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**Plenary meeting to determine modalities and institutional arrangements for an intergovernmental science-policy platform on biodiversity and ecosystem services
Second session**

Panama City, 16–21 April 2012
Item 4 of the provisional agenda*

Consideration of the modalities and institutional arrangements for an intergovernmental science-policy platform on biodiversity and ecosystem services

Draft communication strategy for the start-up of the intergovernmental science-policy platform on biodiversity and ecosystem services and for its initial work programme

Note by the secretariat

1. The present note provides a summary of the draft communication strategy for the start-up of the intergovernmental science-policy platform on biodiversity and ecosystem services (IPBES) and for its initial work programme, developed jointly by the United Nations Environment Programme, the United Nations Educational, Scientific and Cultural Organization, the Food and Agriculture Organization of the United Nations and the United Nations Development Programme. The draft strategy is set out in the annex to the note; it is presented as received and has not been formally edited.
2. The effective communication of information regarding the work of IPBES will be essential for ensuring not only stakeholder engagement and resource mobilization, but also the widest possible dissemination of the outputs of the work programme. Ultimately, the success of the platform will depend to a considerable degree on its communication activities. The draft strategy covers the early stages of IPBES communications, including the anticipated launch of the platform, and its initial work programme. The strategy is based on the functions and principles for IPBES as agreed in the Busan outcome, as well as on the later discussions relating to the possible scope of the platform's work programme. The strategy also builds on previous IPBES communication efforts and experiences from other relevant initiatives, and will be updated to take into account the outcome of the second session of the plenary meeting to determine the modalities and institutional arrangements for IPBES, to be held from 16 to 21 April 2012.
3. The main objectives of the strategy are set out below:
 - (a) IPBES is launched, positioned and identified by all relevant stakeholders, including the media and general public, as a platform that adds value to the work already undertaken in the field of biodiversity and ecosystem services to support policymaking;

* UNEP/IPBES.MI/2/1.

(b) IPBES is recognized as a credible, relevant, independent and legitimate platform that produces policy-relevant (but not prescriptive) knowledge products and builds capacity to strengthen the use of biodiversity and ecosystem services knowledge in decision-making;

(c) Opportunities are made available to all relevant stakeholders for their full engagement in IPBES, with a view to contributing to the work and impact of the platform and to securing funding for its operations.

4. The IPBES communications approach and the related activities will at all times be consistent with the platform's overarching principles of credibility, transparency, independence and relevance.

5. It is anticipated that clear and effective coordination and evaluation mechanisms for IPBES communication activities will be established to allow for transparency and rapid and evidence-based responses to emerging communications-related issues and ensure its relevance for various stakeholders.

6. The intended target audiences for the strategy are the wide range of stakeholders involved in the fields of biodiversity conservation, natural resources management and development at all levels, namely, decision-makers in Government, United Nations bodies, biodiversity-related multilateral environmental agreements, the scientific community, intergovernmental and non-governmental organizations, local communities and indigenous peoples, the farming community, the wider private sector and potential donors, as well as the general public and the media as intermediaries.

7. It is proposed that an event to launch IPBES will be held during the first full plenary meeting of the platform, anticipated for later in 2012. This will be cost-effective and allow sufficient preparation time to build effective communications with regard to IPBES in the light of the decisions to be made on the platform's operationalization, including decisions about institutional arrangements, the host country for the secretariat, the legal basis for its establishment and the scope of the work programme.

8. An integrated blend of communication activities is proposed, centred on the scope of the first work programme for the platform and comprising a balance of online, audiovisual and printed dissemination products, as well as public relations and media work, in order to convey appropriate messages about IPBES, its principles, its products and the way they are being developed. The communication activities will also provide opportunities for relevant stakeholders to contribute to and benefit from the work of IPBES.

9. The anticipated indicative budget for these activities is \$1.24 million for the period 2012–2014.

Annex



Draft Communication Strategy for the start up of IPBES and for its initial Work Programme

Effectively communicating the work of IPBES will be essential for stakeholder engagement and resource mobilization, but also to ensure maximum dissemination of the outputs of the platform's work programme. Ultimately, the success of IPBES will depend to a considerable degree on its communication activities.

