## "Capacity Building and Strengthening Institutional Arrangement"

## Subcomponent Awareness Building

## "Available tools and software codes to design and prepare environmental awareness documentation"

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Service for the Environmental Education and Capacity Building

# Index

# 1. Introduction

The aim of this module is to share knowledge about some environmental awareness tools, with particular regard to useful software to carry out informative documentation such as posters and brochures in order to communicate environmental information to the public

After a brief introduction concerning main aspects of environmental communication, will be presented some environmental communication tools carried out by the 'Service for the Promotion of Environmental Capacity Building' of APAT and main functions and applications of software for graphics and publishing

The last part of the module will be dedicated to working group activities, finalized to involve participants to develop documentation and products to disseminate environmental awareness

# 2. Environmental communication: main aspects (I)

## Definitions

Environmental communication can be defined as a study, planning and the performance of communication activities about environmental issues and territorial thematics



The European Union defines environmental communication as "any available information in form writing, visual, sonorous, electronics or in any other material style about the state of the environment and of the human health, with reference to the related standards"

## 2. Environmental communication: main aspects (II)

## Main objectives

By means of environmental communication it is possible to disseminate an environmental awareness towards public opinion, through a continuous and constant action of information related to the environmental protection, for the promotion and spreading of behaviours more sensitive about environmental issues

## Targets

The targets of environmental communication are the citizens, that means that it is possible to develop different environmental communication campaigns, according to the target chosen (adults, young, students, etc..), in order to provide different environmental messages, also with the support of environmental experts

# 2. Environmental communication: main aspects (III)

## Methodologies

It is possible to choose between a wide number of communicative tools, to disseminate environmental information according to the targets and objectives to achieve, as for example:

✓ TV(environmental news, natural documentaries,environmental programmes, etc..)

✓ Radio (environmental advertising messages, etc..)

✓ Newspapers

✓ Internet (environmental web-sites,environmental e-learning)

✓ Workshops and seminars

✓ Environmental products promotion (brochures, newsletters, posters, etc..)

✓ Scientific divulgation (Technical Reports, Data year book)

# 2. Environmental communication: main aspects (IV)

Among others, it is possible to underline two different typologies of environmental communication, on the basis of APAT experiences:

1) awareness campaigns to communicate environmental information towards specific targets of population, as for example environmental education projects for children

2) environmental information provided by Environmental Institutions at National and Local level, to describe activities developed in the field of the environmental communication

Both typologies utilize communication tools for the application of images (photo, illustration, drawing etc..) and graphical software to disseminate with effectiveness the environmental messages to the public opinion

# 3. Environmental awareness documentation: APAT activities (I)

Regarding the environmental communication, APAT promotes projects and activities to disseminate environmental information at National and Regional level and to promote environmental awareness at public level

In fact, as Public Institution, APAT communicates environmental protection issues to the citizens according to the "principle of transparency" and of the "right access" to information (public communication) as National Agency for the environmental protection

# 3. Environmental awareness documentation: APAT activities (II)

In this context the Service for the 'Promotion of Environmental Capacity Building' of APAT designs and develops some environmental communication products, such as :

a) Brochures

b) Depliants

c) Poster

In the following slides main phases to develop these environmental documentation will be described
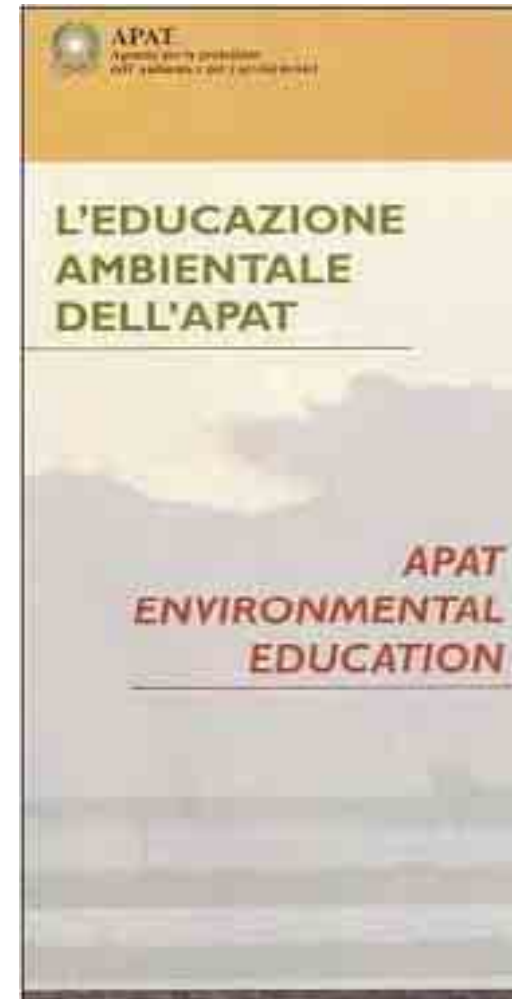
# 3. Environmental awareness documentation: APAT activities (III)

## a) Brochures



Brochures usually have a size of 15x21 centimetres (cm), and the format is like an A4 paper, subdivided in 3 parts.

The brochures contain information and news about the activities and initiatives promoted, national and international projects in which the Service for the 'Promotion of Environmental Capacity Building' is involved

# 3. Environmental awareness documentation: APAT activities (IV)
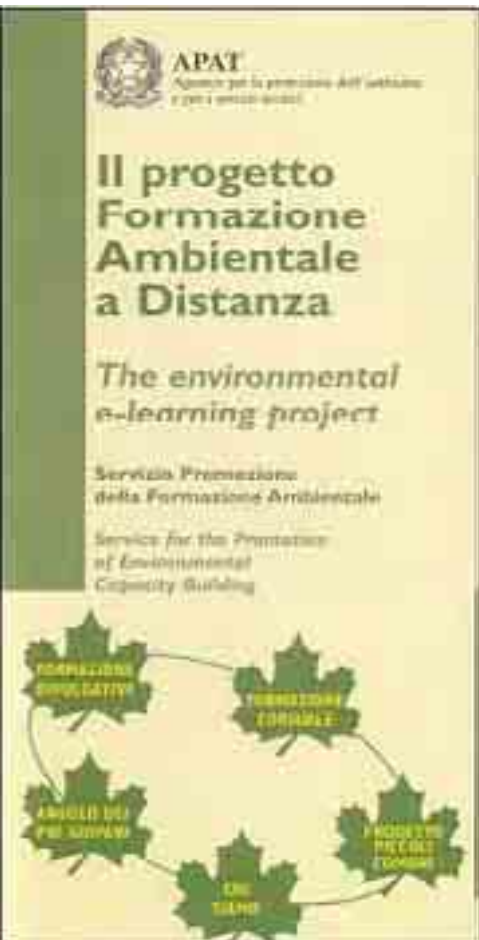
The brochures are developed for the dissemination on a large scale to the public, to promote the different initiatives of the Service such as environmental training and educational activities, seminars and workshops.

Italian and English version allows their diffusion also at International level

# 3. Environmental awareness documentation: APAT activities (V)

## Structure of a brochure : external side

Background photo

Agency acronym

Title

Text (Italian and English version)

Address and references

# 3. Environmental awareness documentation: APAT activities (VI)

## Structure of a brochure : internal side

Internal side contains a synthesis of the Environmental Capacity Building activities:

a) Environmental learning courses, workshop and awareness activities

b) APAT Internal Stage

c) Environmental professional figures analysis

d) Learning Internship

e) Networks participation and coordination

# 3. Environmental awareness documentation: APAT activities (VII)

## b) Posters

Posters usually have a size of 70x100 centimetres (cm) and describe with images and text specific activities related to environmental training and education.

