



Environmental Communication and Management Master's Programme



Welcome

Master's Programme in Environmental Communication and Management



Communication plays an important role in the facilitation of sustainable management of natural resources and environmental issues. In the Environmental Communication and Management programme, we learn how to understand communication processes, to create communicative strategies for environmental changes, organize collective action and mediate in environmental conflicts in a constructive way.

To work in practice with environmental change and sustainable development means to work with people and communication. Communication is involved in all environmental issues: industries' adaptation of environmental technology, governmental protection of wildlife, international governmental agreements, etc. Companies, governmental agencies and environmental organisations are demanding people with professional skills in environmental communication. To facilitate sustainable development society needs to know about, for example, plants, soils and water. But that is not enough. We also need to know about how to coordinate different resource users, how to motivate consumers to adapt environmental technology, and how to manage environmental conflicts.

More information at: www.slu.se/masters



Pedagogical approach

The pedagogical approach of the programme is based on experiential learning, a problem orientation and critical reflection.

Programme themes

Main themes in the programme are communication, communicative strategies, facilitation, social learning, participation, democracy, power relations and management of natural resource conflicts.

Interdisciplinary

Environmental communication is an interdisciplinary field of studies, involving theories and methods from sociology, social psychology, political sciences, media and communication, and with a continuous reference to environmental and natural sciences.



Information

Environmental Communication

Environmental Communication education and research focuses on the relationship between humans and the environment. It is a subject that responds to the assumption that environmental and natural resource problems can not be solved by technical means, but they require social and communicative understanding and competence.

Facts

Programme scope: two-year, 120 credits

Next start: Uppsala 03 September 2012

Number of admission places: 30

Deadline for application: 15 January 2012

Language: English

Tuition fees for non-EU/EEA/Switzerland citizens:

First instalment: 67500 SEK

Total programme: 270000 SEK

Prerequisites

Equivalent to Bachelor's degree of 180 Credits including 90 Credits in one of the following subject areas: Natural Science, Technics, Social Sciences (i.e., Sociology, Psychology, Economics, Political Science, Human Geography, Media)

Knowledge equivalent to English B from upper secondary school. Required results at internationally recognized tests are: TOEFL computer based minimum 213, TOEFL internetbased minimum 79, TOEFL paperbased minimum 550, IELTS score of at least 6,0 no band lower than 5,0 Cambridge CPE or CAE: pass

How to Apply

Read more about requirements, application procedure and fees and scholarships at www.slu.se/masters

Apply to the master programme at www.studera.nu

If you are interested in applying as an international student, please visit: www.universityadmissions.se

Contact person

Programme coordinator

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Practical skills and knowledge

Programme students develop practical skills and knowledge in:

- organising change processes and environmental campaigns,
- pursue professional conversations with actors, including communicating negative and critical messages,
- coordinating projects in groups of experts and stakeholders,
- designing and leading constructive, participative meetings between actors involved in natural resource management or sustainable development, which might acknowledge different values, beliefs and ambitions,
- organise conflict management and mediation processes and,
- design and carry out systematic, science based investigations about environmental communication situations.



Career prospects

The aim of the programme is to prepare students for working in practice with communication, collaboration and conflict management within the areas of natural resource management and sustainable development, as well as to develop a social science based, critical and reflexive understanding of environmental communication and management processes.

Master's degree alternatives

Programme students can choose to complete one-year (60 credits, magister degree) or two-year (120 credits) master in Environmental Communication and Management.



Students & Alumni

Madeleine Julin, Sweden

Class of 2011

I have gained a greater understanding of the importance of communication and human interaction when it comes to management of natural resources, and dealing with environmental problems. I have gained tools for learning in processes and projects and also for facilitating communication.

Reflection has been an important part of the learning process in the program. I see the world through new eyes after the knowledge I have gained in this programme.

Elias Henriksson, Sweden

Class of 2011

I have learned how to create participation and how to manage conflicts in natural research issues. I have also learned how to design environmental campaigns. The schedule includes a lot of practical exercises and group reflections that enhance the learning.

