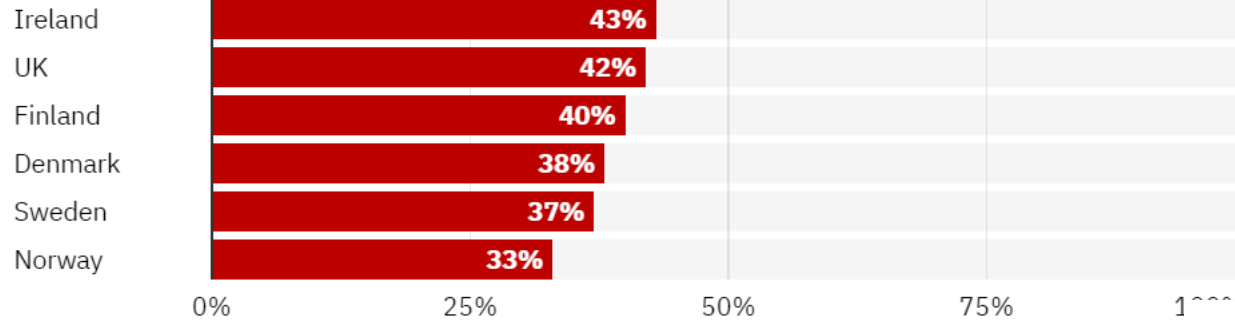
Covid and Communication

- After Covid, overall news consumption has declined
- Trust has fallen back
- News fatigue

the various shocks of the last few years, including the Coronavirus pandemic, have further **accelerated structural shifts towards a more digital, mobile, and platform-dominated media environment**, with further implications for the **business models** and formats of **journalism**.

