INCLUSIVE COMMUNICATIONS

BRINGING DIVERSE VOICES TOGETHER FOR EFFECTIVE CONSERVATION CAMPAIGNS

Mireia Peris

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ABOUT ME

Mireia Peris

Communications & Marketing Coordinator - Maralliance
Ma Communications Managment

+9 years working hand in hand with communications experts, researchers, entrepreneurs, artists, writers and public relations teams internationally in the conservation and sustainability sector.

My on-the-job experience has provided me with a well-rounded communications skill set that includes **creating, developing and implementing off-line and on-line communication strategies, events and campaigns.**
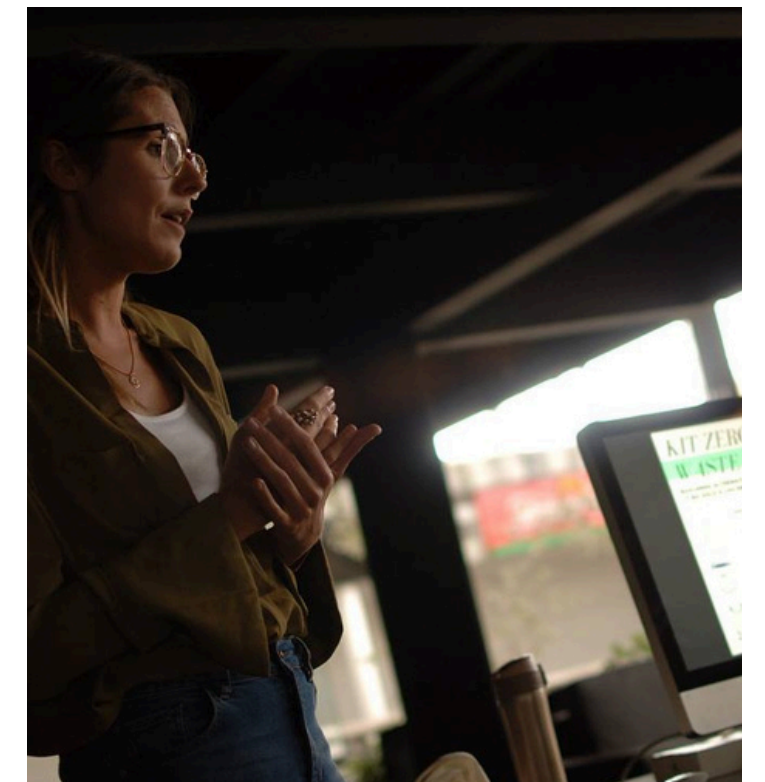
IMPORTANCE OF INCLUSIVE COMMUNICATION

The importance of multilingual and culturally inclusive communications

1 **Accessibility and Engagement**

Inclusivity ensures the campaign resonates with a diverse audience, increasing understanding and participation.

2 **Broader Awareness**

Showcasing local culture and traditional knowledge helps audiences from other places understand the real stories and significance of conservation efforts.

3 **Trust and Relationships**

Culturally relevant communications foster trust and cooperation with local communities, stakeholders, etc.
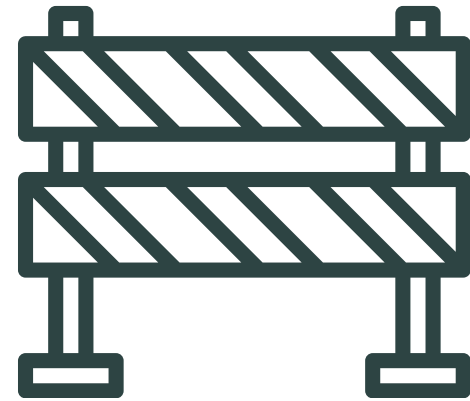
MAIN CHALLENGES

EMOTIONAL BARRIERS

Cultural differences in expressing emotions and responses: differing beliefs, values, and customs.
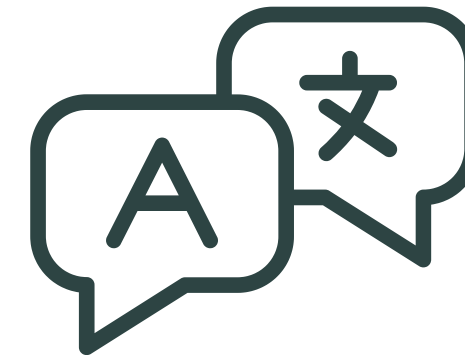
PHYSICAL BARRIERS

Geographical and infrastructural challenges.

