

## **NbS 101 Press Orientation Kit**

*A toolkit for NbS Hubs to engage journalists and build capacities for  
promoting NbS*

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## INTRODUCTION

Nature-based solutions (NbS) still do not receive the attention that they deserve in mainstream media. This has at least two main reasons. First, journalists have limited knowledge and understanding of the concept of NbS and its multifunctionality, which brings ecological, social, and economic benefits at the same time. Second, NbS professionals and practitioners struggle to formulate their achievements in stories that are engaging for a wider audience while retaining thorough professional accuracy.

To overcome these challenges, a “2-Way Street” among NbS professionals and journalists should be created. This has been the main idea and spirit of the [Design Guide for NbS 101 for Journalists](#),<sup>1</sup> published and funded under the umbrella of the [NBSEduWORLD](#) project.

The Design Guide has been developed to help NbS professionals, journalists, and communicators co-create a localized, fit-for-purpose “**NbS 101 for Journalists**” workshop based on the so-called “[Humanize – Localize - Solutionize](#)” (HLS) methodology. The Guide suggests a step-by-step process to design a workshop and process that helps build the two-way street between journalists & communicators and NbS practitioners & scientists, enabling them to create compelling NbS stories based on the HLS methodology. The Design Guide provides a general framework to be customized and adapted to the local context – and very importantly – to the local, native language.

A key target group of the Guide are [NbS Hubs](#), operating under the umbrella of the [NetworkNature](#) project. NbS Hubs connect people, ideas, and action locally to improve understanding and accelerate the implementation of NbS within countries and regions. Within [a NetworkNature Lab project](#), the Hungarian NbS Hub called [TeAM HUB](#)<sup>2</sup> has embarked on the journey to implement a capacity-building programme for Hungarian journalists, inspired by the Design Guide.

The current **Press Orientation Kit (POK)** is an outcome of this pilot experience and aims to help future adopters of the “NbS 101 for Journalists” with even more practical tools, hands-on support, and considerations for alternatives and deviations depending on the specific local context. The POK complements the Design Guide and shows how it can be turned into a useful workshop in local languages for local issues, using the Hungarian NbS Hub’s pilot experience as an instance.

