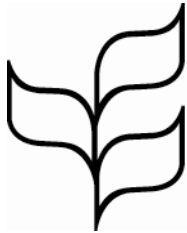




CBD



**Convention on
Biological Diversity**

Distr.
GENERAL

UNEP/CBD/CEPA-IAC/2016/1/INF/4
22 July 2016

ENGLISH ONLY

INFORMAL ADVISORY COMMITTEE ON
COMMUNICATION, EDUCATION AND
PUBLIC AWARENESS

Montreal, Canada, 28-29 July 2016

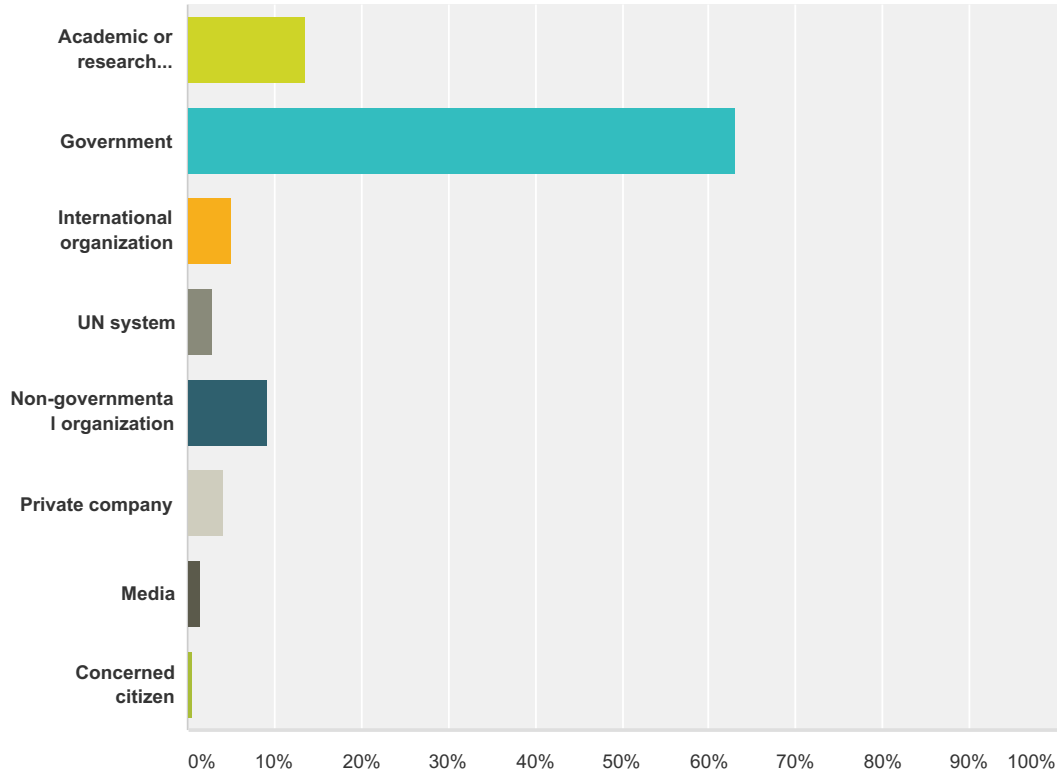
INTERIM RESULTS OF CEPA TOOLKIT SURVEY

Note by the Executive Secretary

1. In decision XII/2 C, the Executive Secretary was requested, subject to the availability of resources, to carry out a number of activities in support of communication, education and public awareness, and of the United Nations Decade on Biodiversity, including conducting a workshop, on the basis of a review of existing knowledge and a gap analysis and in collaboration with representatives of different stakeholder groups and taking into account behavioural analysis studies, to develop and utilize messaging approaches for the specific target groups in the context of the different Aichi Biodiversity Targets and to report on the outcomes of the workshop to the Conference of the Parties at its thirteenth meeting;
2. The Executive Secretary is circulating the present document for the information of participants in the Messaging workshop organized in the context of the meeting of the Informal Advisory Committee on Communication, Education and Public Awareness, scheduled for 28 and 29 July 2016.
3. The document is a presentation of the results of responses to an online survey on the communication toolkit needs undertaken as part of the work for the revision of the CEPA toolkit and the creation of an ABS toolkit. These are interim results, as the survey response period continues. These interim results are meant to inform the discussion by the workshop on the needs of users for communications.
4. The survey was prepared by a consultant hired by the Secretariat in consultation with a variety of partners including the NBSAP forum, the ABS Capacity-Development Initiative and others.

