



EUROPARC CONFERENCE 2022

2.-6.5.2022 | NATIONALPARK NEUSIEDLER SEE - SEEWINKEL | AUSTRIA

COMMUNICATING IN THE 21ST CENTURY:  
QUESTION YOUR MINDSET!

# Weaving green storylines

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urban ecology citizens' initiative  
zero waste community



zero waste and environmental  
regional platform





challenges





**informational overload**

not seeing the forest for the trees





## question of our perception

what we see, we name,  
we relate to, we understand,  
we protect and cherish



## eco-anxiety

a chronic fear  
of environmental doom



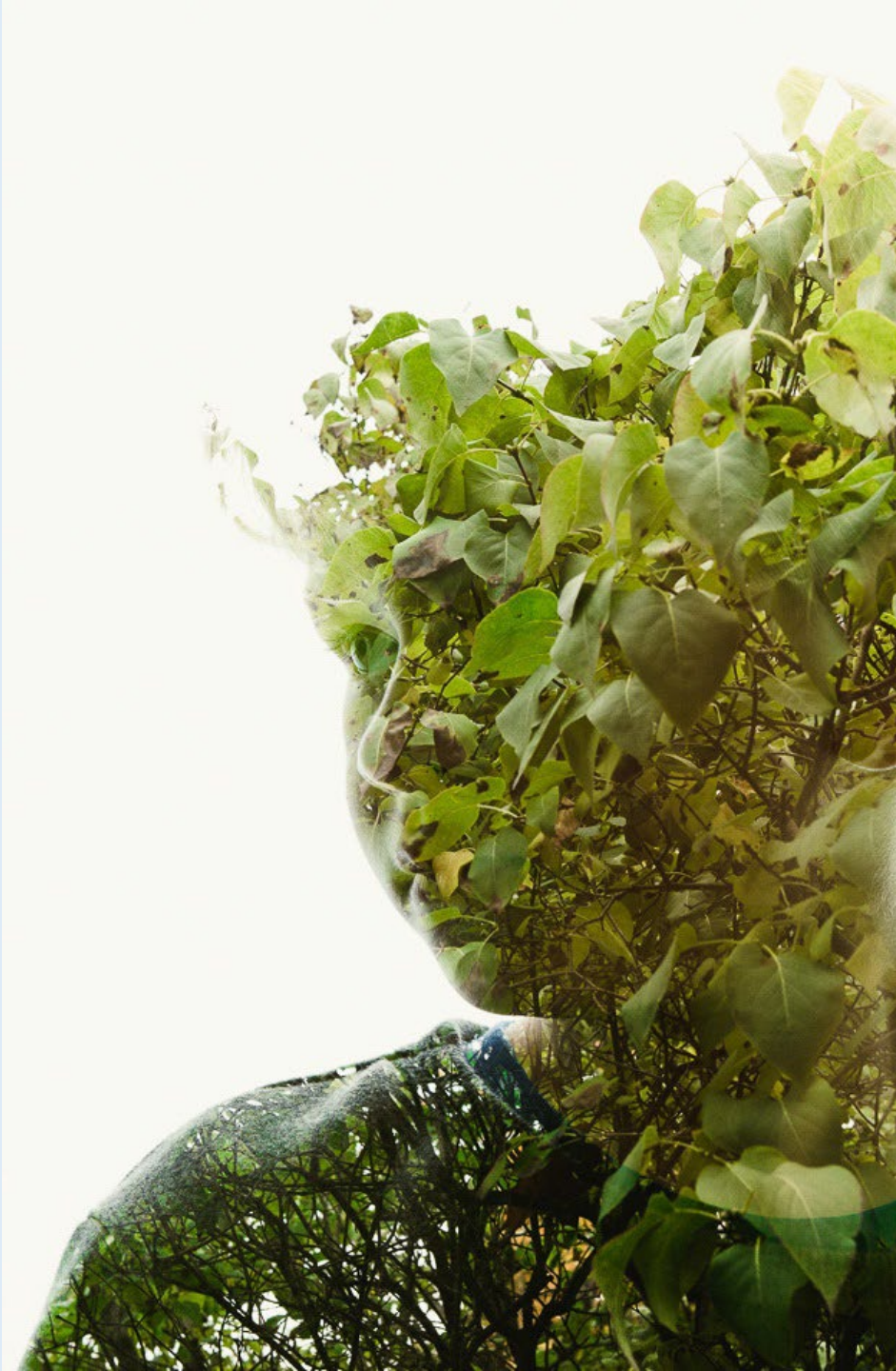


idealization of natural world

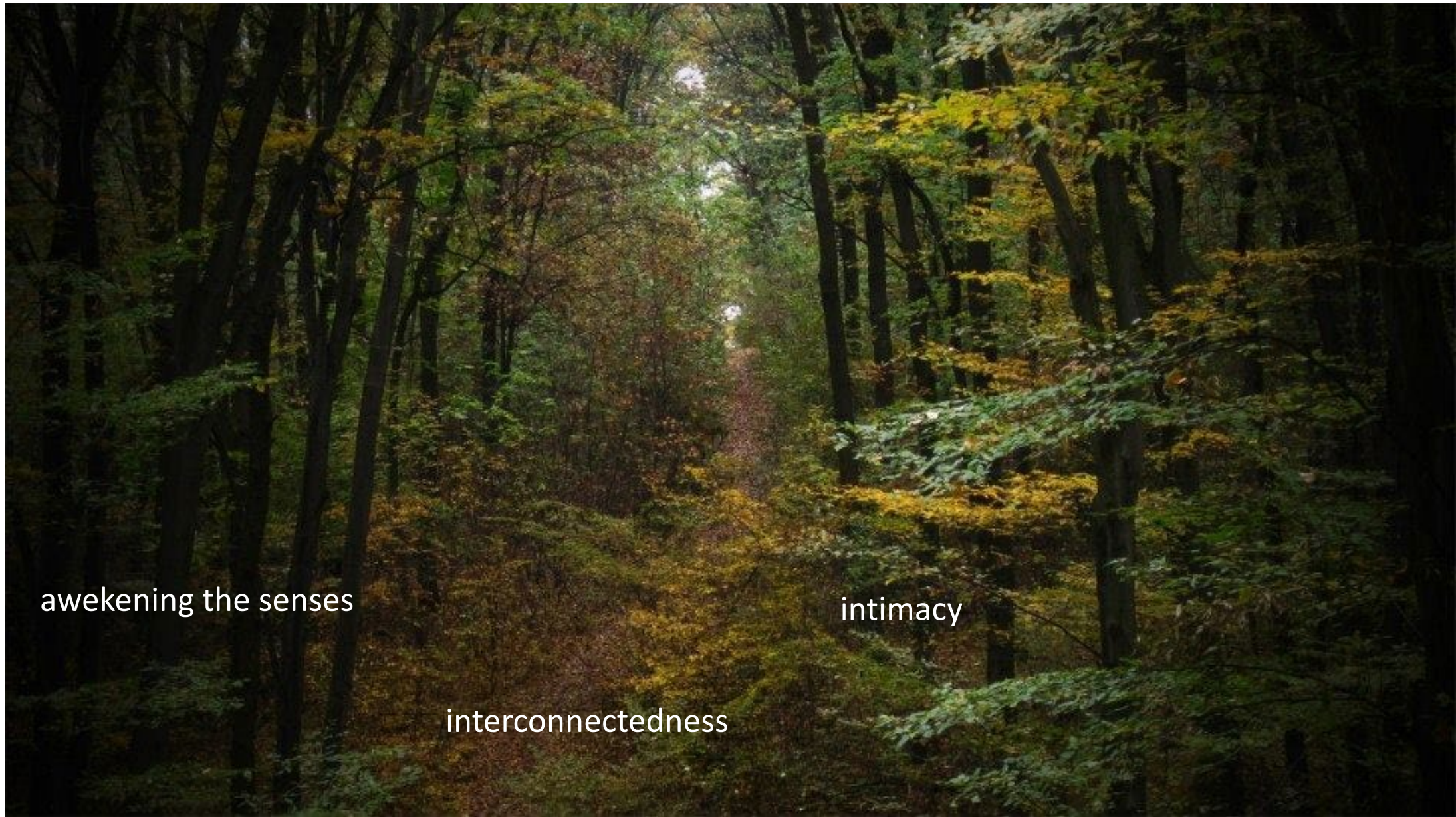




ideas







awakening the senses

intimacy

interconnectedness



**living words for the living world**

adjusting the way we speak about the nature





**preceiving 'the invisible' nature**

/re/connecting





stories not data





beyond reduction of negative impact





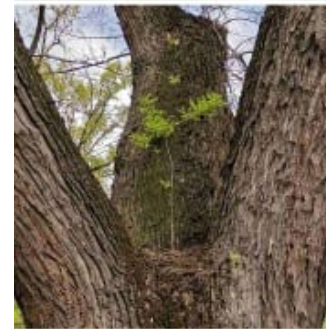
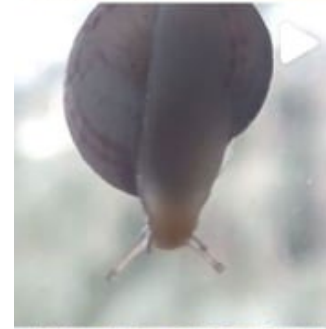
