Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme
1 March 2022

Report of the online dialogue workshop with national and regional platforms engaging in IPBES: Communicating the importance of biodiversity for nature and people

I. Introduction

1. The workshop was held online 1 March 2022. It was organized in the context of the capacity-building work of IPBES\(^1\) and aimed to facilitate a dialogue for sharing knowledge, best practices and creative tools for communicating the importance of biodiversity and nature's contributions to people.

2. The present document provides an overview of the discussions during the meeting, attendance, and the results of the evaluation of the meeting. More detailed information is available in the following documents\(^2\) made available in section V: Annexes:

   - Annex 1: IPBES/TF/CBG/WSP/2022/3/1 – Agenda and organization of work.

II. Summary of discussions

A. Opening of the meeting

3. IPBES Chair Ana Maria Hernandez Salgar welcomed participants to the meeting. The head of the IPBES technical support unit on capacity-building, Ingunn Storrø, presented the agenda and objectives of the meeting.

---

\(^1\) Supporting objectives 2 and 5 of the IPBES 2030 rolling work programme.

\(^2\) All documents can be found on the meeting webpage: https://ipbes.net/events/dialogue-workshop-national-and-subregional-platforms.
B. Communicating for reach and impact about biodiversity and nature's contributions to people

4. Rob Spaull, head of communications in IPBES, and Kasia Popiołek, social media specialist in the IPBES media team, gave a presentation on communicating for reach and impact on issues related to biodiversity and nature's contributions to people. In their presentation, they gave an introduction to basic principles for effective communication, advice for how to work with traditional and social media, shared examples of successful communication events organized to support uptake of IPBES products, and provided an overview of the resources the IPBES secretariat can offer through its work on communication and capacity-building.

C. Sharing experiences – how can platforms communicate effectively on biodiversity across the science-policy interface

5. Juanita Chaves Posada from the Alexander von Humboldt Institute gave a presentation on the what, whom and when of the communication strategy for the Colombian national ecosystem assessment. During her presentation, she highlighted how they had worked throughout the assessment process to raise public awareness of the ongoing national ecosystem assessment and its importance for Colombia through among other the organization of triadogues with indigenous peoples and local communities, regional meetings on the report, and an official launch event. She also highlighted the effectiveness of videos and presentations in the communication campaign, and the importance of advocacy efforts to promote uptake of the assessment.

6. Nadia Sitas and Odilrile Selomane from the Centre for Sustainability Transitions at Stellenbosch University presented the 'youth nature futures' project in Southern Africa. The project, which also has been undertaken in Brazil, aimed to engage with youth groups to explore nature futures and communicate these through creative communication of science. The presentation provided an overview of how youth groups through the project has been able to develop their own nature futures, and communicated these through a number of creative projects such as poems, murals and videos.

7. Isabella Sedivy and Bettina Walch from Plan Biodivers Ltd. presented the work they have been doing under the project "Mission B – for more biodiversity in Switzerland". In their presentation, they presented a number of examples of creative and successful communication from "Mission B" and highlighted the opportunities social media offers researchers and others seeking to inform the public about the importance of biodiversity. They also provided guidance on how such communication can be structured to increase its effectiveness, noting the importance of building a comprehensive story relevant to the audience, showing how the reader can contribute to address the problem presented, and building partnerships with individuals and organizations that can amplify the message.

8. All PowerPoint slides from the meeting are available in IPBES/TF/CBG/WSP/2022/3/Other/2.

D. Exploring creative tools for effective communication (group discussion)

9. Ingunn Storrø from the technical support unit on capacity-building introduced the group discussion and gave an introduction to Mentimeter, an interactive software used to facilitate the group discussion. The discussion was centred around four overarching topics:

(1) Effective communication

Participants shared a wide range of effective ways of communicating the importance of biodiversity and nature's contributions to people used by their platform, network or organization. Examples included developing infographics and videos tailored for different audiences, organizing forums and workshops with a wide range of stakeholders to build partnerships, building a presence on popular social media platforms, using local languages and working with celebrities and other influential individuals to reach new audiences.
(2) Creative tools and ways of communicating

Creative tools and ways of communicating recommended by participants included infographics, videos, podcasts, workshops, songs, art, quizzes, tea talks, competitions, and cookbooks.

(3) Reaching the general public

Participants identified a number of ways to make aspects of nature and biodiversity relevant to the general public. Examples and advice included showing how biodiversity loss impacts the everyday lives, incomes and livelihoods of the audience; demonstrating the links between biodiversity and human wellbeing; highlighting the relation between nature and climate change; building capacity on how the public can contribute for example developing their gardens to support pollinators; and showcasing positive stories the readers can emulate.

