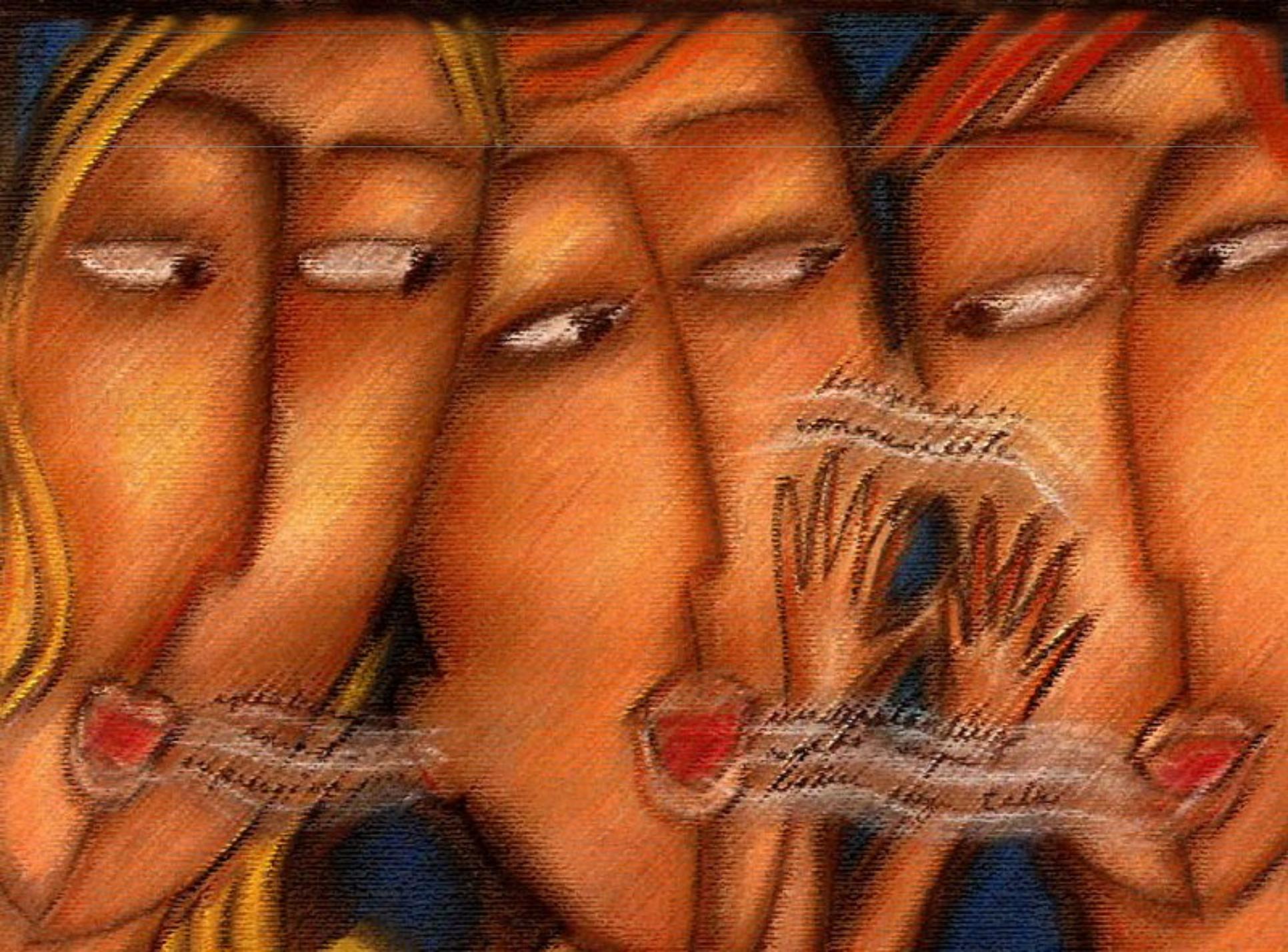


# The C, the E, the P and the A

Workshop for Ramsar (CEPA) Focal Points for NorBalWet

24 January 2012, Esther Koopmanschap



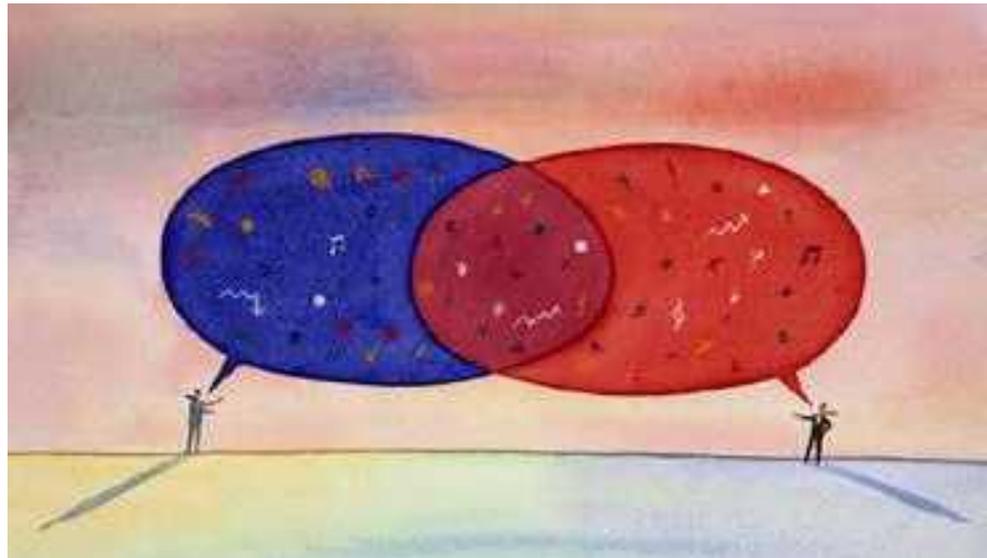


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# Johann Wolfgang von Goethe