This document is a joint UN draft strategy for the early stages of IPBES communications, including an anticipated launch of the platform and for communicating its initial work programme. The strategy is based on the functions and principles agreed for IPBES from the Busan outcome, in addition to the later discussions on the possible scope of the Platform's work programme. The strategy also builds on previous IPBES communication efforts, and experiences from other relevant initiatives.

It will be updated to take into account the outcome of the second session of a plenary meeting on IPBES in April 2012 to reflect issues such as:

- the scope of the Platform's work programme;
- scope of the secretariat mandate;
- available budget and potential decisions on the scope of communication activities;
- modalities of coordination with the plenary/bureau;
- host country arrangements;
- host institution arrangements; and
- practical arrangements for the secretariat (centralized or decentralized, modalities of daily coordination among staff, interim period before the secretariat is fully designated).

A. Background on the IPBES process

In November 2007 there were specific discussions on an Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) which followed the final meeting of the multi-stakeholder international steering committee for the consultative process on an International Mechanism of Scientific Expertise on Biodiversity (IMoSEB) in November 2007. As a result of this consultation, UNEP's Executive Director - in collaboration with governments and other partners – was invited to convene an intergovernmental and multi-stakeholder meeting to consider the establishment of an intergovernmental mechanism for biodiversity and ecosystem services. At the same time there was a consensus among the stakeholders involved in the Millennium Ecosystem Assessment (MA) follow-up initiative to merge aspects of the initiative with the IMoSEB consultations. It was this merger that led to the present process on IPBES.

To date, three intergovernmental and multistakeholder meetings (Malaysia 2008, Kenya 2009, Republic of Korea 2010) have been organized to discuss ways to strengthen the science-policy interface on biodiversity and ecosystem services.

At the first two meetings, the gaps and need for strengthening the science-policy interface were identified, and at the meeting in June 2010, in Busan, Republic of Korea, governments decided that an IPBES should be established, and agreed on many of the principles of its operation as part of the so-called Busan Outcome.

The Busan Outcome was welcomed by the 10th Conference of the Parties to the Convention on Biological Diversity (CBD) in Nagoya, Japan, in October 2010, and was subsequently considered at the 65th session of the United Nations General Assembly (UNGA). The UNGA subsequently passed a resolution requesting UNEP to convene a plenary meeting to fully operationalise IPBES at the earliest opportunity. This resolution was then taken on board in a decision at the 26th session of the UNEP Governing Council meeting held in February 2011.

In response to these decisions, two sessions of a plenary meeting in order to fully operationalize IPBES have been organised: the first took place in Nairobi, Kenya, from 3 to 7 Oct 2011, and the second will take place in Panama from 16 to 21 April 2012.

The Busan meeting also agreed on key principles to guide the work of IPBES and on the four overall areas of the IPBES work programme:

- To identify and prioritize key scientific information needed for policymakers and to catalyse efforts to generate new knowledge.
- To perform regular and timely assessments of knowledge on biodiversity and ecosystem services and their interlinkages.
- To support policy formulation and implementation by identifying policy-relevant tools and methodologies.
- To prioritize key capacity-building needs to improve the science-policy interface, and to provide and call for financial and other support for the highest-priority needs related directly to its activities.

Additional issues to be addressed in order for the platform to be fully operational will be considered by the current plenary meeting. The plenary meeting is expected to determine operational modalities and institutional arrangements for IPBES, such as its rules and procedures, governance structure, legal basis, and the selection of country and institutional hosting

arrangements for its secretariat. Good progress has been achieved at the first session that was held in Nairobi from 3 to 7 October 2011.

It is anticipated that the second session will finalise those discussions and also agree on the initial steps towards an IPBES Programme of Work.

B. Communication activities so far

Communication activities on IPBES have been undertaken by the UNEP and geared up recently, with the development and implementation of a joint UN Bodies (UNEP, UNESCO, FAO and UNDP) communication strategy covering the two sessions of a plenary meeting on IPBES.

