

**Intergovernmental Science-Policy  
Platform on Biodiversity and  
Ecosystem Services**

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**Plenary of the Intergovernmental Science-Policy  
Platform on Biodiversity and Ecosystem Services  
Tenth session**

Bonn, Germany, 28 August–2 September 2023  
Item 5 of the provisional agenda\*

**Report of the Executive Secretary on progress in the  
implementation of the rolling work programme up to  
2030****Information on strengthened communication****Note by the secretariat**

1. The Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), in decision IPBES-3/4, on communications, stakeholder engagement and strategic partnerships, took note of the communications and outreach strategy and requested the secretariat, subject to the availability of funds, to undertake the activities described in the initial implementation plan set out in the appendix to the strategy. The Plenary, in decision IPBES-4/4, took note of an update on implementation of the strategy.
2. Subsequent reporting by the secretariat on progress on communications activities, outlined in documents IPBES/5/9, IPBES/5/INF/15, IPBES/5/INF/16, IPBES/6/INF/19, IPBES/7/INF/14, IPBES/8/INF/15 and IPBES/9/INF/17, was taken note of by the Plenary at its fifth to ninth sessions.
3. The Plenary, in decision IPBES-7/1, adopted the rolling work programme of IPBES up to 2030 with six objectives, including objective 5, communicating and engaging, which aims to strengthen the involvement of the members and stakeholders and to increase the visibility of IPBES and the use of IPBES products. Objective 5 (a) on strengthened communication builds on the work initiated and lessons learned during the first IPBES work programme, and includes the continuation of the implementation of the IPBES communication and outreach strategy with a view to increasing the visibility of IPBES and its products and the use of IPBES products by Governments and stakeholders.
4. The annex to the present note sets out information on the further implementation of objective 5 (a) of the 2030 IPBES rolling work programme up to 2030. The annex is presented without formal editing.

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\* IPBES/10/1.

## Annex\*

### Information on strengthened communication

1. IPBES continued to build throughout 2022 on the successes in terms of reach, uptake and impact achieved in 2021 and preceding years – strongly augmented by the approval and successful launch of both the IPBES Sustainable Use of Wild Species Assessment and the IPBES Values Assessment Reports. In the subsequent months, this success was further supplemented by global interest in both the 19<sup>th</sup> Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES COP19), which included activities to promote focus on the Sustainable Use of Wild Species Report, and the 15th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP15).

#### I. Day to day communication

##### 2. *Traditional media*

(a) In terms of traditional media reach from 1 January to 31 December 2022, IPBES tracked a total of 26,342 online media articles relating to IPBES and IPBES work programme deliverables. These articles, which specifically exclude both print and broadcast reporting, appeared in 154 countries, and 54 languages. They represent coverage by more than 7,468 media outlets and likely absolute reach of more than 2.01 billion views – based on industry standard estimates of 2.5% of total possible reach.

(b) By way of comparison, total online article mentions of IPBES tracked in 2021 were more than 17,100, in 145 countries, across 46 languages. In 2018, these numbers, including the successful launch of the four IPBES Regional Assessment Reports and the IPBES Land Degradation and Restoration Assessment Report, were 6,553 articles, in 37 languages, across 126 countries.

(c) The most successful media activities for IPBES in 2022 were the launch and ensuing outreach around the Sustainable Use of Wild Species Assessment Report and the Values Assessment Report. Together, these two Reports generated about 3,000 online articles, in 36 languages, on approximately 1,800 different online news sites, across 100 countries, within the first six weeks of their respective releases, with a likely reach of 230 million from online media coverage alone. Traditional media coverage of these Assessment Reports has continued at lower volumes over the intervening period.

(d) In December 2022, CBD COP15 was the second most successful period for IPBES traditional media activities of the year. Experts from the IPBES delegation were in high demand for interviews in the lead-up, during and immediately following the COP. This resulted in 6,771 online articles relating to IPBES and the IPBES work programme, across 116 countries, in 24 languages, with a likely reach of more than 500 million.

##### 3. *Social media*

(a) In 2022, IPBES continued to grow its online English-speaking audiences across all social media channels, with 59% year-on-year growth on Facebook, 27% on Twitter, 92% on LinkedIn, and 35% on Instagram.

(b) IPBES social media activities generated more than 146 million impressions across all platforms in 2022. By comparison, 41 million impressions were achieved in 2020. The 163.9 million impressions achieved in 2021 are considered to be an outlier due to a single post that went extremely viral, yet the 2022 results came close to repeating this level of success.

(c) As with 2021, IPBES achieved its most significant social media growth of 2022 on LinkedIn (92% growth in number of followers and 127% growth in average impressions generated per month). Instagram also saw significant growth, particularly in respect to reach per month.

(d) The IPBES channels in Spanish and French also saw steady growth in 2022, with 70% growth in followers on Twitter in French, 131% growth on Facebook in French, 28% on Twitter in Spanish, and 93% on Facebook in Spanish.