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





Us

Them

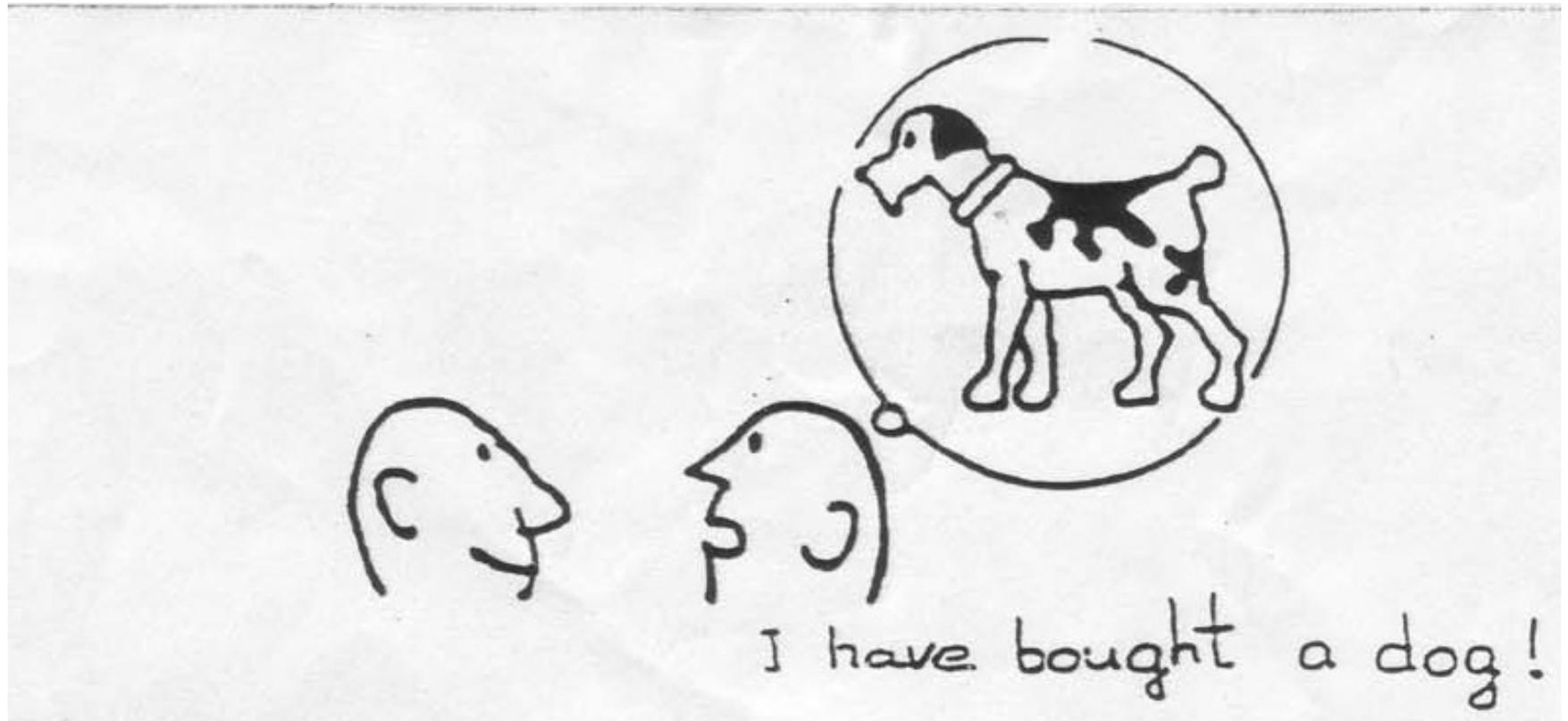


