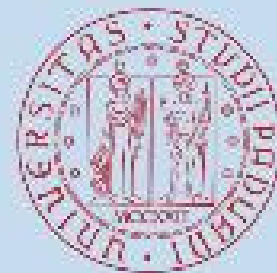




Climate Justice
Jean Monnet
Centre of Excellence

1222-2022
800
ANNI



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



With the support of the
Erasmus+ Programme
of the European Union

INTERNATIONAL CONFERENCE ON CLIMATE JUSTICE – 1 June 2021

Educommunication for Climate justice

Roberta Pisani and Paulo Lima

viracaejangada@gmail.com

Viração&Jangada



www.climate-justice.earth



VIRAÇÃO & JANGADA ASSOCIAZIONE

Viração&Jangada is the International branch of the previously existing Viracao International. The association promotes international projects in Brasil, Italy and Europe, promoting of an alternative communication, based on a educommunicational approach.

Educommunication vs Communication

We need to focus first on the role of communication in nowadays society, keeping in mind:

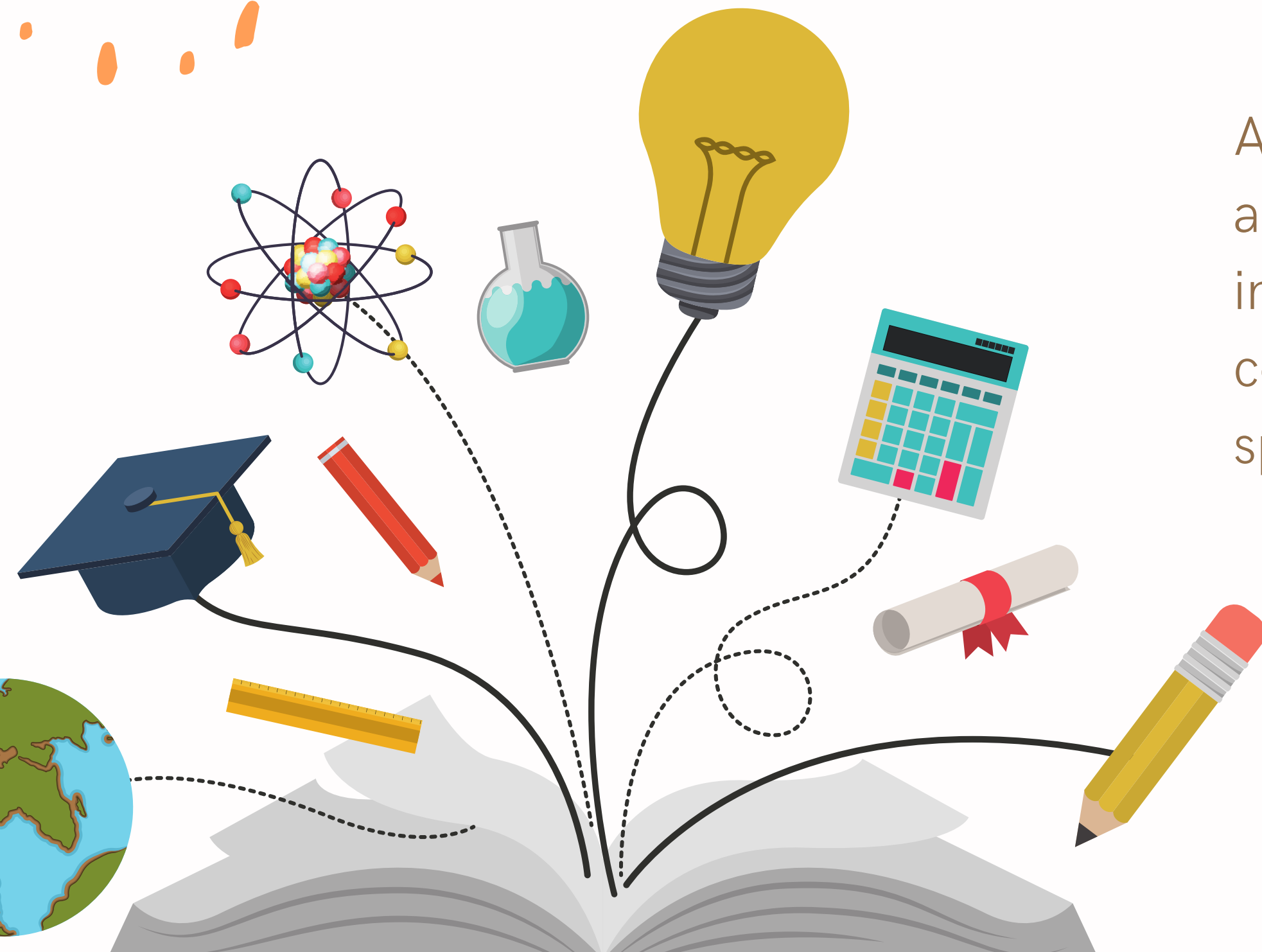
- Media and communication revolution (new medias)
- Young people are the protagonists of this revolution, and main users of the new medias.
- The access to communication right is a privilege.
- Necessity to start developing inclusive methodologies on the subject.