(4) Supporting each other on communication

A number of ideas for what the participants as an IPBES community can do to support each other were proposed. Examples included continuing to organize sharing sessions like the one during this dialogue meeting; developing joint capacity-building and communication materials that are made available as online resources; and developing communication networks to share and amplify each other's messages.

10. A full summary of all written input provided to the discussion on Mentimeter is available in document IPBES/TF/CBG/WSP/2022/Other/3.

E. Closing of the meeting

1. In her concluding comments, IPBES Chair Ana Maria Hernandez Salgar thanked all participants for their valuable contributions during the meeting. Summarizing the discussions of the meeting, the Chair highlighted the key role played by national platforms and networks in communicating the importance of biodiversity and nature's contributions to people and encouraged further dialogue and cooperation between existing platforms and networks.

III. Participants

18. The meeting was attended by a total of 86 participants. The full list of participants is available in document IPBES/TF/CBG/WSP/2022/Other/1.

IV. Evaluation

19. Following the meeting, participants were invited to complete a short evaluation form. 38 participants completed the form.

20. In their evaluation, participants expressed high satisfaction with the meeting and highlighted its usefulness. All respondents indicated that they would like to see similar events organized in the future to facilitate further knowledge exchange and enhanced collaboration and to encourage the establishment and further development of national and (sub)regional platforms and networks.

V. Annexes:

3 Average usefulness of 4,5 on a 5-point scale, with 5 being 'very useful'.
Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme
1 March 2022

Agenda

<table>
<thead>
<tr>
<th>Time (minutes)</th>
<th>Agenda Item</th>
</tr>
</thead>
</table>
| 10 min         | 1. Opening of the meeting  
- Welcoming remarks by IPBES  
2. Agenda  
- Introduction to the meeting and its objectives |
| 35 min         | 3. “Communicating for Reach & Impact about Biodiversity and Nature’s Contributions to People”  
- Presentation by Rob Spaull, IPBES Head of communications  
- Q&A |
| 30 min         | 4. Sharing experience – how can platforms communicate effectively on biodiversity across the science-policy interface?  
- Sharing examples of good storytelling  
“Youth Nature Futures” – Nadia Sitas and Odirilwe Selomane, Centre for Sustainability Transitions  
“Mission B – for more biodiversity in Switzerland” – Isabella Sedivy and Bettina Walch, Plan Biodivers Ltd |
| 5 min          | Break |
| 45 min         | 5. Exploring creative tools for effective communication (group discussion) |
| 20 min         | 6. Summary of suggestions in plenary |
| 5 min          | 7. Closing of the dialogue workshop |
**Annex 2: IPBES/TF/CBG/WSP/2022/3/Other/1 – List of participants.**

Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme

1 March 2022

I. **List of participants**

<table>
<thead>
<tr>
<th>Participant</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juana Venecia</td>
<td>Academia de Ciencias de la Republica</td>
</tr>
<tr>
<td>Reina Belle Aguja</td>
<td>Dominicana</td>
</tr>
<tr>
<td>Cigdem Adem</td>
<td>ACB</td>
</tr>
<tr>
<td>Clarissa Arida</td>
<td>Ankara Rivers Study Group</td>
</tr>
<tr>
<td>Earl Paulo Diaz</td>
<td>ASEAN Centre for Biodiversity</td>
</tr>
<tr>
<td>Patricia Leuterio</td>
<td>ASEAN Centre for Biodiversity</td>
</tr>
<tr>
<td>Lise Goudeseune</td>
<td>BBPf/NFP Belgium</td>
</tr>
<tr>
<td>Paula Drummond</td>
<td>Ecosystem Services/BPBES Brazilian Platform on Biodiversity and</td>
</tr>
<tr>
<td>Carlos Joly</td>
<td>Ecosystem Services/BPBES</td>
</tr>
<tr>
<td>Gono Semiadi</td>
<td>BRIN</td>
</tr>
<tr>
<td>Isimemen Osemwegie</td>
<td>CABES</td>
</tr>
<tr>
<td>András Báldi</td>
<td>Centre for Ecological Research</td>
</tr>
<tr>
<td>Monica Viétcnica Alegre González</td>
<td>CONABIO</td>
</tr>
<tr>
<td>Sofia Treviño Heres</td>
<td>CONABIO</td>
</tr>
<tr>
<td>Carlos Galindo</td>
<td>CONABIO (Biodiversity National)</td>
</tr>
</tbody>
</table>

