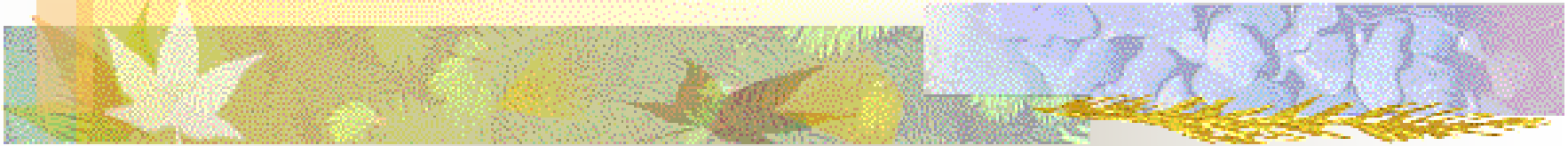


Pollution Prevention Outreach:



Looking Forward

Chris Wolnik

Canadian Centre for Pollution Prevention



C2P2 Expertise in Education and Outreach

- www.c2p2online.com
- Newsletters
- Information Enquiries

Presentation Outline

- Where are we at ?
- What do we want to achieve ?
- How do we get there ?



Outreach-Definition

- **out.reach**

Pronunciation: 'aut-"rEch

Function: *noun*

Date: 1870

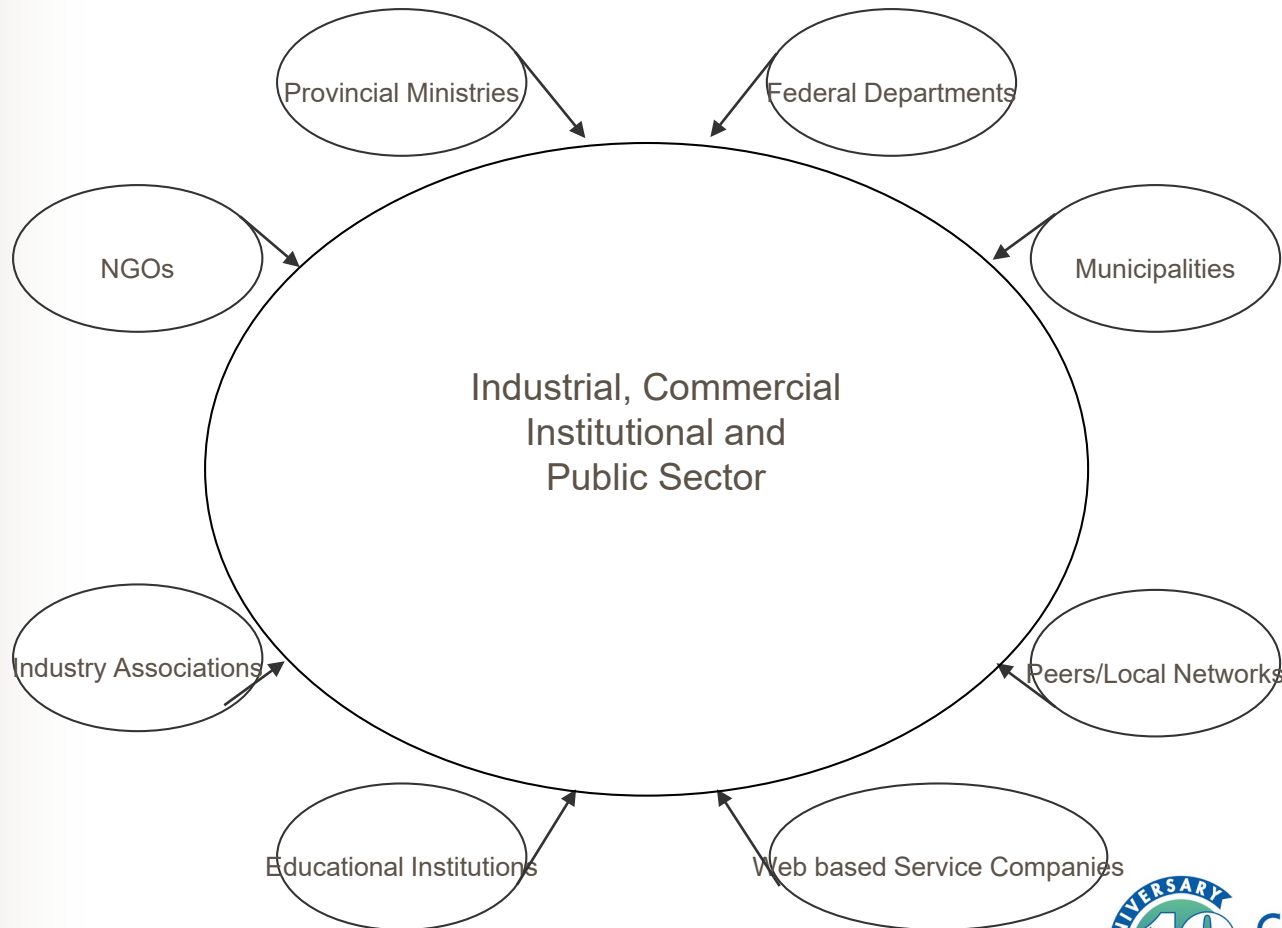
1 : the act of reaching out

2 : the extent or limit of reach

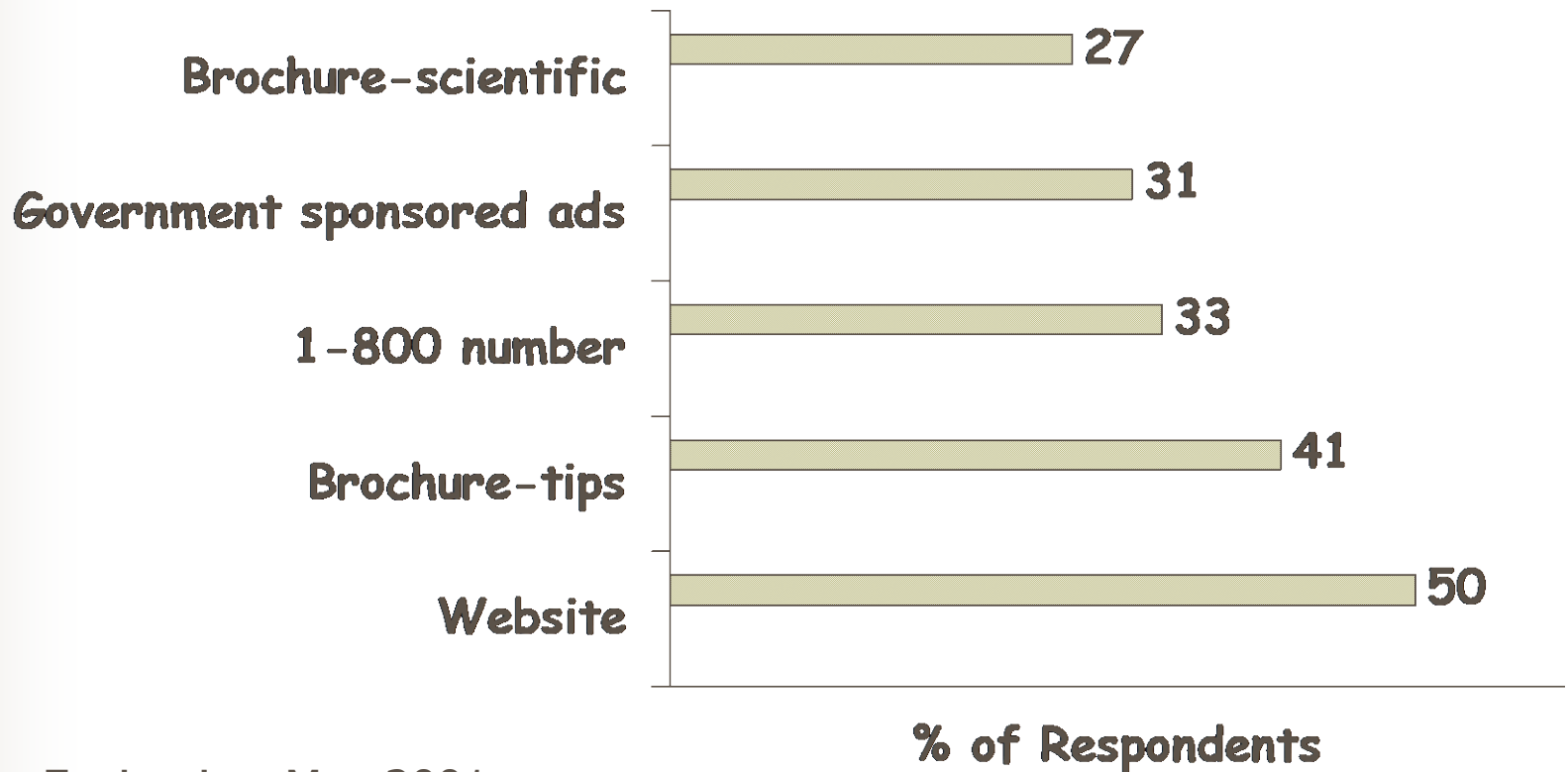
3 : the extending of services or assistance beyond current or usual limits