As the establishment of the IPBES is a complex process, and drawing from the experiences of other initiatives such as IPCC and TEEB, communications activities have been kept clear and focused on effectively engaging the science and policy communities as these are of paramount importance to the successful establishment of IPBES. Other relevant IPBES stakeholders (NGOs, IGOs, private sector, indigenous networks, etc.) have also been engaged to ensure that IPBES is shaped in the most useful way possible, and to support engagement of these stakeholder groups in the future work programme of IPBES.

The second session of a plenary meeting on IPBES marks the beginning of stronger engagement with the media and the general public which should be enhanced during the start-up of the platform, following agreement of its legal establishment. Only at this stage will IPBES be in a position to send clear messages about its objectives, work programme, and modalities, as well as host institutions and location for the secretariat.

Communications for IPBES will also build on the range of activities that are helping to raise the level of awareness of biodiversity and ecosystem services among the media and the general public (such as those of Governments, MEAs, TEEB, IUCN, WWF and many other organisations).

C. Objectives & timeline of the IPBES communication strategy

Timeline:

From May 2012 (after the second session) and covering the initial Work Programme (at this stage indicatively 2012-2014) of the platform.

Overall Communication Objective:

The main objectives of the strategy are that:

1. IPBES is launched, positioned and identified by all relevant IPBES stakeholders, including the media and general public, as a platform that adds value to the work already undertaken in the field of biodiversity and ecosystem services to support policy making.
2. IPBES is recognised as a credible, relevant, independent and legitimate platform that produces policy relevant (but not prescriptive) knowledge products, and builds capacity to strengthen the use of biodiversity and ecosystem services knowledge in decision making.

3. Opportunities are made available to all relevant stakeholders for their full engagement in IPBES, to contribute to the work and impact of IPBES, and to securing funding for the platform's operations.

Specific Communication Objectives

1. Key audiences are defined, targeted and fully engaged in the opportunities of working with IPBES
2. Information, building on existing available information in the public domain on IPBES, is made available to all relevant audiences, so as to raise the profile of IPBES, and to position the platform in the landscape of initiatives and organisations dealing with biodiversity and ecosystem services. Information is provided on why IPBES has been created, what its objectives are, and how the platform is going to meet them. Key stakeholders are informed about the start-up of the platform, and updated on the aims, objectives, challenges and opportunities of IPBES and its key guiding principles.
3. Key IPBES products (and how they have been developed) are shared effectively with all interested stakeholders in a non policy-prescriptive way to ensure the best level of use and to build trust and recognition for IPBES products and activities.

Key audiences

“Focusing on government needs and based on priorities established by the plenary, the platform responds to requests from Governments, including those conveyed to it by multilateral environmental agreements related to biodiversity and ecosystem services as determined by their respective governing bodies. The plenary welcomes inputs and suggestions from, and the participation of, United Nations bodies related to biodiversity and ecosystem services as determined by their respective governing bodies. The plenary also encourages and takes into account, as appropriate, inputs and suggestions made by relevant stakeholders, such as other intergovernmental organizations, international and regional scientific organizations, environment trust funds, non-governmental organizations, indigenous peoples and local communities and the private sector.” (Report of the first session of a plenary meeting on IPBES UNEP/IPBES.MI/1/8)

The platform *“will collaborate with existing initiatives on biodiversity and ecosystem services, including multilateral environmental agreements, United Nations bodies and networks of scientists and knowledge holders, to fill gaps and build upon their work, while avoiding duplication”* (Busan Outcome).

It is expected that all these stakeholders will act both as contributors and end users of the platform.

Primary audiences

- **Decision Makers in the field of biodiversity and ecosystem services (at all levels)**
E.g. Ministries of Environment, Energy, Industry, Planning, Finance, Foreign Affairs (from the local to the international level), and negotiators at the plenary meetings

IPBES should respond to their needs. Governments are anticipated to be the only voting members of the plenary.

