

Communications and Marketing Plenary Session

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RCE Saskatchewan: Communication Ideas and Strategies

- *Use existing communication expertise and vehicles*
 - Media Relations of University of Regina prepared media strategies, releases, and interviews for key events
 - Royal Saskatchewan Museum placed billboard sign on corner of main city intersection for RCE event
 - E-mail distribution lists of partner organizations
- *Don't forget face-to-face communications*
 - Identify individuals with expressed ESD interest among potentially supportive organizations
 - Build on what they can and want to contribute

Promoting ESD as a Cause (vs. Marketing a Product)

- *Promote key messages*: what moves your members to participate in your RCE?
 - Academic Message: RCE initiative a new model of knowledge production (the next Royal Society)
- *Promote both a regional and global identity*:
 - We are participants in a *global community of communities*
 - RCE Saskatchewan logo (a regional symbol) used alongside UNU RCE logo on:
 - business cards, letterhead, website, recognition certificates, portable items, & interpretive panels

Promotion (Continued)

- *Promotion of Other Organization & Communities*
 - Move RCE Saskatchewan events to different communities (Regina, Saskatoon, Craik) and different hosting partner organizations (education, government, business, non-profit)
 - Promote global network of RCEs and UNU-IAS
- *Ongoing Promotion of Regional ESD activities and RCE Accomplishments*
 - RCE Saskatchewan Recognition Event (Nov. 2008)
- *Promotion of Knowledge Generated by the RCE*
 - Document as much as possible and make it easy for all
 - Can use a content management system for your website

Communication Challenges

- *“Education” not understood broadly and “Sustainable Development” (SD) not precise*
 - Response: Promote what SD means for your region
 - RCE Saskatchewan: 7 issue areas and 2 overarching themes
 - Themes cut across educational and organizational divides
- *Changing culture of communication*
 - How through the RCE's communications do we build capacity of other organizations while building our own?
 - Response: simultaneously promote ESD projects, RCE partners & supporters, and the global RCE initiative
 - Show why the RCE is a good way to do what one wants to do



RCE
SASKATCHEWAN

RCE **Regional Centre of Expertise on Education for Sustainable Development in Saskatchewan**

RCE Saskatchewan was formally recognized by the United Nations Secretary-General on January 12, 2007. Subsequent to this recognition, RCE Saskatchewan has been a member of the United Nations Global Compact since March 1, 2007.

Where is RCE Saskatchewan?
Regional Centres of Expertise (RCEs) are world-wide programs that provide leadership in education for sustainable development and RCE Saskatchewan is the only one following the United Nations' (UN) guidelines for implementation of the concept.

How is RCE Saskatchewan?
The RCE program is a global initiative of the United Nations Secretary-General. RCEs are established in the United Nations' (UN) Global Compact.

What is Sustainable Development?
Sustainable Development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

What kinds of education are included?
Education for Sustainable Development (ESD) is provided through various channels: formal education (schools, colleges, universities), non-formal education (workshops, seminars, conferences), and informal education (media, community events, etc.).

Be Part of RCE Saskatchewan! Find out more at www.rcesask.ca

RCE Saskatchewan will initially focus on 6 themes:

- Climate Change
- Water
- Waste
- Energy
- Transportation
- Land Use

Logistics:
RCE Saskatchewan is a non-profit organization. It is a registered charity under the Income Tax Act (R.C.S.P. 800-461-1000). It is a member of the United Nations Global Compact.

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