

“Capacity Building and Strengthening Institutional Arrangement”

**Interactive and multimedia tools to promote
environmental awareness**

**Working group n° 4
“Design and elaboration of
documentation on environmental
protection awareness”**

Mr. Gaetano Battistella, Mrs. Alessandra Casali

APAT

Agency for Environmental Protection and Technical Services

Design and elaboration of documentation on environmental protection awareness

Objectives:

The general aim of working group is to design and to carry-out some environmental communication products, as brochures, poster, depliant

Design and elaboration of documentation on environmental protection awareness

Activities:

Phase 1: Discussion and debate about previous experiences of EEAA on the design and carrying-out of different environmental communication products.

Phase 2: Choose a kind of the following products of environmental communication to develop: a) Poster; b) Brochure; c) Depliant

Phase 3: The environmental communication product chosen can deal with different environmental issues, related to the following environmental areas: Air; Water; Soil; Nature and Biodiversity; Waste; Energy and Radiation; Demography and Economy; Environmental Culture and Sustainable Development

Design and elaboration of documentation on environmental protection awareness

Actives:

Phase 4: write a brief text about thematic area chosen to communicate environmental information to public (example: list of main activities of EEAA in specific environmental fields, projects promoted and all other useful information). Otherwise it is possible to use texts developed by APAT.

Phase 5: design the environmental communication product chosen on the bases of the text elaborated, inserting images.

Phase 6: Presentation and discussion about working group's activities