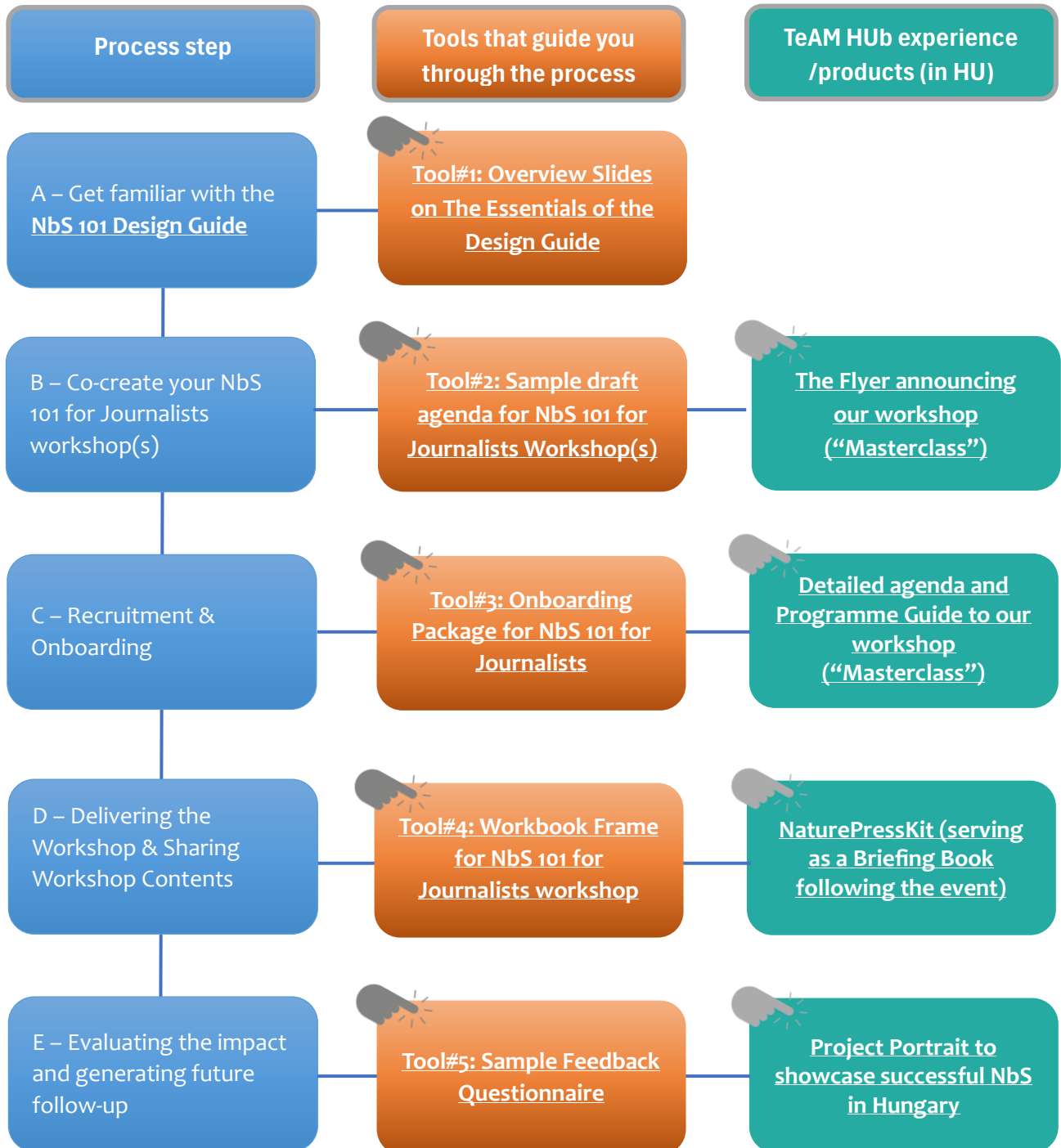
The **POK provides the tools to build your own capacity-building programme**. It guides you through the steps of the process of organizing your NbS 101 for Journalists workshop, also capturing the Hungarian NbS Hub’s experience – sharing their story to serve as illustration and further inspiration. It does not, however, include specific scientific information, presentations, graphics, or extensive data. These are available from many other sources and are best developed in the local language based on local issues and opportunities.

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<sup>1</sup> also available here: [NbS 101 - Posy Global](#)

<sup>2</sup> TeAM stands for the Hungarian acronym of Nature-based Solutions, i.e. **T**ermészet-**A**lapú **M**egoldások, but also recalls the spirit of cooperation and collaboration that is vital for accelerating the uptake of NbS.

## OVERVIEW OF THE POK'S CONTENTS



## A – Get familiar with the NbS 101 Design Guide

It all starts with the [Design Guide for NbS 101 for Journalists](#), which gives you the overall framework and understanding to implement your own “NbS 101 for Journalists” capacity-building programme.

This is an easy read in itself. But for your convenience, the essentials are summarized in a ready-made, adjustable, and adaptable presentation:

**TOOL #1****Overview Slides on The Essentials of the Design Guide**[CLICK HERE TO DOWNLOAD](#)

### *The TeAM HUB experience*

Beyond reading the Design Guide, we had a close dialogue with the author, Phyllis Posy, to have a better understanding of the “Essentials” and the adjustable elements of the methodology.


We understood that the core idea is to have a real co-design process – both in the planning and the implementation of our NbS 101 workshop. It should not be about experts teaching and preaching journalists on NbS. It should be a process of creating a mutual understanding around the subject, with an open mindset and respect for different perspectives. Our main objective has been defined as building trust, connection, and collaboration among NbS professionals and journalists via our workshop. As a sub-objective, we aimed to reach an improved understanding of NbS and related, applicable communication strategies. This goal-setting has ensured that we keep “the Essentials” of the Design Guide, while remaining flexible in the actual content design of our workshop organization and implementation process.

A key determination for our workshop organization process has been that we decided to connect our NbS 101 “Masterclass” - as we called it - with a media tour that DG REGIO organized for journalists in Hungary. The media tour included visits to various urban and rural NbS sites, as well as expert discussions and meetings with the local stakeholders. We saw a great opportunity in the joint promotion of our event, offering our Masterclass as an onboarding session to journalists before they dive deep into actual NbS stories during the media tour. The combination of the two events amplified the impact as it resulted in actual NbS stories about the visited sites in various magazines, journals, and platforms. However, we have to admit that it also required extra coordination and alignment of agendas, and caused some additional challenges and difficulties in terms of the recruitment process, as explained below.