P2 Outreach Providers



Methods of Providing Environmental Information



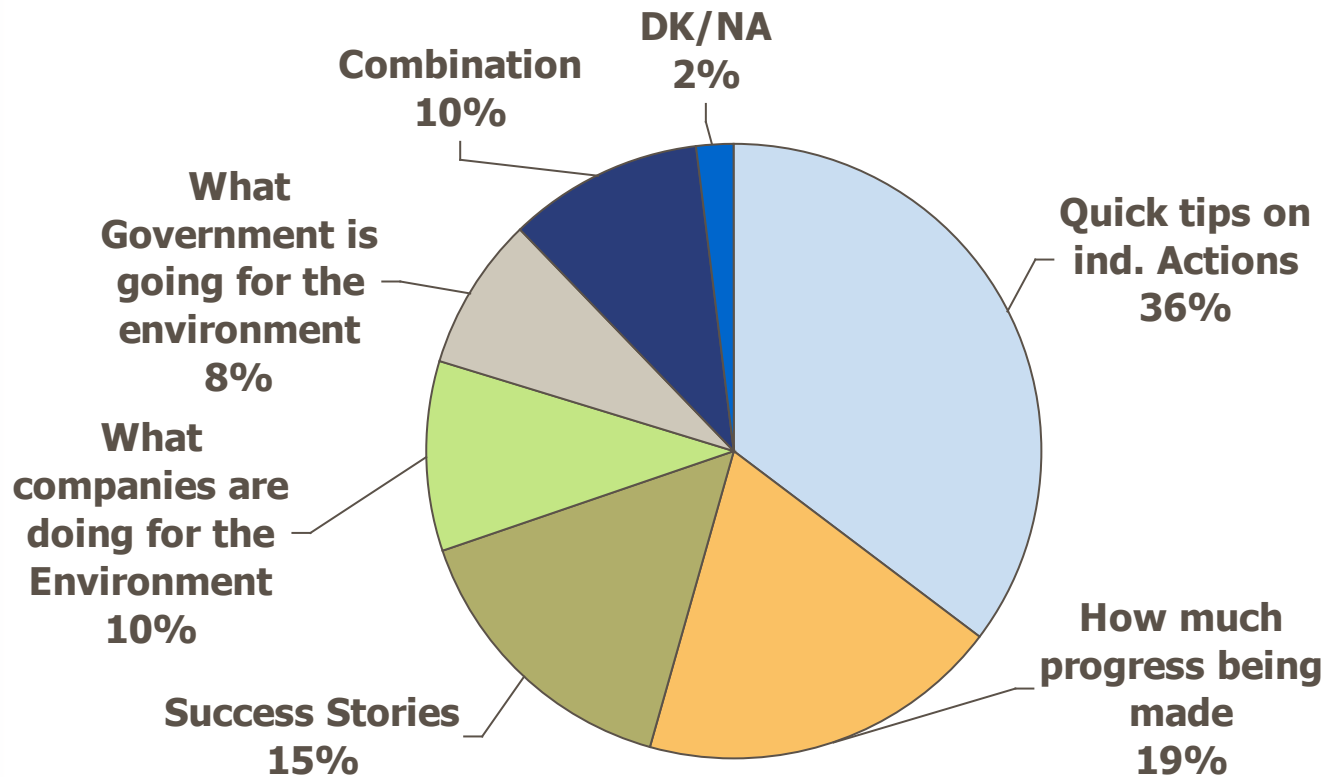
* from Environics- May 2001

Canadian Public Opinion on Env. Info



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for Pollution Prevention

Information Needs- Interests

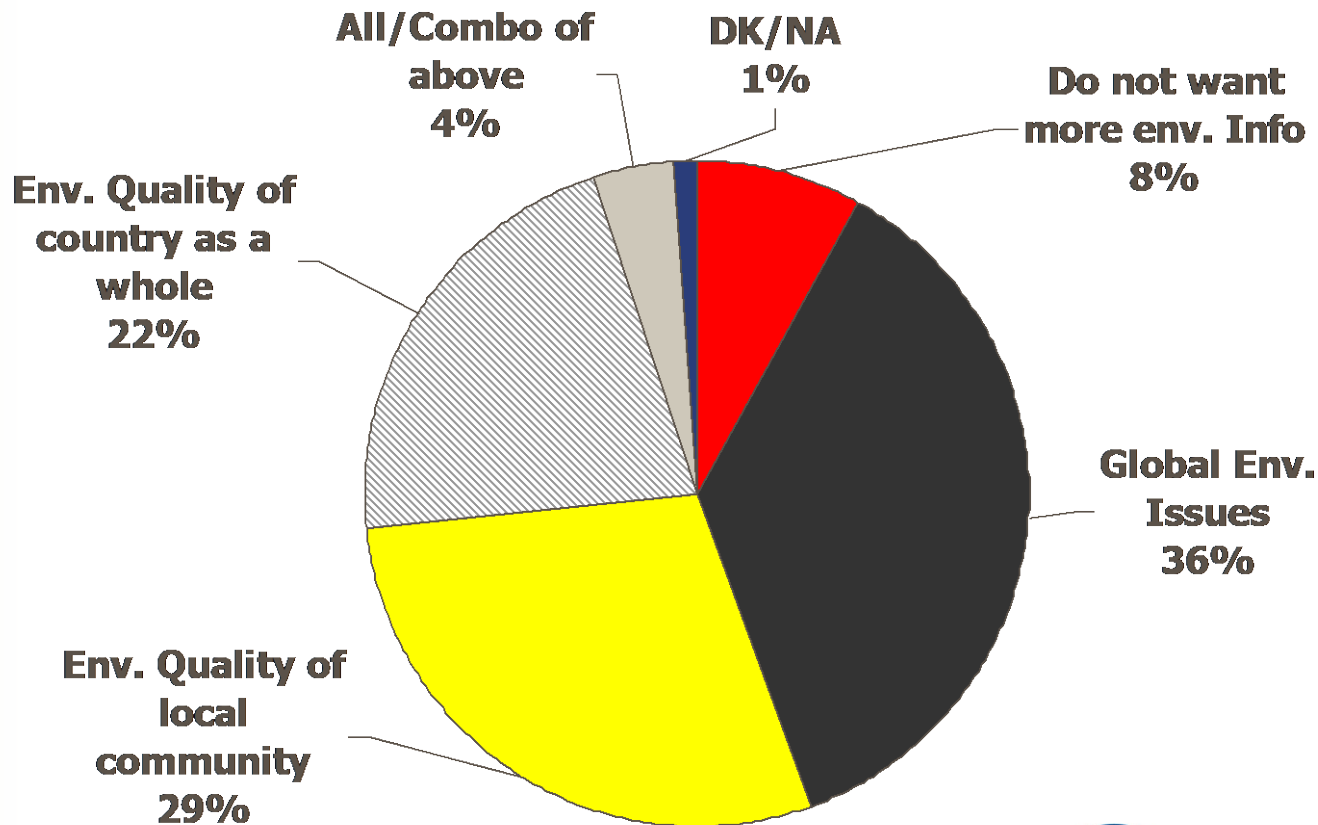


* from Environics- May 2001



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Information Needs- Priorities



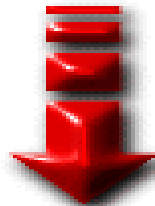
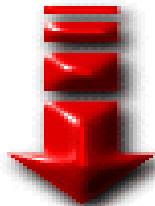
* from Environics- May 2001



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What do we want to achieve ?

