



Mission-Driven Messaging for the Masses

Wendy Lu McGill, IBI Communications Director

www.biochar-international.org



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About IBI

The International Biochar Initiative (IBI) is a global platform for fostering stakeholder collaboration, good industry practices, and environmental and ethical standards to support biochar systems that are safe and economically viable. IBI is made up of more than 500 members based in 63 countries, as well as our major donor, the Woka Foundation. Learn more: www.biochar-international.org



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About Wendy Lu

Currently: IBI's Communications Director

2020-2022: North American Coalition for Insect Agriculture Interim Executive Director

2015-2020: CEO/Founder Rocky Mountain Micro Ranch (Edible insect farm and food startup)

Near distant past: Communications for international development consultant, working with UN agencies and large international organizations across multiple sectors, including human trafficking, rural infrastructure, water and sanitation, etc.



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Why Mission-Drive Messaging?

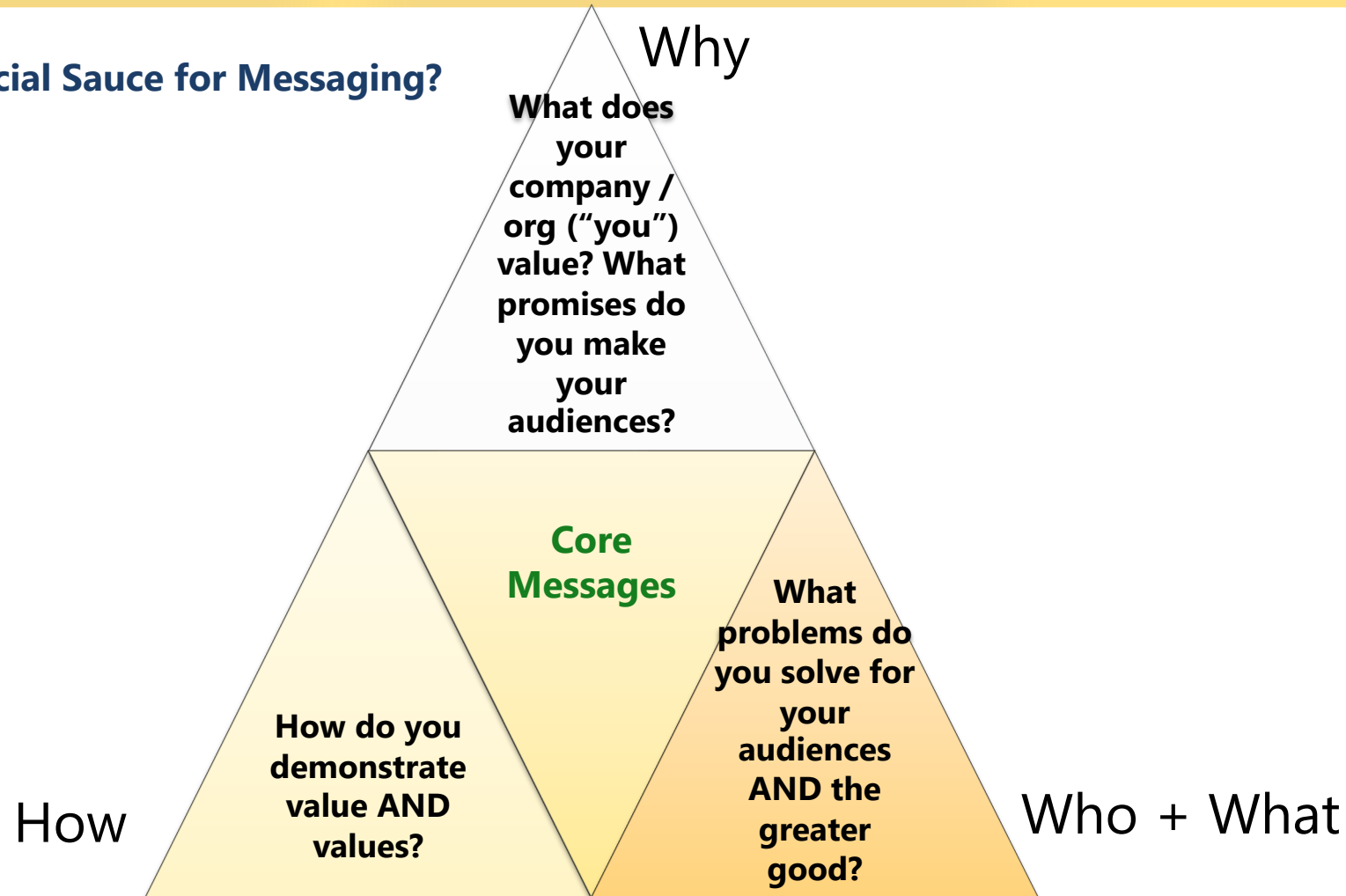
Messaging that informs people with the right level of detail is crucial to help your audiences connect with solutions.

This is particularly true for biochar, which despite having ~23,000 articles of peer-reviewed, published research, and a cadre of dedicated and informed evangelists, **remains under-utilized and not well-known in general.**



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What is the Special Sauce for Messaging?