Except from a unique knowledge in natural resource management, I have also developed on a personal level. I feel that my understanding of human action in everyday life and my learning skills have improved. All the cool classmates from around the world are a plus.

Jean-Baptiste, France

Class of 2011

After a winter not as complicated to manage as expected, the spring is now set up. Furthermore, it is time for us (student from Environmental Communication and Management programme 2010-2011) to start our final thesis. In other words, it is time to use what we have been learning these last months.

This program gives wonderful tools to understand better what is going on in term of communication and conflict when it comes to environmental issues. Also, it provides methods to reach and/or solve these issues. The courses are organised in a way that every students get many opportunities to practice. "Learning by doing" is a reality in the ECM programme. It allows to feel well prepared for the working market. It is going to be a great master programme for you.

Lilly Kristensen, Sweden

Class of 2011

After my first three years in SLU I realised I had no tools for communication. Because of that I applied to the master programme Environmental Communication and Management.

If you, like me, have a background in natural sciences you have to get used to another way of thinking. This programme is more focused on reflection about how you and others act and apply theories about what reasons that could be behind our actions. After this year I have both theories that are useful to know and tools to work with. It has been an interesting year and I hope you take the chance to be an ECM-student.

Sara Hommen, Swedish Environmental Protection Agency

Class of 2009

I have a master in Biology and Wildlife Management and Environmental Communication and Management (ECM). I just started at the Swedish Environmental Protection Agency (EPA) in Stockholm. At the Swedish EPA I will work with national guidance for wildlife management issues at regional level. Prior to this job I worked at a County administrative board, responsible for strategic communication planning for large carnivore management. I facilitated external communications and arranged stakeholder meetings.

The ECM programme really was an eye opener regarding conflict management and perspectives thinking. I work with several different stakeholders and there is a constant conflict between interests. In the ECM programme I came to understand the way of thinking in order to be able to consider all interests when working, as well as managing conflicts when they arise. I learned methods to manage stakeholder groups and facilitate meetings so that people with different interests can meet at the same arena. The combination of biology and environmental communication has given me an enormous advantage in competition for jobs. I now have that extra something, the communicative skill, that is necessary in so many jobs where biology meets society.

James Sinclair, Ministry of Agriculture and Forestry, New Zealand

Class of 2010

After completing my Master in Environmental Communication and Management (ECM), I returned to New Zealand and was employed as a Programme Adviser within the Sustainable Programmes branch at the Ministry of Agriculture and Forestry. Sustainable Programmes are responsible for implementing and administering the operational elements of New Zealand's forestry schemes. As a regional Programme Adviser I am tasked with providing frontline support for the promotion, management and administration of different sustainable programmes.

Communication is the vital link in order to successfully implement these programmes at the national level as well as in my role at the regional. The ECM programme has provided me with a sound theoretical understanding of communication and the complexities involved in attempting to make it effective and successful. ECM also has a strong practical dimension which has proved enormously beneficial in my current role. Whether developing a large scale workshop for the promotion of the Emissions Trading Scheme or advising an individual on the East Coast Forestry Project, ECM has been crucial in providing me with the knowledge and tools to relate the role of communication to the successful management of natural resources.

Stefan Schneider, University of Applied Sciences in Ingolstadt, Germany

Class of 2011

I work at the Centre of Excellence for Renewable Energy Research, University of Applied Sciences in Ingolstadt, Germany. I support an EU financed project that aims to foster knowledge transfer from University to the local industry of renewable energy. Some of my tasks are to organize events, stay in contact with other key actors within our target group and public relations.

For me the Master in Environmental Communication and Management, which I finished in 2011, was an excellent door opener in order to turn my previous professional career as IT project management into the direction of renewable energies. When I look back to what I have learned during the one year masters program, it is especially the communication strategies that help me in my everyday work. Questions behind how to design a communication campaign are highly linked with the responsibilities I have at my job.