Us

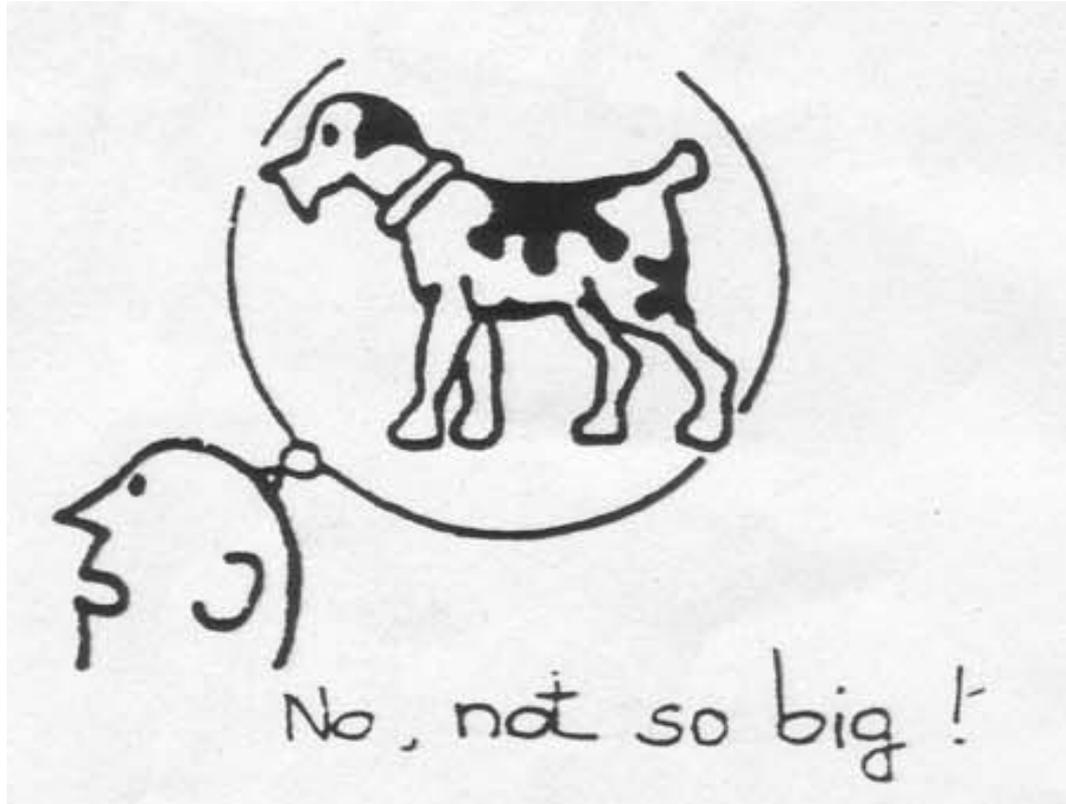
Them

