



facilitated by EFI

Marteloscope Manager Workshop

Gesche Schifferdecker
22nd April 2021

30" Challenge: What's a
marteloscope? - YouTube

Welcome



- Welcome
- Framework of the Workshop: FoReSite, INFORMAR, Integrate+, Integrate: thanks to great support of BMEL!
- Quick scan agenda
- Dinner at Bönnsch, Sterntorbrücke 4, 53111 Bonn: who's coming?
- List for excursion (taxi if no car available – transfer back to Bonn HBF)
- Please sign list of participants
- Please give back your badges after the event

Communication and media engagement on How should we best manage our forests?



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What to expect

- Experience from 2 online communication workshops
- Challenges
- Storytelling
- Engaging with Media
- Practical input from EFI's media pro Alex Held



Challenges

- Everyone wants a piece of the forest, and everyone knows what's best for the forest
- There is no „one-fits-it-all“ solution to how we should manage our forests in the best way“
- NGOs might have better narratives, because their stories are less complex, and they offer easy solutions
- Fake news (you will compete with their carefully crafted messages and precise audience selection that creates the desired effect)

„Beyond Study“

- “Beyond Study” initiated by Swedish Forest Industries:
- Semiotic study of NGO Communication (analysis of websites and other virtual material, exploring values, dominant themes, stories, symbols etc.)
- In-depth interviews with 12 Brussels-based representatives from the forest based sector on
 - a) How do you assess your own organisation’s communication?
 - b) How do you assess NGO communication?

NGO's Narratives: „a new religion“

- God -Mother Nature, the source of life, God's creation
- Cult -Natural forests are sacred, untouchable places
- Prophet-Greta Thunberg saves humanity from Mother Nature's rage and retaliation and tries to convert civil society, politicians and industry
- Prophecy -The end of the world is coming, look at the signs, climate change, the earth needs to be made safe
- Norms -You shall not overconsume, you shall not harvest, you shall protect wildlife
- Mission -To save the planet
- Worldview –Dualistic; the green are the good ones, self-restraint and responsible, the sluggish politicians are the bad ones, they support the overconsumption together with the forest industries

Images of
forest
management
& industry

MASCULINE

INDUSTRIAL

GREEDY

DESTRUCTIVE

CORRUPT

NGO vs forest-based sector Comms

- STRONG VOICE
- SIMPLE MESSAGES
- EMOTIONAL MESSAGES
- SHALLOW OFFENSIVE/PROACTIVE COMMUNICATION
- DETAILED PERSPECTIVE
- COMMUNICATION EXPERTS
- WELL FINANCED
- YOUNG COMMUNICATION MODEL
- DIGITAL
- COMMON VALUES
- BIODIVERSITY, ENVIRONMENTAL FOCUS
- REUSE, RECYCLE
- WEAK VOICE
- HARD-TO-UNDERSTAND MESSAGES
- RATIONAL MESSAGES
- DEEP DEFENSIVE /REACTIVE COMMUNICATION
- HELICOPTER PERSPECTIVE
- FOREST EXPERTS
- POORLY FINANCED
- OUTDATED COMMUNICATION MODEL
- ANALOG
- ORGANISATION-SPECIFIC VALUES
- BIOECONOMY, ENVIRONMENT, ECONOMY, SOCIETY
- SUSTAINABLE FORESTRY & PRODUCTION

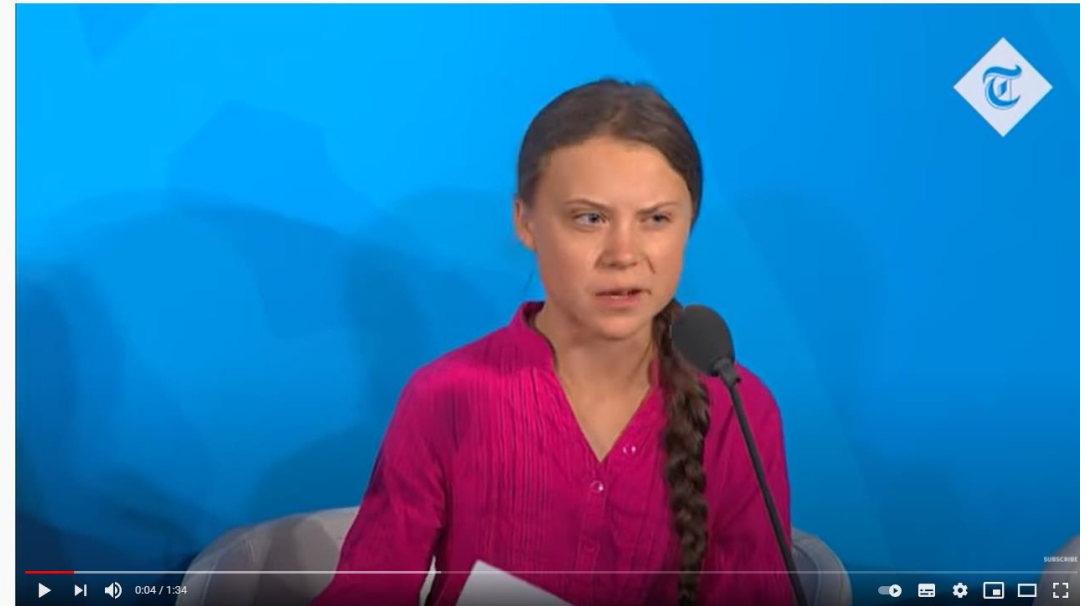
Don't give up just yet...