They are exposed during National and International conferences in scientific sessions or general stand

# 3. Environmental awareness documentation: APAT activities (VIII)

## c) Depliant

A large spread of environmental information is also possible by depliant  that can be sent by e-mail to the people

The  main characteristics are:

a) a format suitable to send by e-mail

b) detailed description of the workshop/training  program

c) additional information regarding the meeting centre

d) the web site URL and e-mail address for more information about initiatives presented
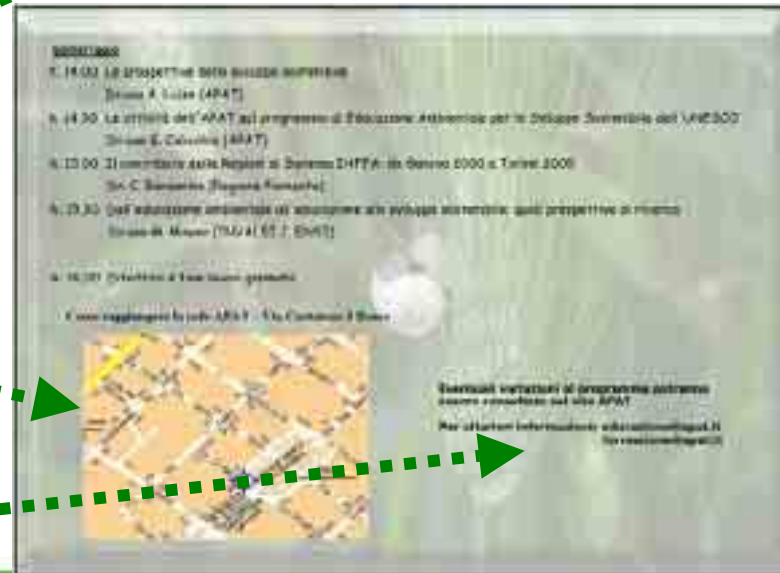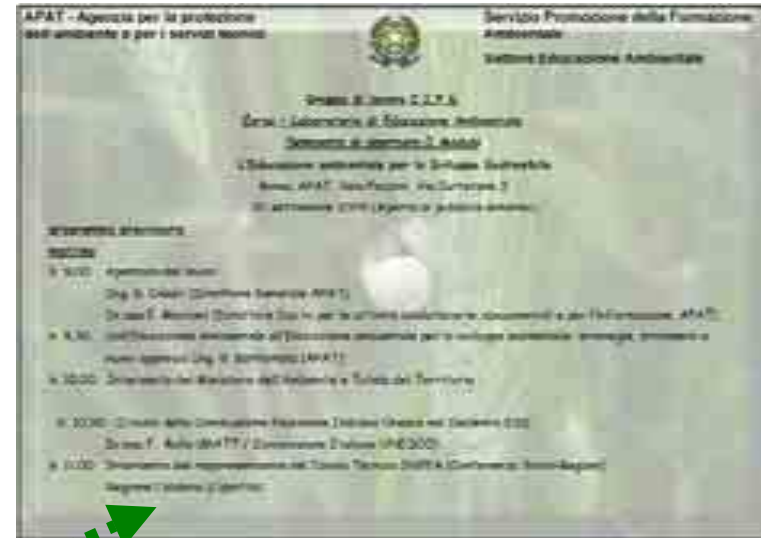
# 4.Environmental communication products : introduction to some software (I)

Usually the main steps to design products for environmental communication are:

1) the writing of the environmental contents

2) the choice of appropriate environmental images related to the text

3) the graphic ideation and the layout of the document on the base of the correct proportions among text and images

4) the final review of the document

In the following slides are presented some software to develop these steps, for the carrying out of environmental communication products

# 4.Environmental communication products: introduction to some software (II)

As we have seen, environmental awareness documentation contains pictures, images and text, that can be elaborated with appropriate software.

In this context there are different kinds of software for graphic and publishing:

Graphic software: which allows a set of main applications such as the retouch, painting, and pictures assemblage

Publishing software: which allows to make up documents such as newsletter, brochures, depliants, catalogues and posters

# 4.Environmental communication products : introduction to some software (III)
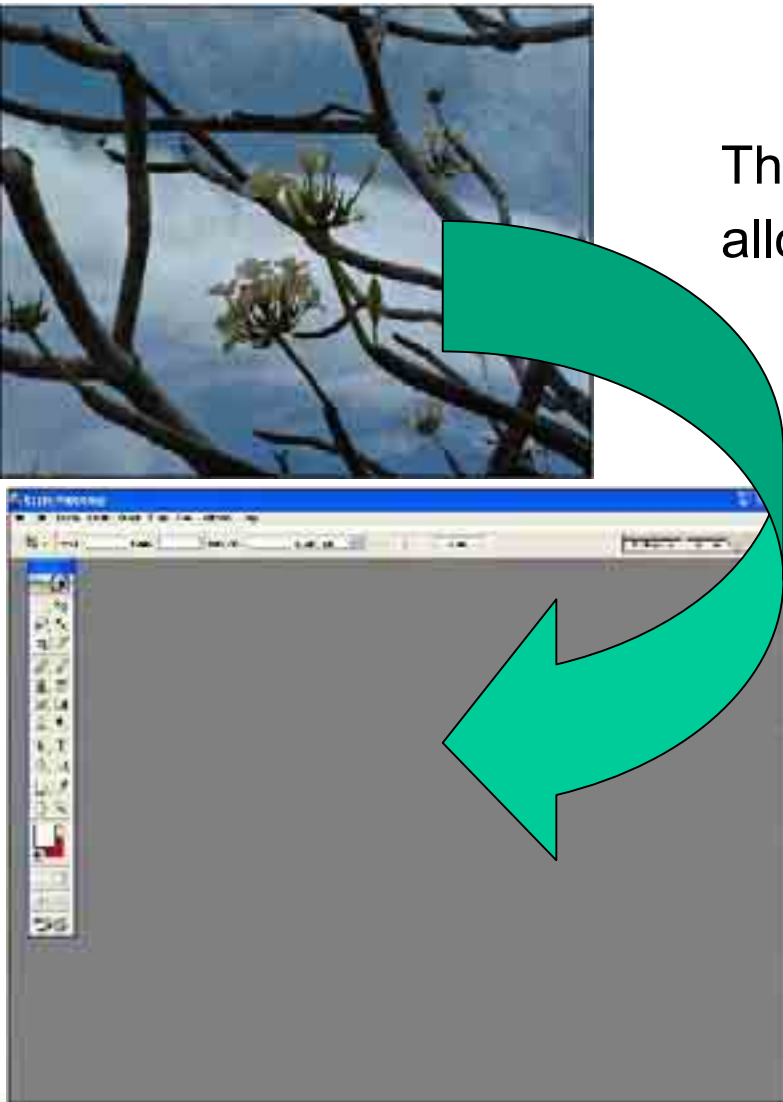


Through different options, graphical software allows to manage images

In the following slides will be showed main functions to modify images and to carry out brochures and others environmental communication products

