

Main aims of workshop

Introduce participants to communications and advocacy strategies to help them achieve conservation goals, and to share case studies.

Key background and justification for the workshop

Positive outcomes in wildlife conservation often hinge on policy decisions made by governments, parliaments or local authorities. These bodies and their members are usually elected by the public, and thus have to take both science and public opinion into account when making decisions. In this workshop, we aim to introduce participants to principles, strategies and techniques for advocacy and communications and share learnings and strategies from various conservation-related campaigns we've been a part of.