

The role of cross-communication as a tool of environmental communication in promoting Kyoto city's environmental activities

Tenji Sato

Keywords: cross-communication, environmental communication, Kyoto city, citizen, NPO, buzz

1. Background of Research

In recent years, many companies, municipalities, NGOs and NPOs are starting to focus on the significance and relationship between public relations and environmental communication. Rather than traditional “one-way communication”, there are some new styles of communication method, such as “cross-communication”, that are more efficient to create a two-way communication process. Based on the author's three-month internship experience at Kyoto city's Environmental Policy Bureau, this thesis seeks to analyze what cross-communication can bring to Kyoto city's environmental activities and how cross-communication can help the citizens and Kyoto city come together in terms of solving the environmental problems.

2. Themes and Methodology

The main purpose of this thesis is to define the actual conditions and prospects of Kyoto city's environmental activities which may be promoted by cross-communication method. To do this, this thesis targets different examples of Kyoto city's attempts to communicate its environmental activities to citizens. It also examines communicative strategies employed in the business world, as well as communication tools used by a successful NPO engaged in environmental education activities. The methodology taken includes a literature review, questionnaire surveys, hearings and comparative analysis of data.

3. Conclusion

This thesis presents cross-communication as a valuable tool for environmental communication which can help Kyoto city develop its environmental activities. The main findings are: 1. Better understanding of the citizen's point of view. 2. Stimulate citizens' motivation to engage more fully in the city's pro-environmental activities. 3. Create a buzz effect which can disseminate information relating to the city's environmental activities. However, as we use the cross-communication method, we should always consider the balance of convenience and risk that new media brings to us, and never forget the origin of communication.