*Based on self-reported data submitted when registering for the meeting. Participants that wish to revise or add submitted information may contact the IPBES technical support unit on tsu.capacitybuilding@ipbes.net.*
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization and Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nith Chhin</td>
<td>Ministry of Environment, Cambodia</td>
</tr>
<tr>
<td>Somaly Chan</td>
<td>Ministry of Environment, Cambodia</td>
</tr>
<tr>
<td>Isuf Fetai</td>
<td>Ministry of Environment and Physical Planning, North Macedonia</td>
</tr>
<tr>
<td>Yuliya Grigorova-Ivanova</td>
<td>Ministry of Environment and Water, Bulgaria</td>
</tr>
<tr>
<td>Saurabh Upadhyay</td>
<td>Ministry of Environment Forest and Climate Change, India</td>
</tr>
<tr>
<td>John Samad Smaranda</td>
<td>Ministry of Environment, Waters and Forests, Romania</td>
</tr>
<tr>
<td>Dusan Ognjanovic</td>
<td>Ministry of Environmental Protection, Serbia</td>
</tr>
<tr>
<td>Jelena Ducic</td>
<td>Ministry of Environmental Protection, Serbia</td>
</tr>
<tr>
<td>Kevin Bhajan</td>
<td>Ministry of Planning and Development, Trinidad and Tobago</td>
</tr>
<tr>
<td>Merit Otsus</td>
<td>Ministry of the Environment, Estonia</td>
</tr>
<tr>
<td>Vinod Mathur</td>
<td>National Biodiversity Authority, India</td>
</tr>
<tr>
<td>Joeni Setijo Rahajoe</td>
<td>National Research and Innovation Agency, Indonesia</td>
</tr>
<tr>
<td>Olusegun Michael Ogundele</td>
<td>Nigerian Science Policy Platform on Biodiversity Ecosystem Services- NiPBES</td>
</tr>
<tr>
<td>Anne Martinussen</td>
<td>Norwegian Environment Agency</td>
</tr>
<tr>
<td>Phuttatida Rattana</td>
<td>Office of Natural Resources and Environmental Policy and Planning, Thailand</td>
</tr>
<tr>
<td>Machteld Schoolenberg</td>
<td>PBL Netherlands Environmental Assessment Agency</td>
</tr>
<tr>
<td>Isabella Sedivy</td>
<td>Plan Biodivers</td>
</tr>
<tr>
<td>Bettina Walch</td>
<td>Plan Biodivers</td>
</tr>
<tr>
<td>Ruliyana Susanti</td>
<td>Research Center for Biology- BRIN</td>
</tr>
<tr>
<td>Abraham (Han) de Koeijer</td>
<td>Royal Belgian Institute of Natural Sciences</td>
</tr>
<tr>
<td>Anne-Julie Rochette</td>
<td>Royal Belgian Institute of Natural Sciences - CEBioS</td>
</tr>
<tr>
<td>Chou Phanith</td>
<td>Royal University of Phnom Penh</td>
</tr>
<tr>
<td>Guido Saborio</td>
<td>SINAC</td>
</tr>
<tr>
<td>Ferozah Conrad</td>
<td>South African National Biodiversity Institute (SANBI)</td>
</tr>
<tr>
<td>Ivan Koubeek</td>
<td>State Nature Conservancy of SR, Slovakia</td>
</tr>
<tr>
<td>Odirlwe Selomane</td>
<td>Stellenbosch University</td>
</tr>
<tr>
<td>Cecilia Lindblad</td>
<td>Swedish Environmental Protection Agency</td>
</tr>
<tr>
<td>Eva Spehn</td>
<td>Swiss Biodiversity Forum, SCNAT</td>
</tr>
<tr>
<td>Sarah Weiskopf</td>
<td>U.S. Geological Survey National Climate Adaptation Science Center</td>
</tr>
</tbody>
</table>
Yuko Kurauchi  UNDP
Claire Brown  UNEP-WCMC
Mylor Ngoy Shutcha  Université de Lubumbashi
Jan Henning Sommer  WABES/CABES
Sie Sylvestre Da  West African Science Service Center on Climate Change and Adapted Land Use (WASCAL)
Kristina Raab  N/A

Secretariat

Bonn Secretariat
Simone Schiele  Head of work programme
Rob Spaull  Head of Communications
Satomi Yoshino  Junior professional officer
Kasia Popiolek  Social media specialist

Technical Support Units
Ingunn Storrø  Technical support unit on capacity-building
Diem Hong Thi Tran  Technical support unit on capacity-building
Håkon da Silva Hyldmo  Technical support unit on capacity-building
Communicating the importance of biodiversity for nature and people

Dialogue Workshop for Regional & National Platforms
1 March 2022

www.ipbes.net

Overview

1. “Communicating for reach & impact”
   - Rob Spauld, IPBES Head of communications
   - Kasia Popiolk Social media specialist

2. Sharing examples of good storytelling
   - “Communication Strategy: what, whom and when” Juanita Chaves Possada Humboldt Institute
   - “Youth Nature Futures” Nadia Silas and Odirile Selomane Centre for Sustainability Transitions
   - “Mission B – for more biodiversity in Switzerland” Isabella Sedivy and Bettina Walch Plan Biodivers Ltd