- **Relevant Multilateral Environmental Agreements (MEAs) Secretariats, Chairs of Scientific Advisory Bodies and constituencies of MEAs: CBD, Ramsar, CITES, CMS, UNCCD, WHC, ITPGR.**

IPBES should respond to requests from Governments, including those conveyed to it by MEAs. IPBES should also work in a way that is mindful of the mandates of those MEAs.

- **United Nation bodies related to biodiversity and ecosystem services**

UNEP has been given the mandate to work in close collaboration with UNESCO, FAO and UNDP on the operationalisation of IPBES and these Bodies have been requested to submit a joint bid for the institutional hosting of the IPBES secretariat.

However, many additional UN Bodies are relevant to IPBES in terms of their mandates, expertise and constituencies, including for example the World Health Organization (WHO), the World Tourism Organization (UNWTO), and others.

- **International and regional scientific organizations working in the field of biodiversity and ecosystem services**

The scientific community will be a major contributor to the platform and also a user, as IPBES will provide an opportunity to identify the most important needs for science to inform policy-making in the fields of biodiversity and ecosystem services, and will catalyse efforts to generate new scientific knowledge, as identified and prioritised by the IPBES plenary. The scientific community will also contribute to provide its credibility to IPBES as a science-based platform.

- **Other relevant stakeholders involved in the management of natural resources (NGOs and IGOs, the scientific community, the private sector, indigenous people, farmer's associations, etc.)**

Although the detail of modalities for their specific engagement in the work and decision making of IPBES remains to be determined, these stakeholders are major knowledge holders and managers of natural resources worldwide and contribute to influencing policies worldwide, as well as to engaging effectively with the general public.

Secondary audiences

- **Potential donors**

A wide range of donors will be invited to contribute to the IPBES trust fund to support the activities and operations of IPBES.

- **The Media**

Media are crucial to the good reputation of IPBES and of its product and in reaching out to the general public.

- **The General Public including youth**

D. Key Messages

Specific messaging around the following lines will be developed in accordance to the agreed target audience to be addressed and existing messaging.

1. Building on what is already in the public domain and trying to partner with other organisations/initiatives, communicate on what are biodiversity and ecosystem services, why they are important for human well being, what is threatening them and how an improved science-policy interface can help.
2. Why has IPBES been set up, how it adds value to the current landscape of initiatives on biodiversity and ecosystem services and how it can support decisions to address the loss of biodiversity and degradation of ecosystem services.
3. Key messages around the work programme of IPBES: how the platform operates (four functions, overall approach, governance of IPBES) and under which principles.
4. How various stakeholders can be involved in the work of IPBES (plenary meetings, other events, stakeholder participation, working group activities, assessment activities, etc.) and how they can benefit from the IPBES activities (for example on capacity building).
5. Raising awareness of key IPBES products, in a targeted approach per audience: what are the key IPBES products, how they were developed (including highlighting uncertainties around the scientific information), what their major conclusions are, how they can be used), and ensuring that the products are readily available to interested parties (i.e. issues of format, content, language, tone, etc.).

E. Principles to be followed in IPBES communications

Given the nature of IPBES and the experience of other relevant initiatives, such as the Intergovernmental Panel on Climate Change (IPCC) the following principles are likely to be important in communicating about the work of IPBES, especially in regards to assessment reports.

- The communications strategy should emphasize transparency, rapid and evidence-based responses to emerging communications issues and relevance to stakeholders;
- Guidelines about who can speak on behalf of IPBES and how to represent the organisation appropriately should be developed, as well as an effective coordination process for communication issues;
- IPBES' communications approach and activities will at all times be consistent with the platform's overarching principles of credibility, transparency, independence, relevance and credibility. This could be done by ensuring appropriate communication on scientific uncertainties. In the case of assessments, it could be done by ensuring that the full range of views or the specific language in which a scientific finding has been made is reflected appropriately or by explaining the IPBES processes and methodologies for conducting global and regional assessments for example that demonstrate the authoritative nature of its outputs. This will also ensure that IPBES provides a context to guide the interpretation of its reports and to ensure that the public has unbiased information about IPBES. In the case of policy support tools, the methodology used and limitations of models, for example, should also be clearly communicated.