## B – Co-create your NbS 101 for Journalists workshop(s)

Once having a basic idea of the workshop goals and frames, this backbone has to be filled with flesh – the contents and the participants.

As suggested by the Design Guide, a core group of NbS professionals and journalists should be gathered to form a **Co-Design Team**. Their perspectives will help to shape the agenda of the event, to make it locally relevant and engaging for the audience. But as a starting point, a sample draft agenda is provided herewith:

**TOOL #2** [Sample draft agenda for NbS 101 for Journalists Workshop\(s\)](#)  
 [CLICK HERE TO DOWNLOAD](#)

While customizing the agenda, it is recommended to keep the contents somewhat flexible. The 3 sessions are key building blocks, but the detailed presentation contents, interaction formats, and exercises suggested should be tailored to the specific audience, based on additional information gained from the onboarding process. It is also up to the Co-design Team to decide if the 3 sessions are more appropriate within a single full-day event, or as a series of events. The Co-Design Team can also recommend who should be invited.

### *The TeAM HUB experience*

As an NbS Hub, TeAM HUB has a wide network of NbS professionals from whom we could invite participants to our Co-Design Team. We did not, however, have established connections with journalists. So the first exercise was to identify journalists who could act as representatives of our target group throughout the co-design process. We came across a Hungarian publication entitled “*The basics of science journalism*”, authored by two renowned Hungarian journalists: the former vice-president of the European Union of Science Journalists’ Associations and a journalist of the tech & science column of Hungary’s biggest online news portal, telex.hu. Through indirect contacts, we could reach them, and they happily accepted our invitation.

From our NbS network, we invited professionals to the Co-Design Team, who represented various sectors, i.e., water management, forestry, agriculture, and urban green infrastructure. To complete the team, we also invited a professor in the field of environmental psychology, a discipline that has a crucial role in making the bridge between scientists and journalists towards compelling environmental stories.

We had two preparatory sessions with our Co-Design Team to develop the agenda. As our event has been linked to DG REGIO’s media tour, we had to keep our workshop as a full-day event and could not spread it across consecutive sessions. Considering the challenges of the upcoming recruitment process – as shared below -, we concluded that 3-times 2-hour sessions could be potentially more affordable for the audience, which we might apply in the next round of workshops.

### **OUR PRODUCT (in Hungarian):**

 [The Flyer announcing our workshop \(“Masterclass”\)](#)

### C – Recruitment & Onboarding


The recruitment process, as recommended in the Design Guide, is the foundation for creating a two-way street between NbS professionals and journalists. It allows the organizing team to find the right people who will be helpful by understanding NbS, be able to explain NbS over the long term, and be influential in getting other media to also take an interest.

Depending on the specific local context, recruitment can be done openly, i.e., via a wider promotion and publication of the event in social media, newsletters, channels of local journalists' associations, etc., or in a more targeted way, by inviting selected journalists/newsrooms directly. In any case, it's suggested to start the recruitment with a simple registration / signing up by interested participants, before more detailed information is shared and requested. The number of participants for a workshop like this should be around 15-20, including the invited experts, i.e., instructors & advisors. *(Note: Instructors are people who will be conducting sessions; advisors are people who will be in the workshop to be part of the process and be available for specific questions. Both should be presented as trusted sources.)*

If time allows before the event date, registered participants should be engaged in an onboarding process that

- gives them more details on what to expect, and helps them feel familiar, welcomed, and genuinely cared for by the organisers.
- helps the organizing team to have a good understanding of where workshop participants are coming from and how to best target the workshop.

The below Onboarding Package gives you hands-on step-by-step support to implement your registration & onboarding process, incl. checklists, a sample, adaptable onboarding survey, and guidance on how to interpret the results of the survey and utilize the information for the development of the actual workshop(s).