# 4.Environmental communication products : introduction to some software (IV)
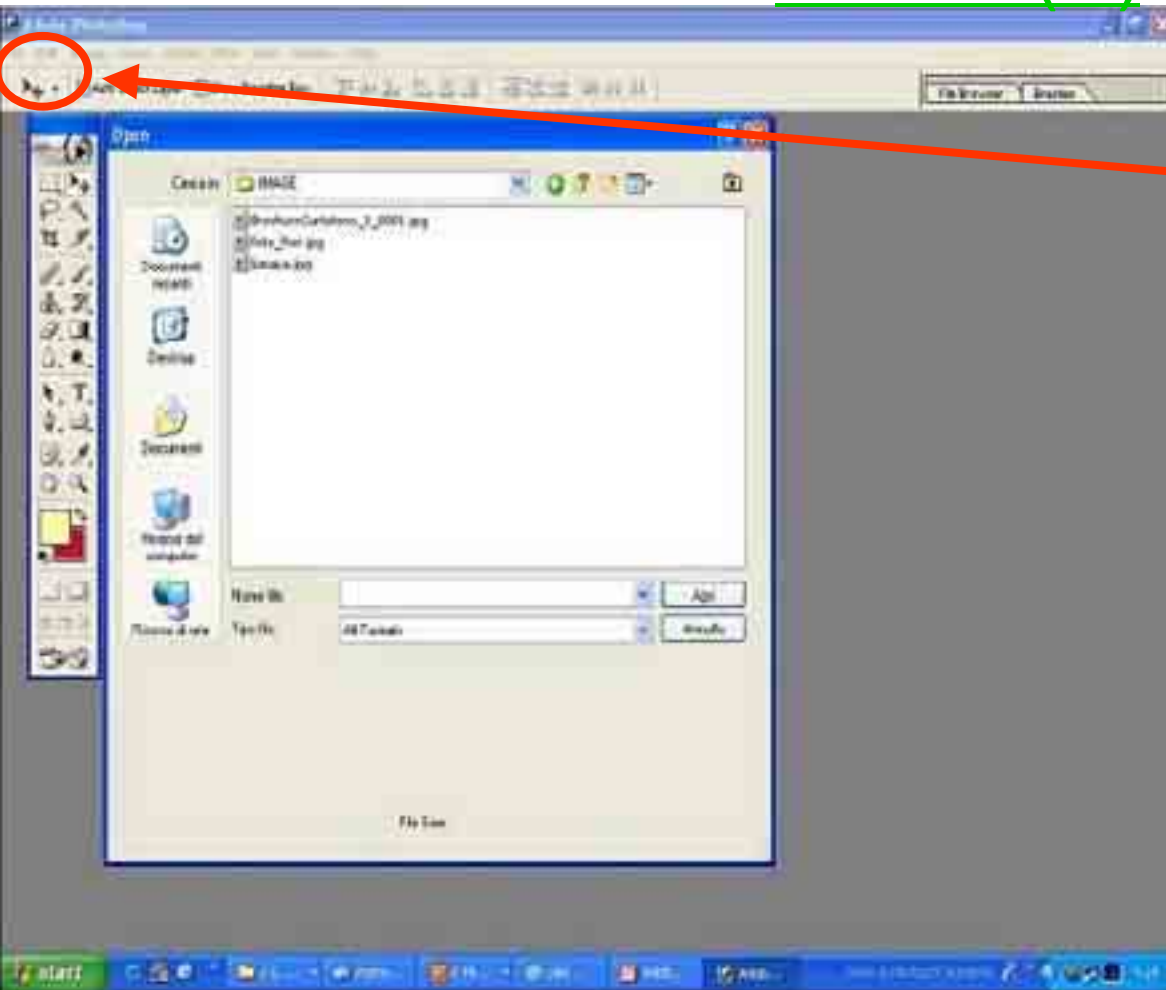


To open an image it is needed to:

Select "file" from the main menu and to choose a file with image in a folder of your personal computer

# 4.Environmental communication products : introduction to some software (V)
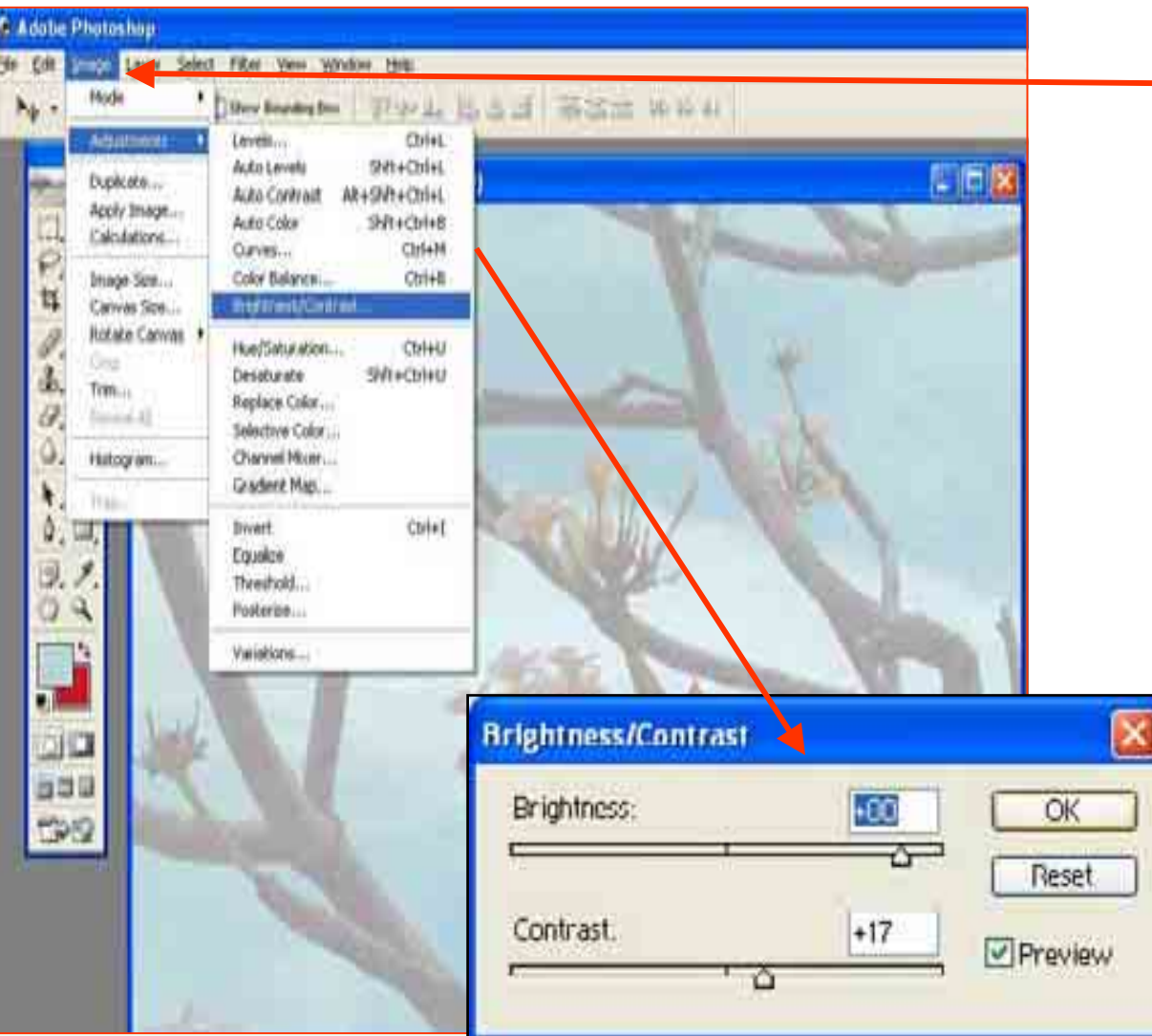


The option "Image" from the main menu opens a set of different tools to manage images such as for example "Adjustment"and "Brightness/contrast" to modify intensity, brightness and contrast of colours

