



Workshop 2: Common Messaging for Natural & Nature-Based Solutions

Continuing Education Credits: Course Information

Workshop Series:

Nature-Based Exchange

Date of Workshop & Duration:

July 27, 2022

9:00am - 12:00pm (3 hours)

Course Title:

Common Messaging for Natural & Nature-Based Solutions

Location:

Clemson Design Center,
Charleston, SC

Number of Professional Development Hours**(PDH) Earned:**

2.5

Sponsoring Organization:

Planners and PE's: ACE Basin NERR Coastal
Training Program/SCDNR
Landscape Architects: South Carolina Chapter of
the American Society of Landscape Architect

Course Description:

The second workshop in our Nature-Based Exchange workshop series is focused on common messaging. The goal of this workshop is to identify common statements that can be shared with different stakeholder groups to educate, engage, and inspire support and action around natural and nature-based solutions (NNBS) in South Carolina. Through several facilitated activities, participants will define the problems facing NNBS communication in South Carolina, determine target audience groups, and identify words and phrases appropriate to use for different stakeholder groups. The outputs from this workshop will be used to create a messaging strategy for NNBS specifically for South Carolina.

Learning Outcomes:

1. Participants will spend time critically thinking about specific problems facing natural and nature-based solutions (NNBS) in South Carolina and will be able to communicate overarching themes.
2. Participants will be able to identify target audiences for NNBS communication, including specific groups, organizations, and individuals in South Carolina.
3. Participants will have a list of words appropriate for communicating with different stakeholder groups about NNBS.

Facilitators:

The workshop will be facilitated by Theresa McClure and John Mitchell from HDR, Inc.