- Information should be shared in a policy-relevant but not policy-prescriptive way. It is an essential quality of the IPBES work that messaging and reports should remain policy-neutral and maintain scientific balance.
- Communication activities should be timely and appropriate, when sharing information in the public domain but also in being reactive in response to questions or criticism.

F. Implementation set-up

IPBES Secretariat

“The IPBES Secretariat will assist the officers of the plenary [and any subsidiary bodies established by the plenary] to undertake their respective functions as decided by the plenary, including facilitating communication between the various stakeholders of the platform, facilitate communication among any working groups that might be established by the plenary, disseminate public information and assist in outreach activities and in the production of relevant communication materials, and assist in mobilising financial resources” (Report of the first session of a plenary meeting on IPBES).

The *Indicative budget requirements for the administration and implementation of an intergovernmental science-policy platform on biodiversity and ecosystem services* document (UNEP/IPBES.MI/2/7) includes a dedicated P3 staff in the Secretariat to undertake communications activities. Therefore, that person might require senior support from a person with scientific background but also professional experience in public/governmental affairs to tackle strategic, sensitive and urgent communication issues.

The Secretariat will also need to have the flexibility to respond to changing cycles of activity, including by engaging additional temporary staff, including consultants, when necessary.

Subsidiary body(ies) of the platform (Expanded Bureau or one Small Bureau and a Scientific Panel)

The Chair of the plenary represents the platform and is supported by the Vice-Chairs in this function, as necessary. Officers of the plenary should have experience in communicating, promoting and incorporating science into policy development processes; (Report of the first session of a plenary meeting on IPBES).

It is anticipated that this(ese) body(ies) will be in charge of overseeing communication and outreach activities; and of monitoring the Secretariat’s performance, including in terms of communications.

As in the IPCC and other models, decisions regarding fundamental communications issues, according to their importance, are anticipated to be debated and approved within the framework of the Bureau and/or the Plenary.

Public faces of the platform

Key representatives of other bodies of the platform or stakeholders, such as authorised Secretariat staff members, lead authors for a scientific report, the chairs of a working group, government focal points, members of regional hubs(if any), etc. may be involved in communication activities and asked to speak on behalf of the platform under terms agreed by the plenary. In order to ensure clarity, consistency and efficiency in these activities, a list of authorised people could be adopted by the Bureau/Plenary and briefings with key messages provided.

Other stakeholders in the field of biodiversity and ecosystem services

Partnerships with key initiatives could be sought to support outreach efforts to relevant stakeholders in terms of spreading the messages around the state and threats to biodiversity and ecosystem services and around why it is important for human well being to take action.

Briefings with key messages will be provided to ensure consistency in the messaging.

These stakeholders should make it clear that they are expressing their own views/talking in their personal capacities and not talking on behalf of the platform.

This will have to be refined according to the final governance structure of the platform but in any case, clear coordinating (between the various organs of IPBES), reporting and decision making processes to decide on communication issues (including at times when a rapid response to urgent queries or to criticism is needed or in communicating when a scientific error has been found in a report) should be developed. Rules and procedures could be developed to this end that would also clarify specific roles and responsibilities for all parties involved.

G. Communication Mix

Official launch of the platform

1. Deciding on whether or not a rebranding is needed

Points for consideration

- IPBES is a name/acronym that has been chosen by governments during the process but two things need to be recognised: it is a reasonably dry acronym and the pronunciation of the acronym varies a lot among individuals depending on mother tongue and personal preference. Attention could be paid to language versions of the full name and acronym. Additionally, the logo could be more current and meaningful and a catch line added to present better the platform in a few words.
- The look and feel of the “IPBES brand” has been upgraded as part of the previous communication strategy for the two sessions of a plenary meeting on IPBES (with a slightly modified logo, a new color scheme and new pictures for the IPBES dissemination material). Nevertheless, the full operationalisation of the platform and its launch, which will be accompanied by enhanced efforts to engage with the media and the general public, provides a good opportunity for rebranding, at the risk of affecting the already acquired recognition of the brand by primary audiences.
- An option to start engaging the general public more and do this rebranding could be to organise a contest using social media to come up with either a new logo or a catch line could be organised in advance of the launch, and a small ceremony organised at the launch to give a prize to the winner.