# 4.Environmental communication products : introduction to some software (VI)
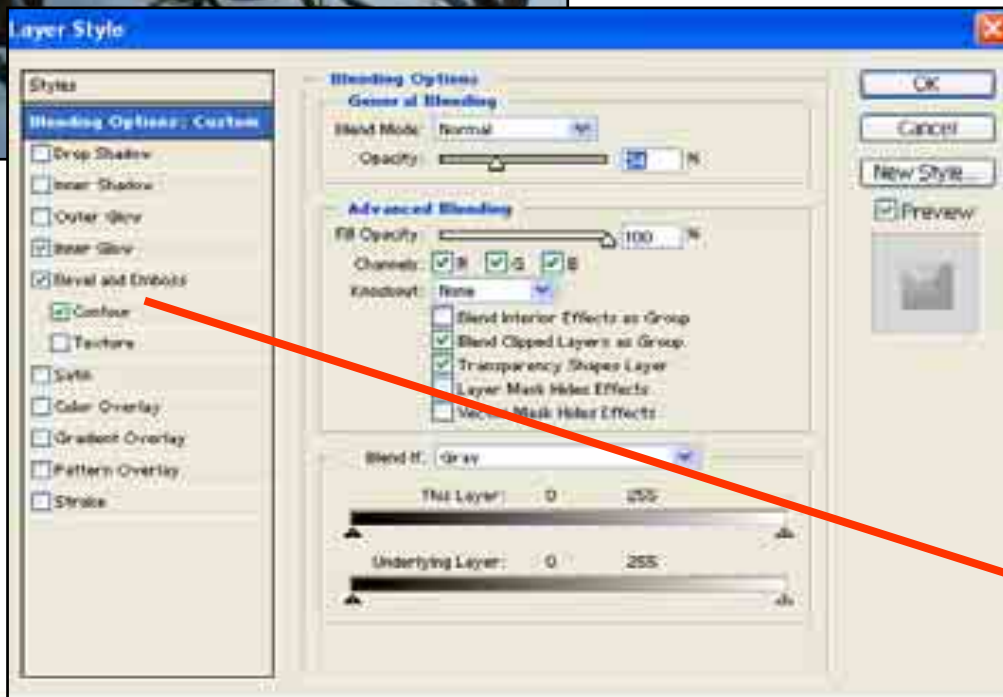


The option 'Blending' contains others specific function to manage imagines such as " Shadow", "Glow" , "Bevel" "Emboss" "Contour" "Satin" "Stroke"

# 4.Environmental communication products : introduction to some software (VII)



It is also possible to select only a part of a picture and save it as new image

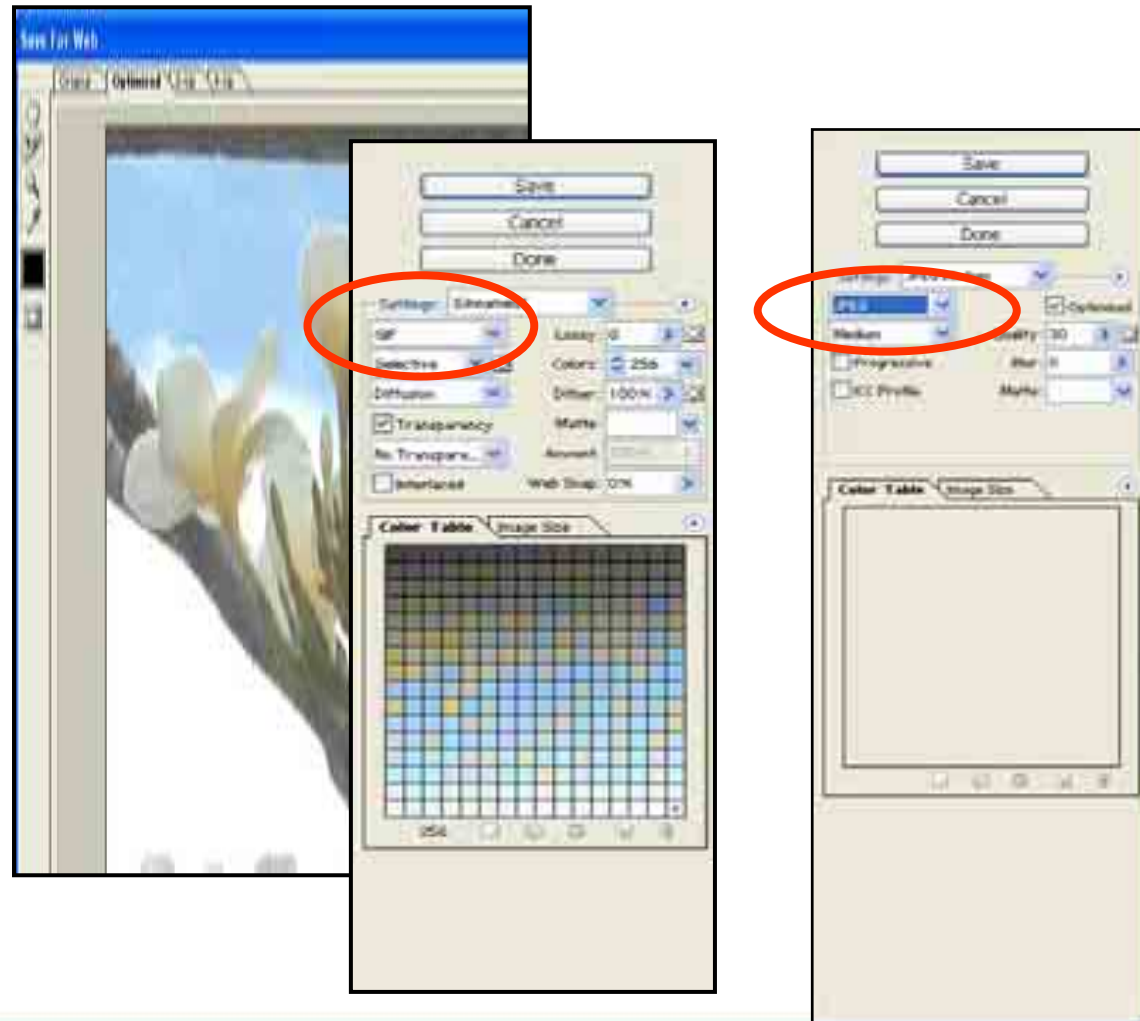# 4.Environmental communication products : introduction to some software (VIII)
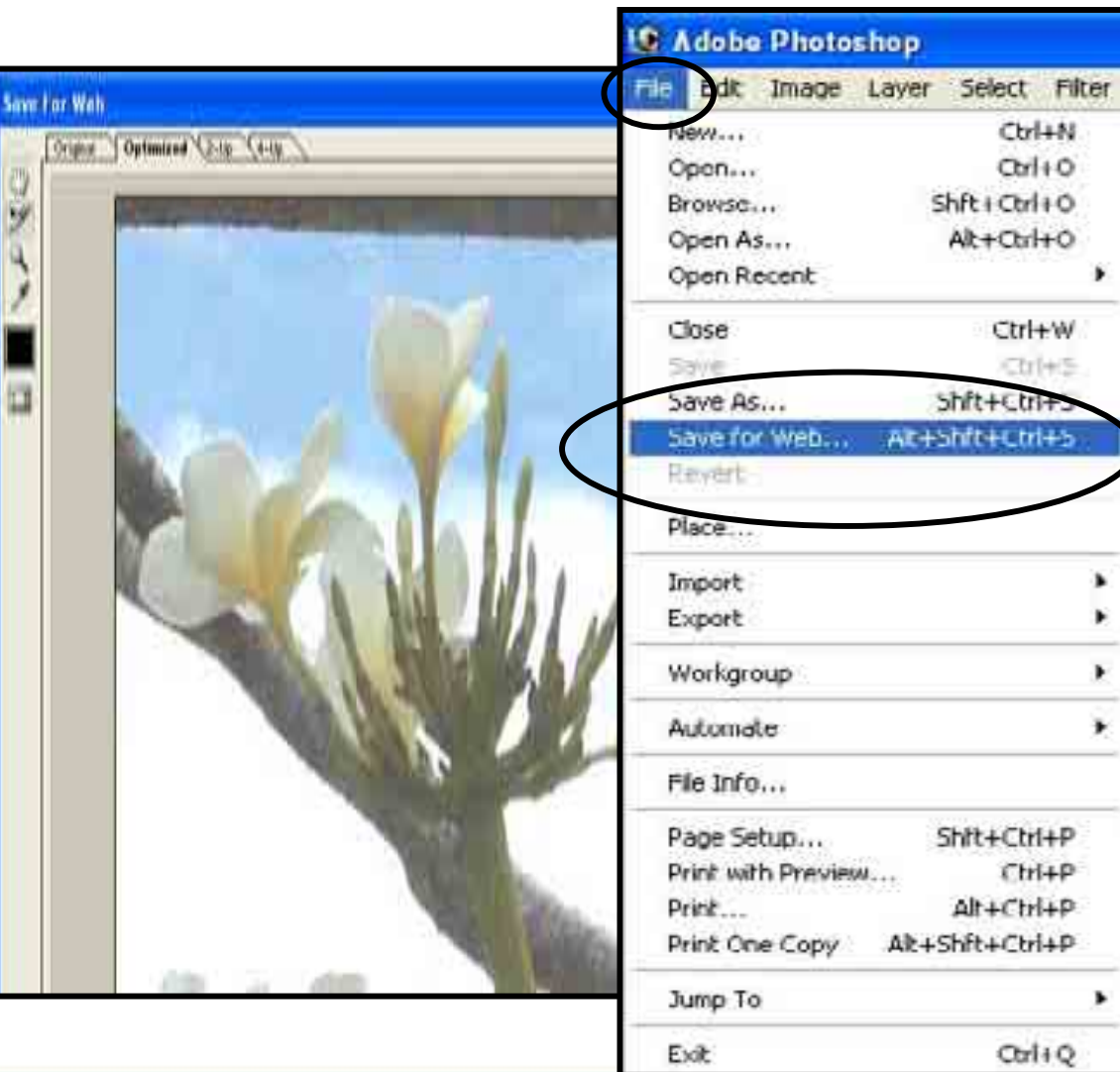