CULTURAL BARRIERS

Norms, traditions, and societal roles that influence communications.

LANGUAGE BARRIERS

Translation issues, dialects, and technical jargon.

LIMITED RESOURCES

Budget constraints, lack of in-house skills, time.

KNOW YOUR AUDIENCES

**Who you are talking with
vs.
Who you want to talk to**

Demographic considerations: age, gender, ethnicity, socioeconomic status.

Cultural insights: values, beliefs, traditions.

Language: preferred languages.

Communication preferences: digital channels vs offline channels.

Barriers to engagement: mistrust, historical issues, awareness gaps.

IMPACT OF EFFECTIVE COMMUNICATIONS

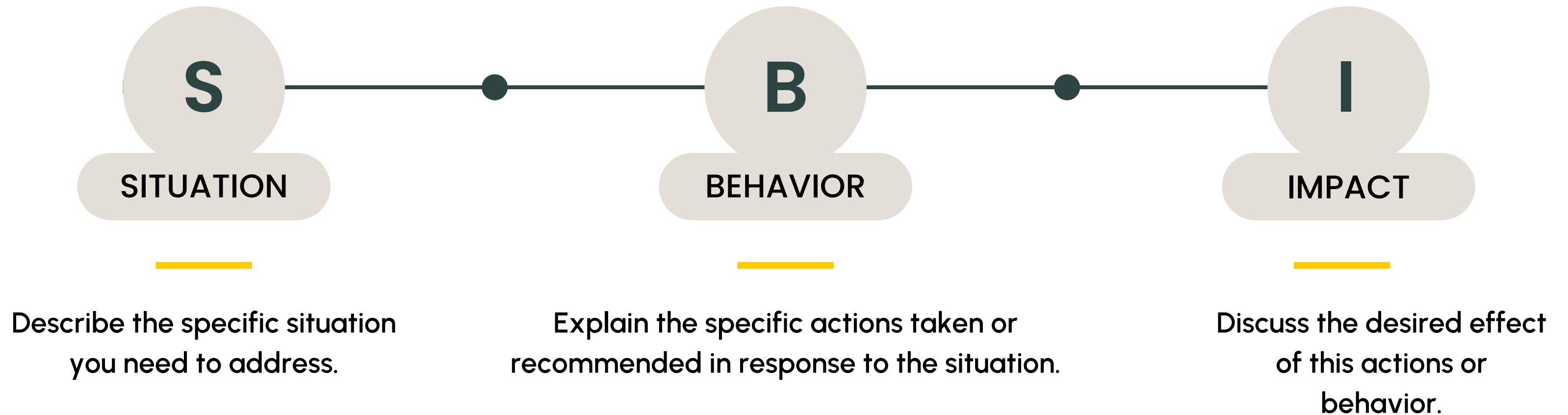**To be able to care, you need to understand.**

01 Increases community participation and support.

02 Ensures accurate understanding and implementation of conservation measures.

03 Promotes global collaboration and knowledge exchange.

CRAFTING CONNECTIONS - SBI

Overcoming challenges and ensuring cultural sensitivity

S
SITUATION

B
BEHAVIOR

I
IMPACT

Describe the specific situation you need to address.

Explain the specific actions taken or recommended in response to the situation.

Discuss the desired effect of this actions or behavior.

SBI framework can be applied to shape behavior change and conservation outcomes in a communications campaign.

APPLYING THE SBI FRAMEWORK TO CONSERVATION COMMUNICATIONS

S

Issues:
- Current communications fail to resonate with the community, causing resistance to accept the conservation project.
- International audiences don't connect with the campaign.

B

Recommended Actions:

Develop a campaign using culturally relevant language and media, engaging local leaders and incorporating traditional knowledge.

I

Outcomes:
- Enhanced trust and cooperation, leading to better community engagement and support for conservation efforts.
- International audiences gain a deeper understanding of the real stories, fostering broader support and awareness.