... You have a lot to offer and convincing stories to develop!

Why telling stories at all?

- Good stories evoke emotions, connect us, make us embrace different perspectives and trigger us to take action.
- Good stories can transport facts but “giftwrap” them in an engaging way
- “How dare you” example from Greta Thunberg

[Emotional Greta Thunberg attacks world leaders: "How dare you?" - YouTube](#)



Emotional Greta Thunberg attacks world leaders: "How dare you?"

Classic Story types

A hero overcomes obstacles,
achieves goals

- A journey: learning and transformation (Odyssey, Wonder Woman)
- A quest: usually with knowledge as the goal (Lord of the Rings)
- Rags to riches (Oliver Twist)
- A mystery: solving a puzzle (Sherlock Holmes)



Tipps for Storytelling

- **PURPOSE:** What do I want to achieve with the story? Focus on one message, and make it clear and powerful
- **EMOTIONS:** Tell the story in a personal style, give a vivid image of the characters' lives, environment, everyday experiences, struggles and joys
- **SOLUTIONS & IMPACT:** Introduce a (possible) solution & show (potential) impact
- **ENGAGE:** Use active, not passive language
- **WATCH YA LANGUAGE:** Avoid jargon & be concise
- **GO WHERE YOUR AUDIENCE IS:** Prepare your message in an audience-centric way

