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## **Proposal of Side-event at CBD/COP14 in Egypt 2018**

### ***Title:***

**Raising awareness and communicating the value of biodiversity and ecosystem services – keys to reach the public and decisionmakers.**

### ***Short description:***

In this side event you will hear from two different and fruitful projects happening in Sweden during the last years. One project focused on making the values of biodiversity and ecosystem services visible in decision making, through a network with partners especially from several municipalities. The other project focused on raising public awareness and was built on the international day of biodiversity with an enthusiastic Spokesperson in lead.

### ***How to reach decisionmakers!***

Raising awareness and communicating the value of biodiversity and ecosystem services and their importance to reach decisionmakers has been the focus of a three-year Swedish project. A Swedish government remit (commission) initiated the work with Aichi targets 1 & 2 by the Swedish Environmental Protection Agency, in collaboration with other government agencies, municipalities and organizations, as well as many stakeholders.

Evaluations of the effects of the implemented measures demonstrate clear progress in knowledge, attitudes and action since the start of the communication project. It is clear that the communication project has entirely or partially achieved its set objectives.

The hub of the communications project is the ecosystem services network. The network is comprised of just over 50 individuals acting as intermediaries within municipalities, county administrative boards, businesses and organizations. Their role is to convey knowledge of the value of ecosystem services to their organizations and find ways to put this knowledge into practice.

Based on the need specified by the network the Swedish EPA produced material aiming to facilitate how to make the values of biodiversity and ecosystem services visible. Amongst

others, a Guide for valuation was produced. This guide proved to be a useful tool and will be available in English for other parties and actors to use.

The outlook for the future is positive. A follow-up evaluation of the experiences of the members of the network has shown that 75 percent assess that more decisions within their own sectors will be made based on awareness of the value of ecosystem services in the next two to five years. The same picture has emerged in the collaborating government agencies, where 80 percent assess that more decisions based on awareness of the value of ecosystem services will be made in the next two to five years.

### ***How to raise public awareness!***

With the aim to raise awareness, a young biologist named Rebecka Le Moine together with a friend and journalist, Erik Hansson, saw the opportunity to use the momentum of the international day on biological diversity. Together they managed to engage many enthusiasts all over Sweden with the result of 70 activities happening on the 22:nd of May that year. Later on, Rebecka got awarded the Swedish WWF for being the Environmental hero of 2017. This year, the international day of biodiversity grew even bigger with no less than 190 activities.

### ***Preliminary program:***

- Welcome by Charlotta Sörqvist, Swedish Ministry of Environment
- Achievements in the communication project (Anki Weibull, Swedish Environmental Protection Agency)
- Guide to value ecosystem services (Kerstin Bly Joyce, Swedish Environmental Protection Agency)
- International Day for Biodiversity in Sweden – “Biomfdag”, Rebecka Le Moine, Swedish Parliament (video and/or Skype)
- Discussion



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