INCLUSIVE COMMUNICATIONS STRATEGY

OBJECTIVE

Raise awareness about the benefits of citizen science activities to empower the community.

STRATEGY

Develop bilingual educational materials (posters, videos, visual field guides) that integrate local cultural symbols and local languages.

TACTICS

Conduct workshops and community meetings facilitated by bilingual and local facilitators to ensure understanding and participation.

IMPACT

Increased community ownership and participation in conservation efforts, leading to measurable improvements in stewardship and conservation outcomes.

IMPORTANCE OF VISUALS AND STORYTELLING

STORYTELLING

Engages emotions and makes information relatable.

- Highlight local heroes and success stories.

- Simplify complex scientific data.

- Include diverse voices and experiences to ensure that all communities feel represented.

VISUAL ELEMENTS

- Incorporate local symbols and art to create culturally relevant and relatable content.

- Utilize infographics to present data clearly, making complex information accessible to people of all backgrounds.

COMMUNICATIONS IN CONSERVATION IS ESSENTIAL FOR: RAISING AWARENESS, CHANGING BEHAVIOR, INFLUENCING PUBLIC OPINION, ADVOCATING FOR POLICIES, AND ADDRESSING CONFLICTS.

HUMAN RIGHTS "1PLANET 1RIGHT" CAMPAIGN

APPROACH

- **Multilingual Outreach:**

  - Multilingual digital campaign, materials, and website content to ensure partner accessibility and reach diverse audiences effectively - 120 partners.

- **Regional Adaptation:**

  - Development of country-specific media packs integrating local biodiversity species, symbols, traditional knowledge, and cultural references.

- **Digital Engagement:**

  - Targeted webinars, and virtual events to engage stakeholders globally.

- **Community Involvement:**

  - Mobilization of grassroots organizations and community leaders through workshops, local events, and citizen science initiatives.

ONE PLANET ONE RIGHT
Let's make it a human right to live on a healthy planet
Photo by: David Marcu

#1PLANET 1RIGHT
SIGN THE PETITION

CNN CALL TO EARTH:
PROTECTING NATURE'S HIGHWAYS

A shark 'superhighway' is being protected by fishermen

Written by Nell Lewis; video by Stefanie Blendis, CNN

3 minute read · Updated 5:35 AM EDT, Tue July 19, 2022

MarAlliance's conservation work in protecting marine wildlife along the Mesoamerican Reef through collaborative efforts with local fishers.

- **Communications: The team was interviewed in their native languages (Spanish, Garifuna, Creole) to share their personal stories honestly and authentically.**

- **Communication Materials: Utilize a multichannel approach—podcasts, videos, social media snippets, and articles. Share the stories via WhatsApp and social media with the team.**

MarAlliance + BirdLife International + CNN International

THE XINGU INDIGENOUS PARK (BRAZIL)

"A gente precisa contar essa história pro mundo. Porque, assim como o Zebra, nós também só existimos aqui. Nós somos a Volta Grande do Xingu."

Gilliarde Juruna,
cacique da aldeia Mïratu

Successfully protected large areas of the Amazon rainforest within the Xingu Indigenous Territory, helping to preserve biodiversity and traditional ways of life for numerous indigenous communities.

- **Communications: Include visual storytelling through videos, photographs, and art utilizing the languages and symbols familiar to the Xingu people. Also, traditional songs and narratives convey messages about conservation and they filmed a movie.**

- **Communication materials blend traditional art forms with modern digital media. This approach not only preserves cultural heritage, but also makes the content engaging for a global audience.**

Instituto Socioambiental (ISA) + Amazon Watch

TOOLS AND RESOURCES

Google Translate & DeepL

Language translation.

Canva

Design and visual content creation.

Trello & Monday

Project management and collaboration.

Pexels

Free stock photos and video.

ChatGPT

AI assistance for content generation, translations and brainstorming.

"PEOPLE PROTECT WHAT THEY LOVE, THEY LOVE WHAT THEY UNDERSTAND,
AND THEY UNDERSTAND WHAT THEY ARE TAUGHT."

- JACQUES COUSTEAU

Q&A

Thank You!

@MARALLIANCE
@MIREIA.MPM