

DECLARATION HORIZONS ECHOES

JANUARY 2025



Welcome to *HORIZONS ECHOES* The Declaration Newsletter

Welcome to the *Declaration* newsletter! I am delighted to introduce this new initiative that is fully in line with our promise to expand the horizons of our growing unified network behind the *International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World*, its values and vision of unity and commitment to solidarity.

Shared by our signatories, close collaborators, volunteers, partners and a wider community of communications professionals and academics, these values deserve to have a continuous echo beyond our scope of activities and borders. To be heard and shared extensively. As far away from our familiar horizons as possible. Because even further afield, there's always another horizon vibrating differently we need to learn about.

For as our world changes and evolves in unknown directions, often worrying and chaotic, and where new rules arise unfamiliar or threatening, with immense geopolitical stakes, wars and division, we regularly see striking professional and scientific examples of vitality emerging as bulwarks.

Horizons Echoes starts its journey from here, in this thread, celebrating resilience in communication and the hope it generates, the light it discovers, anchored in listening, dialogue and openness.

Horizons Echoes aims to be part of this vitality. Let's give it every chance to meet an open, inclusive road that celebrates, learns and goes a little further every day. Together with our words, eyes, ears, actions and commitment to sustainability and solidarity, our precious resources will stand tall, alive and strong.

The following article explains the newsletter's purpose, frequency and trajectory. Write to us at news@interdecom.org, share your ideas and best practices. Promote the *Declaration* in your networks. Your thoughts, success and important projects will help expand our ranks, our voices, creating stronger echoes in every part of the Earth.

Please stay close – stay tuned! *Horizons Echoes* wants to be part of this enlightening journey.

Solange Tremblay
President

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Strengthening our bonds Sharing our skills

Beyond the major dates and events that make headlines on the pressing planetary issues of our time, how can we ensure a more assertive role for the many disciplines of communication and their organisations so that they can fulfill their responsibilities within their sphere of action? Regularly resurfacing, this question cannot be put off, as we feel its importance every day.

Horizons Echoes aims to support and encourage these initiatives of vitality and resilience in communication that light up our path, enrich knowledge and skills, broaden horizons and open up avenues for shared learning. This is what the vast community of the *Declaration* signatories brings from the four corners of the globe.

With their values of humanism, openness and sharing already firmly rooted in the networks to which they belong, the full force of solidarity is at hand, and often just a mouse-click away. This is a major call to close ranks to help build a safer future, protecting both nature and our humanity.

Horizons Echoes aims to support and encourage this direction, to strengthen bonds of solidarity between all signatories. It aims to echo, carry their voice, bear witness to their achievements and to their commitment. Professional and scientific organisations, large and small; public, private and voluntary groups from the four corners of the Earth may find their specific activities highlighted here for their value and accessibility.

As shown in this inaugural issue, they will be presented through publications, podcasts, webinars, and conferences — topics *Horizons Echoes* will feature regularly.



On the merit of their accuracy and impact, community achievements celebrating past efforts from 2020 to the present — those without available documents, video recordings, or open registrations — will also be covered. And interviews will be scheduled to give insights into singular initiatives, or into new perspectives offered by others. And of course, this first issue begins with the launch of the *Declaration and its worldwide rallying journey* for unity and solidarity in communication.

Horizons Echoes will not be an information corner or a library of achievements, but an inspiring resource on communication efforts related to sustainability, ecological transition, climate emergencies, biodiversity, ethics, democracy, diversity, equity, inclusion...

Horizons Echoes will be here four or more times a year, normally between January and May, then between September and December. **To make sure you don't miss a thing, subscribe!** And above all, spread the word! Invite communications colleagues to join our ranks!

Stay close! Stay tuned! That's our wish for the New Year. Yes, this very first issue wishes to echo our pledge to help build a safer future. With you!



● The Start ●

Shared Vision, Commitment & International Solidarity

It's a simple story, but one that is rooted in a planetary crisis that turned the world upside down. We can't say it enough: the pandemic that shook the planet in early 2020, not to mention the interlocking, increasingly aggressive climate emergencies and the many other threats that were multiplying around the world were the catalyst for a surge of solidarity between communications researchers and professionals.

