The C, the E, the P and the A

Workshop for Ramsar (CEPA) Focal Points for NorBalWet

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- No one would talk much in society if they knew how often they were misunderstood by others...
A short story ...

I have bought a dog!
Did you? A big one?
No, not so big!
Does it have long hair?
No, it has short hair!
And what color?
Black and white!
Oh, what a nice dog!

yes, isn't it?
The way you communicate depends on your target group...
Verbal and Non-verbal communication

- 7% is verbal
- 93% is non-verbal
  - 55% through facial expression, posture, gesture
  - 38% through tone of voice
3 facts about communication

➢ Pure communication is impossible
➢ We communicate all the time
➢ We perceive differently
\[
\frac{(6+4)-(5+1)}{2} = 2
\]

\[1+1 = 2\]
...so, as you see, it has impact on many sectors of our society and...
The principles:
KISS - Keep It Short and Simple
AIDA – Attention Interest Desire Action

- **Keep It Short** and **Simple** in order to catch the audience’s **Attention**, raise its **Interest** and instigate **Desire** that will lead to **Action** with a desirable sustainable practice.
Your message and its impact

- **Said** does not mean **heard**
- **Heard** does not mean **understood**
- **Understood** does not mean **accepted**
- **And accepted** does not yet mean **done**
- **Done** does not yet mean **done again**
To be able to make a change

- Sending (e.g. saying) ➔ Remarked (e.g. hearing)
- Remarked (e.g. hearing) ➔ Received (e.g. listening)
- Received (e.g. listening) ➔ Understanding
  - **Knowledge increased**
- Understanding ➔ Agreeing/Accepting
  - **Attitude change**
- Agreeing ➔ Action
- Action ➔ Continued or repeated action

**Do people have the right skills?**
Learning through participation

- Hear only: 20%
- See only: 30%
- Hear and see: 50%
- Hear, talk and see: 70%
- Hear, see, talk and do: 90%

% we retain
CEPA Planning

- Planning: from current situation to vision ...

- CEPA Planning:
  - Many experts dream of ‘educating’ *everybody*, making everyone an expert....
  - Often CEPA is only thought of as an end of pipe tool (lecture, publication, poster)....
  - CEPA deals with *processes* not with just transfer of information....
Motives and barriers for participation

- What helps participation?
- How can you build on these motives to encourage people’s participation?

- What hinders participation?
- How can you avoid these barriers to participation?
Stakeholder analysis tools

- UK Department for International Development (DFID)’s Importance-Influence Matrix
- The circle of the levels of participation: e.g…. Co-Knowers, Co-thinkers, Co-workers, Co-ordinators...

- For other tools also check: portals.wi.wur.nl (especially the MSP one)