Q1 Which of the following best describes your institutional affiliation? (Please choose only one)

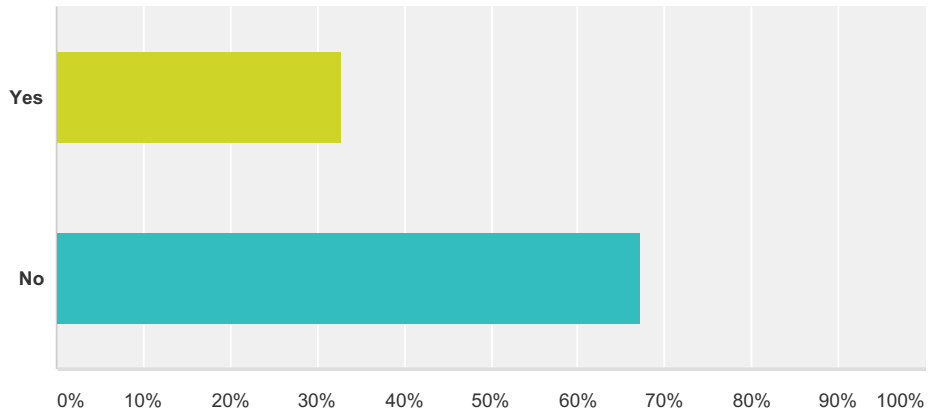
Answered: 141 Skipped: 9



Answer Choices	Responses	Count
Academic or research institution	13.48%	19
Government	63.12%	89
International organization	4.96%	7
UN system	2.84%	4
Non-governmental organization	9.22%	13
Private company	4.26%	6
Media	1.42%	2
Concerned citizen	0.71%	1
Total		141

Q2 Does your biodiversity work focus exclusively or primarily on the equitable sharing of benefits from use of genetic resources?