As entire territories were struggling with insufficient means to inform, protect, secure, and mobilize their populations to block their spread, major vulnerabilities were revealed, including the capabilities of the communications specialists directly involved in their roles and responsibilities. And most of all, the fragility of our planet, the Earth.

In the midst of this turmoil and active confinements around the world, a group of researchers and professionals from eight different countries joined forces to plan a vast mobilization to build solidarity and strengthen the cohesion and power of knowledge and know-how in communication, on an international scale. The aim was to restore hope in these very dark times and to redefine our vision of a better future, for nature and for our humanity.

The Declaration Creation Team

Solange Tremblay, Lead author, CEO - Interdecom, Canada
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 Steve Connor, CEO - Creative Concern, United Kingdom
 Christophe Koninckx, CEO - Springtime, Belgium
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 Céline Pascual-Espuny, Professor - AMU, France
 Andrea Catellani, Professor - UCL, Belgium
 Danielle Maisonneuve, Retired Professor - UQAM, Canada
 Cristobal Duarte, CEO - Ecovantis, Spain
 Michael Adler, CEO - tippingpoints, Germany
 Simonetta Lombardo, CEO - Silverback, Italy

The call for this solidarity arose with the *International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World*. The commitment would be heard in all parts of the world as it was made public in six languages, spoken or known in both hemispheres: French, English, Spanish, Portuguese, Italian and German.

Our valiant and dedicated sponsor

Under the decisive leadership of Oumar Kane, then Secretary General of ORBICOM — the International Network of UNESCO Chairs in Communication — who immediately warmed to the initiative, a handcrafted video footage followed by a public launch made under pandemic rules at his head office at Université du Québec à Montréal, quickly received enthusiastic support from the four corners of the globe.

Thanks to his dedicated role, UNESCO Chairs in communication, intervention groups, consulting firms, international federations followed by several national associations, rapidly created a solid network of organisational support in communication, generating a multiplier effect.



Watch [Oumar Kane's presentation](#) in this handcrafted video produced under pandemic rules. 7 minutes. With English excerpts.

In the wake of this active mobilization, new professional and academic collaborators from Portugal, Turkey, Argentina, Greece and Burundi generously offered their support in the following steps: among them Philippe Borremans (IPRA President 2021), the Turkish Public Relations Association's team, Marian Ventura (CEO-done!), İnci Çınarlı (Retired professor-GSÜ), Alexander Deliyannis (Partner-Sympraxis Team), Yves Ndayikunda (ex-Rector-ULBU). And three new languages – Turkish, Dutch and Greek – have been added, bringing the Declaration to **nine different official versions**.

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Shared Vision, Commitment & International Solidarity

(Continued from previous page)

Major international organisations become key partners

Month after month, the many expressions of support become widely visible on organisation’s websites and on social media. What’s more, repeated signs of commitment from several major societies can be observed in their activities: special space at the opening session of their annual symposium, website-article, public communication at their annual conference, long-term scrolling promotion of our banner on their website... Even the badge ‘PROUD SIGNATORY’ to support the campaign.

After one year of a global mobilization bringing together a worldwide community of communicators, five major international organisations joined ORBICOM — the International Network of UNESCO Chairs in Communication and INTERDECOM (the group behind the Declaration) as key partners of the Declaration:

- IPRA - International Public Relations Association
- GLOBAL ALLIANCE - for Public Relations & Communication Management
- EUPRERA - European Public Relations Education & Research Association
- ICCO - International Communications Consultancy Organisation
- BLEDCOM - International Public Relations Research Symposium

In a joint press release, they called with one voice for the continued expansion of solidarity, inviting communications groups around the world to play a positive, unified role in response to the planetary threats that beset our world. As shown in the frame below.

"We are proud to have supported this Declaration. Public relations professionals have a clear responsibility to commit to transparent communication and support a better post-pandemic world. Communicators are by nature bridge builders, door openers and enablers of mutual understanding. That's why we are embracing these commitments and salute the success of this initiative of the international team behind the Declaration and the immediate support of our UNESCO colleagues."

