

# Communicating Water Trends & Innovation to Engage Locals and Tourists

Malta, 12-13 November 2019

## Best practices in non-profit communication

Alex Kandarakis

Global Water Partnership –  
Mediterranean

12.11.2019



# Actual communications?

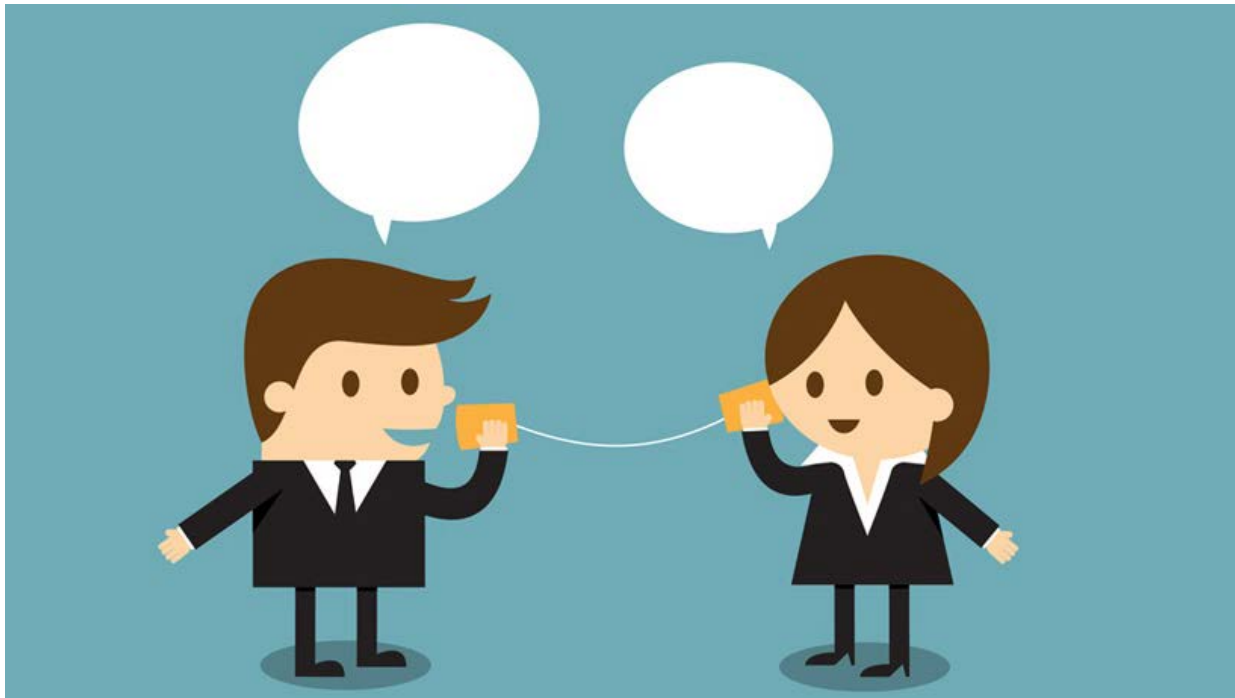


CURATTI

# Good communications: a 2-way process



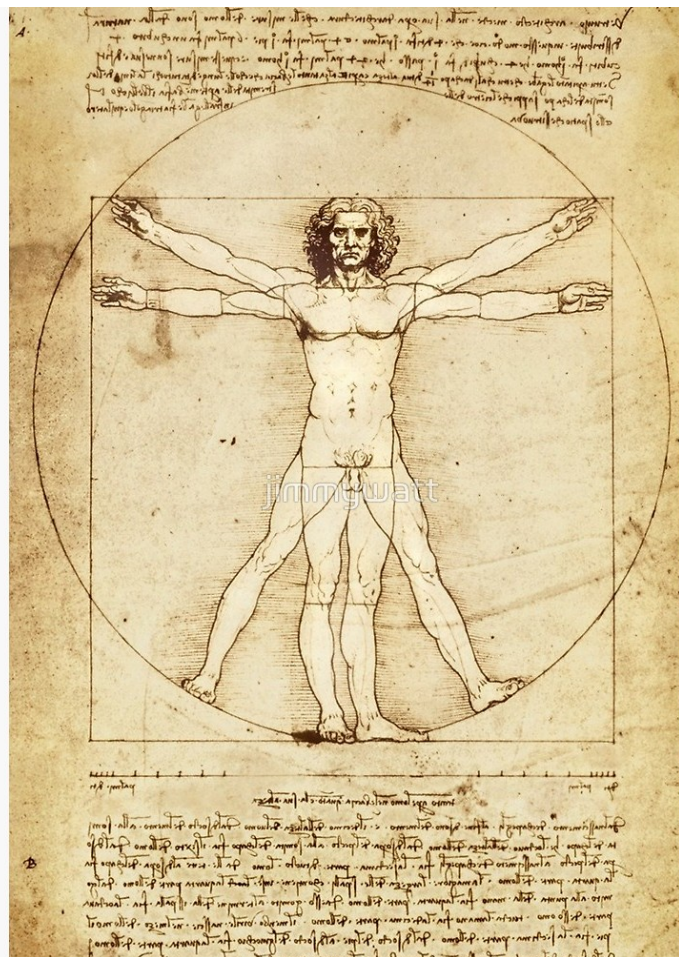
Good communications: Not *just* what I want to say  
*But*, also, what my audience will understand



# Know your audience

## Practical information & values, fears, goals, challenges

## What is the journey your audience needs to take to reach the desired action?





Good communication: it needs to matter

Logic + Emotions

“Brushing your teeth with the tap running **can waste 15 litres of water a day**”

“Brushing your teeth with the tap running **can waste more water than many families have in a day.**”

But always respect scientific accuracy...