In order to save an image file it is possible to use the option "Save for web", choosing "file" from the main menu
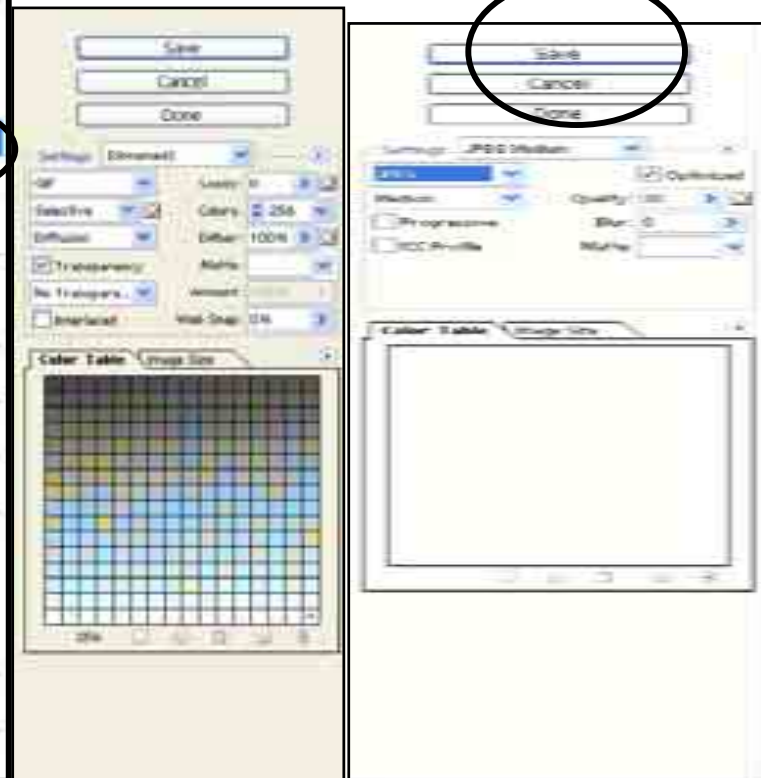
# 4.Environmental communication products : introduction to some software (IX)

It is possible to save also in different format such as ".GIF" ".JPG" and others.

In order to have an image lighter (for .JPG format), it is possible to reduce the quality of pictures. After the saving of the images, the next step is to utilize software for the graphic elaboration
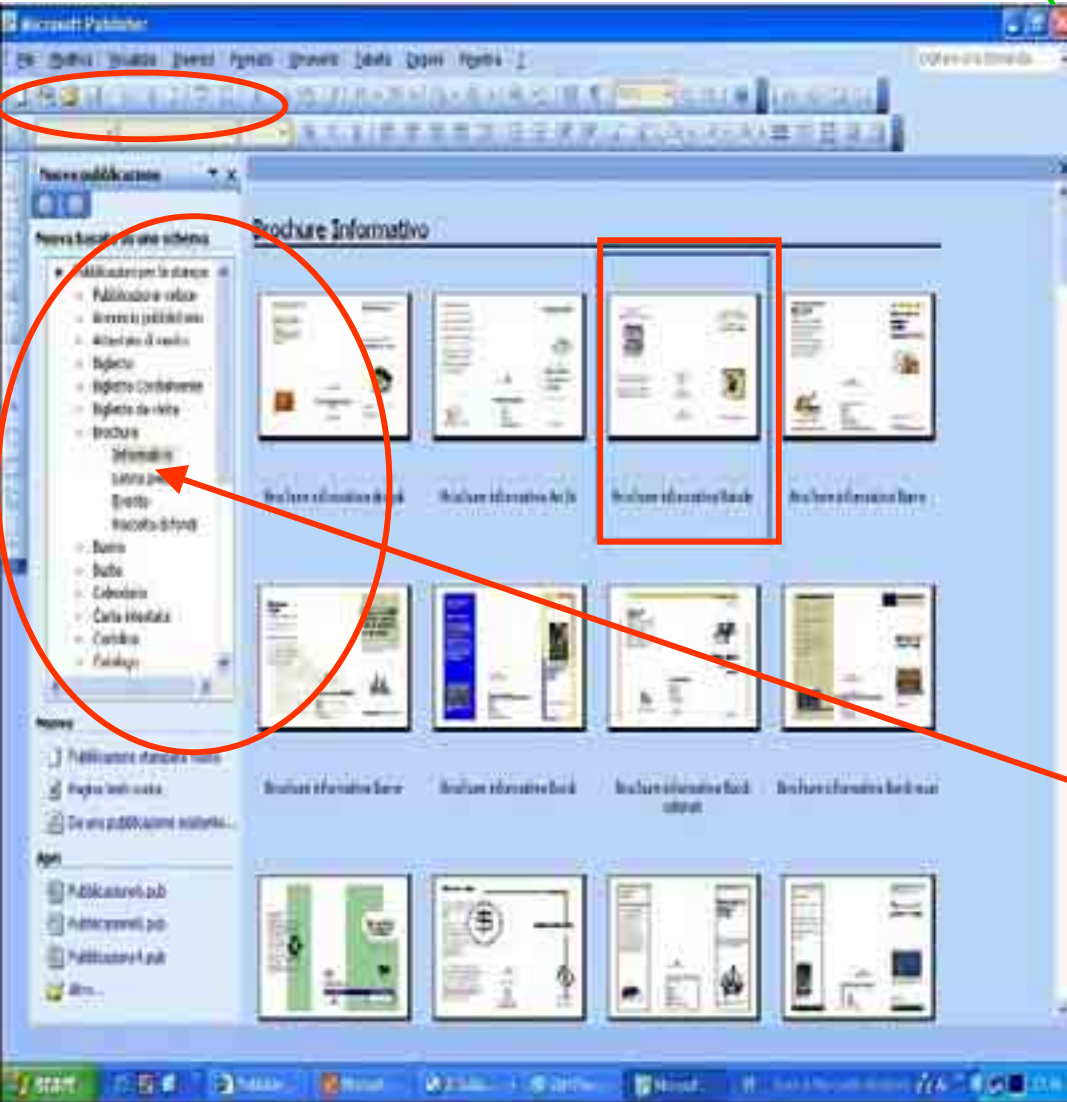
# 4.Environmental communication products : introduction to some software (X)