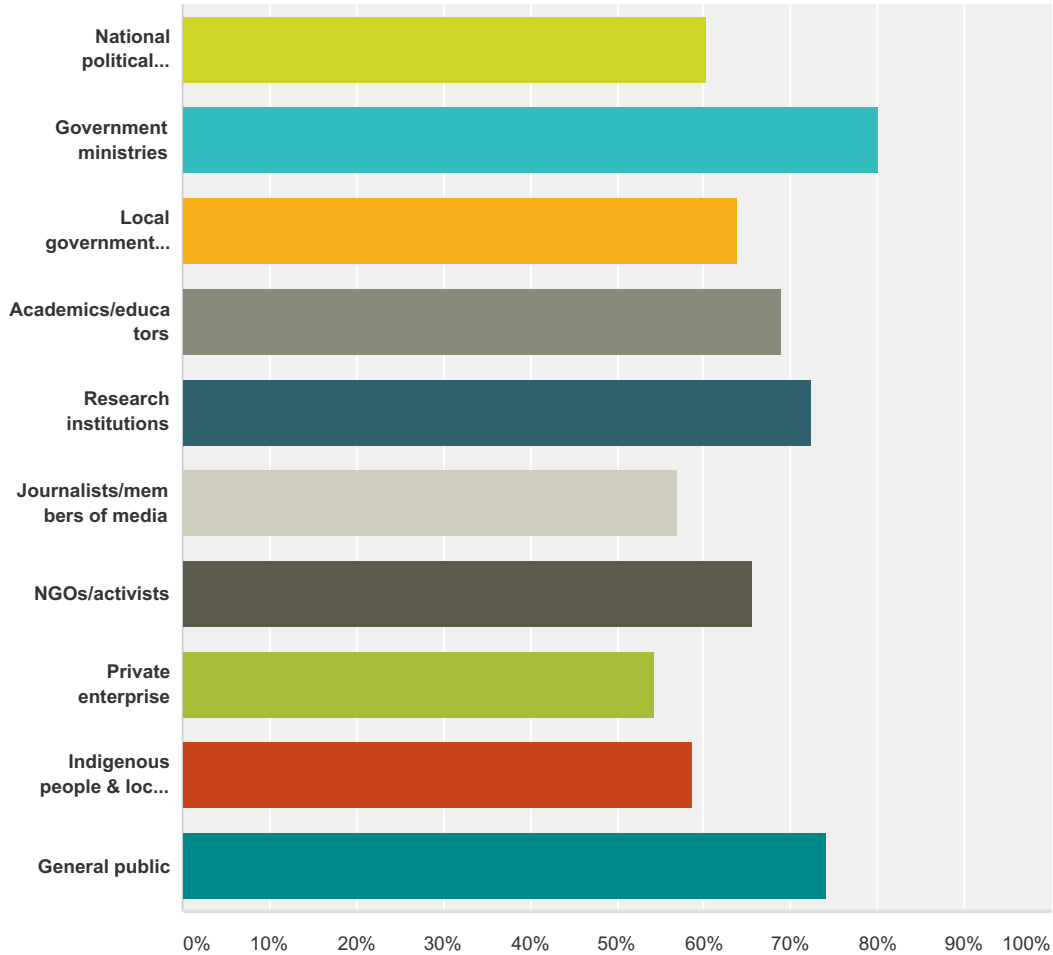
Answered: 146 Skipped: 4



Answer Choices	Responses
Yes	32.88% 48
No	67.12% 98
Total	146

Q3 Which of the following audience segments do you seek to engage when communicating about biodiversity? (Please choose all that apply)

Answered: 116 Skipped: 34



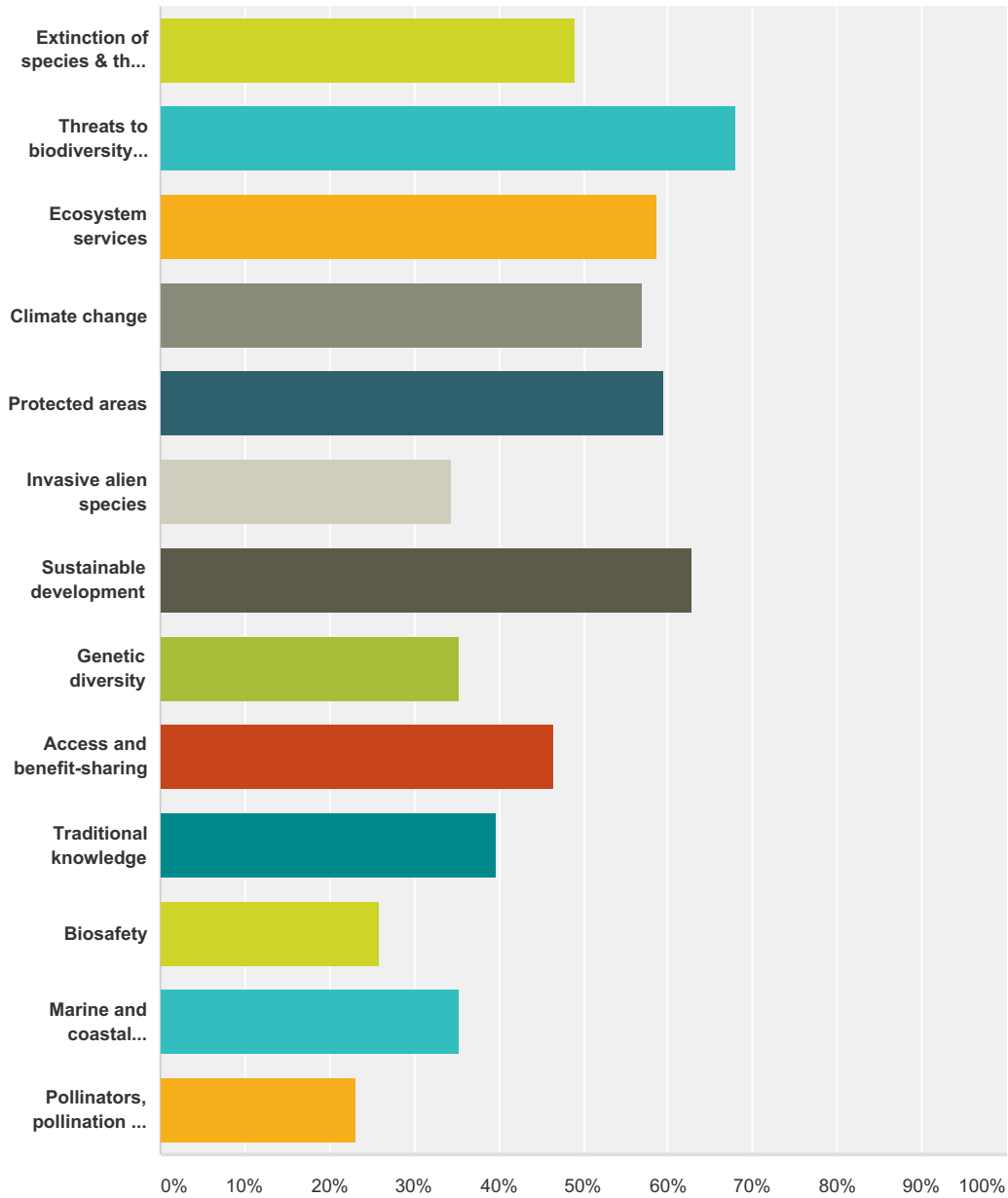
Answer Choices	Responses
National political leaders	60.34% 70
Government ministries	80.17% 93
Local government authorities	63.79% 74
Academics/educators	68.97% 80
Research institutions	72.41% 84
Journalists/members of media	56.90% 66
NGOs/activists	65.52% 76
Private enterprise	54.31% 63
Indigenous people & local communities	58.62% 68