3. Exploring creative tools for effective communication
   - Group discussion
Communicating for Reach & Impact

Dialogue Workshop for Regional & National Platforms
1 March 2022

Rob Spaull
IPBES Head of Communications

www.ipbes.net

Outline

1. Introduction
2. Basic Principles
3. ‘Traditional’ Media
4. Social Media
5. Conclusion
6. Q&A
Communications about IPBES can really “Make a Splash”

> 17,000 online articles in 2021

145 Countries

46 Languages

164 million impressions in 2021

> 400 Global Impacts Tracked

95% Growth on LinkedIn; 55% Facebook

BUT – Regional & National Gaps!
Strong Foundations

- **Know about IPBES & its mandates**
  - Credible Independent Science, Evidence and Expertise
  - Policy relevant – never policy prescriptive
  - Widest range of disciplines, knowledge systems and voices

- **Know what YOU want to achieve and how you will measure success**
  - Theory of change
  - Establish baselines – then track, report and adjust

- **Be realistic about your resources**
  - Staff
  - Time
  - Equipment
  - Budget
  - Languages
  - Who Speaks on What

---

2. Basic Principles

www.ipbes.net
Basic Principles

- Reach vs. Impact
- Segment & Prioritize your Audience
- Choose your Channels
- Tell your Stories (but link to news!)
- Promote your People (NFPs and Experts)
- Use your networks & allies
- Make it Real & Make them Care

‘Traditional’ Media

www.ipbes.net
‘Traditional’ Media

- Decide on your Contact Person
- Build & Maintain Media Contacts – Use your Networks!
- Add Value (localize; link to experts & offer comment)
- Media Monitoring (Free & Paid) – Use your Networks!
- Choose How:
  - Email/MailChimp (Avoid SPAM)
  - Website
  - Newsletter
  - Community Radio
Social Media: Where To Start

Resources  Target audience  Focus channels  Language/s

Social Media: Content

- What type of content can you share?
  - Events, news, speaking engagements, new developments in biodiversity space
  - Photos, videos, scientific figures, infographics, visuals

- Where to find biodiversity-related news and content?
  - News outlets, social media accounts of selected organizations and individuals, scientific journals, websites of selected organizations

| Link your communications to IPBES Assessment Reports and Workshop Reports | Engage with IPBES social media accounts in English, French and Spanish |
Social Media: Useful Resources

- For creating visuals, infographics and simple videos: Canva.com (free)
- For explainer videos: Animoto.com
- For sourcing high quality free photos: Unsplash.com
- For sourcing high quality free video footage: Pexels.com

Social Media: Next Steps

- Social Media Monitoring & Analytics
- Engage local experts & influencers
- Using an appropriate tone
5. Conclusion

Conclusion

- Uptake Events
- IPBES Can Help (experts; global processes; material & advice)
- Amplify News
- Build Capacity (esp. of media)
- Impact Tracking
- IPBES Stakeholder Networks

media@ipbes.net
6. Q&A

www.ipbes.net

Thank you!
¡Gracias!
Merci !
National Assessment of Biodiversity and Ecosystem Services of Colombia

Communication Strategy: what, whom and when
Juanita Chaves Posada
1 March 2022

Communication strategy

1. Public awareness: Scoping document, drafts and final documents
Communication strategy

Public awareness - Trialogue - IPLC
Communication Strategy

2. Lessons learned: Videos and presentations

3. Advocacy: National and international

- National IPBES Committee
  Prioritize key messages - identify collective actions

- National IPBES Committee + negotiators GBF
  Presentation and dialogue with authors

- Congress and Presidential Candidates
  Socialize key findings (10 key questions and answers)

- National Development Plan (2022-2026)
Thank you
jchaves@humboldt.org.co

Dr Nadia Sitas
Dr Odirilwe Selomane
Centre for Sustainability Transitions, South Africa
nadiasitas@sun.ac.za, odirilwe@sun.ac.za
www.youthnaturefutures.org
Outline

History of the projects
Aims and objectives of the Youth Nature Futures projects:
- Engage with youth groups in southern Africa & Brazil
- Explore Youth Nature Futures
- Creative communication of science
- New collaborations

Discussion on the role of youth in science-policy and sustainable and just development processes
CST - futures thinking meets IPBES

- History of creative futures work, e.g. Seeds of Good Anthropocenes
- Multi-level engagement with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

Intergovernmental Science-Policy platform for Biodiversity and Ecosystem Services (IPBES)

- IPBES is the “IPCC-like mechanism for biodiversity”
- IPBES’ mission:
  - To strengthen knowledge foundations for better policy through science, for the conservation and sustainable use of biodiversity, long-term human well-being and sustainable development
- IPBES was established in 2012
- An independent intergovernmental body with over 137 Governments as Members (not a UN body)

Each assessment is a major undertaking, e.g.,
Global assessment:
- 3 years
- 6 chapters (1,800 pages)
- 1 summary for policymakers
- 15,000 publications
- 20,000 comments received: in-depth peer review

www.ipbes.net
(Re)imaging youth nature futures
**Workshop 1**

**Workshop objectives**

1. Introduce the IPBES assessments
2. Explore the impacts of environmental change in the lives of young people in southern Africa.
3. Connect youth groups in the southern Africa region with each other.