Proportion interested in climate change news

Northern Europe



Southern Europe



Latin America



Asia-Pacific

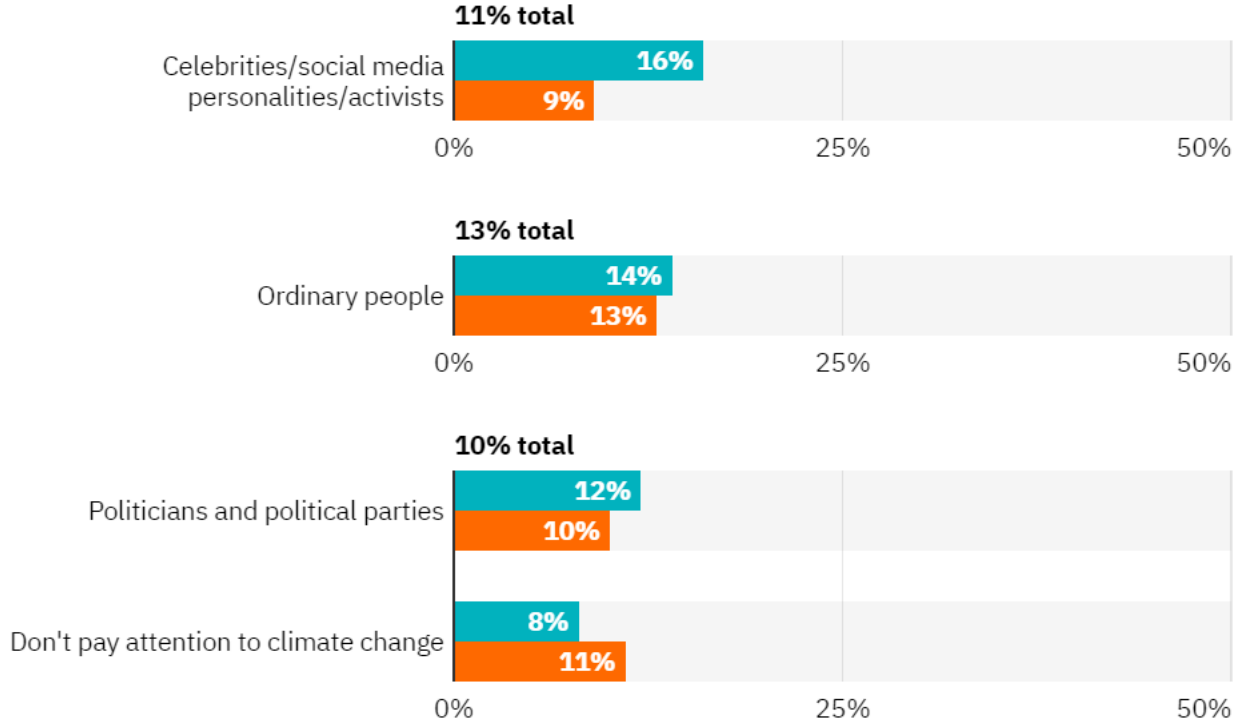
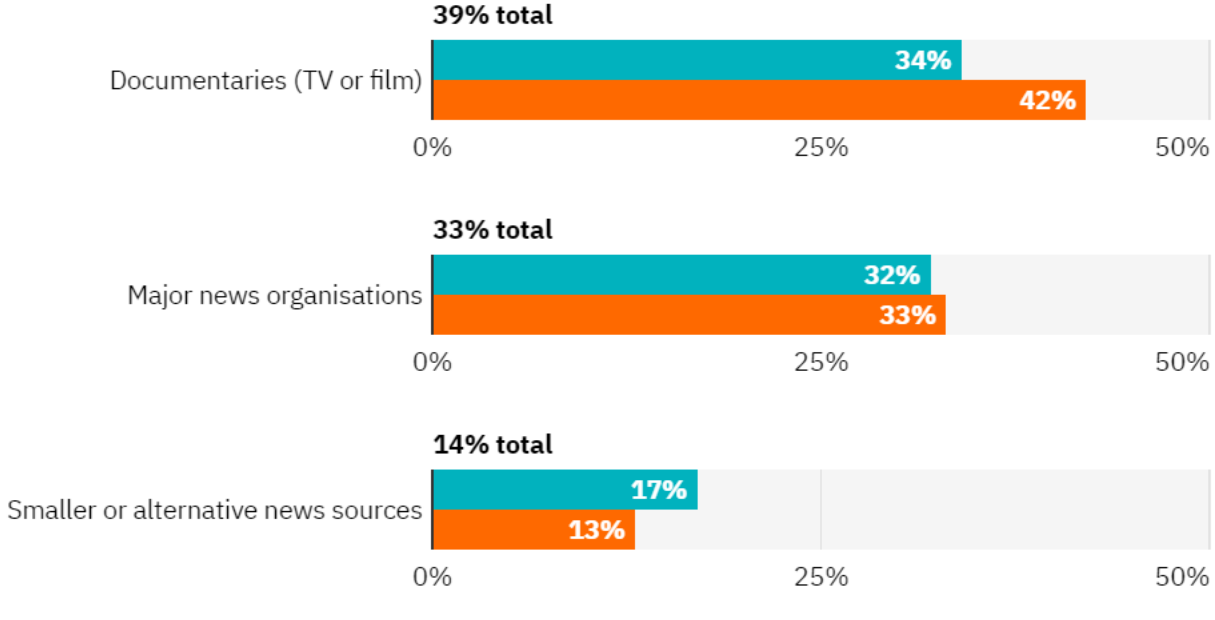


- Polarisation: In markets with greater differences in interest between those on the political left versus right, there is less overall interest in climate change news.

Proportion who pay attention to each source for climate change news – by age

All markets

■ U35 ■ 35+



Eco Entrepreneurs Fund

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What do we do at BU



- BU is ranked 13th in the world and 1st in the UK for our contribution to UN Sustainable Development Goal 13: Climate Action in 2021
- We won the Excellence in Education for Sustainable Development award in 2020
- Live briefs (i.e. zero waste shop), assignment briefs (sustainable fashion brands), Plasticowood
- Part of unit content, social media, guest lecturer – PLs, SUBU and BU centrally
- Actively looking for relevant placement, projects and collaborations