Educommunication is the link between communication and education.

And is "The set of actions related to the planning and development of processes and products intended to create and strengthen communicative ecosystems in educational spaces"

Definition by the Communication and Education researcher's team of the Sao Paulo University- Prof. Ismar de Oliveira Soares

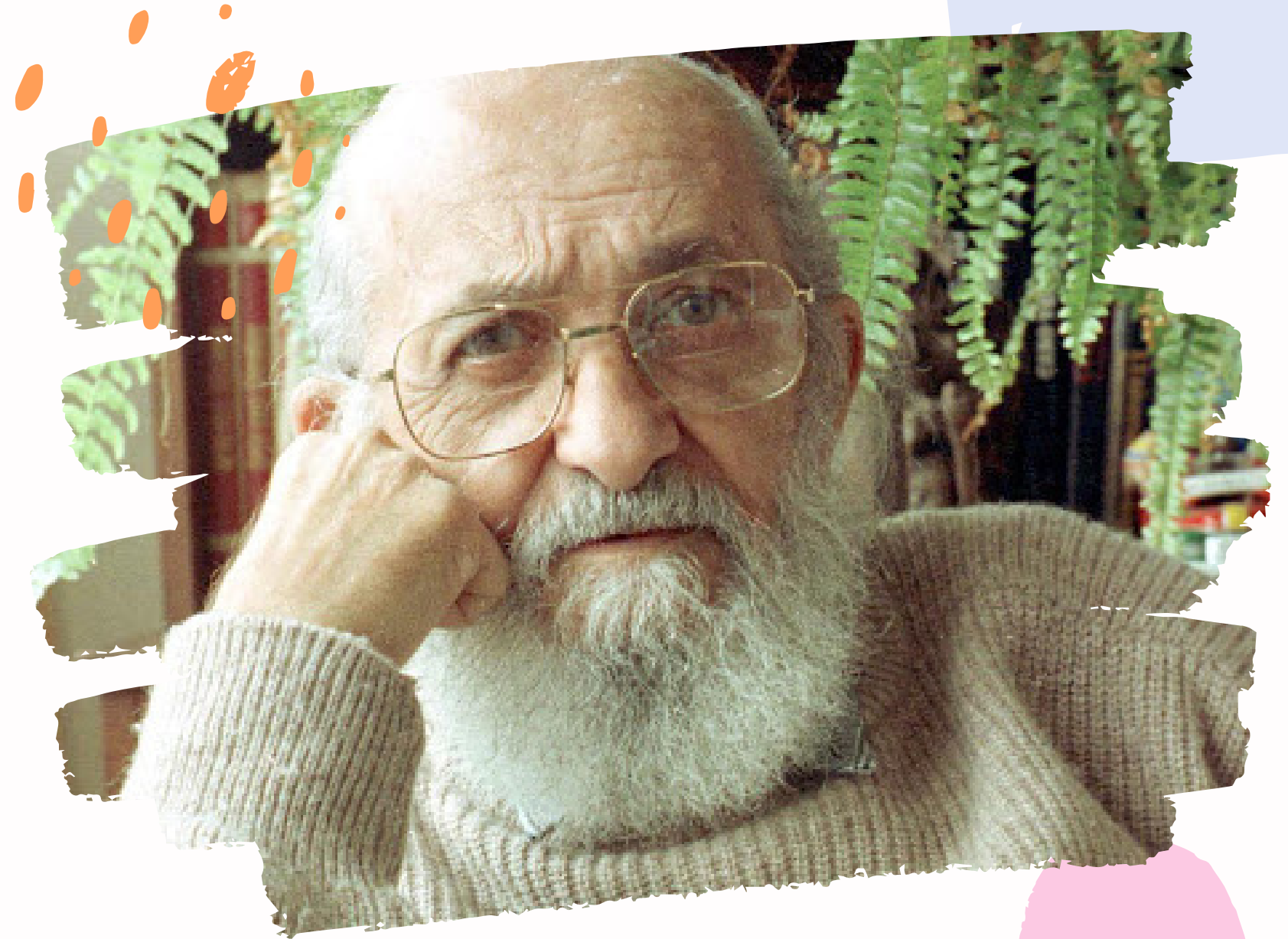


and...

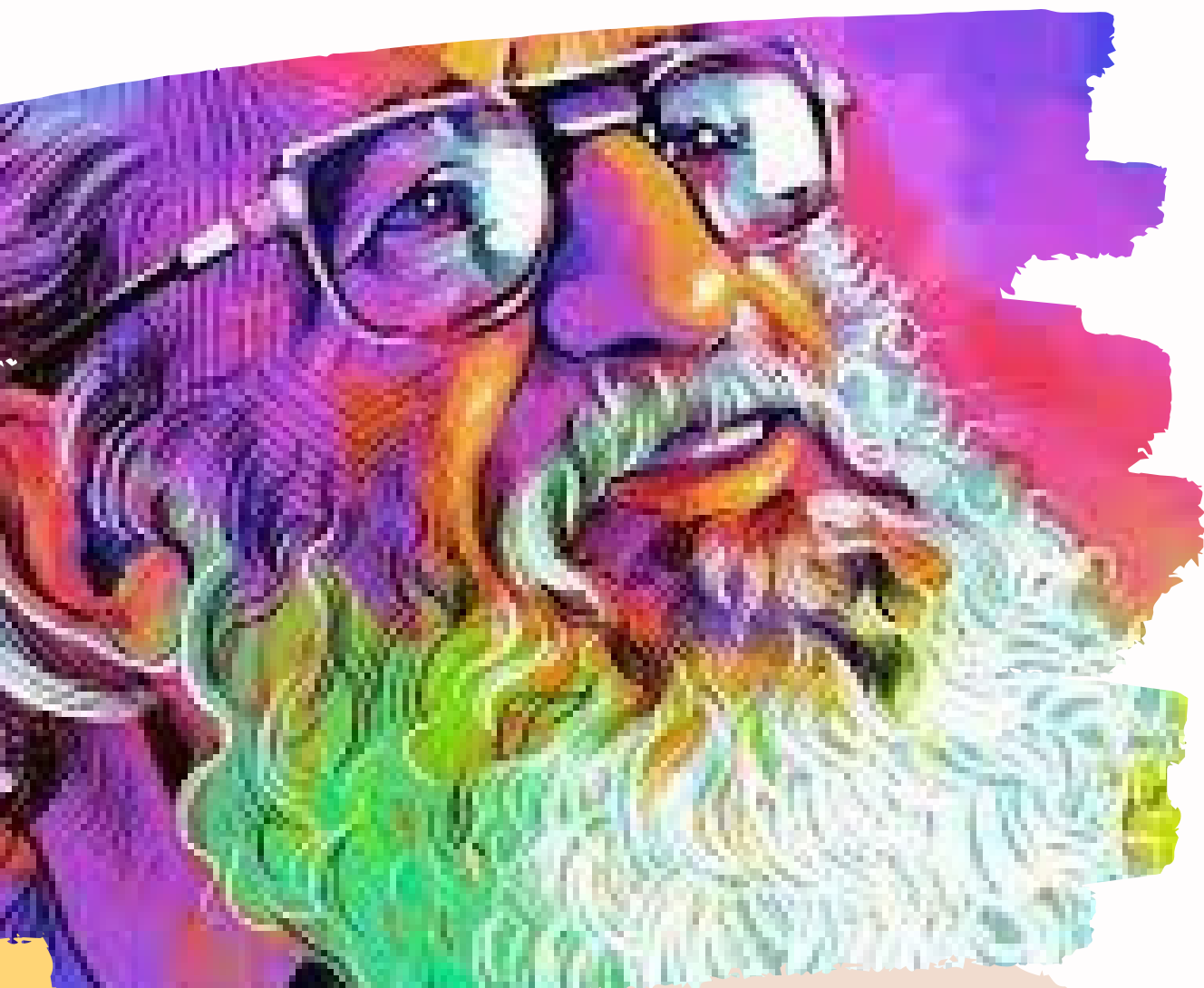
Its methodology developed from the teachings of the Brazilian pedagogist Paulo Freire which conveys citizenship and participation education through teaching communication tools and techniques.