Etsuko Tsujihara,
IPRA President
02/23/24



Faced with global issues of such a magnitude, this unifying mobilization must expand in every part of the world. We encourage our larger communication community to show their solidarity to all the signatories that have joined us from Latin America, Europe, North America, Africa, Asia and Australia during this first year. Strength in numbers remains a determining factor."

Oumar Kane,
Secretary General, ORBICOM - International Network of UNESCO Chairs in communication
02/23/24

"As our fragile world is fighting the ongoing pandemic and the continuous assault of the climate crisis; accurate, fact-based, sound and inclusive communications need to be advocated on a daily basis in all parts of the world. In these unprecedented times, a strong, unified voice, echoing ethical and humanist values, must mobilize and strengthen our communication forces throughout the globe. ICCO is proud to embrace this 'one voice' Declaration."

Nitin Mantri,
ICCO President
02/23/24

"It is essential to unite the global public relations and communications community when taking an active role in leading public information campaigns, helping people understand and share knowledge on the major global risks of our time, such as the pandemic and the climate crisis. Together, we can build a new global community of respect, truth, knowledge, peace, inclusiveness, and justice for all. For this every reason, is why Global Alliance and I as President fully support this Declaration."

Justin Green,
Global Alliance President & CEO
02/23/24

"Current challenges, from pandemic to climate change, require a new and strong awareness of the role of communication. Of a clear, competent, truthful communication. EUPRERA will continue to strongly support the Declaration, because it is in line with its mission to educate to quality communication with solid scientific foundations."

Stefania Romenti,
EUPRERA President
02/23/24

"Trustworthy, ethical, inclusive, and respectful communication is a critical daily issue in our hypercomplex world that faces the major global threats of our time: climate change, pandemics, migrations, as well as infodemics and misinformation. Scholars, teachers and practitioners in communication have a shared responsibility to address them in a unified way and the Declaration articulates our commitment. BledCom fully supports this major call for unity."

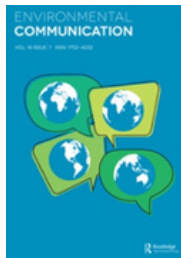
Dejan Verčič,
BledCom Co-founder
02/23/24



Publications

Horizons Echoes will announce our signatories' publications (books, periodicals, etc.) focusing on communication issues related to sustainability, climate emergency, diversity, inclusion, equity, democracy, etc. For our first 4-5 issues, the books and periodicals categories will include titles published since the *Declaration* commitment in 2020, and will subsequently cover current-year publication.

Periodicals



Environmental Communication, the flagship journal of IECA, the International Environmental Communication Association, is aimed at engaged audiences attuned to the ethical stakes of environmental communication. Often bridging gaps between theory and practice and written in a style that is broadly accessible, the journal features original research on the ways communication matters to ecological relations and vice versa. Its issues contribute to understanding scientific controversies, political developments, policy solutions, institutional change, cultural trends, public participation, professional decisions... Options for accessing content are provided.

Here is **Volume 18 / 7, 2024**.

Books

- **ICA - *The Handbook of International Trends in Environmental Communication***



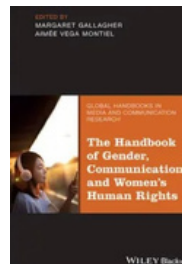
Published in the International Communication Association Handbook Series in 2022, this handbook, edited by Bruno Takahashi, Julia Metag, Jagadish Thaker and Suzannah Evans Comfort

provides a comprehensive review of communication around rising global environmental challenges and public action to manage them now and into the future.

Authors from a wide range of countries review the genesis and evolution of environmental communication research and analyze current issues from an international perspective.

► **ICA - Handbook**

- **IAMCR - *The Handbook of Gender, Communication, and Women's Human Rights***



Published in 2023 by the International Association for Media and Communication Research in its Global Handbooks series, this manual engages debates on women's rights, democracy, and neoliberalism through the lens of feminist communication scholarship.

Edited by Margaret Gallagher and Aimée Vega Montiel, it frames a wide range of issues relevant to the communication and the gender agenda within a human rights framework. An international panel of academics and activists examines how media, information, and communication systems contribute to enabling, ignoring, questioning, or denying women's human and communication rights.