Biodiversity communications & outreach

General public	74.14%	86
Total Respondents: 116		

Q4 In the past year, which of the following have been the subject of your communication, education and/or public awareness efforts? (Please choose all that apply)

Answered: 116 Skipped: 34



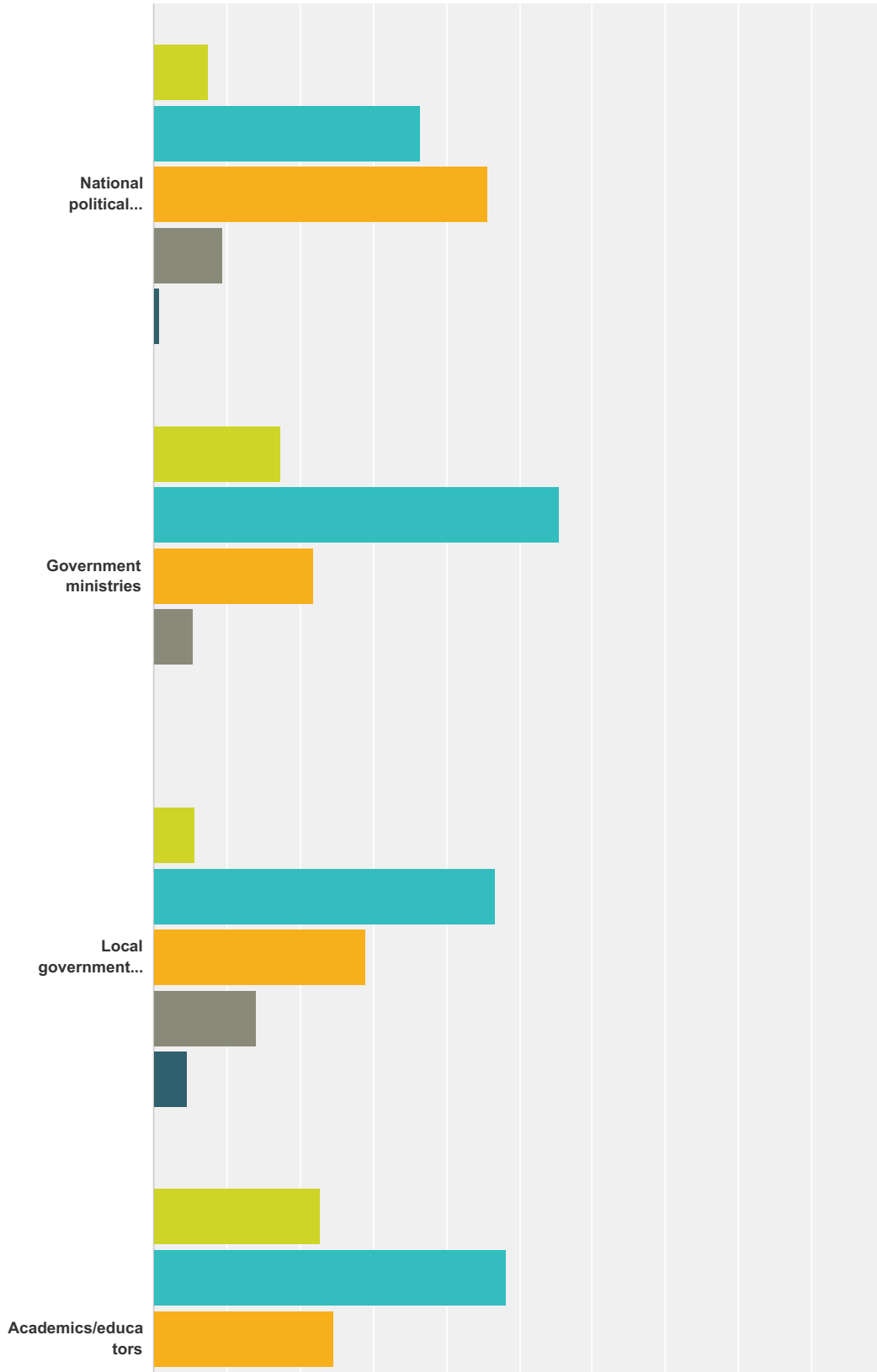
Answer Choices	Responses	Count
Extinction of species & the illegal trade of wildlife	49.14%	57
Threats to biodiversity from human activities	68.10%	79
Ecosystem services	58.62%	68