- Easy, unlimited access to info on
 - ◆ alternatives, practical tools, successes

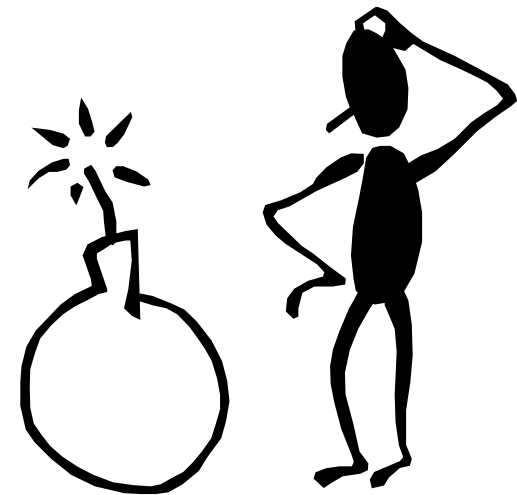


- Empower
- Integrate
- Capacity to contribute to improvement



Barriers to Change

- Informational based outreach not enough
- Changing behaviour difficult
- Need more means of amplifying benefits



Challenges to P2 & Environmental Communication



- Accuracy, objectivity and credibility
- Cutting through the clutter
- Timeliness
- Non technical audience
- Integrating environmental education into other fields
- Engaging the media

Where do we go from here?

- Explore outreach delivery efficiencies
- Build stronger partnerships
- Foster community champions
- Think globally



Canadian Environmental Educators: NGOs



ATLANTIC
COASTAL
ACTION
PROGRAM

First Nations Environmental Network



25 years
25 ans
1977-2002
Canadian Environmental Network
Réseau canadien de l'environnement



**Canadian Centre
for Pollution Prevention**



Canadian Information System for the Environment (CISE)

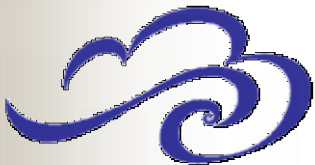
- Task Force Report October 2001
 - ◆ recommendations on the design and implementation.
 - ◆ recommendations call for a national, more shared and strategic approach to collecting, managing, assessing and disseminating environmental information.



Canadian Centre
for Pollution Prevention

Community-based environmental information system

We're looking for your help.



POLLUTION PROBE
CLEAN AIR. CLEAN WATER.

We'd like to know your interests about our community's environment.

Contact the **Canadian Centre for Pollution Prevention at 337-3423** by February 15th to find out how you can participate in one of a small number of focus group sessions that will be held in Sarnia on February 21 and 22.

The sessions will take about 2 hours.

Register early to avoid disappointment.

This initiative is led by Pollution Probe and local partners to bring important environmental information to the Sarnia-Lambton community in a clear and simple format.

Local partners are:

Canadian Centre for Pollution Prevention
Sarnia Environmental Advisory Committee
Sarnia Lambton Environmental Association



Canadian Centre
for Pollution Prevention




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Friday August 09, 2002



Pollution Prevention World Information Network

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About Us

- Launch of P2WIN
- Advisory Group
- Technical Expertise
- Directory of Roundtables
- Blueprint for Success
- Workgroups
- Tools and Resources
- Conferences
- News

Find out about the Pollution Prevention World Information Network (P2WIN) and the importance of strengthening partnerships among pollution prevention and cleaner production organizations.

P2WIN- a global network bringing together pollution prevention roundtables and cleaner production networks to strengthen partnerships, encourage innovation and take collective action.

- **Launch of P2WIN**
- **Advisory Group**
- **Technical Expertise**

Internet

Start | Inbox ... | Micro... | Micro... | Acrob... | Explor... | Poll... | 2:59 PM



Final Thoughts

- Environmental outreach needs will continue to evolve
- For sustained change, P2 Outreach will need to adapt and grow
- Little changes lead to BIG results