What does nature mean to you?
Workshop 2

Workshop objectives
1. Enhance futures literacy among youth activists
2. Surface different visions of nature-futures for southern Africa
3. Explore different ways of getting to these desired futures
4. Launch an art competition for southern African youth groups to creatively express their visions of nature-futures.

Futuring

Not about predicting the future, but about exploring options and pathways
Continued growth → Collapse → Discipline → Transformation → Futuring

Bring in diversity: Perspectives, Wordviews, Values, Knowledge, Identities
Workshop 3  Youth Nature Futures Art-Showcase

https://youthnaturefutures.org/art-showcase/

Creative harvesting
Graphic harvesting by CareCreative
Poetess Phopho

Motherland

YNF in Brazil

(re):pensá – criando visões artísticas de futuros desejáveis

Dr Juliana Farinaci (Akarui) & collaborators

https://youthnaturefutures.org/youth-nature-futures-in-brazil/
Ways of working: heads, hearts and hands

- Naming power relations, working productively, authentically, ethically and with care?
- Correct histories & legacies
- Epistemic justice
- Incentivise Southern-based intellectual leadership on their own terms
- Inclusive language - new vocabularies
- Challenge global knowledge hierarchies
- Composition of the team - pluriversal lived experiences and perspectives
- Resource allocation
- Division of labour, equitable benefits, intellectual leadership

An opportunity to Volunteer/Participate in 3 x half day Workshops
Based in Muizenberg & Mitchells Plain
18 - 30 yrs
Nov 2021 - Apr 2022
Youth Visions in a Changing Climate
Experiences in nature, conversation, exchange, diversity, creativity, science, culture & public art.

To sign up: youthnaturefutures@gmail.com
How to communicate Biodiversity and the urge of acting now?

Isabella Sedivy, biologist and documentary filmer
Bettina Walch, communication and project manager

Plan Biodivers Ltd, Switzerland and Liechtenstein
Specialised in environmental communications and strategies
Development and management
Mission B (SRF)

2019 - 2020

Each squaremeter counts
- For plants, insects, birds

Biodiversity as a main topic on TV, Radio and Online for one and a half years
Biodiversity as a main topic on TV, Radio and Online for one and a half years

Almost 2 Million squaremeters

More than 8000 members 2019 - 2020

Biodiversity in the Swiss print media

<table>
<thead>
<tr>
<th>Jahr</th>
<th>Deutsch</th>
<th>Französisch</th>
<th>Italienisch</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>670</td>
<td>659</td>
<td>177</td>
<td>1506</td>
</tr>
<tr>
<td>2011</td>
<td>364</td>
<td>330</td>
<td>108</td>
<td>802</td>
</tr>
<tr>
<td>2012</td>
<td>385</td>
<td>283</td>
<td>103</td>
<td>771</td>
</tr>
<tr>
<td>2013</td>
<td>359</td>
<td>275</td>
<td>125</td>
<td>759</td>
</tr>
<tr>
<td>2014</td>
<td>281</td>
<td>206</td>
<td>50</td>
<td>537</td>
</tr>
<tr>
<td>2015</td>
<td>366</td>
<td>296</td>
<td>46</td>
<td>708</td>
</tr>
<tr>
<td>2016</td>
<td>397</td>
<td>246</td>
<td>52</td>
<td>695</td>
</tr>
<tr>
<td>2017</td>
<td>427</td>
<td>297</td>
<td>52</td>
<td>776</td>
</tr>
<tr>
<td>2018</td>
<td>494</td>
<td>322</td>
<td>88</td>
<td>904</td>
</tr>
</tbody>
</table>

2010:
UN-decade 2011-2020
«Biodiversity»

