

Main aims of workshop

1. To familiarize students with conservation communication strategies and its complexities
2. Understanding advocacy: scope and challenges
3. An introduction to specific case studies: Amur Falcon, grassland conservation and transboundary snow-leopard conservation.
4. Learning to work with the press

Key background and justification for the workshop

Practicing conservation requires not just science but also appropriate communication, which is highly contextual and can often be a challenge. Conservation also includes advocacy for policy and change. There is very little hands-on training given on how to work on appropriate communication and advocacy for change. This workshop will explore effective communication, how communication interacts with advocacy, and how advocacy is not just a goal but a process. The workshop will have hands-on exercises, case-studies, a section on working with the press, and communication and advocacy theory; aiming at teaching participants skills for communication and advocacy.