<b>TOOL #3</b>	<b>Onboarding Package for NbS 101 for Journalists, incl.</b>
Tool #3.1	Checklist for recruiting participants
Tool #3.2	Onboarding information
Tool #3.3	Onboarding survey
Tool #3.4	Follow-up Action List for Onboarding
Tool #3.5	Guidance for interpreting the onboarding information
	 <a href="#">CLICK HERE TO DOWNLOAD</a>

### *The TeAM HUB experience*

One of the most significant challenges for us was the recruitment process. Reaching journalists with diverse backgrounds, time constraints, and varying levels of interest towards environmental topics required targeted outreach, flexible messaging, and repeated refinement of our strategy. Identifying where and how to reach the right participants proved more complex than anticipated. We had to realize that journalists and editorials are overloaded with information, and parliamentary elections coming up next year highly dominate the agenda. We adapted by highlighting the direct benefits of participation and using trusted networks to improve visibility and credibility. We also created a LinkedIn and a Facebook event to reach more people. Additionally, we opened up participation for not only journalists but also media and communication agencies, as well as “communicators” of public authorities and research institutes within our TeAM HUB network.

With a 3-week intensive campaign, we could finally reach 20 registered participants and invited them to complete the onboarding survey [*a sample version of which is provided in Tool #3*], which we translated and adapted to the Hungarian context. The survey provided useful insights into participants’ knowledge level, expectations, and professional needs.

We had a balanced mix of NbS professionals and journalists and communicators among participants. They had a relatively good understanding and sensitivity towards environmental topics, including NbS. They were hoping to get concrete tips and ideas regarding applicable communication strategies, but also to get a deeper understanding of the social and economic relevance of nature-based solutions. These insights helped us refine both the structure and contents of our workshop. We concluded that:

- Majority of participants are not “newcomers” to the topic. They would like to dive deep into NbS and have the opportunity to question the invited experts directly.
- The audience is heterogeneous in terms of journalism background (local newspaper, cultural magazine, media agency, freelance writer, scientist invited to publish in an online magazine, etc.). No “one-size-fits-all” communication strategy can be offered.
- The majority of our participants are new to our NbS Hub and also do not know each other. We should leave room for personal introductions, discussion, and networking, and also anticipate follow-up actions for keeping the new connections alive.

### **OUR PRODUCT (in Hungarian):**



**[Detailed agenda and Programme Guide to our workshop \(“Masterclass”\)](#)**

## D – Delivering the Workshop & Sharing Workshop Contents

The Design Guide sets the overall framework of the NbS 101 workshop(s) that gives you plenty of ideas and hints on how to build your own sessions. The Co-Design Team and the Onboarding information will guide you in the local adaptation and structuring your content and delivery formats to the target audience.

Beyond the workshop(s), the learning experience and outcomes can be further enhanced by providing the participants with written materials. Depending on your preference, this can take the form of a “**Workbook**” to be used during your sessions, or a “**Briefing Book**” to be shared with the participants as a follow-up.

In case your set-up allows sufficient time for interactive exercises and/or you will have an audience that is relatively new to the “NbS world” and willing to engage in a co-creative learning experience, then the **Workbook** could be the right format. The Workbook - either as a printed booklet or a Word file – would guide participants through the sessions, include key messages and takeaways, and also contain the workshop exercises with questions to answer and space to make notes. Thus, the workbook can be used as a personal journal of the workshop.

### TOOL #4

### Workbook Frame for NbS 101 for Journalists workshop



[CLICK HERE TO DOWNLOAD](#)

In case you have a dense agenda with limited time for elaborated group exercises and/or an audience with an already sound basis of environmental issues, some familiarity with NbS, willing to learn more “hard facts” on NbS interventions and underlying challenges and related communication strategies, then probably your workshop design will allow less room for a workbook-based interaction and you might instead go for a **Briefing Book**. Its contents could be very similar to the Workbook in terms of key messages and takeaways, with the exception of the exercises.

### *The TeAM HUB experience*

At our NbS 101 Workshop – called Masterclass on NbS for Journalists – we had 25 participants altogether: there were 12 journalists & communicators, 7 NbS professionals, and 6 representatives of our NbS Hub. Considering the information from the Onboarding Survey as shared above, and also the time constraints (squeezing the 3 sessions into a full day event), we concluded that the most useful set-up for our audience would be to have the opportunity for more focused expert discussions in Sessions 2 & 3 on NbS Science and NbS Communications, with a little less interactive exercises in Session 1.

