



Workshop ENSOr Awareness Raising



Flanders
State of
the Art

▶ Nele Bal – Ellen Luyten

WE MAKE
TOMORROW
BEAUTIFUL
OVAM

AWARENESS WORKSHOP: CONCLUSIONS AND NEXT STEPS

- ▶ What are the issues – bottlenecks with awareness on em con?
 - Complex issue – nobody takes decisions
 - From reactive policy towards pro-active policy + setting priorities
 - Silo thinking – everybody stays in compartment
 - Long-term effects versus short-term benefits
 - Lack of data – what are the real problems?
 - Other way assessment needed (e.g. effect based – holistic) - not only threshold value
 - When there are ‘no rules’ you have to find ways to encourage awareness
 - Overview of problem make it tangible
 - Japanese duizendknoop (Fallopia japonica)?

► Envision goals

- We urgently need data and knowledge to be/become aware
- Not only awareness on soil, but connect with water, groundwater, air, human & animal issues
- Focus on prevention next to curative approach
- Practical guidelines necessary versus (European) long term vision (also necessary)
- Urgency
- Sampling & methodology guidelines
- 'People will only react too late or when they are hurt' : define problem: what are the real and relevant problems?
- Monitoring obligation $\frac{1}{4}$ on samples/government as an example
- Bring data together
- Expert center/facilitating platform on emerging contaminants

▶ Target groups 1

→ Government: spider in the web

- × Needs to organize a clear and trans boundary plan of action with objectives for all target groups and brings the stakeholders together
- × Develops rules for new compounds (science based!)
 - develop 'em con' design for new products
 - assess long term effects on environment, not only on humans
- × Combats delusions of the day
- × Supports research and stimulates scientists to answer relevant questions
- × Gives incentives to industry to take their responsibility
- × Develops guidelines/legislation for the preventive and curative approach
- × Brings data and knowledge together
- × Gives and disseminates 'translated' knowledge and information to make the right choices (e.g. citizens, industry, professional and non-professional users of harmful products, ...)

▶ Target Groups 2

→ Industry

- × Follow 'Rules for new compounds'
- × Enough testing of new compounds on LT effects on the environment
- × PREVENTION !

→ Academia

- × Fill the gaps necessary for awareness
- × Develop new protocols, how to measure, to sample,...
- × Threshold values versus risk
- × Data are fragmented
- × Monitoring
 - To get Em con visible
 - How (e.g. couple blood samples with soil samples)

▶ Target Groups 3

→ NGO

- × Empower people to take action when there is a problem
- × Signal function

→ Citizens/households/consumers

- × Need for knowledge on the sense of urgency
- × Be aware - No need to panic
- × In need of 'informed choices' – fireplace or fleece? – what are the alternatives?

→ Consultants - eBSD

- × Need useful scenario's to inform clients
- × Need for extended 'standaardpakket' / standard analysis
- × Bridge between clients and government

► Set priorities

- Sampling & methodology guidelines
- Defining background levels
- Collecting data via monitoring + put them in 1 database
- Extend standard analysis
- Beyond threshold values (other kind of assessment)
- Short term Policy Framework Base
- Monitoring – widespread – combined with eg regional bloodsample monitoring
- Communication tools to express complexity,
- Show externalities and costs related to harmful effects

AGENDA WORKSHOP AWARENESS

- ▶ Welcome (2')
- ▶ Check-in (15')
- ▶ Why awareness raising matters (10')
- ▶ Input from you on challenges, target groups, goals, levers (35')
- ▶ Conclusions and next steps (10')
- ▶ Check-out (5')

AWARENESS RAISING WORKSHOP: INTAKE

- ▶ Introduction - Intake – Round of the table
 - Who are you? (Name – Organisation - Nationality)
 - What is your relation with emerging contaminants?
 - Why did you choose this workshop? Why is awareness raising important for you?
 - Do you practice (or have experience with) raising awareness in your job or daily life?

