





# RESULTS OF

SUSTAINOLIVE.EU

## SOME COMMON MISTAKES

#### Predictability

The audience will expect the same master class format and the same serious academic speech as ever.

#### Moral and intellectual superiority

The audience will expect the communicators to occupy a prominent position in the room from which to "preach" their scientific truth, often with limited empathy.

**ARISING** 

To surprise

red to be levelled.

To interact

To translate

To awaken

the environment).

communication

that we can enjoy

whilst learning?

MAIN CHALLENGE

Adopting a playful approach and an innovative methodology is

It is required a thorough and well prepared knowledge of the

audience under which scientists and practitioners are conside-

with the audience, facilitating debate among all participants, so

socio-environmental awareness that triggers behavioral change (moving towards agronomical practices that serve people and

DID YOU KNOW THAT...

childhood is the period of life in which we learn

What prevents us from imitating this game-based

concepts and messages into a language that is clear to all,

a key step in captivating and influencing the audience.

that co-learnings amongst equals can take place.

sacrificing accuracy by simplicity when necessary.

#### Different languages

It is assumed that communicators will not try hard enough to make the academic message sufficiently understandable for ordinary people.

#### Unidirectionality 🛑

The audience will expect that communicators play the central role so that opportunities for debate and interaction among participants will be very limited or non-existent.

### **GROUP DYNAMICS**

They are collective activities that aim to cover a specific educational objective in a playful and interactive context, based on a methodology adapted to the ages and circumstances of participants. Often, participants believe that the objective of a group dynamics is the mere fact of having fun, which is not inconvenient as long as the communicator fulfills the planned didactic

the future of the sector

Group dynamics have proven to be a powerful awareness-raising tool for all ages.

#### A GOOD GROUP **DYNAMICS** SHOULD

Assign a central role to participants

Relate and be Gain attention relevant to the real from participants lives of all those starting from participating

Be underpinned by verified scientific information

Reward participants and indicate the potential advantages of engaging for their health or business

## THE POWER OF NUMBERS

Within SUSTAINOLIVE, we apply a group dynamics to raise awareness among the olive farming community about the need to move from conventional management practices to more sustainable ones. Numbers play a leading role in our methodology because we believe that figures are a great tool for raising awareness (they allow us to show the seriousness of the problems withouth using morality lessons that may become counterproductive). If we translate these figures into magnitudes that are understandable by participants, the possibilities of them taking action will greatly increase.

- Participants are divided into several manageable groups. Then we pose some questions whose answers are numerical.
- For a few minutes, participants in each group internally discuss the most appropriate responses.
- Then the groups with most accurate responses receive a card with the highest scoring.



Extra information (data and graphic) that is familiar and understandable by all participants is provided.



A spokeman for each group raises a small white blackboard where answers have been written down. ¿ Cuántos kilos de nitrógeno orgánico se pierden po año como consecuencia de la erosión?

YA

Y la respuesta correcta es..

The correct answer is revealed. It is checked which groups were closest to it.

## OF TEAMWORK



services being enhanced in an olive grove when various sustainable management practices are implemented. Some of the cells in the scheme are empty. Farmers receive some sticky cards with the texts of the missing boxes and work as a team to decide how best to place them within the scheme. The debate is thus triggered.





learning model during adulthood? KEEE Why do most education and IN MIND professionals neglect

garding the ecological transition of agriculture in the Mediterranean basin. It is thus urgent to revolutionize the methodology we use to communicate with farmers. Let's lose the fear of change and let's develop transgressive and provocative tea-THAT... ching and learning tools and approaches that awaken farmers and other key actors from that lethargy favored by agrochemical corporations and inefficient inertias.

AND REMEMBER THAT... If you want different results do not do the same things (Albert Einstein)







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