Publishing software:

These kinds of software can be used to elaborate texts and images, developing environmental communication products with less timing in comparison with the normal text software (ex. word). It is also possible, by means of thousand predefined schemes, to develop communication products more complex, such as newsletter, brochure, depliant and web-pages
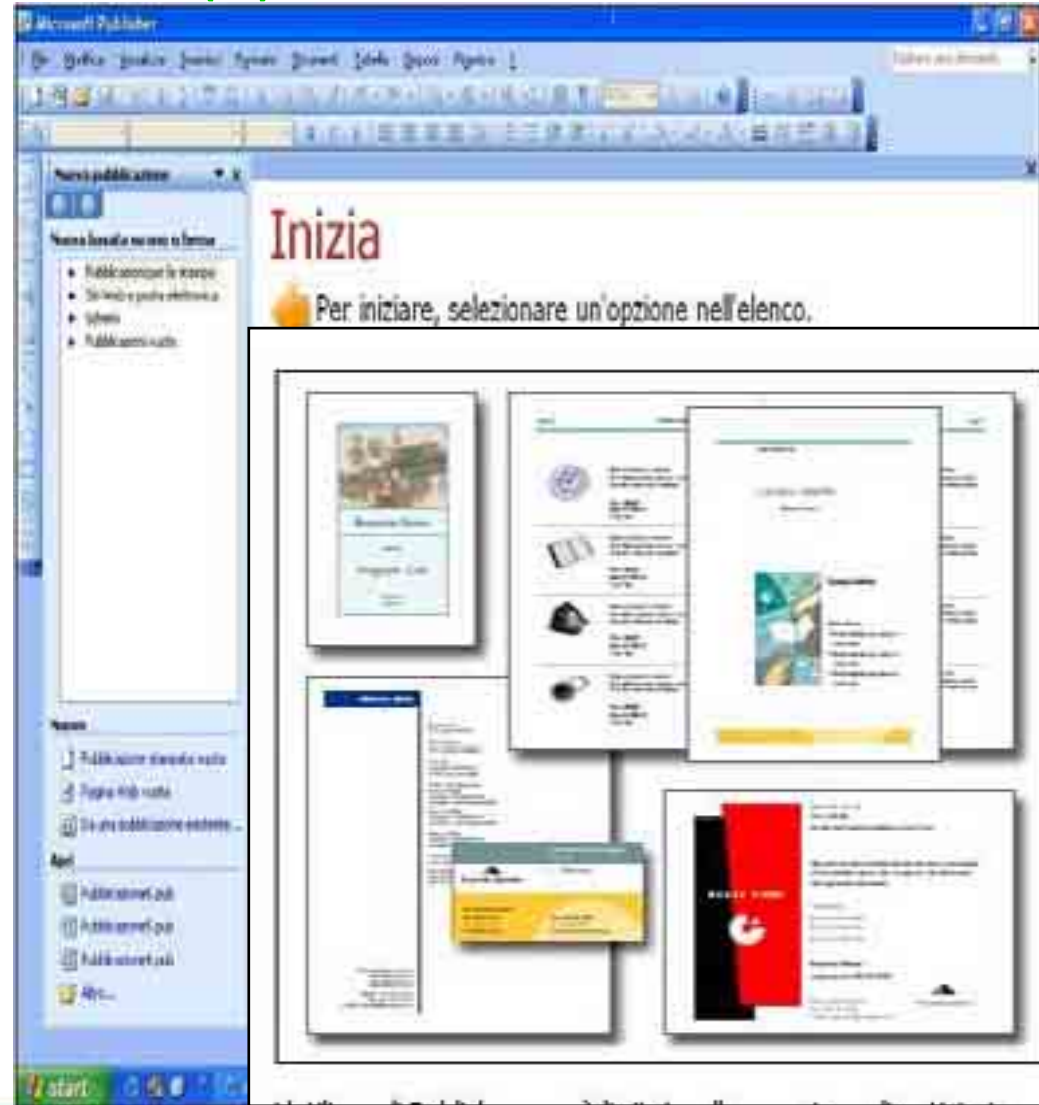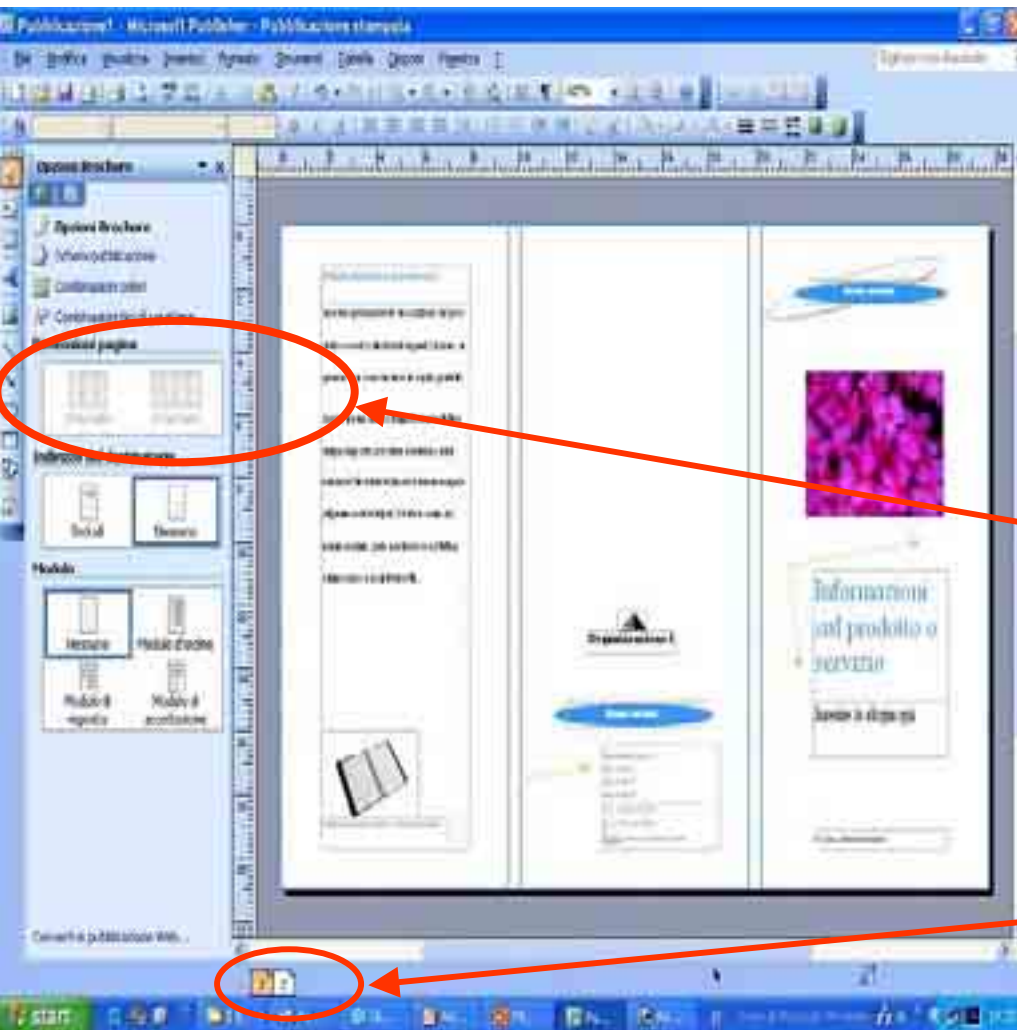
# 4.Environmental communication products : introduction to some software (XI)



