

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 5

Your friend is planning his 20th birthday party on the beach and is going to invite all of your friends, most of whom are in their late teens and early twenties, and ready to have fun. Your friend is telling you about his plans to rent some jet skis for everyone to use at the party.

You, too, are looking forward to getting everyone together and having some fun, but the notion of jet skis repulses you. You

volunteer for an environmental NGO and are working on a climate change project. You are passionate about the issue and want to be an example to everyone for how people of all ages can reduce their carbon footprints. You feel strongly that jet skis at a party are an unnecessary waste of fossil fuels and sending the wrong message to young people about how to have fun without damaging the environment. Your friend is really excited about his jet ski idea, has been saving up for months and even told a few people about it. How do you bring up this issue with him? (Please consider goal(s), message, approach, channel of communication, timing, any additional people to involve, and who the best messenger is.)



Source: Seychelles News Agency