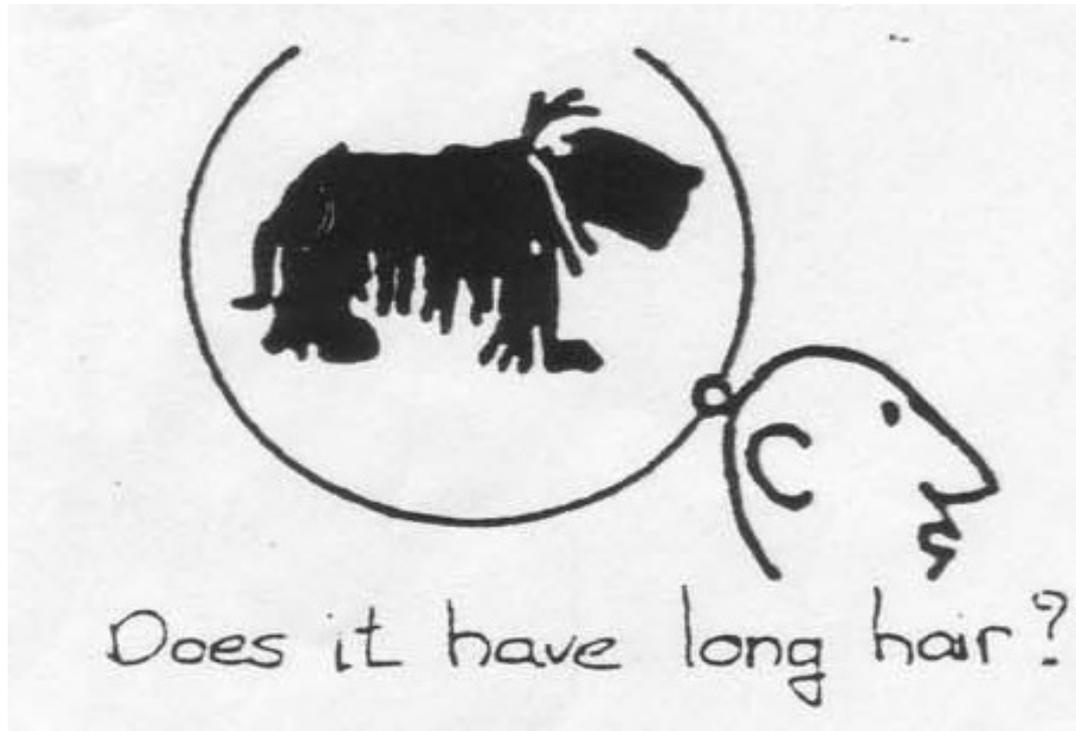


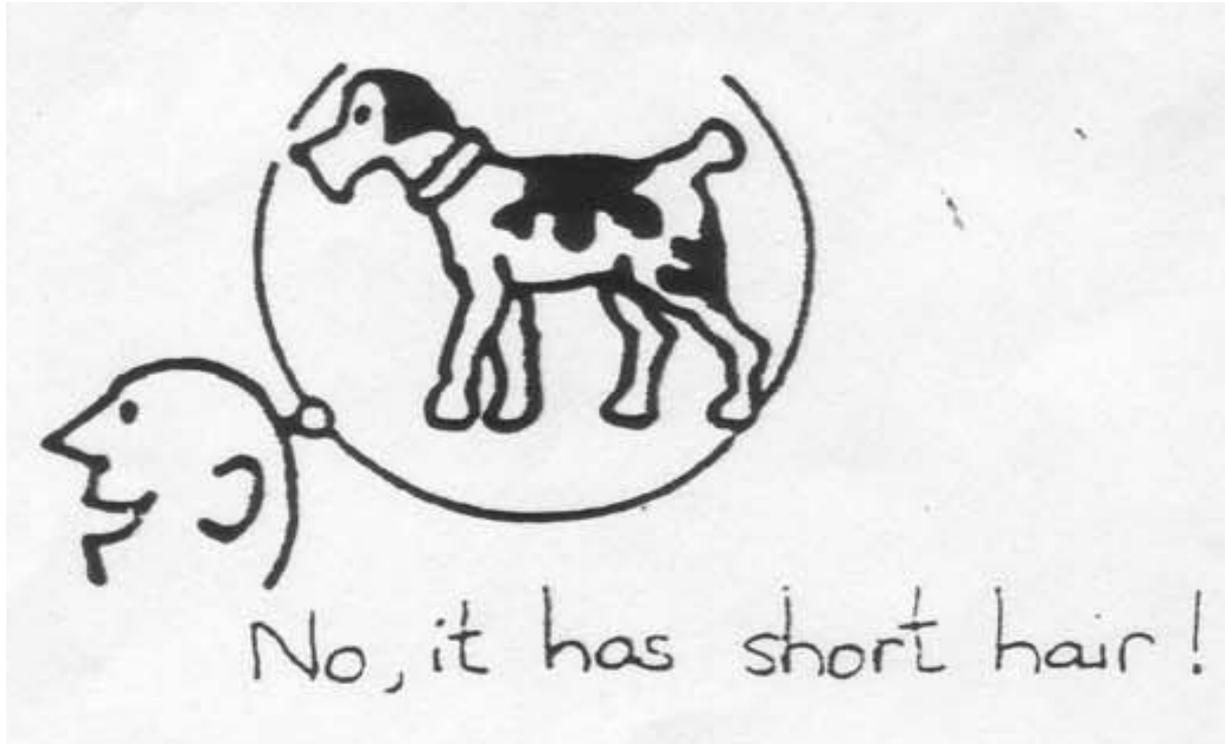
# A short story ...