techniques



## repeating

coming back to certain stories, issues  
again and again from different angles

nuances invoke intimacy



## calendar

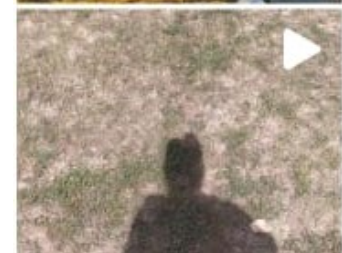
recurring phenomenon, seasonality,  
also - first time this year

## awakening the senses

embodying the stories

## specificity

describing the specific, the particular  
using specific not general words  
(ex. site specificity, species, weather conditions...)





## the hardest thing

connecting the dots: flower, mowing, butterfly,  
my child, beauty, life cycles



## connectedness

our intelligence, emotions, senses -  
closely following stories from nature





**realness**

share the good and the bad

**serious or light**

both

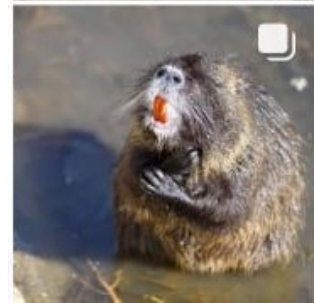


## **team - community - network**

share who you are and what you do – team,  
share stories from your network.  
root yourself in your community

## **grow and develop the virtual community**

engage, answer, comment, listen





**beyond of that what is protected**

human world, cities and their connection and influence  
remembering, feeling the interconnectedness











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thank you !



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## **COMMUNICATING IN THE 21ST CENTURY: QUESTION YOUR MINDSET!**

The need to further develop nature protection and strengthen sustainability efforts resonates with sense of environmental urgency at this historical moment. Healthy, thriving Protected areas are offering us one of the best ways to learn about interconnectedness and resilience. How to spread messages we are receiving from nature and how to help people establish and enrich meaningful relationship with the landscape – these questions inspire me.

What are challenges and possibilities of ecological communication in these times of ecological crisis? How can we question our accustomed attitudes and create new ways of conveying inciting messages? ‘Words create worlds’ – so with the help of oaks, rain and blackbirds let’s weave threads of new, transformational green stories.