Communication as a cornerstone of circular economy

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All of you are communication agents
in fact: it's impossible not to communicate.
silence is also communication
you must control your message
If you don't control your message
many ideas will come up open space for rumors misunderstandings
ideas $\rightarrow$ attitudes $\rightarrow$ behaviours
COMMUNICATION AS SCIENCE
includes other science areas
we are dealing with PEOPLE
with different ideas

half empty
half full
different purposes
motivations
motivations

depends if you can see the full picture
emotions
"If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think."

David Ogilvy
COMMUNICATION

it's not just advertising
It's a way to deliver value to your public / stakeholders

combining different technics to develop appropriated strategies
Each local / municipality

heterogeneous people
homogeneous groups

Reachable through different

Communication channels

Different communication strategies
Each local / municipality

- heterogeneous people
- homogeneous groups

Reachable through different communication channels

Different communication strategies
Divide "species" or "tribes"

And cook

A strategy to impact them
BUT: we are dealing with people
we may ask if people recycle
most of us will say
YES
BUT: we know that we don't recycle that much

Everything
Every time
Everywhere

3E's
Desconstruction of Said and Done,

1. What is said → it is not heard yet
2. What is heard → it is not understood yet
3. What is understood → it is not accepted yet
4. What is accepted → it is not executed yet

By OECD
CIRCULAR ECONOMY
how to communicate

We may explain the Circular Economy to ourselves with circles or butterfly's
But for the people who really make it happen

messages must be simple

specific messages must be spread for many different people
How are we going to bring them into the Circular Economy?

Ask for a behaviour change...

...for what... for whom benefit?
what? message

how? who? when? why?

Steps for running a communication plan

1. Communication goals
2. Diagnosis
3. Target groups
4. Taking position
5. Activities (a, b, c, d...)
6. Resources (H, L, F)
7. Funding
8. Monitoring and evaluation
It's not just about circular economy
It's not just about recycling
It's not about waste
It's about people
A Roadmap for closing Waste Dumpsites
The World's most Polluted Places

With the support from:

avfallnorge
A Roadmap for closing Waste Dumpsites
The World’s most Polluted Places
thank you

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