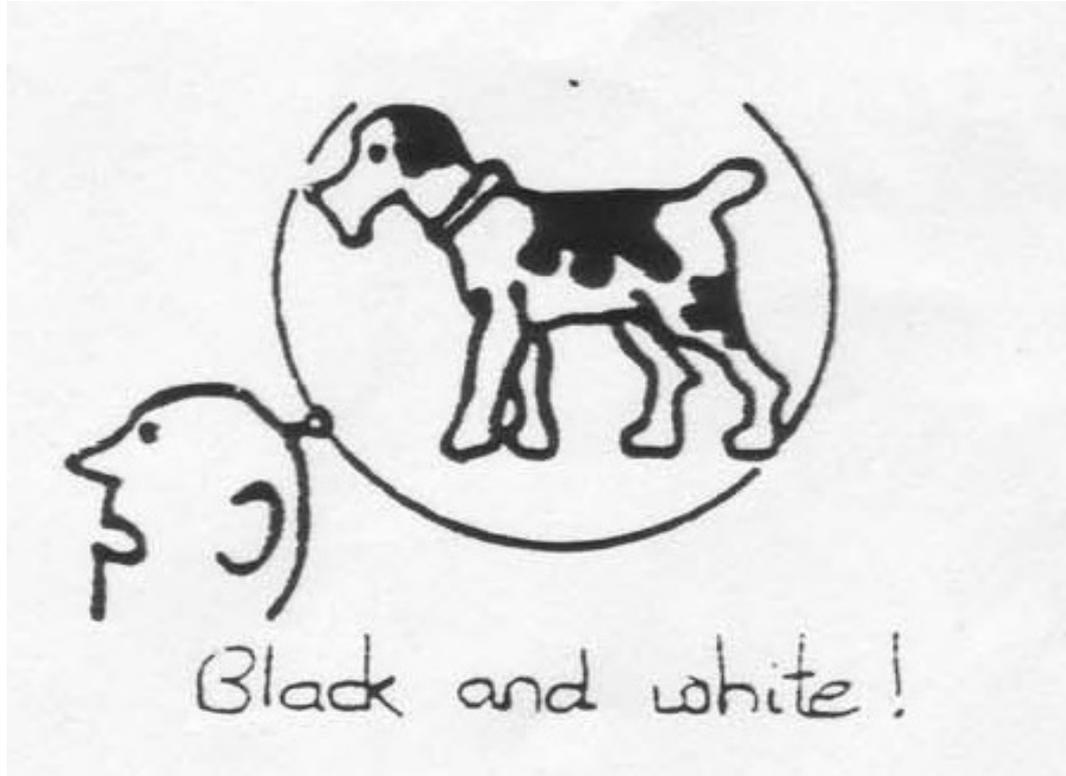




WAGENINGENUR

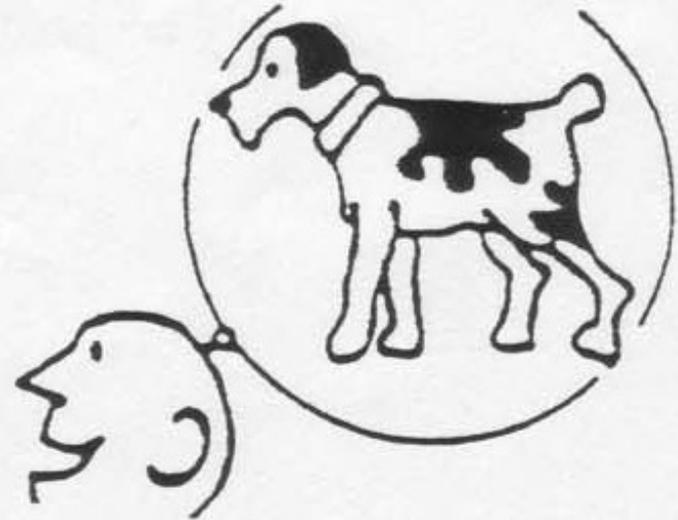
*For quality of life*







Oh, what a nice dog!



yes, isn't it?