AWARENESS RAISING: WHY



MIJN LIEF HEEFT
BELOOFD NIET TE
GSM'EN ALS HIJ RIJDT

BELOOF HET OOK OP
BELOOFD.be



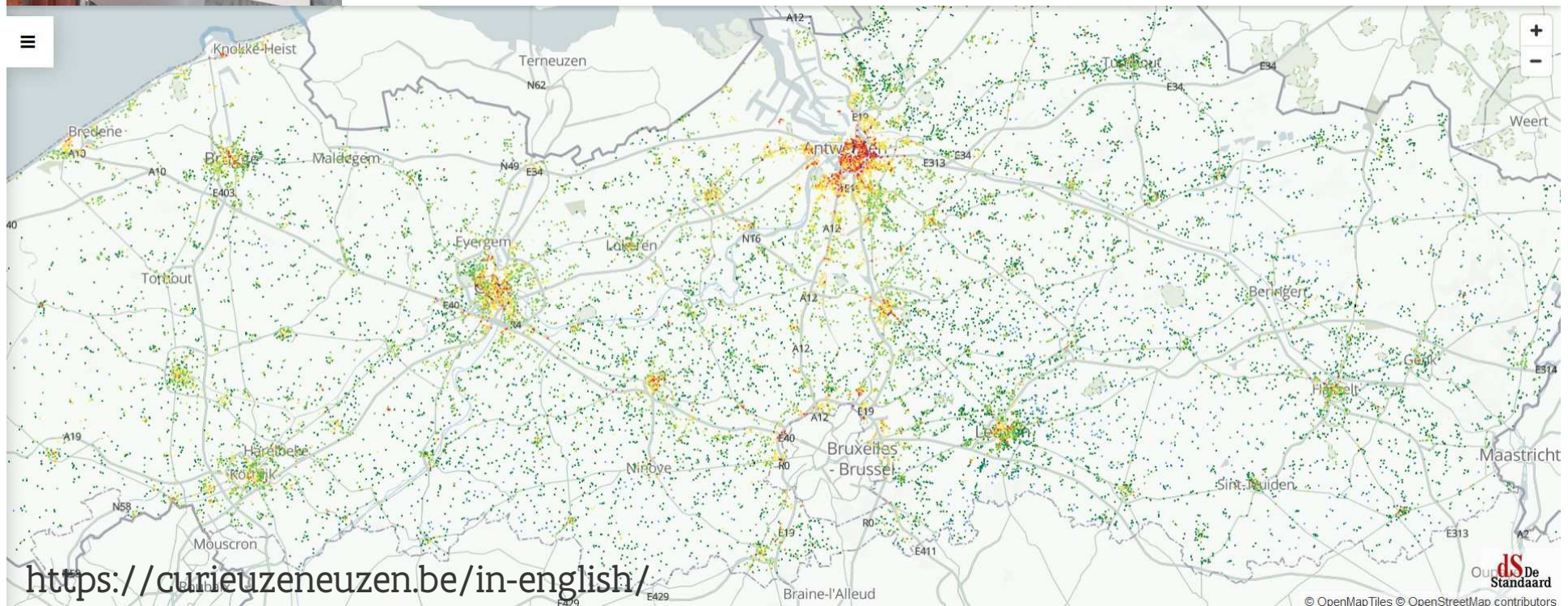
RODE NEUZEN DAG
DROOMT VAN RODE NEUZEN SCHOLEN

AWARENESS RAISING & citizen science: A STORY

▶ [Curieuzeneuzen trajectory as an example](#)



- Awareness of air pollution on a large scale – connecting
- Awareness on different levels
 - In between target groups
 - Brings nuance/knowledge in the debate
- Promoting action



AWARENESS RAISING ON EMERGING CONTAMINANTS: CHALLENGES



Inventory of awareness,
approaches and policy

Insight in emerging contaminants in Europe

Ministry of Infrastructure and Environment, the Netherlands
Public Waste Agency of Flanders, Belgium

23 February 2016

▶ www.emergingcontaminants.eu

▶ >500 experts asked to fill in the questionnaire. We received 12 answers

▶ **Interviews – meetings:**

- Lot of scientific knowledge
- Lack of monitoring data to check in reality
- No policy or guidelines