United Nations Decade on Biodiversity
Biodiversity in the Swiss print media

<table>
<thead>
<tr>
<th>Jahr</th>
<th>Deutsch</th>
<th>Französisch</th>
<th>Italienisch</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>670</td>
<td>659</td>
<td>177</td>
<td>1506</td>
</tr>
<tr>
<td>2011</td>
<td>364</td>
<td>330</td>
<td>108</td>
<td>802</td>
</tr>
<tr>
<td>2012</td>
<td>385</td>
<td>283</td>
<td>103</td>
<td>771</td>
</tr>
<tr>
<td>2013</td>
<td>359</td>
<td>275</td>
<td>125</td>
<td>759</td>
</tr>
<tr>
<td>2014</td>
<td>281</td>
<td>206</td>
<td>50</td>
<td>537</td>
</tr>
<tr>
<td>2015</td>
<td>366</td>
<td>296</td>
<td>46</td>
<td>708</td>
</tr>
<tr>
<td>2016</td>
<td>397</td>
<td>246</td>
<td>52</td>
<td>695</td>
</tr>
<tr>
<td>2017</td>
<td>427</td>
<td>297</td>
<td>52</td>
<td>776</td>
</tr>
<tr>
<td>2018</td>
<td>494</td>
<td>322</td>
<td>88</td>
<td>904</td>
</tr>
<tr>
<td>2019</td>
<td>952</td>
<td>638</td>
<td>130</td>
<td>1720</td>
</tr>
<tr>
<td>2020</td>
<td>616</td>
<td>668</td>
<td>219</td>
<td>1503</td>
</tr>
<tr>
<td>2021</td>
<td>593</td>
<td>611</td>
<td>147</td>
<td>1351</td>
</tr>
</tbody>
</table>

2019:
Global report:
Biodiversity and ecosystems

SRF-project
«Mission B»

2021: Start of the new UN-Dekade
Ecosystem restoration

How to communicate Biodiversity?

don’t wait for the classical media
„some specialised journalist will understand and cover the subject“
Media in transition

Shift from:

- Print ➞ Online
- Linear TV ➞ Youtube, Facebook, Instagram, etc.

➢ Less money from advertisements, more competition for attention

➢ Less money ➞ staff reduction
➢ Less time ➞ more fast stories ➞ less specialised journalists ➞ more allrounders

➢ Less time for complex topics such as Biodiversity
New possibilities for scientists

The traditional way:

- Scientist writes publication
- Journalist reads publication
- Journalist tells the story in the Newspaper, Radio, TV

The new possibilities:

The web and Social media are open for everyone, so why not communicate directly to the public?

Some tips, how to tell a story about a complex topic

If you want to reach people, you always have to tell a story

- Give a reason why anyone should care
- Share knowledge, bit by bit
- Show ideas, how things can be changed to become BETTER

Each scientific publication can be told as a story
The story on facebook has reached 330'000 persons

Kanton Aargau

Kleine Biodiversitätstälchen mit grosser Wirkung: Auf allen kleinen Flächen (kleiner als 20 Quadratmeter) zusammen fanden sich ungefähr gleich viele Pflanzenarten wie auf großen Flächen. Dies obwohl die kleinen Flächen nur gerade 3,4 Prozent der gesamten Grünfläche betragen.

Viele kleine Fördermassnahmen zeigen also in der Summe eine grosse Wirkung für die untersuchten Arten, besonders wenn sie miteinander vernetzt sind. Mit dem Einrichten einer wilden Ecke im Garten, der Entstehung eines Vogelplatzes oder dem späten Schnitt eines Wiesenstücks kann jeder und jede etwas zu mehr Biodiversität im Siedlungsraum beitragen.


Biodiversity in the city

Promoting wildflower biodiversity in dense and green cities: The important role of small vegetation patches

The preservation and promotion of biodiversity on urban spaces has become even more necessary in urban greenery due to increasing urbanisation, which favors nature-loss and threatens wild species. Urban landscapes offer a remarkable habitat for wild species. However, they are not distributed evenly throughout the city. Hence, the question arises whether small patches of wild species in urban settings can be an alternative solution to preserving biodiversity. The study conducted in Basle and Bern demonstrates that small patches of wild species can be a potential answer to this question. The study reveals that small patches of wild species can be a potential answer to this question. The study reveals that small patches of wild species can be a potential answer to this question. The study reveals that small patches of wild species can be a potential answer to this question. The study reveals that small patches of wild species can be a potential answer to this question.
How to communicate Biodiversity and the urge of acting now?

Share your knowledge, Tell you story

Share your knowledge
Tell your story

Not all at once, but BIT by BIT
❖ What is it, that you want people to know?
❖ What is it, that makes your friends and families or imagined indifferent people listen?

Your possibilities on Social Media
❖ Create your own posts
❖ Read articles about your research field
❖ Read the comments and learn, what the public thinks and how they can be convinced
❖ Write your own comments or retweets, share your knowledge

**Questions**

1. Based on the examples we’ve heard today – do you have any examples of effective communication from your platform/network/organisation?