WAGENINGEN UR

For quality of life

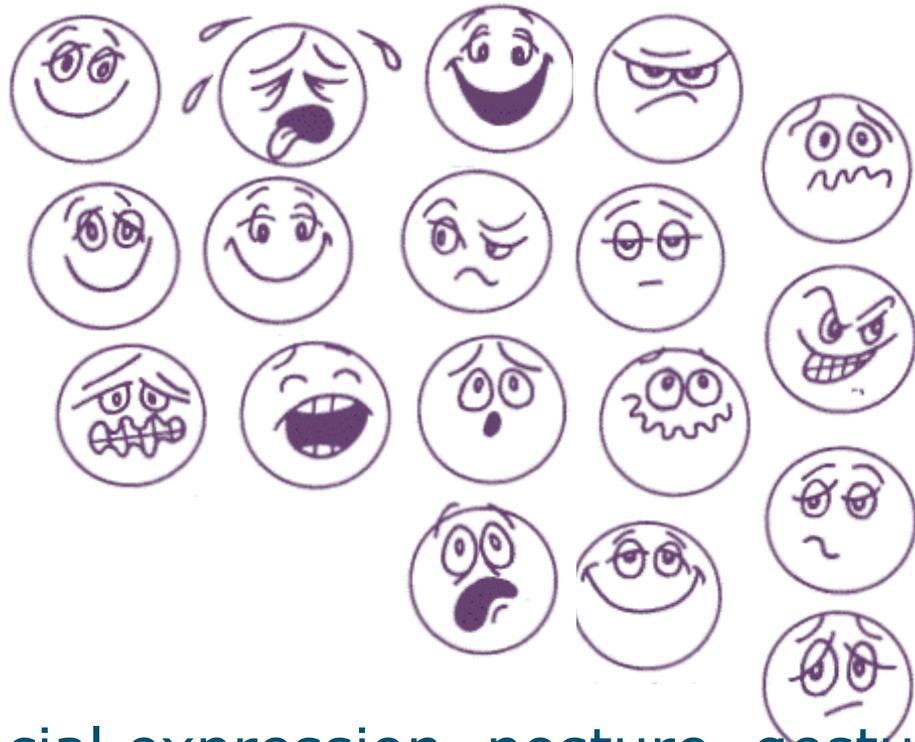
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# The way you communicate depends on your target group...

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# 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



$$\frac{(6+4)-(5+1)}{2}=2$$

$$1+1=2$$



© RECOFTC, 2002



...SO, AS YOU SEE, IT HAS IMPACT ON MANY SECTORS OF OUR SOCIETY AND...



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# Message design

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## 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.

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# Your message and its impact

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- **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

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- Sending (e.g. saying) → Remarkd (e.g. hearing)
- Remarkd (e.g. hearing) → Received (e.g. listening)
- Received (e.g. listening) → Understanding

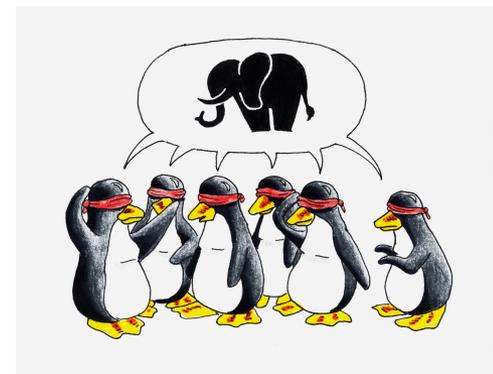
## Knowledge increased

- Understanding → Agreeing/Accepting

## Attitude change

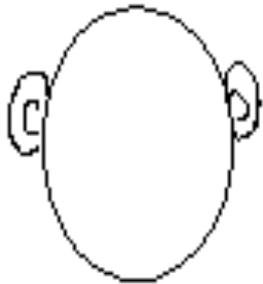
- Agreeing → Action
- Action → Continued or repeated action

## 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



WAGENINGEN UR

For quality of life

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# CEPA Planning

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- 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....



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# Motives and barriers for participation

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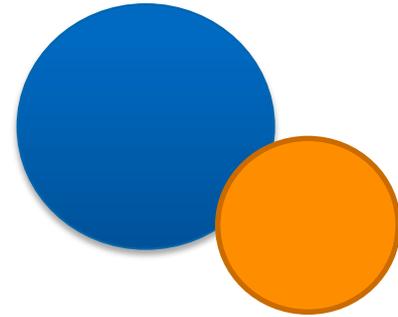
- What helps participation?
- How can you build on these motives to encourage people's participation?
  
- What hinders participation?
- How can you avoid these barriers to participation?

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# Stakeholder analysis tools

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- 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](http://portals.wi.wur.nl) (especially the MSP one)



# CEPA Action Planning