▶ **How to break this circle:**

- Work together
- Collect data
- Make guidelines



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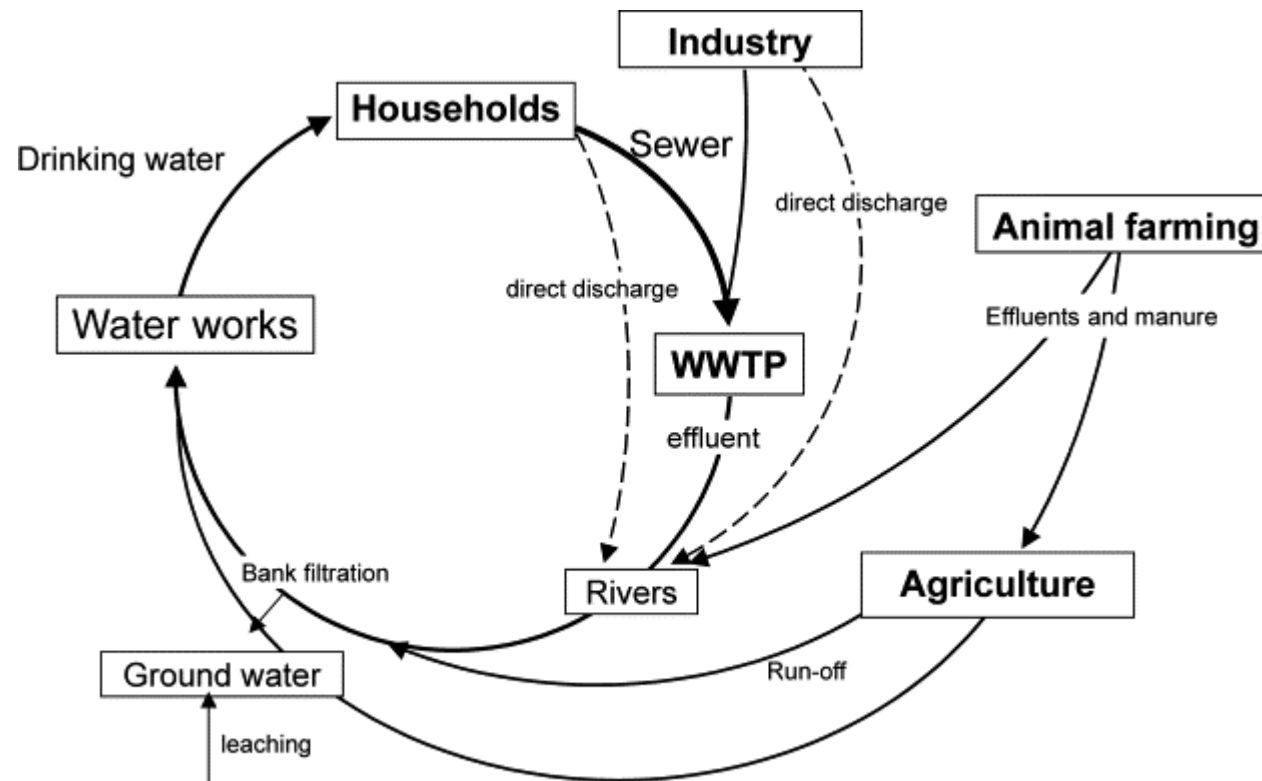
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- ▶ Do you think there is a problem with awareness on emerging contaminants? Why? (Or why not?)
- ▶ What are the most urgent challenges (or goals) on awareness raising (both preventive and curative)?
- ▶ What are the bottlenecks?