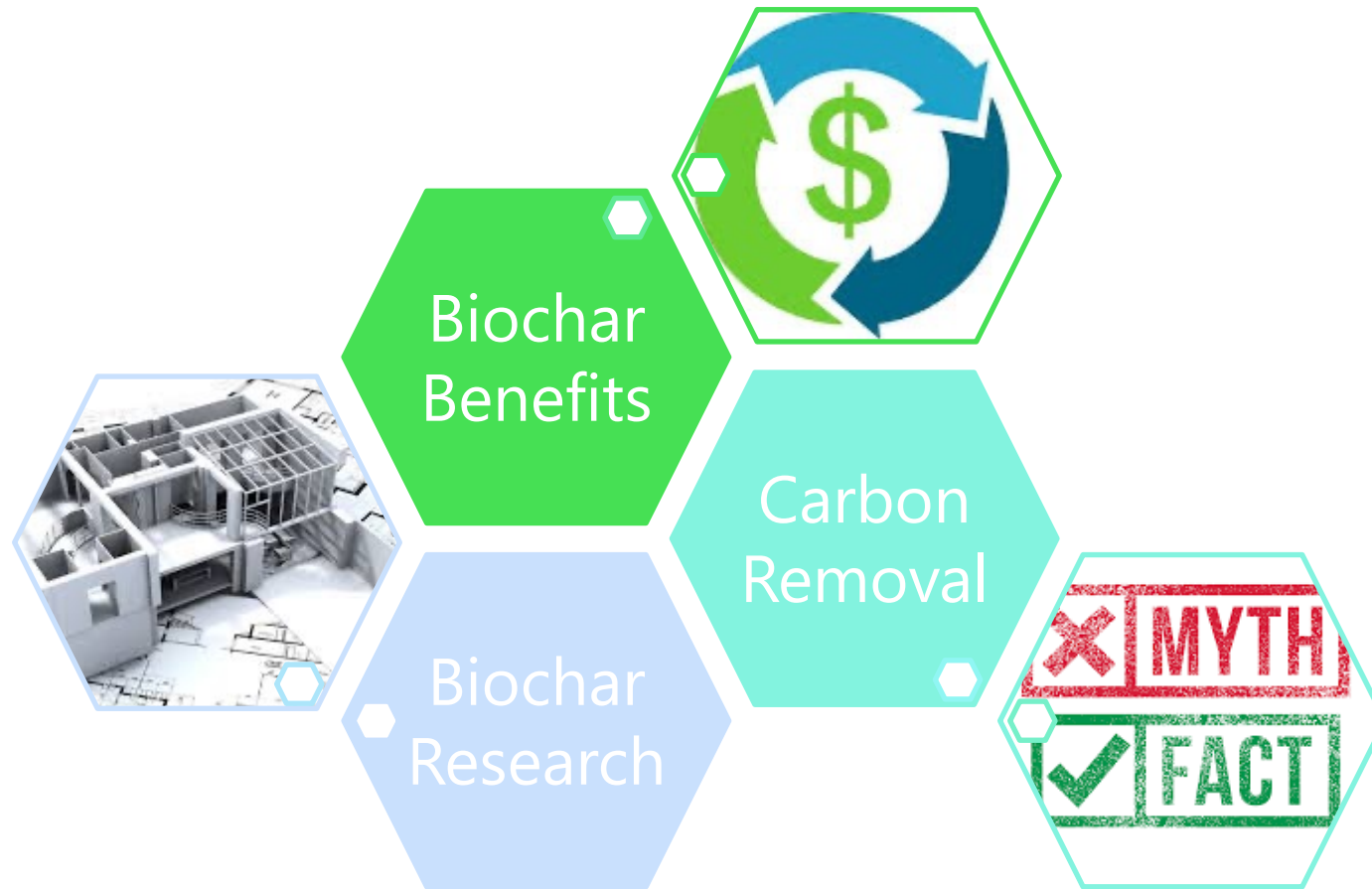
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Who are Audiences You Seek to Reach? IBI's Audience Map:



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What do These Audiences Need to Know About Biochar (That They Don't Already)?



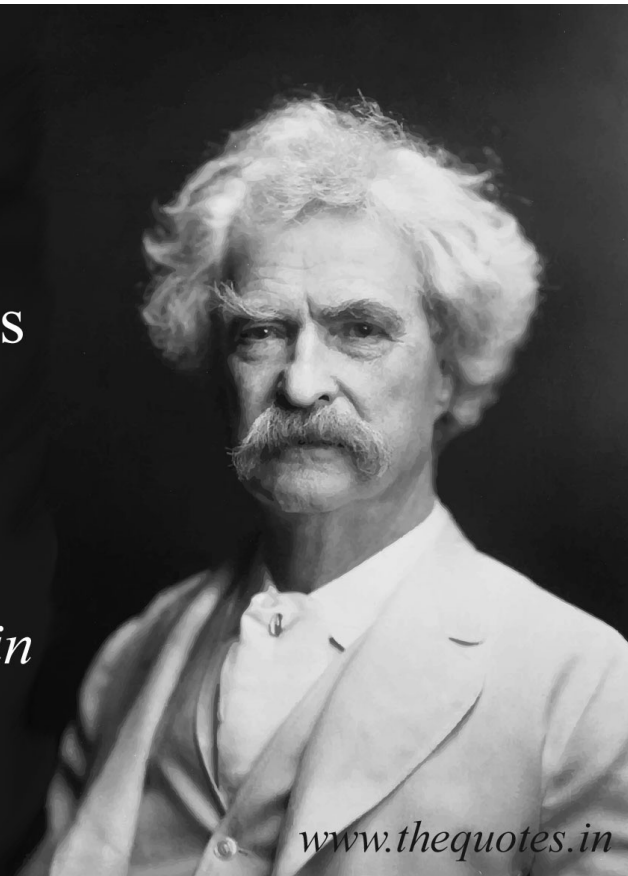


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Remember: It's Not About You / Biochar, i.e. "How Do These Messages Solve Problems for Your Audiences?"

It ain't what you don't know
that gets you into trouble. It's
what you know for sure that
just ain't so.

Mark Twain



www.thequotes.in



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