2. A launch event

A launch of the platform could include the following:

- A curtain raiser for the ceremony that could also be used later on at other events to promote IPBES;
- A press release (in all UN languages) and a press conference with the participation of key IPBES figures (Officers of the plenary, UN Bodies representatives, high level representative of the host country(ies) key figures from the scientific and other stakeholders groups, goodwill ambassador, etc.);
- TV interviews;

- Introduction of the new branding for IPBES;
- Dissemination material (key facts and media pack on IPBES) in all relevant languages and branded IPBES promotional material; and
- Promotional IPBES branded products to be distributed to participants.

Timing and venue for a launch event

The proposed timing for a launch event for IPBES is during the first full plenary meeting of the Platform, anticipated for later in 2012. This will be cost effective and allow sufficient preparation time to build effective communications on IPBES in light of the decisions to be made on the Platform's operationalisation – including on:

- host country arrangements;
- host institution arrangements;
- scope of the work programme;
- available budget and potential decisions on the scope of communication activities;
- legal basis for establishment of the platform;
- practical arrangements for the secretariat (centralized or decentralized, modalities of daily coordination among staff, interim period before the secretariat is fully designated).

Communication mix covering the first two years of the implementation of the IPBES work programme

A lot of tools have been put in place by the temporary IPBES secretariat to ensure communication activities in the set-up phase of IPBES. This strategy builds upon them and takes them to the next level to engage effectively with a wider audience, once the platform starts its work. The list below only reflects elements which need to be added, enhanced or modified.

All the elements of the communication mix will have to be undertaken in an integrated manner. To reach a wide audience, translations of the key elements of the communication mix will be made available in all six languages of the United Nations, and in any additional language, as necessary, and as detailed below. Attention will also be paid to format, vocabulary and tone used, accessibility, etc.

Partnerships with key institutions and networking processes will also have to be established as part of the stakeholder engagement strategy to ensure that IPBES related information and products are shared with appropriate audiences and that feedback from these communities can be received by the platform, beyond the creation of a formal system for stakeholders to engage with the plenary.

Branding

The IPBES logo should be available from the website for download together with guidelines for its use as well as other elements of the graphic charter (pantones, typography and fonts, etc.)

Online

The independent IPBES website (www.ipbes.net):

- The website will be adapted and enhanced: it should focus more on the delivery of the work programme of IPBES, IPBES events (plenary meetings and other potential working groups meetings) and on opportunities for stakeholders to engage with and benefit from IPBES (products, training, etc.). To this effect, the structure of the website will be adapted;

- The revamped website should reflect the institutional hosting of the platform;
- The look and feel will be adapted in case of rebranding;
- To better reach out to the general public and the media, more information could be provided on the basics of biodiversity, ecosystem services and their linkages with human well being, through articles, factsheets, short clips, monthly features/interview with an expert, a highlight of the month feature, etc.;
- Relevant links to other stakeholders' websites could also be created to this effect;
- The Q&As on IPBES could be developed further;
- The website should ensure maximum stakeholder engagement. It could, for example, have specific sections per audience (such as IPBES for policy-makers, IPBES and scientists, etc. and provide targeted information and tools);
- The website could also support e-learning activities (for CD ROMs see multi-media section, YouTube training, etc.);
- The website could also include, as necessary a moderated forum for feedback and exchange of views on specific topics;
- A media kit should be made available on the website;
- It should provide access to IPBES' social media accounts (Twitter, Facebook, YouTube);
- It should also provide links to any on-line based tool established by the platform (i.e. dynamic catalogue of assessments, platform for submitting local and national assessments for peer-review, potential intranet/wiki to access data as part of the capacity building activities of IPBES, etc.);
- Attention should be provided to ease of access, download and printing to allow information sharing with people living in low internet connection speed areas.