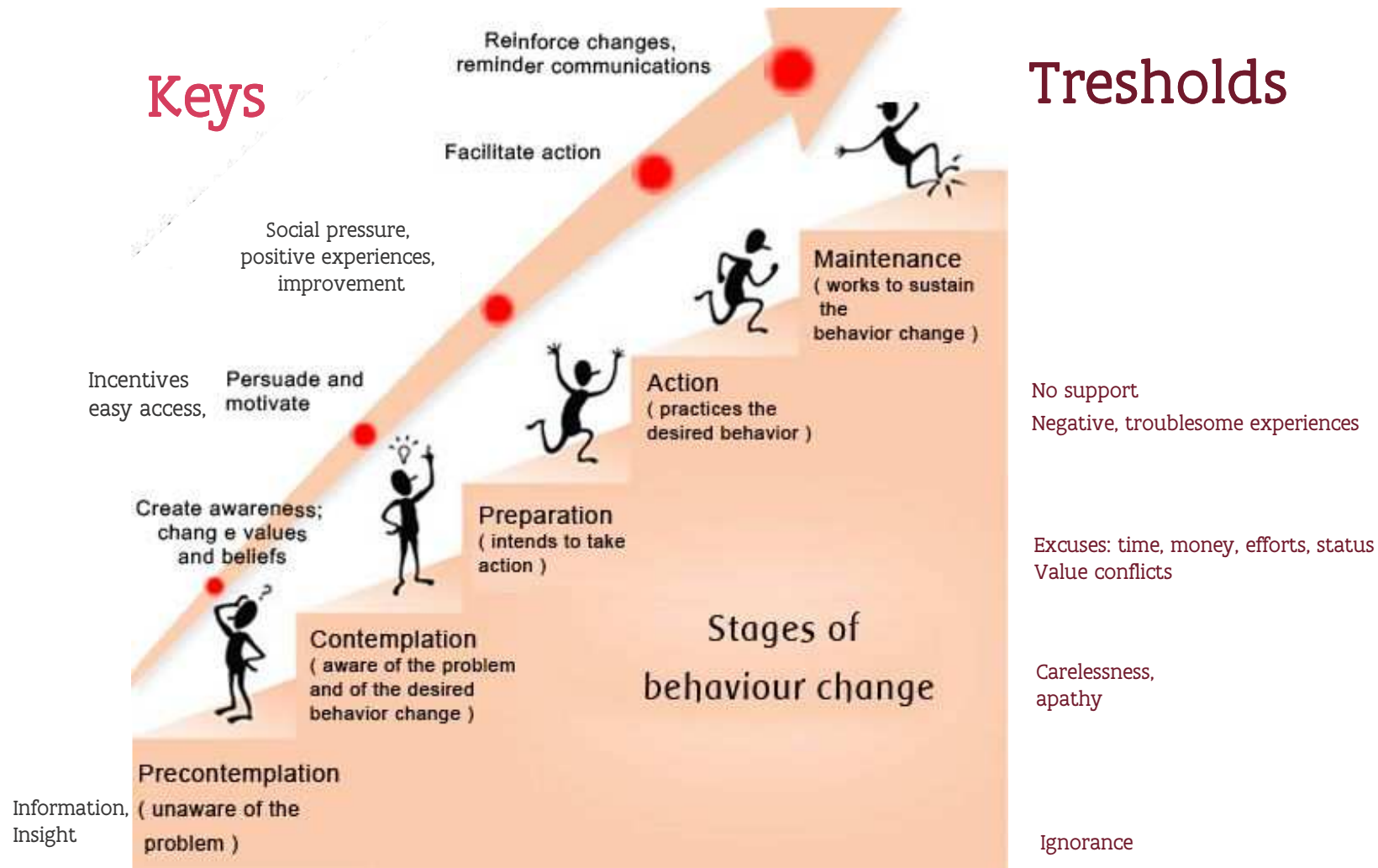
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AWARENESS RAISING ON EMERGING CONTAMINANTS: TARGET GROUPS



- ▶ Who needs to be aware?
- ▶ Which role does each specific target group have?
- ▶ How can they influence the impact of emerging contaminants?
- ▶ Which is the desired change in behaviour?

AWARENESS RAISING => CHANGE BEHAVIOUR



Keys

Thresholds

Stages of behaviour change

Information, Insight

Precontemplation (unaware of the problem)

Contemplation (aware of the problem and of the desired behavior change)

Preparation (intends to take action)

Action (practices the desired behavior)

Maintenance (works to sustain the behavior change)