"Nobody educates anyone, nobody educates himself, men educate themselves together, with the mediation of the world".

Paulo Freire



Why is education so important?

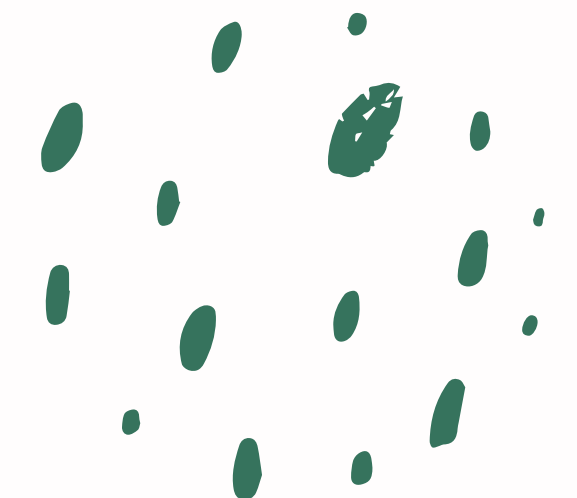


Education is helping others to read the world.

to read the communication that exist in our world

to “produce the world”

to “produce” communication in the world



HOW?

- Improving the communication coefficient of the educational actions
- Widening the expression capability of the social and mediatic subjects.
- Developing the critic spirit of the communication media users
- Promoting a democratic management and active participation during activities and actions.
- Using the information and communication resources starting by their media potential. (Technological mediation)
- Valuing the process



In Individuals



Strengthens teamwork ability, pride, sense of community



Contributes to the development of critical sense one's independence



Improves the competence of the media of the person.



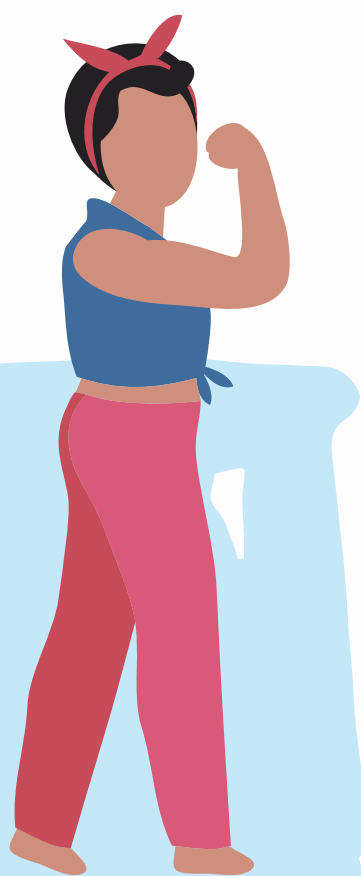
Increases the cultural repertoire of the person.



It promotes social participation, and helps to develop conflict negotiation abilities.



Increases self-esteem and curiosity



E M P O W E R M E N T

Which positive effects edo-communication has?

In society



Promotion and tutelage of the Rights of the Child.



Collective construction of Knowledge.

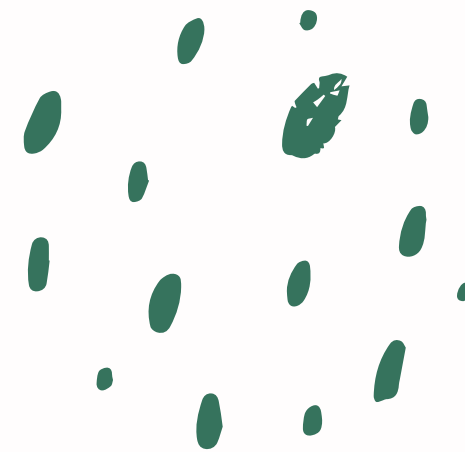


Democratic communication, knowledge multiplication.