In the next slides are presented some options useful to carry out environmental brochures

From this list it is possible to choose the option "brochure" and different format

# 4.Environmental communication products : introduction to some software (XII)



After the choice of the appropriate format for the brochure, it is important to decide how to divide the page of the brochure (e.g 3 or 4 pages)

With this icon the two sides of the brochure can be elaborate at the same time

# 4.Environmental communication products : introduction to some software (XIII)
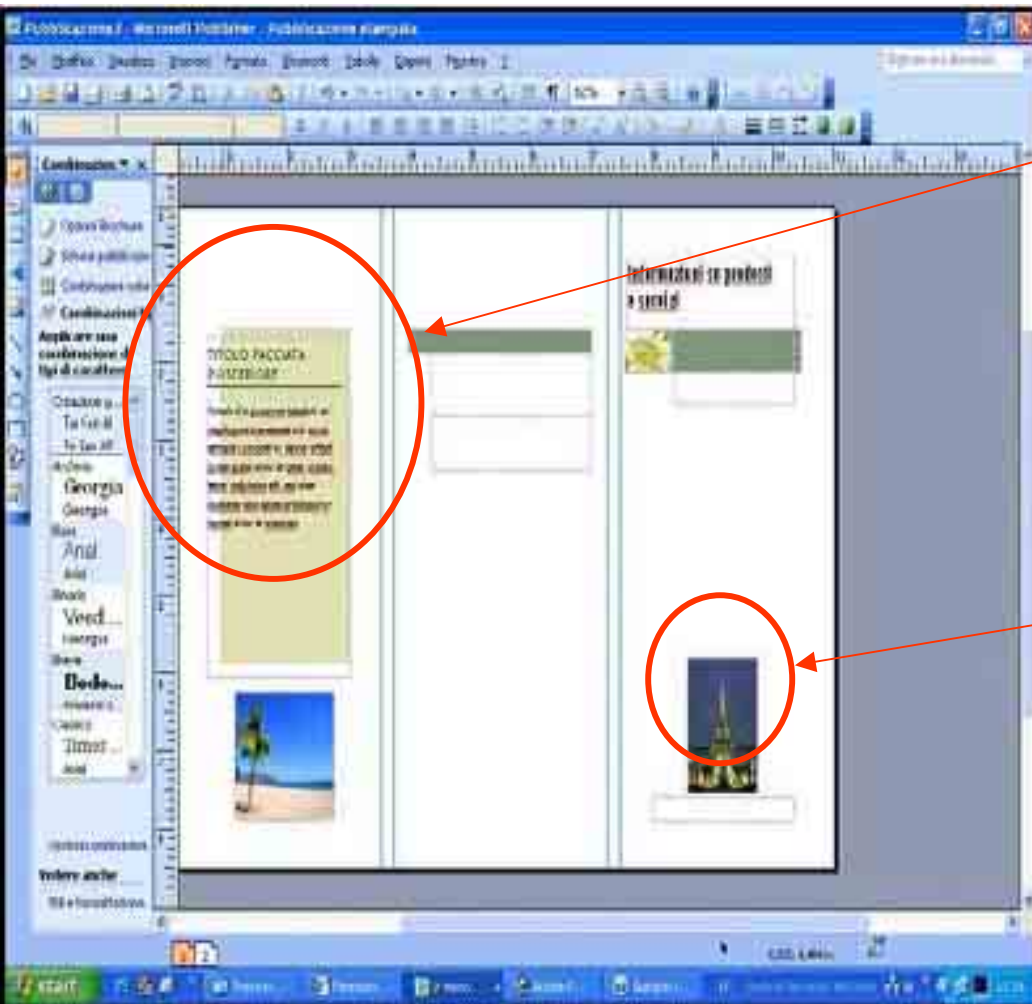


Some spaces are designated to insert images or pictures (frame imagine), other to insert contents in text field

It's also possible to position in every points of the page a text and image and to modify the dimensions (width, height), working on the 'frame imagine' or the 'text field'

