

How do we use information and communicate with the aim to reach a sustainable future? #Iamthebaltic

As NGOs we use information to somehow affect people. We sound the alarm when something is wrong, we demand that politicians act, we ask people to stop using or doing something like use less energy or not throw litter on the beach. We want to change something.

The question is how does real change happen? How do we move not just the buoy on the surface but actually move also the anchor, leading to a permanent change?

Welcome the CCBs annual conference 2018. This year a very interactive workshop with the aim to talk about fundamental things like values, view of nature and understanding how change requires a knowledge about and respect for people's views, even if they don't agree with us. The goal of the workshop is not to give perfect answers on how to make change happen, but we hope to inspire and give some tools to improve the understanding of our own views and values and how to use this knowledge when we communicate and work on our topics such as eutrophication or biodiversity protection.

-You as participant should already now think about why you are engaged in an NGO, why is nature important to you?

How do we move the anchor and not only the buoy?