Biodiversity communications & outreach

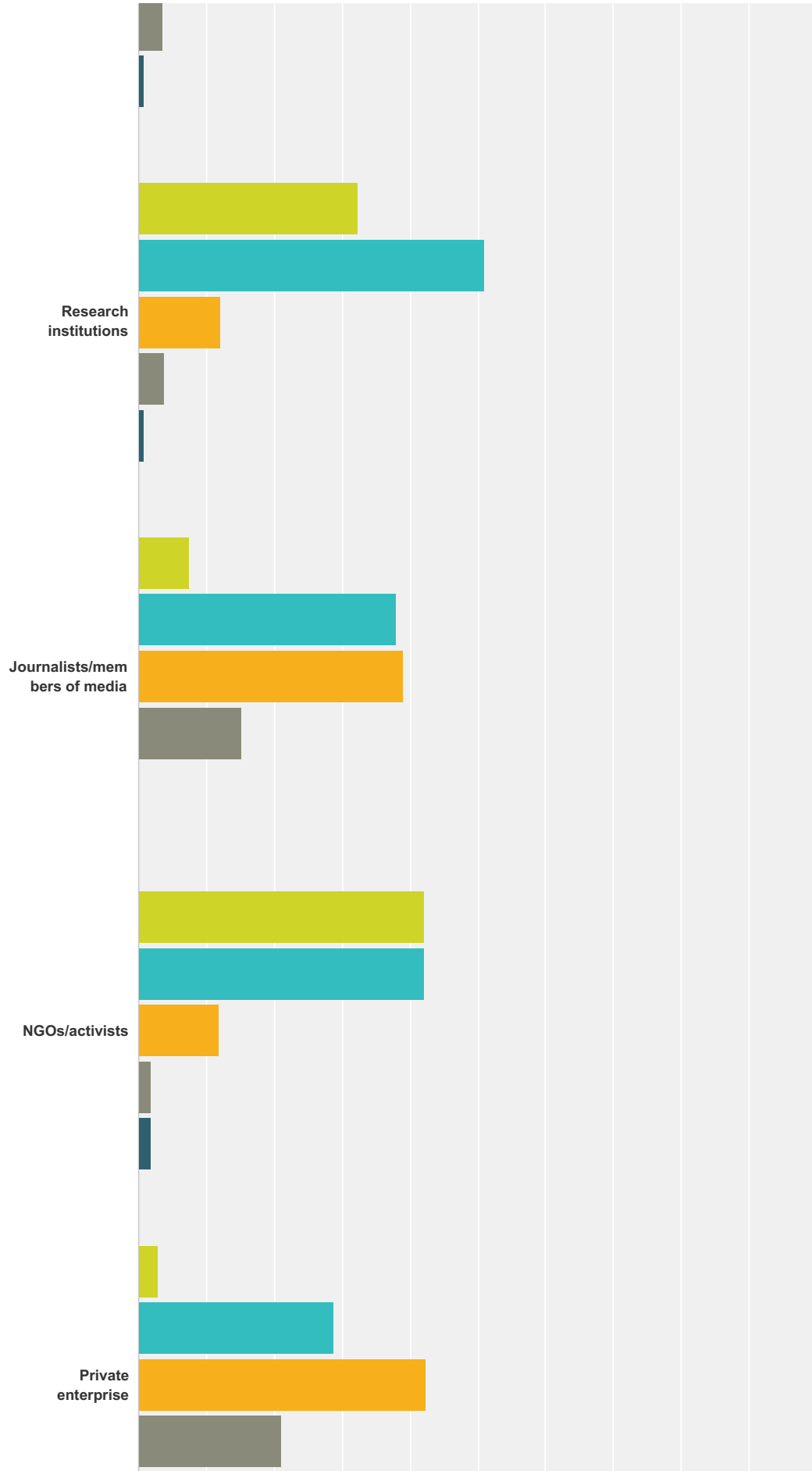
Climate change	56.90%	66
Protected areas	59.48%	69
Invasive alien species	34.48%	40
Sustainable development	62.93%	73
Genetic diversity	35.34%	41
Access and benefit-sharing	46.55%	54
Traditional knowledge	39.66%	46
Biosafety	25.86%	30
Marine and coastal biodiversity	35.34%	41
Pollinators, pollination and food production	23.28%	27
Total Respondents: 116		

Q5 In your country or location, how aware and engaged is each of the following audience segments around biodiversity?

