

Produced by:



8th GLOBAL NITROGEN CONFERENCE

3rd – 7th MAY 2020 | BERLIN, GERMANY

Communicating consequences of excess nitrogen

Short films for social media linking nitrogen and sustainable development goals

A **good communication** of complex environmental problems is essential to make a change. This communication should not only focus on policy makers, but also on citizens, as they are central for transformation processes.

The problem of nitrogen excess is complex. Combining it with the framework of the Sustainable Development Goals (SDGs) can make it more accessible.

To get people interested in complex issues, emotions are the key. To make them understand issues despite their complexity, references to everyday life are useful. You can find these aspects in the presented short films which deal with the subjects in an exaggerated and partly satirical way.

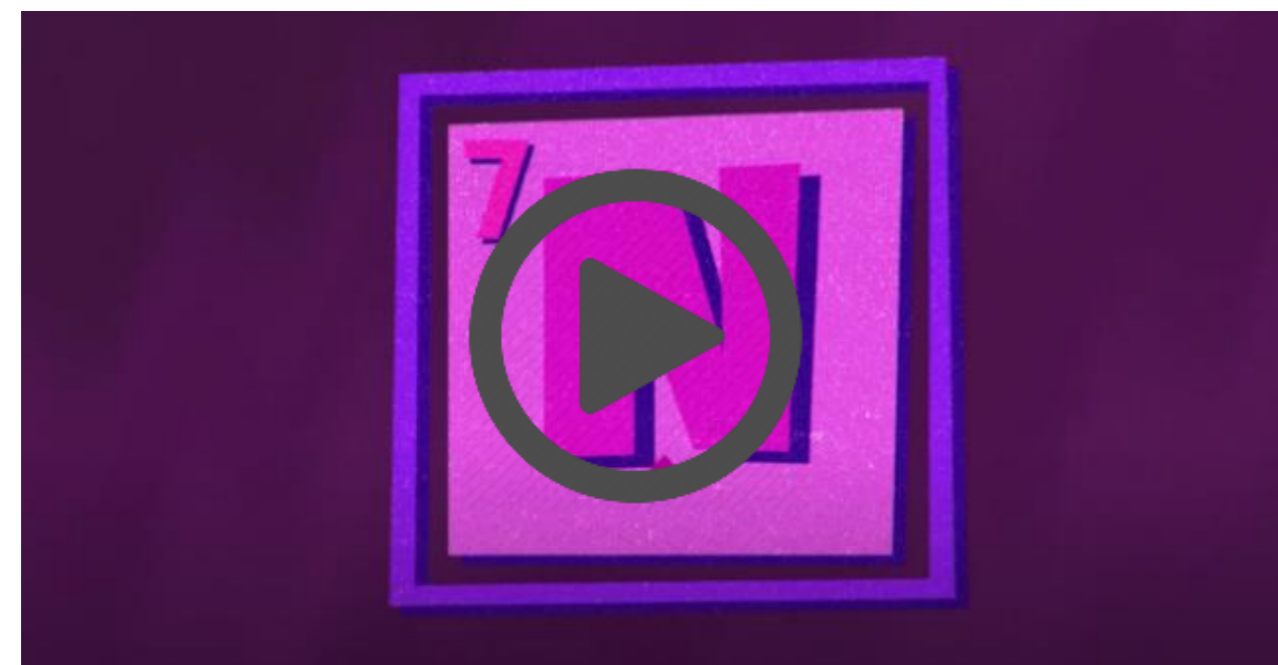
Enjoy watching!



What's the connection between our hunger for meat and the hunger worldwide?



Why does the surplus of nitrogen threaten our access to clean water?



Animated explanation movie as theoretical frame.

Nine of 17 SDGs can only be achieved if the surplus of nitrogen is finally reduced. The nitrogen problem is therefore of high political and social relevance, in Germany as well as globally. It is vital for shaping a sustainable future and preserving an intact planet.



Why should you start valuing your food?



What happens if too much nitrogen leaks into our oceans?



Why do monocultures threaten biodiversity and life on land?



Your ability to communicate is an important tool in your pursuit of your goals. Lee Brown