Successful narrative building starts with getting into people's mindsets

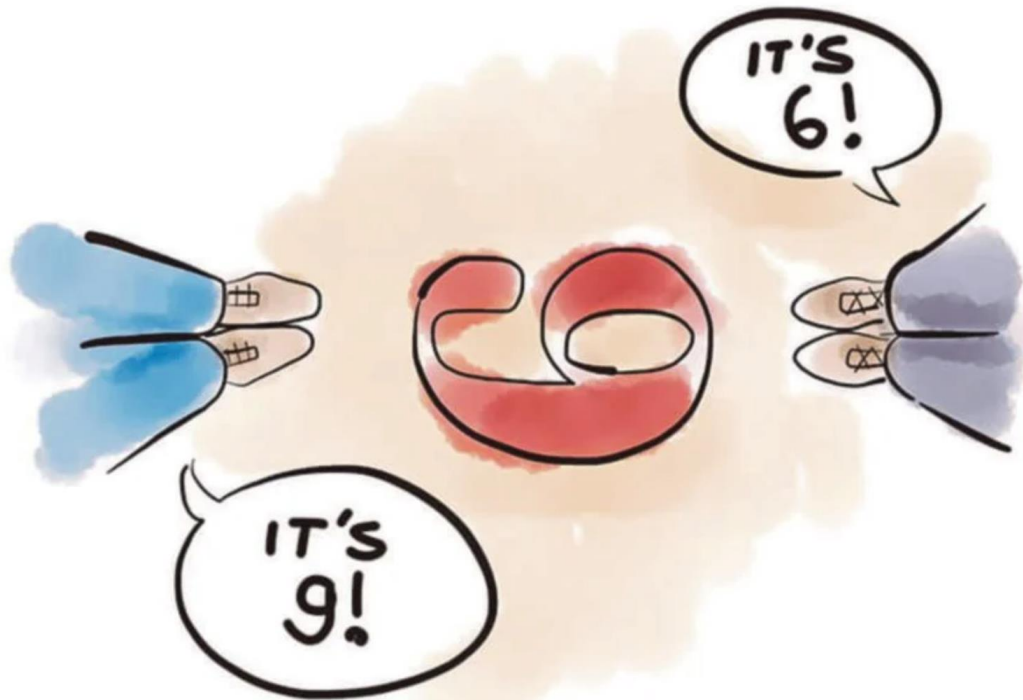


Audience-centric approach

- How can you change someone's mindset through your narrative?
- It starts with getting into the mindsets of whoever you are targeting and seeing things from their perspective.
- Without doing so, your narrative may miss or even exclude a specific group of people who are in serious disagreement with you.
- It is also possible that those who are in your department, sector or discipline have a completely different response to: 'how should we manage our forests?'
- Instead of ignoring this reality, we want you to keep an open mind and explore how others see and feel about the issue you are addressing in your narrative.

Tipps & tricks...

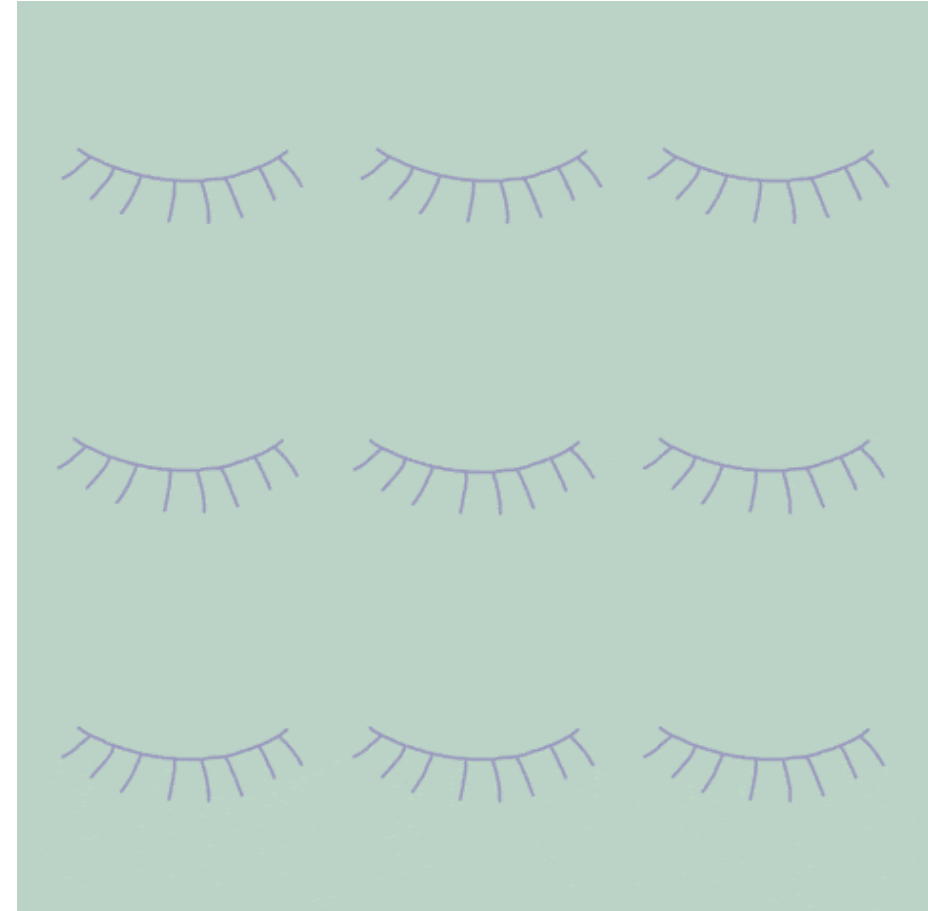
Yes, we can see the same reality in totally different ways...



- A quick solution is to **'consider the opposite'**. How can you apply it in the context of building a narrative?
- We, humans, tend to believe in something that sounds familiar to us. We tend to look for evidence that supports your own theory and belief. That's called confirmation bias. Whenever we come across with opposing opinions, we try to fight back by referring to scientific facts and evidence.
- But: because the other counterparts are seeing things through another set of lenses, those facts and evidence you use might be interpreted in a completely different way.
- This is where we start having a **communication breakdown**.