► **IAMCR Handbook**



Podcasts are not a new phenomenon, but their popularity and number have been growing steadily on a wide range of topics. *Horizons Echoes* will be looking at their flexibility, as a means of communication, to explore issues relating to climate emergencies, sustainability, democracy, DEI, and ethics from the perspective of responsible communications. We will favour podcasts that enable direct and deeper insights with guests, revealing their professional experiences, inspirations, the path they follow.

For its first issue, *Horizons Echoes* is pleased to present two podcasts hosted by **Damla Özlüer** and **Steve Connor**, communications professionals whose agencies, specialized in communications issues for a sustainable future, are members of Do Not Smile (DNS), a European network signatory of the *Declaration*. Follow them on *Good Geist*, a podcast on sustainability, offered by the DNS Network, featuring global guests from a wide variety of sectors such as business, NGOs and government.

The Power of Creativity



With Marian Ventura, Founder of a B Corp Certified Creative Agency, Argentina. Co-founder of ati, first union of triple impact agencies in Latin America and a signatory of the Declaration.

As the founder of **done! a B Corp certified creative agency** that is pushing the envelope in Buenos Aires, Marian Ventura joins this podcast to share her transformative journey.

This episode follows Marian's captivating story, tracing the responsibility of storytelling in modern times. She gives insights into how her agency curates clients and initiatives, with a firm commitment to transparency and purpose-driven work.

And of course, Marian explores the power of creativity to make the world a better place.

► **Podcast**

A Future You Desire



With Michael Adler, CEO of a sustainability-focused communication agency in Germany and a signatory of the Declaration.

Have you ever paused to consider how the words we use can shape the battle against climate change? This is what Michael Adler, CEO of **tippingpoints**, a sustainability-focused communication agency, explores in this podcast. He discusses his extraordinary journey from anti-nuclear advocate to creating and leading tippingpoints, a long-standing member of the Do Not Smile Network.

Michael talks about the power of language, advocating for a change in discourse from 'climate protection' to 'human protection' – a reframing that captures the urgent impact on our species and the intricate web of life that sustains us. This episode also captures a discussion on how to make action happen locally, and globally.

► **Podcast**



Webinars

Webinars, seminars, and panels organized by communication groups within our community, focusing on specific commitments of the *Declaration* and available as videos for information and educational purposes, will be shared through this platform.

HOW WOMEN SHAPED COMMUNICATIONS AND PUBLIC RELATIONS HISTORY

In this inaugural issue, *Horizons Echoes* is proud to spotlight how women have shaped the history of communications and public relations. There is little reference indeed to their important contributions around the world, the precarity and discrimination they faced, and their exclusion from narratives recounting their role in setting up foundations as far back as the early 20th century. Yet, their leadership in the rise of PR has important roots as they excelled at both national and international levels.

Women in PR History

Current research seeks to address this by highlighting women’s contributions to PR history worldwide. EUPRERA’s (European Public Relations Education and Research Association) webinar, ‘Women in PR History’, organized with its Women in Public Relations network, brings these untold stories to light.

▶ [Watch the webinar](#)

We are also delighted to feature three webinars by the Museum of Public Relations (2021, 2023, 2024) on ‘PR Women Who Changed History’. Yet, from leveraging public relations for the public good to driving social change, pioneers now warn of the real threats to these hard-won rights, urging caution and vigilance.

As women’s rights face erosion worldwide, it is timely to reflect on the hard-fought battles waged by women in PR—now leading the profession—to claim their place in a once male-dominated field. And be inspired by them.



PHOTO: MUSEUM OF PUBLIC RELATIONS

More on next page ▶ PR Women Who Changed History in the USA

Webinars

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PR WOMEN WHO CHANGED HISTORY IN THE USA

USING PUBLIC RELATIONS FOR THE PUBLIC GOOD

Impressive women used public relations to shape U.S. history, advancing civil rights, women's rights, and economic equality. Discover their stories and a few of the first women leading their own PR agencies and corporate departments long before they were welcomed in traditionally male roles.

