Communicating Conservation Science

Communicating our goals and findings is part of our everyday work as scientists. In this course we reflect on how to communicate science to broad audiences effectively.

In this assignment, you will work in teams to communicate current ideas on conservation and management to the broad public. Your team should choose one of the main trends in conservation and management explored during the course (i.e. ecological resilience, ecosystem approach, spare-share, governance-plurality of visions) and use it to frame your theme. You should express this through whichever (combination of) media you feel is most appropriate to convey your message (e.g. writing, video, photographs, painting, sculpture, dance, theatre, music, etc.). Please feel free to be creative!

For this communication assignment you will choose the team members. We have organized a special activity on Monday 4 September to facilitate this process. You should submit the names of the members of your team to Milena Holmgren by Wednesday 6 September the latest.

We have scheduled 4 supervised sessions to help you brainstorming.

You will present your work on Wednesday 11 October 2016. Prior to your presentations (by Wednesday 4 October) you should send to Milena Holmgren:

- Title of your communication
- Names of the members of your team
- Any particular needs for equipment.

We will collect the public perceptions during the presentations using Feedback Fruits (you will need to bring a Smart Phone or a laptop computer to participate). We will use these perceptions to give you feedback on your work.

Your assignment counts for 15 % of your final course grade. It will be evaluated using the following criteria:

1. Clarity in the message: 40%
2. Effectiveness of the chosen media in communicating the message 20%
3. Clarity of the scientific basis of the message clear (which trend, specific topic) 20%
4. Extent that the communication engaged the receiver (10% from survey, 10% by lecturers)

After the presentations we will have drinks and nibbles to close the course!