
Communicating the Environment to Save the Planet

Maurizio Abbati

Communicating the Environment to Save the Planet

A Journey into Eco-Communication

 Springer

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Natura est vita memoriae, magistra vitae est.
Inspired by Marcus Tullius Cicero

To my parents

Foreword I



Monaco, 18th April 2018

“People protect and respect the things they love, and to make them love the sea, arousing their sense of wonder is as necessary as educating them”.

These words of Captain Cousteau, who for almost 30 years was director of the Oceanographic Museum of Monaco, sum up perfectly the way in which the question of the environment has to be approached nowadays.

When faced with challenges that call for the participation and involvement of the greatest number of people, when faced with matters that involve the very essence of our ways of life, and when faced with issues that influence every aspect of our societies, it is indeed imperative to work collectively—in other words, altogether, without letting anyone fall by the wayside.

No matter what our resources, our goodwill, and our determination to act, we cannot save our planet unless we take on board this essential requirement.

In this context, communication is therefore much more than an adjunct: it is an integral part of the work of those who, like me, have made it a duty to conserve the environment. Thus, while it is obviously not a replacement for action, it does deserve to be treated as one dimension of action, in its own right.

That is what this book spurs us to do, through approaching these issues in a way that is educational and, at the same time, functional. Showing the fundamental mechanisms of communication, exploring the many links in the chain of which it is composed, and suggesting ways to take ownership of it and to avoid the many pitfalls that lie in wait: what we have here is a vital strategy, and all those involved in defending the environment will benefit from taking ownership, if they want their action to have a real impact on society.

That is why I wanted to support this book and to support above all the methods used by Maurizio Abbati, who approaches these issues with a strategy that is simultaneously clear and precise, comprehensive, and practical.

The objective is to ensure that environmental questions continue to feed debate; that the greatest number of people becomes empowered; and that we can, altogether, bring about change!

H.S.H. Prince Albert II of Monaco

Foreword II



SCUOLA DI GIURISPRUDENZA

Bologna, 22nd November 2017

During the years [...], I have been tutoring and training Maurizio Abbati in his academic career as Transportation, Air and Maritime Law Professor and Dean of the Faculty of Law of Bologna University.

I could appreciate his serious, committed, and capable skills together with a very good relationship and interaction with other people.

His professional career brought him to improve communication skills and enabled him to write essays and articles and hold conferences about the *Environment* and *Sustainability* in different cities, both in Italy and abroad (Venice International University, Krakow *Jagiellonian* University), as well as to successfully complete European projects for some Italian administrations.

At present, after a further specialization in journalism, he is a qualified journalist for magazines in the Principality of Monaco, France, and Italy, without forgetting his environmental commitment being the focus of many of his works. In fact, he is now the author of this book *Communicating the Environment to Save the Planet*, a very innovative and multidisciplinary approach that, in a fluent and harmonious way, makes the reader have a precise idea of how a correct communication can highlight the Environmental and Sustainable issues dealing with different fields (e.g., *Environment* and journalism; *Environment* and green & circular economy, law, architecture, art, cinema, music).

Thanks to this “*eco-communication*” the reader will be more aware of this important topic and he will be ready to use good practices to keep the place he lives healthier and healthier.

To sum up, I praise his commitment and efforts in undertaking such a kind of challenge by writing a book which will be propaedeutic for students and a useful tool for scholars, professionals, and all those who want to know more to preserve the Planet Earth.

I would greatly appreciate if his book, mentioned above, could be taken into due consideration.

Professor Stefano Zunarelli
Transportation, Air and Maritime Lawyer and Law Professor at Bologna University.
Former Dean of the Faculty of Law of the same University.
Technical Adviser at United Nations Commission on International Trade Law
– UNCITRAL; at International Maritime Association – IMO; at European
Commission - EC; at Italian Ministries of Transport and Justice.

Credits

This manual is the result of a 2-year personal dedication and research, but I cannot help thanking all those who contributed to its building up, in particular:

- the national and international professionals I have interviewed;
- the Copyright holders of the visual elements;
- any other stakeholders;
- my family and my friends.

I wish to express my everlasting gratitude to *Prince Albert II of Monaco Foundation* for honouring me with His valuable endorsement and to Professor *Stefano Zunarelli* of Bologna University whom I have known, with high regard, since the Law School.

Finally, my special thanks to *Springer Nature International Publishing* and in particular Ms. *Johanna Schwarz*, Senior Publishing Editor at Springer International Publishing, and Ms. *Dörthe Mennecke-Bühler*, Assistant Editor at Springer International Publishing, for their trust and constructive help during the editing phase.

The simple aphorism: “*Think like a wise man but communicate in the language of the people*”, by the Irish writer, poet, and playwright *William Butler Yeats* (1865–1939), contains within itself all the complexity of an action that actually has always accompanied the history of man allowing him to live with the others: communication. But how to make it in an effective way? Which instruments or Media are to be used? How to adapt the language to the addressee’s code? How to verify whether the recipient has correctly understood the message?

Communication is an increasing need, a value, a right and a duty, and a fundamental requisite to survive and to find our way on which our success or failure may depend. But it is also an instrument to make people reflect on vital issues as the survival of the Ecosystem Earth which Man belongs to: that is the *Environment*, the Sustainable Development and the Climate Change.

From these premises, *Communicating the Environment to Save the Planet* focuses deeply on the theme of “*Communicating the Environment*” with an innovative and practical *approach* able to point out the main elements which characterize the “*chain of communication*”, its potential criticalities and possible solutions to communicate the *Environmental* and *Sustainable issues* in a simple, synthetic, objective, clear, and flexible way.

Eco-communication in fact is not an activity taken for granted, but it implies professional training and responsibility. How can the journalist influence his readers raising *Environmental* and *Sustainable awareness*? How can he give credibility to the *Environmental messages* conveyed by the *online Media*? Can the *Social Media* convey *Environmental* and *Sustainable values*? Can the images and any other form of artistic creativity “tell the Environment” and become icons of an “eco-sustainable revolution”? In the world of *Green* and *Circular Economy* how can we protect ourselves from the risk of *green washing*? How can we make the *Environmental message* a public *medium* to communicate at the citizens’ service? How can we guarantee a qualified Environmental Communication at the level of multiple event management and legal language?

These are some of the main issues we dealt with in the manual, including some exclusive testimonies in “*The Interviews with Professionals*” and practical “*Case Studies*” parts. A *social community* is composed of university professors, consultants, architects, engineers, legal professionals, journalists, economists, artists, and musicians. To communicate the *Environment* and *Sustainability* in a proper way is a fundamental instrument. It means to convey our own commitment in the *Environmental* and *Sustainable field* through a suitable Communication Plan, to catch the audience’s attention by stimulating their emotions, conveying good examples, and make our recipient more responsible, be surprised and part of all this, while increasing his knowledge and awareness on eco-sustainable issues thus implementing an *eco-conscience*.

Communicating the Environment to Save the Planet, then, invites the reader to make a journey to the discovery of the *Environmental Communication*, starting from new hints. A starting point to raise awareness of our new role of *eco-communicators* and to do it even better we need *to network* with qualified subjects.

Maurizio Abbati

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