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LET'S TALK ABOUT BIODIVERSITY-

Campaign to increase awareness on biodiversity and sustainable development in Poland

The University of Warsaw Centre for Environmental Studies is an interfaculty, interdisciplinary academic unit that carries out research and education and communication in the field of sustainable development and biodiversity. The Centre's team consider that we cannot expect spectacular success in protecting biodiversity until we can spread the message to broad social groups: diverse in age, levels of education and profession. Each group is a specific audience with specific communication expectations. Hence to open a variety of doors for a range of potential supporters The Centre provided a multifaceted educational campaign under the theme **MANY FACES of BIODIVERSITY**

Biodiversity is the salt of the Earth

Why "Many Faces"?

*Biodiversity in Poland does have many faces living nature: 63 000 species of:

*In Poland 38 000 000 human faces meet face to face with this biodiversity and only a minority understand the significance of this natural treasure.

* The process of raising awareness needs "many faces" in terms of educational methods addressed to different target groups.

Multi-target "CAMPAIGN SYMPHONIES" consisted of:

* Competition for students of Academies of Fine Art for slogans and posters promoting 2010 IYB. It resulted with 40 projects designed by young artists. The two best projects were printed in 4000 copies and distributed to the municipal institutions, universities, libraries and teachers centres.

Respect the nature don't be a flonker



author Anna Blichero - 1 price



author Sara Smolifiska - 1 price

* The popular lecture series entitled Many Faces of Biodiversity were offered to students from all faculties, journalists, teachers and the general public and were delivered by leading scientists and practitioners in wide range of topics related to biodiversity.

*The National Conference Let's Talk about Biodiversity brought together more than 120 representatives of academic society and media to discuss more effective popularization of science in the field of biodiversity.

*Training programmes and workshops for teachers supported pedagogic preparation to educate out of classroom in areas of biodiversity and sustainability.

Your Mrs does not know what biodiversity is

Lesson learned from the Campaign

*Young artists are very influential group as "actors" in social communication. Their emotional message on how important biodiversity is in our life can be a key in obtaining a broader audience by informal education.

Let's create opportunities for them to be involved!

*Teachers and students - . They can play strong role in such activities as monitoring of nature .

Let's help them to go outside classroom and find projects for being active in "citizen science"!

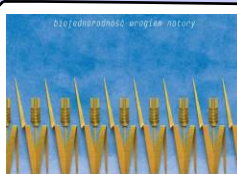
*Academics and scientists should pay more attention for popularization of scientific and practical knowledge friendly for "general public" and journalists . From open lectures and following books broad audience can learn first hand about new topics in biodiversity.

Let's motivate scientists to improve communication skills and use "human", non hermetic language.

*The experience and effects of different "faces" of methods gained during the University Centre Campaign in years 2009-2011 are very helpful for planning the long term activity during



LET'S TALK MORE SEXY ABOUT BIODIVERSITY!



Biouniformity threatens the beauty of the world