Youth Press Agency



Created in 2005 during the World Social Forum in Porto Alegre, today YPA is present in five countries (Brazil, Italy, Portugal, Argentina and Colombia) and communicates in four languages (Portuguese, Italian, Spanish and English) (www.agenciajovem.org; www.stampagiovanile.it; www.agenciajovendenoticias.org; www.youthpressagency.org).

The Youth Press Agency is one of Viração's core programs.





It's based on participation, co-work and creativity

The agency:

Promotes an alternative journalism and activism, made by young people for young people.

Organizes and promotes actions and events, in order to raise awareness about environmental and social issues.

Covers international events as international Conference of Youth (COY) and Conference of parties

Progetto Visto Climatico: The Youth press Agency at the Conference of Youth and Conference of Parties

Since 2012 Viracao, in collaboration with the Youth Press Agency, attends with a delegation of young people international event like the Conference of Parties and the Conference of Youth, producing articles, video-interviews and promoting actions inside and outside the events.

This year, as part of the project, the association organized also a local Conference of Youth, in order to realize a climate recommendation document, that will be presented to local authorities and to the stakeholders that will be attending the upcoming Pre-COP26 in Milan.



Educommunication contribution to climate justice



The illusion of communication access equity: not everybody's voice can be heard the same way.



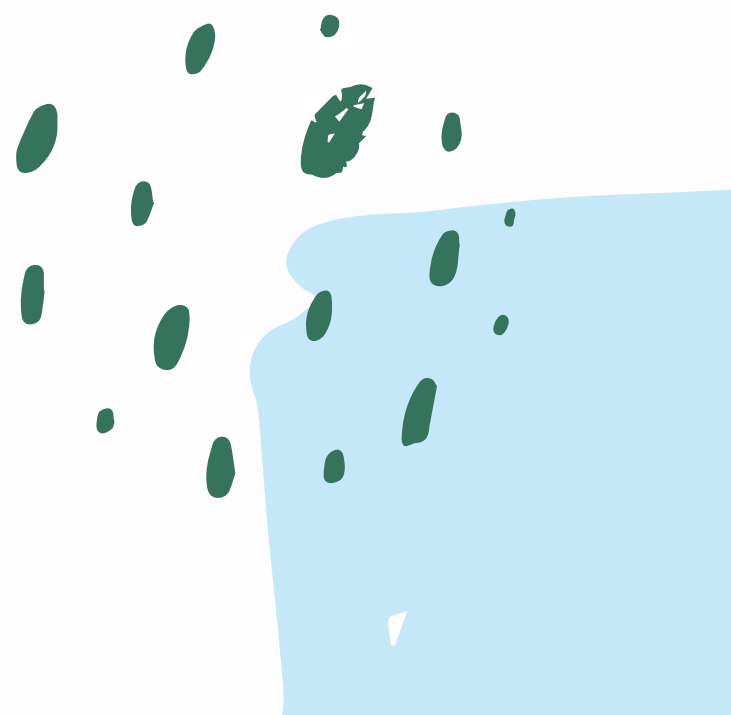
Communication, as the possibility of being heard, nowadays is still a privilege.



Educommunication, on the other hand, is accessible, democratic, inter-generational.



Educommunication starts from the civil society and social organizations, that makes the approach and informations spreaded more reliable and impartial.

A hand holding a globe with plus and minus signs. The globe is blue and green, and the hand is brown. There are blue plus and minus signs around the globe.A large yellow sun with white rays, partially visible in the top right corner.A blue splash of water with green droplets, located in the bottom right corner.

It's a need to start
democratizing the world
of communication in
order to better
**communicate the Climate
Emergency**, and to start
giving **visibility** to the
ones that really need to
be heard.

THANK YOU
FOR YOUR
ATTENTION!

CONTACT US!



viracaoejangada@gmail.com

<https://www.viracaoejangada.org/>

<http://youthpressagency.org/>



**ViRAÇÃO
& JANGADA**

ASSOCIAZIONE