▶ [Watch the event](#)

ACTIVATING SOCIAL CHANGE

Throughout history, the most powerful advocates for human rights, healthcare, diversity, and workplace equality in the USA have been women. These communicators—who themselves had their rights restricted—were the first to break the historic silence on issues considered taboo. From the suffrage movement, through Civil Rights, through the fight for gender equality, their struggles drew the attention of the rest of the country. One of them, Barbara Hunter, who passed away just a few days before New Year's Eve, took part in this webinar as a special guest.

▶ [Watch the video](#)



PHOTO : MUSEUM OF PUBLIC RELATIONS

WOMEN'S RIGHTS AT RISK

Discover the inspiring legacy of a trailblazing PR counselor and co-founder of the National Organization for Women (NOW), a pioneering force in the fight for gender equality in the United States. In the 1960s, she challenged systemic barriers and stereotypes that confined women to domestic roles, transforming societal norms. In this talk, Muriel Fox reflects on her long fight for equality and warns of looming threats to these hard-won rights.

▶ [Watch the video](#)

Conferences

Major institutional meetings and conferences that focus on communication issues relating to sustainable development, equity, ecological transition and climate emergencies, offer multiple perspectives and insights as rich as the contexts and surroundings from which they emerge and unfold. The scientific knowledge, professional experience, debates and analyses these forums generate, and the challenging questions they bring to the table, are necessary sources of nourishment carefully prepared by the organisations that plan them. As these issues become more topical than ever, *Horizons Echoes* is putting these important events high on its radar.



- **Environment and Communication:
Shifting Perspectives, Creativity, and Conviviality from the Edge
International Environmental Communication Association (IECA)**

The International Environmental Communication Association in collaboration with the University of Tasmania's School of Creative Arts and Media, invites scholars, artists, practitioners, and activists to the 18th Biennial Conference on Communication and Environment (COCE). COCE 2025, taking place 23-27 June 2025 in Hobart, Tasmania, Australia.

Participants will be invited to consider how approaches to communication about/with/on/in environments could be 'un-conventionalized' by calling in more community, diverse perspectives, and play as forms of research and praxis. While conviviality will be engaged to usher in impactful sharing of ideas, the conference simultaneously welcomes approaches to the theme that carefully regard opposition and incompleteness in present or historical environmental relations.

► **IECA Conference**

- **Communicating Environmental Justice: Many Voices, One Planet
International Association for Media and Communication Research (IAMCR)**

In an era defined by environmental crises and social disparities, the need for effective communication championing environmental justice has never been more urgent. Hosted by the International Association for Media and Communication Research (IAMCR), the conference theme, *Communicating Environmental Justice: Many Voices, One Planet*, highlights the critical intersection of diverse voices from various stakeholders and their collaborative action in addressing the pressing challenges of our time. The conference which will be held in Singapore at the Nanyang Technological University, from 13 to 17 July 2025, aims to reflect the richness and complexity of the landscape of media and communication studies today. Participants are invited to ensure that the voices of diverse communities are valued in the ongoing conversation about our planet's future.

► **IAMCR Conference**

Thank you for your support!



All over the world, communication organisations are mobilizing in a commitment to unity through all adversities. Advocating that the role of communications specialists cannot be reduced to that of observers in the face of global threats that relentlessly multiply and the growing fragility of the ideas of 'democracy' and 'humanity', this dedicated global communications community pledges to speak with one voice, embracing unity and solidarity.

To rally this united, worldwide mobilization - first of its kind in communication:

SIGN THE DECLARATION!

and stay tuned

Suscribe to Horizons Echoes!

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On Every Continent
- 9 Languages -

+ 45
Countries

+ 150
Organisations

Including

- 19 International/Global Organisations
- 38 National/Continental Associations
- 12 UNESCO Chairs in Communication

in

Communications · Public Relations · Advertising · Marketing · Journalism ·
Public Affairs · Media

* * *

Research Facilities · Consulting Firms · Observatories · Academic Units/Institutions ·
Specialized Networks · Advocacy Groups · Information Platforms · Etc.