2. Which creative tools/ways of communicating have been used? /can be used?

3. What could be of interest to the general public?, what could trigger the nonspecific public, to want to know more?

4. What can we as an IPBES community do together? /support each other on communication?
Based on the examples we’ve heard today – do you have any examples of effective communication from your platform/network/organisation?

- Summary sheets
- Workshop
- Relay on national media

- BE campaign #togetherforbiodiversity
- Website pages
- Ensemble pour la biodiversité Belgium ensemblepourla.biodiversite.be

- I like the Videos of the World Economic Forum on LinkedIn and I could imagine this could be a good example for IPBES
- Yes, we have a good example of effective communication with the Brazilian Thematic Report on Pollination and Pollinators
- Infographics and videos for different audiences on the importance of biodiversity and ecosystem services. Webinars with experts on different topics for decision makers.

Based on the examples we’ve heard today – do you have any examples of effective communication from your platform/network/organisation?

- Communication campaign
- National workshops
- My organisation use the flyer, videos, capsules, website page

- Yes, we are using Summary for policy makers, infographics, whiteboard videos, Social Media and PR support
- News from plenaries
- We also use social media among the members of the IPBES National Committee to share news, invitations to relevant webinars, articles, etc.

- Newsletters/WA/BES/subregional platform
- We launched the IPBES Regional Report for ECA in a live meeting
- We are just to publish the ECA SPM in Hungarian - hope will be effective :)

- Climate change
- Communication
Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

- Development of a logo (e.g. for OnNet)
- Yes we have examples of effective communication
- Aligning comms with an existing policy discussion/event and not creating a standalone event
- The German IPBES Coordination Office organizes a national IPBES forum just a few weeks ahead of an IPBES plenary to inform about ongoing IPBES work and exchange views with national stakeholders in preparation of the negotiations.
- Factsheets on IPBES results
- Webinars are mostly used over the last two years
- Organize short, targeted online meetings focusing on a specific output, such as explaining how to submit comments to IPBES documents as a government/institution/private person. Audience: West African NFPs & other stakeholders (WARES/CABES projects)
- We have over 100 biodiversity partners to work with. We use social media, newsletters and featured web articles to enhance internal communication of each other’s works and their latest updates (which also go to external audiences).
- Biodiversity contexts
- #WeAreSEANibiodiversity: Our homes, our lives, our stories (campaign)
  https://www.ceaenibiodiversity.org/campaign video: https://www.youtube.com/watch?v=LyULdYKxhYI
- Videos from Biodiversity funded projects (some have over 3000 views):
  https://www.youtube.com/channel/UCwGpC5xUGUJEBD4aApwTw
- Burkina Faso/WARIBES project; yes, Face-to-face workshop, virtual workshops. We are also very active on Facebook, twitter. Other means used are emails, mobile phone communication, Websites, Newsletter
- National eNewsletter on IPBES
- Our Facebook page grew to have more than 30K followers. We post our events, announcements, and general biodiversity info and get good engagement with our audience
- Switzerland: when the COP12 will be held, we will work with a local tv-station to get the audience involved for the topic
- Communication in multiple languages
- We have also used podcasts and short news that can be uploaded in websites and network pages.
- Better use of media
Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

- **Gold Award to a National Existing Clearing House Mechanism (CHM)** (COP16): https://www.biodiversityjobs.com
- **homepage in Hungarian with major info:** https://ipbesecoheren.ch/s
- **Biodiversity videos of funded projects** (some have over 3000 views!)
- Before the report release, we design a communication campaign that gives researchers a voice on the subjects of the next reports to be released. The objective? To raise awareness among our audiences: researchers, decision-makers, stakeholders [FRS]
- **Social media campaigns giving the floor to the target audience groups and initiate exchange & discussion**, e.g., students reporting of their Science-Policy-Interface experience (WABES/CABES project)
- **Technical Working Group and social media platform**
- At the local level, we identify the “champions” to build their capacity to communicate about biodiversity in their local contexts

### Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

- **Live webinars that launch assessments / reports**
- **National network with IPBES experts in Mexico to share calls and exchange views:** https://ipbescapitamexico/index.php
- **Website to foster biodiversity knowledge for children and teachers, including activities, games, videos, songs, among others:** https://www.paisamovilitas.mx
- **We have created a communication ecosystem based on our webpage Biodiversidad mexicana www.biodiversidad.mx. Every year we organize biodiversity week (or month), a nature photo contest and a children’s drawing contest which are interlinked to the web**
- **Videos including interviews during workshops, events, e.g., with our youtube channel COEBios digg**
  https://www.youtube.com/channel/UCypQIV8teQryjFodS6O4Q
- **We developed the digital platform Entobsida www.observaciomes.com which produces webpages on the fly gathering scientific information and citizen science information for over 100,000 species, directed to the general public.**
Based on the examples we’ve heard today – do you have any examples of effective communication from your platform/network/organisation?