The IPBES Newsletter

- The newsletter currently goes out to over 2500 recipients (mostly people already closely involved in the IPBES negotiations) but has the potential to engage a wider audience, including through social media and PR work;
- Its look and feel will have to be adapted in case of rebranding;
- Substantive interviews/new stories on biodiversity and ecosystem services will be added and it should feature a short selection of news from the website (four articles);
- Key IPBES stakeholders profiles and views on specific elements of the work of IPBES could be developed paying attention to the use of various language and geographical representation;
- The newsletter should be sent out more regularly -, once a month for example;
- When registering on the website for receiving the newsletter, people could be asked to specify the type of stakeholder group they belong to, in order to support monitoring and audience targeting efforts.

A Wikipedia page

- A Wikipedia page should be created to provide information on IPBES to the public.

Social Networks:

Twitter

- IPBES already has a Twitter account with over 550 followers;
- Regular Tweets will be posted with crisp and targeted information, paying attention to the use of Twitter vs. the website and the Facebook account, and focusing more on key IPBES products and events that on process;
- The look and feel will be adapted in case of rebranding;

- It should also be used as a way of sharing relevant information from other initiatives on biodiversity and ecosystem services (by “following” other accounts).

Facebook

- A Facebook page could be set up to engage with a wider audience;
- Regular posts could be added, paying attention to the information published on Twitter and on the website, and focusing more on key IPBES products and events than on process;
- It could support the online competition for the catch line/logo;
- It could also support uncomplicated surveys;
- It should also be used as a way of sharing relevant information from other initiatives on biodiversity and ecosystem services (by “liking” other Facebook pages).

Youtube

- The IPBES YouTube account could be used according to the communications needs;
- The logo will be adapted as needed;
- It could be used for posting all the audio-visual material developed for IPBES that can then be embedded on the website but could also feature material from other relevant channels (TEEB for example) and be used as a platform for capacity building (on-line short courses on assessment, presentation of other IPBES products, etc.)

Email:

- A new email address for the IPBES secretariat should be created to reflect the institutional arrangements for the platform;

Presentations

- Professional and visually appealing IPBES PowerPoint presentations could be developed to raise awareness and understanding of IPBES for use by all people representing the platform at external events;
- Their look and feel will be adapted in case of rebranding;
- They should be made available in relevant languages;
- A briefing note with key messages should be prepared for speakers delivering the presentation.

Dissemination Material

- IPBES printed material should be produced to help raise visibility of the meeting and understanding of its purpose and objectives;
- Proposed material should include banners, posters and leaflets;
- Simple language versions of factsheets should also be produced in relevant languages;
- Targeted fact sheets should be developed per audience (a general one on IPBES and what it does, and key principles of its work and for the development of its products for the general public for example, a targeted one for the private sector, a targeted one for potential donors, a targeted one for the scientific community and how they can engage in the IPBES activities, etc.);
- Key messages and briefing documents could also be developed and shared with partners, relevant institutions and the media to ensure consistency in messaging and information;
- Multi-media CD-ROMs targeting specific audiences (i.e. for assessment practitioners with tools and methodologies and capacity building videos, or targeting policy makers, the IPBES products available to them, presenting policy-making tools, etc.);
- These should be made available in digital format and for download on the website for wider distribution.

Promotional products

- IPBES branded promotional products could be produced for delegates attending meetings (such as notepads, pens, USB keys, etc.) and for distribution to a wider audience at targeted events (key rings, T-shirts, stickers, bags, for example.).

IPBES products

- IPBES products (such as assessment reports, documents on policy support tools, common framework for assessments, for example) will be branded, formatted and made available on the website for easy download in relevant languages;
- A limited number will also be made available in printed version to reach out to the widest audience possible;
- Their format, language and tone should be adapted to the targeted audiences (for example a long assessment report could have a separate policy makers' executive summary, a general public information sheet, etc.).