Reinforce changes, reminder communications

Facilitate action

Social pressure, positive experiences, improvement

Incentives easy access, Persuade and motivate

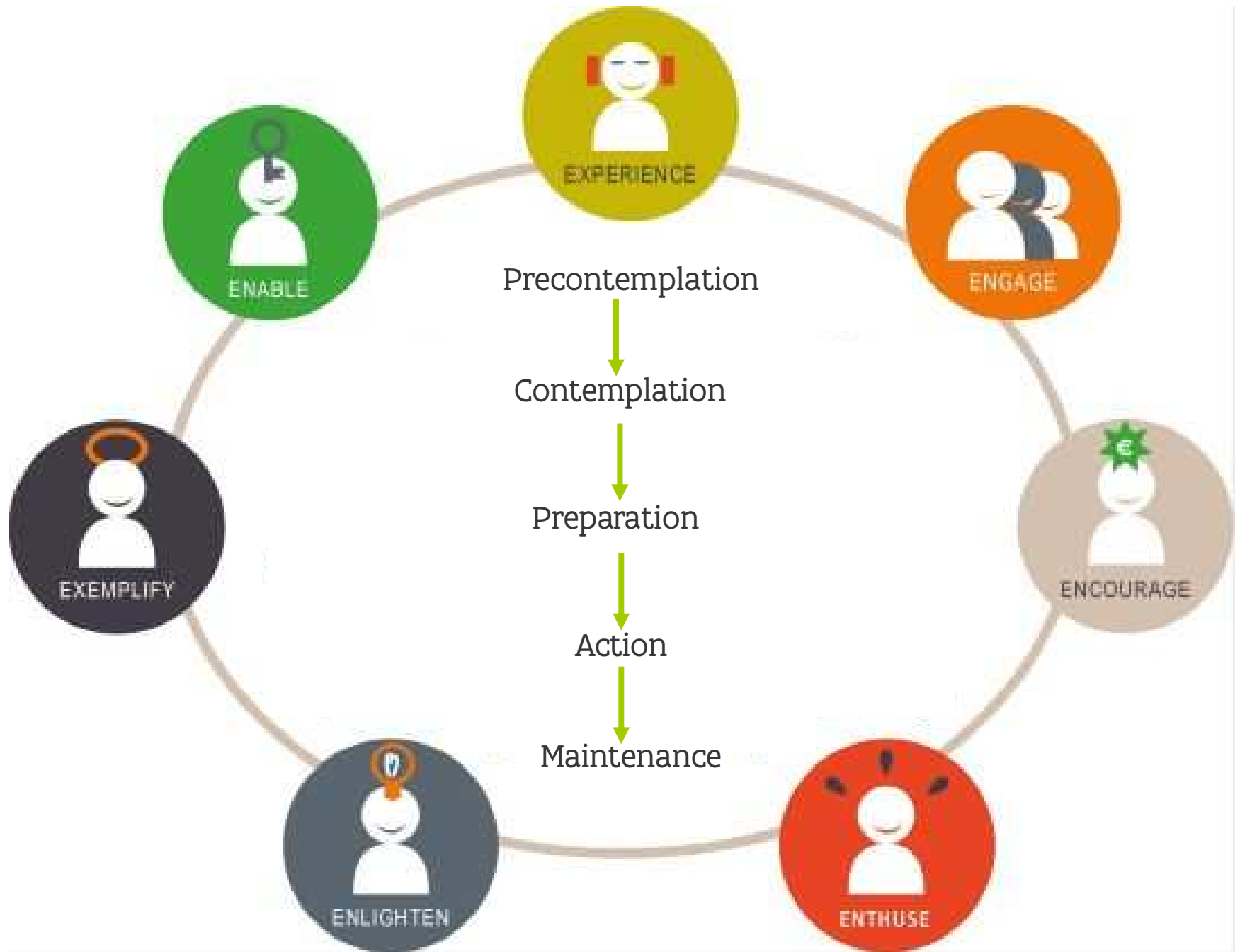
Create awareness; change values and beliefs

No support
Negative, troublesome experiences

Excuses: time, money, efforts, status
Value conflicts

Carelessness, apathy

Ignorance



AWARENESS RAISING WORKSHOP: OUTTAKE

- ▶ How was the workshop for you?
- ▶ What do you remember of this WS?
- ▶ What is important to take further (one word)?
- ▶ Where do you want to take action?



AWARENESS RAISING ON EMERGING CONTAMINANTS: HOW TO?

- ▶ SET OBJECTIVES : PREVENTION – EDUCATION - CHANGE BEHAVIOUR – CHANGE POLICY - ...
- ▶ DEFINE TARGET GROUPS
- ▶ DEFINE MEDIA – TOOLS – CHANNELS
- ▶ DEFINE PARTNERS – NETWORKS
- ▶ FIND FUNDING
- ▶ WHAT ARE THE MESSAGES?
- ▶ MAKE A PLANNING
- ▶ DEVELOP AND PROMOTE CAMPAIGN

AWARENESS RAISING => CHANGE BEHAVIOUR

