

Communication on Sustainability to visitors

Programme February 14, 2012

09.00 Subscription and coffee

09.30 Welcome by Mr. Rein Meester, Programme Director Sustainability, City of Dordrecht

09.45 Sustainable tourism: an agent of change and positive deviance, Manda Brookman

10.15 Social marketing in practice, Mieke Schevelenbos

10.45 Coffee break

11.15 Workshops, part I

1. Creative ways to sustainable communication: social marketing in practice
4. Turning sustainable communication into a visitor experience: Inspiration for innovation in communicating sustainability

12.30 Packed lunch and Biesbosch excursion by Theo Muusse, Park Ranger Staatsbosbeheer

14.00 Workshops, part II

2. Gamification: engaging visitors with instant rewards
3. Sustainable tourism: an agent of change and positive deviance
4. Turning sustainable communication into a visitor experience: Inspiration for innovation in communicating sustainability

15.15 Tea break

15.45 Forum discussion led by the chairwomen of the day: Louise Bergenhenegouwen, director of Sustainability Centre Weizigt in Dordrecht Conclusions from the workshops

16.30 End of the conference and start of the informal meeting with Biesbosch relations:
Meet & greet the STEP partners

18.30 End of informal meeting



Information speakers:

Mieke Schevelenbos:

Mieke Schevelenbos is Client service director at Shortcut-Change Designers, a Brussels' communication and publicity agency, specialized in social marketing and non profit projects.

Tina Stroobandt:

Communicatiemaker Jusbox

Manda Brookman:

Manda Brookman is director CoaST (Cornwall Sustainable Tourism Project and The One Planet Tourism Network). CoaST is an independent not for profit social enterprise, and runs an online network of over 1700 members working towards sustainable tourism, resilience and behavioural shift.

Mylène van der Donk:

Lecturer and project manager, NHTV Breda University of Applied Sciences.

Information workshops:

1. Creative ways to sustainable communication: social marketing in practice (Mieke Schevelenbos).
2. Gamification: engaging visitors with instant rewards (led by Tina Stroobandt). Case: STEP: GPS driven smartphone game
3. Sustainable tourism: an agent of change and positive deviance (led by Manda Brookman). If you have either a fantastic, or a terrible, example of communicating sustainability, bring it along and we will dissect why it's good, or bad. And: if you have a really frustrating communications problem you'd like to solve... such as encouraging people to turn lights off, or not fly, or walk instead of drive...bring it along and we'll use the collective force of the group to find some possible solutions!
4. Turning sustainable communication into a visitor experience: Inspiration for innovation in communicating sustainability (led by Mylènevan der Donk). How can you reach the visitor effectively? The workshop focuses on examples and tools for thinking differently about existing products.