Audiovisual material:

- A curtain raiser (5 to 10 minutes) could be developed for the official launch of the platform and for presentation of IPBES at relevant events;
- Public Service Announcements and less elaborated interviews with high profile IPBES stakeholders (in relevant languages and with a wide geographical representation) could be developed to help spread the message to a wider audience in the media and on the IPBES website;
- Short clips on biodiversity ecosystem services and the links with human well being could be developed and distributed to inform the general public, including youth; alternatively, existing clips developed by other initiatives (TEEB, WWF, etc.) could be used and presented at external events, with the authorization of the owners;
- Short clips on IPBES activities (such as capacity building workshops or assessment work) could also be filmed in order to demonstrate what IPBES does and how, thus making it more real for people;
- A standard screen saver will be developed to project in between sessions during the plenary meetings and at other IPBES-related events;
- A professional photographer should be hired to take pictures during relevant meeting for communication purposes, and additional pictures purchased.

Events and outreach

- IPBES events (plenary meetings, meetings of subsidiary bodies of the plenary and events organised at the regional hub level (if any), capacity building workshops, stakeholders dialogue meetings, selection process for potential IPBES fellows, launches for IPBES products, meetings with potential donors to catalyse funding) as well as events at which to spread the IPBES messages and engage with relevant stakeholders will be identified and kept in a calendar and shared so that UN partners can coordinate the outreach efforts on IPBES. The briefing notes, PowerPoint presentations, audiovisual material, dissemination material and promotional items can be used at these events. Stakeholders will be invited to contribute to populating this calendar via the website;
- Launches for key IPBES products and potential trainings should be organised;
- The calendar of IPBES related events should be shared through partner networks, such as the IISD biodiversity updates;

- An IPBES transportable booth (including a TV to project audiovisual material and stands for printed material) could be produced in order to increase visibility at external events;
- IISD or equivalent coverage of the plenary and other relevant meeting should be ensured;
- There will be opportunities for side events at IPBES meetings for stakeholders to engage with participants of the plenary and present/discuss topics of interested;

Media Work

- Media briefings should be organised, as necessary, taking into account regional spread and the use of languages;
- A media pack should be produced in various languages;
- Press releases should be produced as needed in various languages to share information about key IPBES activities and products;
- Press conferences should be organised as needed to share information about key IPBES activities and products;
- PSAs and TV appearances of key IPBES stakeholders should be shared to reach a wide audience;
- Regular articles for the policy making, the scientific, the NGO, the youth and general public press and online publications/newsletters should be developed in order to reach out to all relevant IPBES audiences.

H. Monitoring & Evaluation

A simple yet effective monitoring system will be put in place to ensure that implementation is monitored and where possible, also the impact of the strategy.

Activity Indicators could include:

- Number of features published on the IPBES website;
- Number of publications distributed;
- Number of press releases disseminated;
- Number of press events organised;
- Number of participants to the launch of the platform.

Impact Indicators could include:

- Media pick up on press releases;
- Web statistics including visits, referral sites, geographic distribution, links, number of followers on Twitter and Facebook, etc.

I. Indicative Budget

Item	Comments	Cost for 2012-2014 (USD)
Web support and social media support	Hosting, technical management and maintenance and hosting, on-line for a, etc.	80,000
Audiovisual support	Interviews, PSAs, curtain raiser, photography, clips	230,000
Senior consultant support	P5 level, half time	160,000
Graphic design support	For all dissemination, printed material and IPBES reports	60,000
Media support	For organisation of media events, development of the media briefs and kits, organisation of workshops	60,000
Translations and dubbing	In six UN languages and others, as appropriate	270,000
Printed material and IPBES reports	Printing of leaflets, banners, posters, factsheets, reports	60,000
Dissemination material	Booth (with poster stand and flat screen video monitor) delegates packs, etc.	90,000
IISD coverage of meetings	For one plenary meeting per year and one smaller meetings per year	160,000
Promotional products		15,000
Travel		40,000
DHL shipping		15,000
TOTAL		1,240,000