# The Telegraph

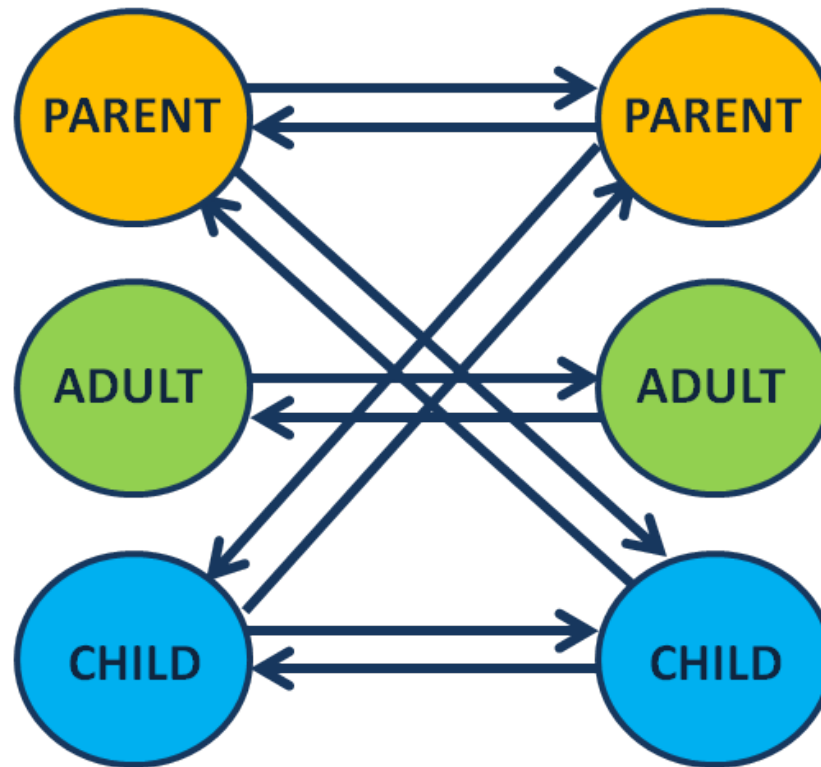
Home Video News World Sport Business Money **Comment** Culture Travel Life Wo  
Blog **Columnists** Personal View | Telegraph View | Letters | Cartoon Archive | My Telegraph | Pol

HOME » COMMENT » COLUMNISTS » CHRISTOPHER BOOKER

Climate change: this is **the worst scientific scandal** of our generation

Our hopelessly compromised scientific establishment cannot be allowed to get away with the Climategate whitewash, says Christopher Booker.

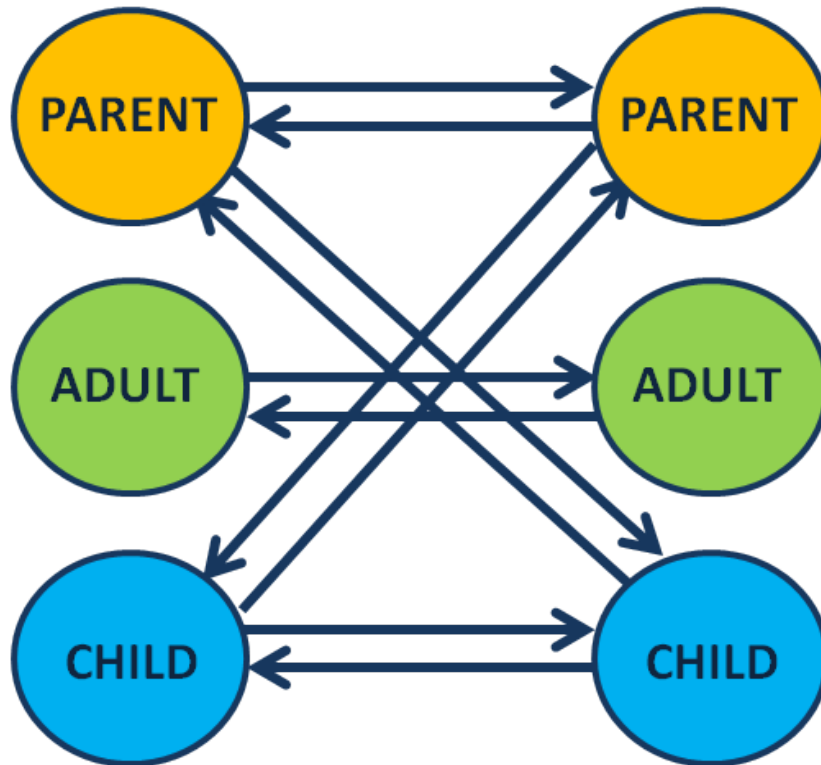
# Good communications: respect different personality levels



**Eric Berne,**  
Transactional  
Analysis



# Good communications: speak to all personality levels



Right and wrong

Actual options, actions  
& results in the real  
world

Fun; exciting; emotional

Let's discuss...

The communications of climate change.

## Some conclusions:

Speak to your audience

Use the audience's energy & motivation

Provide broader meaning

Allow a sense of ownership

Balance reason and emotion

Show the results of positive action

# NCWR

NON CONVENTIONAL WATER RESOURCES  
- PROGRAMME IN THE MEDITERRANEAN -

Join us on :



NCWRProgramme



GWPMed



[www.gwpmed.org](http://www.gwpmed.org)

[www.gwpmed/NCWR.org](http://www.gwpmed/NCWR.org)

[secretariat@gwpmed.org](mailto:secretariat@gwpmed.org)



Global Water  
Partnership  
Mediterranean