# 4. Environmental communication products : introduction to some software (XIV)
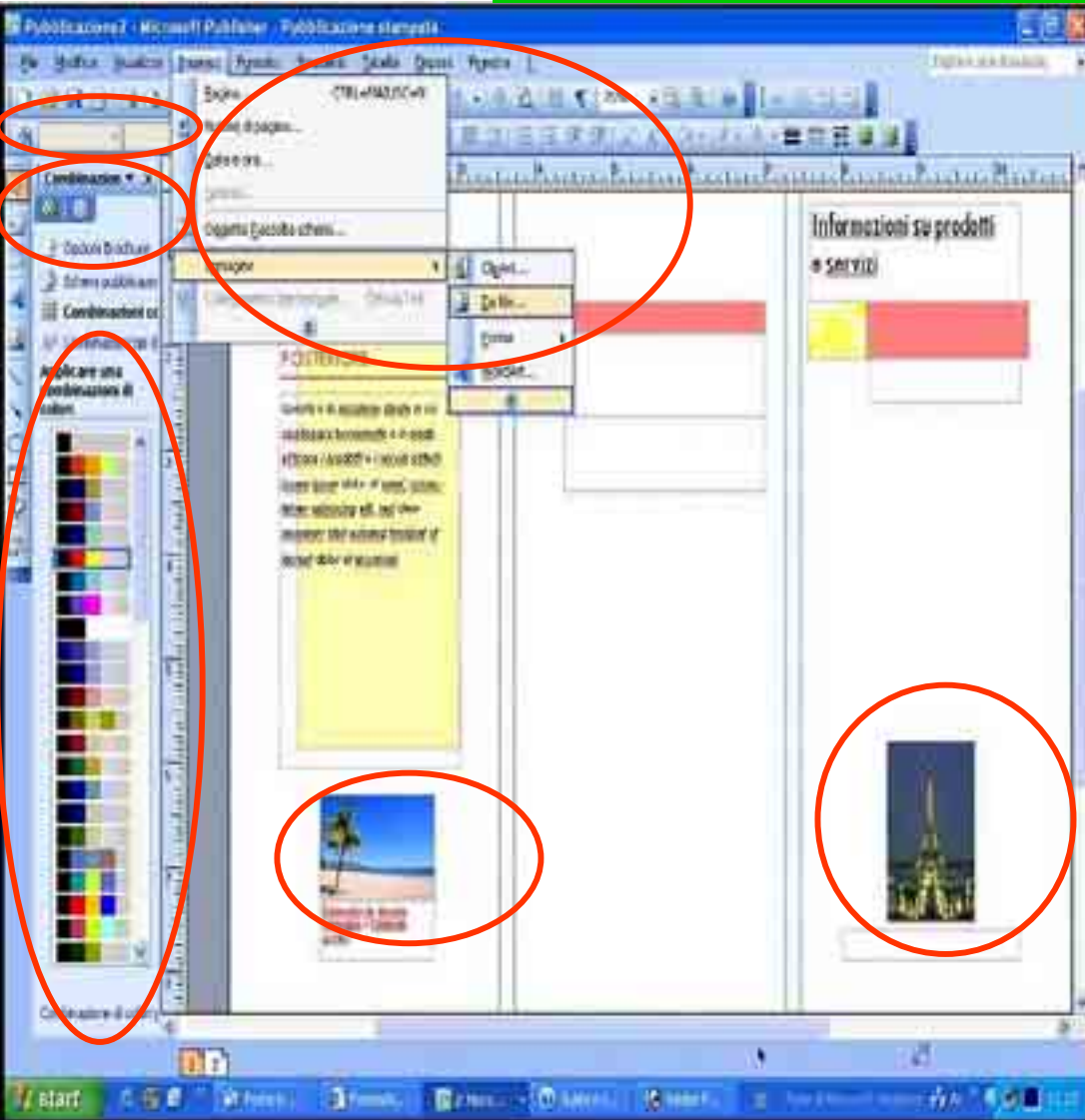


From the "Brochure" menu it is possible to choose different font and colours and insert images in .jpg and .gif format through the options "Insert Images from files"

# 4. Environmental communication products : introduction to some software (XIV)

It's possible to check the layout of the text around the imagine by means of the options ' layout text'
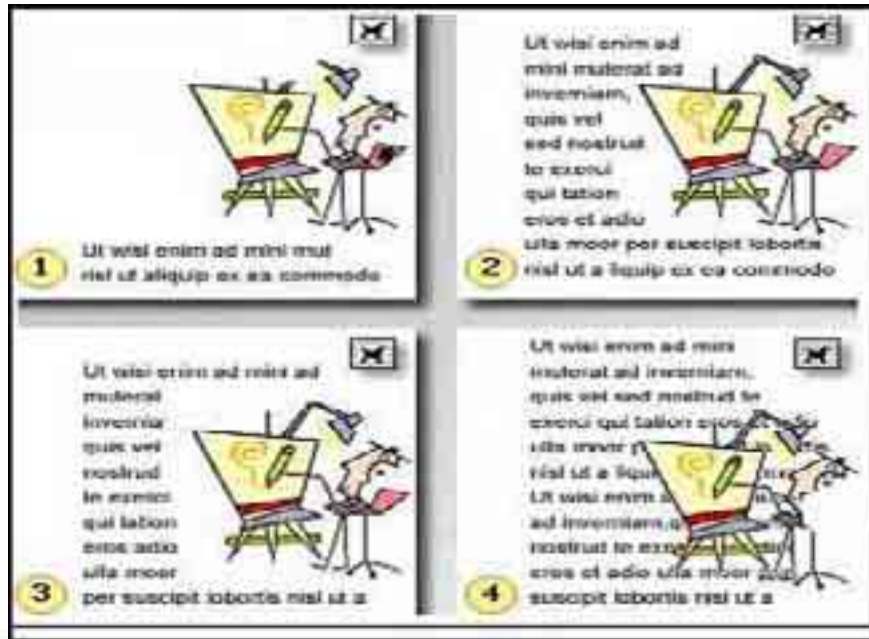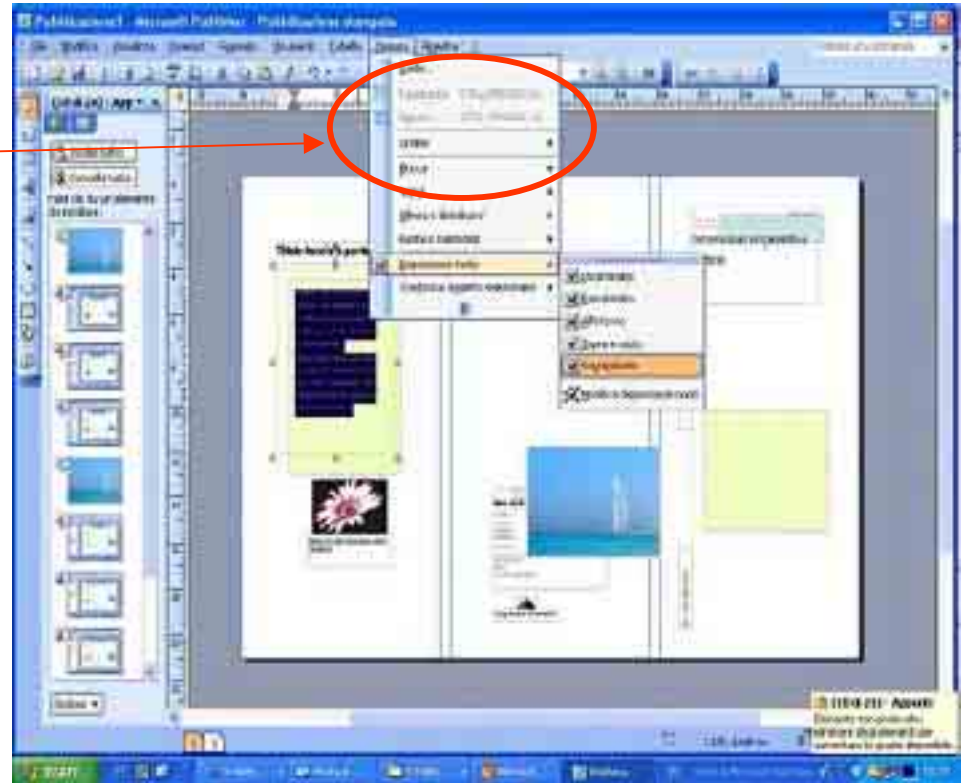
# 5. Working-group presentation
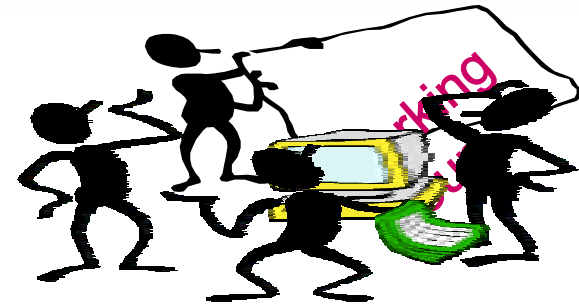
During the working-group will be debate and discuss some aspects needed to develop and to carry out products of environmental documentation (brochures, poster, depliants).

During the working-group activities will be also prepared an environmental text with specific images of environmental protection.

At the end of the activities, will be presented and analysed the awareness documentation carried out.