<table>
<thead>
<tr>
<th>Success stories</th>
<th>Policy Briefs</th>
<th>World Cafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>Infographics</td>
<td>Stakeholder Workshops</td>
</tr>
<tr>
<td>Policy Brief</td>
<td>Series of webinars on Facebook: [Link]</td>
<td></td>
</tr>
<tr>
<td>Map Projection</td>
<td>Graphic Recording</td>
<td></td>
</tr>
</tbody>
</table>
Which creative tools/ways of communicating have been used? /can be used?

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- Biodiversity in food and medicinal plants
- Their relation to nature
- Linkage to income and livelihood
- If you manage to show how biodiversity loss impacts their day to day life
- Communicate biodiversity as beyond species or protected areas
- Biodiversity in gardens
- Address real world problems relevant to the public.
- Relation of biodiversity and human wellbeing
- Link with daily habits.
What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- By showing them how nature is everywhere around them
- The relation to the climate change: you need nature and it’s ecosystem to deal with this crisis
- Biodiversity and climate change
- Recreation & health
- Biodiversity and health
- Local biodiversity
- Risk of extinction of species
- Everyday actions for biodiversity
- Local biodiversity

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- Biodiversity on health
- Bees
- How they can concretely help
- Involve & link with children and future generations in the communication
- Biodiversity underpinning Ecosystem Services
- Histories of food and varieties that you used to be eaten
- Link between biodiversity and climate
- Why not
- We were directly asked to develop a “flowering calendar” for pollinators. We have developed this with our national IPBES experts.
What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- Climate change
- Ecosystem services concept
- Biodiversity and people's livelihood
- How anyone can contribute to restore nature.
- Benefits of plant-based diets
- Demonstrate the downsides of contrary actions
- Health/well-being
- Include positive stories

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- By showing them faces, portrait of person who are changing their habits
- Recommendations on how to conserve and sustainably use biodiversity
- Show the impact of insects to almost everything - and what one can do to protect / help them
- Not being negative but talking about solutions
- Depend on the type of the targets. For youth, quizzes related to biodiversity, climate change etc., will trigger interest.
- Economic risks of biodiversity loss
- Start from cute biodiversity and then introduce the incredible diversity of life
- Observation of species in their own garden, and reporting on an app: citizen science
- Financial gains
What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

More positives messages in general ("not all is lost" type)
- show the beauty of it, let the people realise, how sad a world with vanished nature-diversity would be
- How can an ordinary citizen protect biodiversity
- Small, interesting items. Not general "clever" things.
- sustainable use of biodiversity

citizen science (Naturalist)
- Relating to their daily issues

Nature’s potential to mitigate and adapt to climate change
- Show the importance of the species to the ecosystem and if they lost what will affect people.

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- start from attractive species
- include charismatic species
- Biodiversity and food security
- show what is left in a food store if bees do not exist
- Personal costs of biodiversity loss
- Dependance and benefits from biodiversity
- Food and biodiversity
- Dollars
- Sustainable consumption
What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

- Content for young people: school, universities...
- different scales of problems and solutions, different opportunities to try new activities, experiments
- Create some cute characters/mascots to represent biodiversity.

So far IPBES has made a lot of good media I have learned a lot and also translate some in my language.

What can we as an IPBES community do together? /to support each other on communication?

- Maintain the momentum
- Create a communication network
- Share success communication tools
- Linked people / organization talking in the same language
- an online place to share communication material
- Develop joint capacity building materials
- retweet and like each other in social media :)
- sharing sessions like this
- Follow each others social media & amplify!
What can we as an IPBES community do together? /to support each other on communication?

- inspire each other
- No regression no backsliding
- communication network
- communication through social media
- Have a beer.
- Share what works well & adapt to the national audience
- More sessions like this :-)!!
- feedback on tools
- common campaigns

What can we as an IPBES community do together? /to support each other on communication?

- Communication tools workshop
- share good & not so good practices & lessons learned
- A global communication network
- Keep the focus
- Make visible the best practice projects from all over the world.
- Or wine!
- Wine is also fine
- Establishing easier rules for partnerships to benefit from the capacities of
- preparing communication / language elements with session like this before report release
What can we as an IPBES community do together? /to support each other on communication?

- Meet in person
- Constantly respond to the evolving science
- Facebook group?
- one same website with all communication resources
- Take comprehensive approach within the context of SDGs
- Subnetworks by language
- regularly share campaign or ideas that have worked
- No fighting no wars
- Communication training

What can we as an IPBES community do together? /to support each other on communication?

- regional network
- I also enjoy gin and tonic :D
- Use 2nd part of COP15 as a common target for a word campaign
- sharing materials
- join events
- organize regional workshops on common themes
- Love each other