

Communication Manual 'Local Agenda 21 and Water'

Abstract

This communication manual makes suggestions for motivating citizens to participation in water protection and changes in attitudes in harmony with a sustainable water management. The background and the obligations given by the EU Water Framework Directive and the Agenda 21 are described and first hints as to the possibilities of water protection actions within the local Agenda 21 process are given.

The possibilities of how environmental communication can contribute to a change in attitudes and behaviours are described. One focus are the requirements of a target-group-specific environmental communication considering the social changes during the last decades. These have led to a socio-cultural segmentation of the society into different life-style-groups (social milieus). In Germany there are ten different social milieus. For these milieus a lot of empirical data is available, originally derived to develop target-group-specific marketing campaigns. Here, these data have been used to evaluate, how sustainable the prevailing attitudes and behaviours in the particular social milieus are. This book presents the results in the form of sustainability portraits of the social milieus with emphasis on sustainability and communication. These cover the following fields concerning water protection and sustainable water management:

- Nutrition
- Mobility
- Leisure time, sports and vacation
- Gardening
- Do it yourself
- Consumption
- Washing and cleaning
- Environmental awareness
- Social commitment

In addition, elements for target-group-specific communication strategies are described. Recommendations for communication approaches are given, considering the different communication habits in the different social milieus, i.e. appropriate ways to address people, suitable subjects to transport environmental contents, appropriate media and methods, communication places and communication partners.

The gathered data, information and recommendations are finally used to plan target-group-specific campaigns and actions in two model municipalities Diepholz and Fürstenwalde, covering the topics of water consciousness, marketing for products produced with ground- and surface waters preserving methods, renaturation of waters. Local representatives from politics, administrations, environmental initiatives, agenda working groups, clerical communities and educational institutions had been involved in developing the basis for the campaigns and actions. In seven 'future-workshops', with participants from 11 cities and municipalities, suggestions and realisation plans for many further projects were compiled, which are also presented. The measures planned for Diepholz and Fürstenwalde are to be realized there in the course of the local Agenda 21 process.