(e) The biggest peaks of the year on the IPBES social media channels occurred during IPBES 9 and CBD COP15. During these events, but also for key international days, IPBES worked

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\* The annex has not been formally edited.

very closely with the member organizations of the CBD-convened Global Biodiversity Communications ‘Flotilla’, joining and contributing to selected outreach campaigns and sharing social media assets with partners.

(f) For Twitter, 2022 was a year that brought many changes, particularly following the acquisition of the platform by Elon Musk in late October, which led to a degree of uncertainty about the future stability of the service, and motivated a significant number of Twitter users from the existing IPBES community to leave the platform. While IPBES’ English Twitter audience has typically grown on average by more than 450 followers each week, for the first time ever IPBES experienced a net loss week-on-week of followers in November 2022. IPBES was able to reverse this negative trend with the onset of CBD COP15, and all three IPBES Twitter accounts did grow in terms of followers in 2022 (27% English, 28% Spanish, 70% French), but they did not reach all of the expected targets for impressions or engagement. The situation with Twitter has remained somewhat fluid in 2023.

(g) As a response to the changing Twitter environment, IPBES created new accounts on a Twitter alternative, Mastodon, in English, French and Spanish in November 2022 and is currently investigating the feasibility of establishing new accounts on Threads. These new accounts will, for the short term, mirror their respective Twitter channels. IPBES has also kept in close contact with the broader UN global communication teams to exchange information and advice on the situation at Twitter. IPBES was also able to obtain the new grey checkmarks on all three IPBES Twitter accounts – these signify verified accounts from governments, international organizations, etc.

#### 4. *Podcast*

(a) In February 2022, IPBES launched the second season of its professionally produced, distributed and marketed podcast, Nature Insight – Speed-Dating with the Future, comprising a further six episodes, with the objective again of elevating lesser-heard but important voices from within the wider IPBES community. The second season was very successful – with more than 21,500 downloads between mid-February and 30 April 2022, in comparison to just over 16,000 downloads of Season 1 in the whole of 2021. The IPBES podcast also broke into the Top 100, Top 20 and Top 10 podcast charts for Nature across a number of countries, peaking at first place in Australia, 2nd place in the UK, 3rd in Canada, 5th in the USA and 8th in Germany. It also achieved 61st place on the global Top 200 science podcasts. A key factor in this ongoing success was the use of the podcast medium to reach out to wider priority audiences and to help make the work of IPBES more understandable and relatable to both new and existing stakeholders. A third season is already being produced, with a podcast production and marketing consultant having been recruited to facilitate the production of a further six episodes.

#### 5. *Impact tracking*

(a) To help the IPBES community present compelling examples of specific impacts of IPBES’ work, the secretariat has continued in 2022 and in 2023 to update and expand the IPBES impact tracking database (TRACK). This fully searchable online public resource aims to collate a wide range of good indicative examples of IPBES impact at different scales, in different geographical areas, and across the whole work programme on, among others, decision-making, policy, actions, approaches and investments.

(b) TRACK now reflects more than 500 separate examples of IPBES impact. The tool remains open for public submissions and can be freely accessed at [www.ipbes.net/impact-tracking-view](http://www.ipbes.net/impact-tracking-view).

## II. Initial outreach for the launch of the invasive alien species assessment report

6. As detailed in IPBES/6/INF/19 (appendix IV), the secretariat has adopted a three-phase communication strategy to promote IPBES assessment reports before, during and after their launches. This approach is being applied again for outreach on the planned launch of the IPBES invasive alien species assessment report to be considered by the Plenary at its tenth session.

7. The focus for the first (‘Pre-Launch’) phase started in April 2023 with the crafting of an information ‘primer’ for the assessment, with essential information designed to help decision-makers, media, influencers and stakeholders better understand the scope, scale and significance of the assessment – without previewing any of the draft key messages or policy options. The primer was translated into all six UN official languages and German by the end of May 2023 and has been accessible on the IPBES website.

8. Another focus of this first phase has been media and spokesperson training, as well as targeted in-person media outreach events in early June 2023 by the secretariat to brief key media outlets, editors and influencers about the launch – with a concentration on newswire services and broadcast outlets. This phase has also seen a focus on activating and further building the informal communication and outreach partnerships with IPBES allies, advocates and stakeholder organizations, both to assist in the dissemination of the primer and to build momentum for the Launch and Post-Launch phases.

9. The focus of the second (‘Launch’) phase will be the planned media launch of the approved summary for policymakers (SPM) of the report – expected to be on Monday, 4 September 2023, which will be a hybrid event that will also be webcast live. This will be preceded by a period of 24-48 hours during which the SPM, media release and a range of media resource materials will be made available, under strict embargo, to pre-accredited media, allies and advocates. The embargo will be lifted at the start of the media launch – at which point the materials will be shared with all IPBES media contacts, allies and advocates. Other key elements of this second phase will include extended media and spokesperson training, promotion of the official opening ceremony and a comprehensive social media campaign for the assessment.

10. In the third (‘Post-Launch’) phase, the communications focus will shift from media outreach to the promotion and support of uptake of the assessment report. This will entail, among others, the production of laid-out electronic and printed copies of the SPM in all official UN languages, outreach video material and presentations to support subsequent uptake events.

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