As we have received a high number of responses to the onboarding survey, we could use that data to share back with the audience what expectations they have revealed regarding the workshop, what environmental challenges they consider critical, what they believe their audience considers critical, etc. We covered Session 1 – Creating the Common Grounds by presenting and discussing these insights.

Then in Session 2, we had set up a panel of NbS professionals representing specific sectors where NbS has the highest relevance in Hungary: water management, agriculture, urban green infrastructure, and forestry. They made short pitches to shed more light on the major environmental challenges in their field (reflecting also to what the audience considered as major challenges based on the onboarding survey & session 1), and then opened the floor for a facilitated discussion among all the participants to reveal what types of NbS could address these challenges, what are the benefits and constraints of their application, including user conflicts and trade-offs.

In Session 3, we set the stage with a keynote presentation on the relation of people with nature from the perspective of environmental psychology. This gave a sound scientific foundation for the discussion on why and how the HLS methodology could work to create powerful NbS stories.

For this set-up, we decided to go for the “Briefing Book” as a written support material to be shared with the audience following the event. Our Briefing Book – entitled “NaturePressKit” has been compiled based on the contents of our Masterclass, also already building in some learnings and information needs that the discussions revealed.

Our “NaturePressKit” – as a Briefing Book – follows the basic structure of the Workbook Frame as presented in #Tool4, with some more “hard NbS knowledge”, i.e.

- a short “article-like” introductory teaser on the importance of considering nature as our ally (“*Why are we here?*”),
- introduction of our NbS Hub as the workshop organizer and author of the kit (“*Who is who?*”),
- criteria and typology of NbS relevant in the Hungarian context (“*Major Environmental Challenges we face - How can we deal with them?*”),
- key NbS terms relevant in the Hungarian context (“*Translating NbS / The Glossary*”),
- challenges and strategies for communicating about NbS (“*The Humanise - Localise – Solutionise methodology*”),
- useful links to further resources.

We believe that this Briefing Book could also be well used for future promotion, recruitment, and onboarding processes of upcoming editions of the Hungarian NbS 101 for Journalists workshops.

Overall, the process highlighted the importance of audience-specific programme design and the value of the onboarding process as a needs-assessment tool. The iterative adjustments allowed us to deliver a Masterclass that was well aligned with the audience's expectations and ultimately extremely impactful in supporting high-quality reporting on NbS.

#### OUR PRODUCT (in Hungarian):



**NaturePressKit (serving as a Briefing Book following the event)**

## E – Evaluating the impact and generating future follow-up

The workshop is just the first step to bring journalists and NbS professionals closer to each other and raise awareness and mutual understanding of their perspectives, paving the way for a higher number of and more impactful NbS stories. The workshop can already include a Feedback Session (as per the Sample Agenda in Tool#2) to assess whether initial goals and expectations have been met and suggest/explore how the established connections can be maintained. Besides, alternatively, a Feedback Questionnaire can be shared with participants as a follow-up to the event – potentially along with additional materials and resources (i.e., the Briefing Book as per section D).

### TOOL #5

#### Sample Feedback Questionnaire for Workshop Participants



[link to Google Form](#) – **don't edit, copy for yourself and adapt**  
[link to PDF version \(preview\) of the questionnaire](#)

### *The TeAM HUB experience*

For evaluating impacts, we have used the feedback questionnaire and sent it around to participants shortly after the event. There was a relatively low response (ca. 1/3 of the participants completed), which suggests that integrating a feedback session already in your workshop agenda is a safer way to gather insights and experience.

Nevertheless, the feedback showed an overall positive assessment of our Masterclass. 2/3 of the respondents confirmed that they will surely build on the learnings in their work and write NbS stories in the near future. The most appreciated part of the workshop was Session 3 – focusing on communication challenges and strategies, including the HLS method.

The feedback also highlighted the participants' wish to receive regular updates on NbS projects in Hungary. We decided to create a series of NbS “Project Portraits” to draw attention to successful NbS examples around the country with short, easily digestible structured information: focusing on the underlying challenges, the implemented solutions, and the results & lessons learnt. We have added a first series of Project Portraits to our “NaturePressKit”, and we will keep the portfolio growing and regularly share them with the journalists as a follow-up to the Masterclass network and through our wider online channels.

### OUR PRODUCT (in Hungarian):



[Project Portrait to showcase successful NbS in Hungary](#)