Consider the opposite

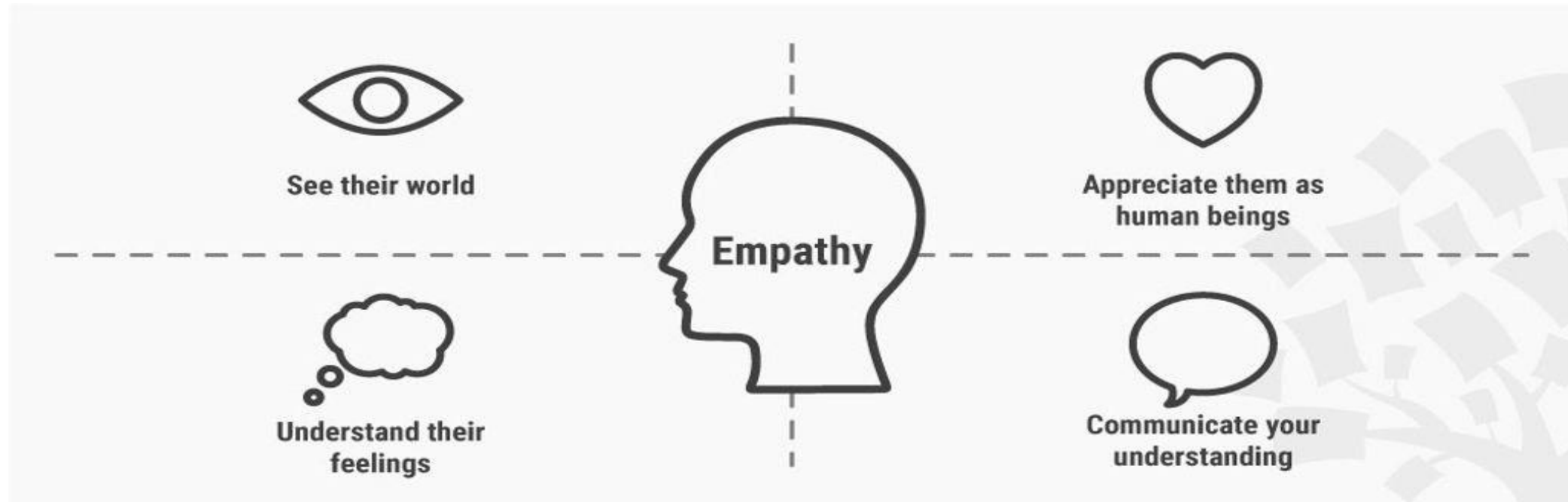
- To overcome that, it is important to see the narrative you develop from the opposing point of view. The ultimate goal here is to **disagree with yourself as much as possible to identify the flaws from those 'others' perspectives.**
- Is your narrative inclusive and dynamic or just representing only a specific group of people? Are you using terminology that is interpreted in different ways by specific communities?
- By giving a room to see your narrative, data and buzzwords from another perspective, it would increase the likelihood for your narrative to be successful.
- This approach is useful for engaging with all your target groups, including the public, policy makers, NGOs, and journalists...



Engaging with Media

Get into the mindsets of journalists

See your narrative from their perspective...



News values I



- **Timeliness** – news must be recent
- **Impact** – affects many people
- **Proximity** – local, affecting a group
- **Surprise** – striking or unusual

Source: [15035.gif](#)

News values II

- **Prominence** – affects a well-known person or institution
- **Novelty** – the first time
- **Human interest** – a person dealing with an interesting or unusual situation
- **Conflict** – argument or debate
- **Exclusivity** - scoop



What does the journalist want?



- Basic questions
- Fact checking
- Obtaining comment
- Getting a new angle on a topic
- A quote
- Colour or background for a story
- New leads for the future

Source: [Fotograf Kamera Kameramann](#) - Pixabay

And what do we want?

- We want to counter the often very negative narrative around forest management and commercial forestry in a reasoned and open way
- We want to shed light on the environmental qualities of wood and the contribution of our sector to the fight against climate change and biodiversity loss
- We want to get media attention on the alternatives we have to offer to better control deforestation and illegal timber trade

Developing a „counter-narrative“

Integrated Forest Management...

- ...makes an important contribution to the protection of biodiversity
- ...helps us to cover our own wood consumption in Europe in a sustainable way
- ...reduces our C-footprint by substituting of steel and concrete by sustainably produced wood
- ... increases the diversity in the forests which makes them more resilient to climate change
- ... helps us to provide multiple forest ES for the well-being of societies today and in the future
- ... you name it 😊

What we can learn from NGO's

- Mixing emotions and facts (vs. rational approach)
- Easy to understand for everyone and creative
- Personification of nature
- Strong images instead of written text
- Short and concise message instead of detailed description
- Creating responsibility via “sustainable” approach
- Solution-oriented instead of problem-focused



Thanks!

integratenetwork.org