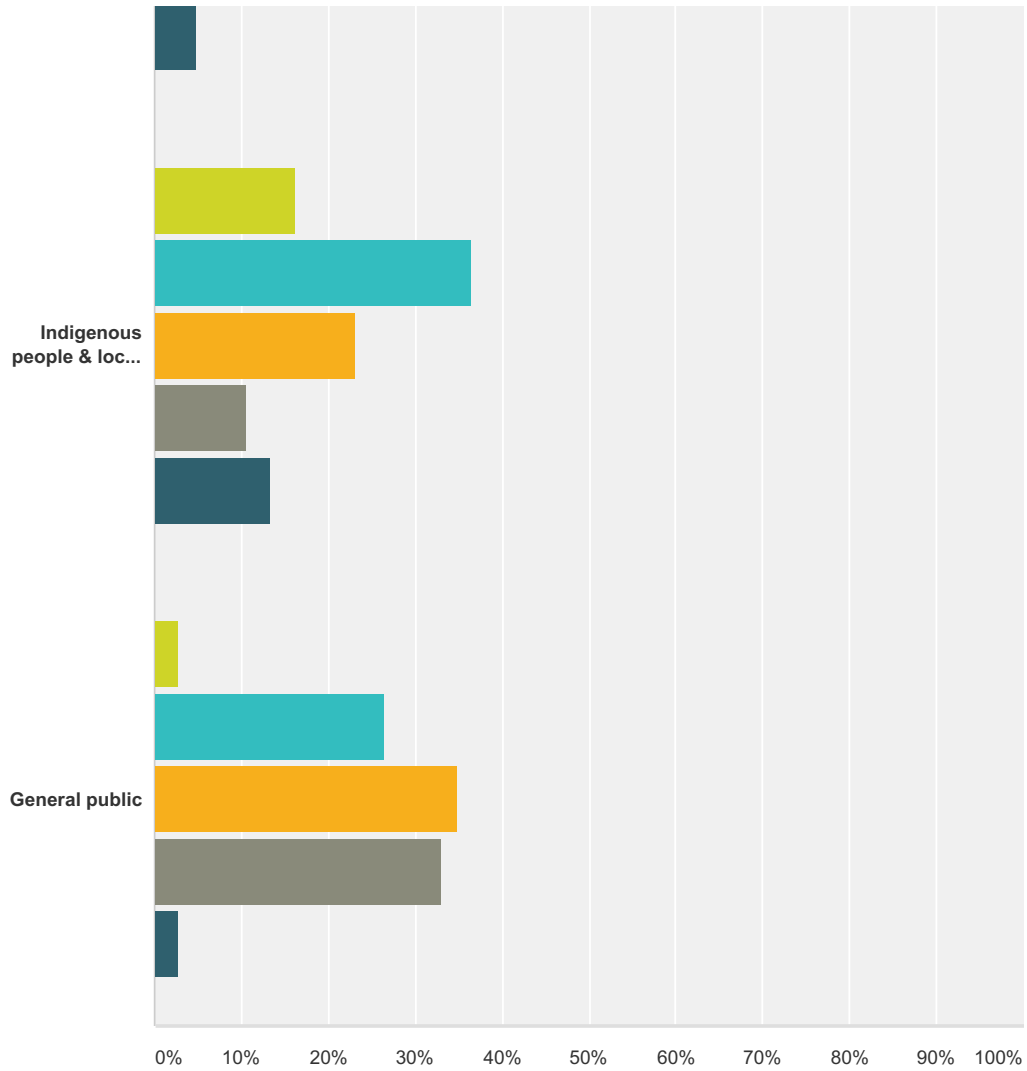
Answered: 114 Skipped: 36



Biodiversity communications & outreach



Biodiversity communications & outreach



■ Strongly aware and engaged
 ■ Somewhat aware and engaged
 ■ Aware but not engaged
■ Unaware
 ■ Not applicable

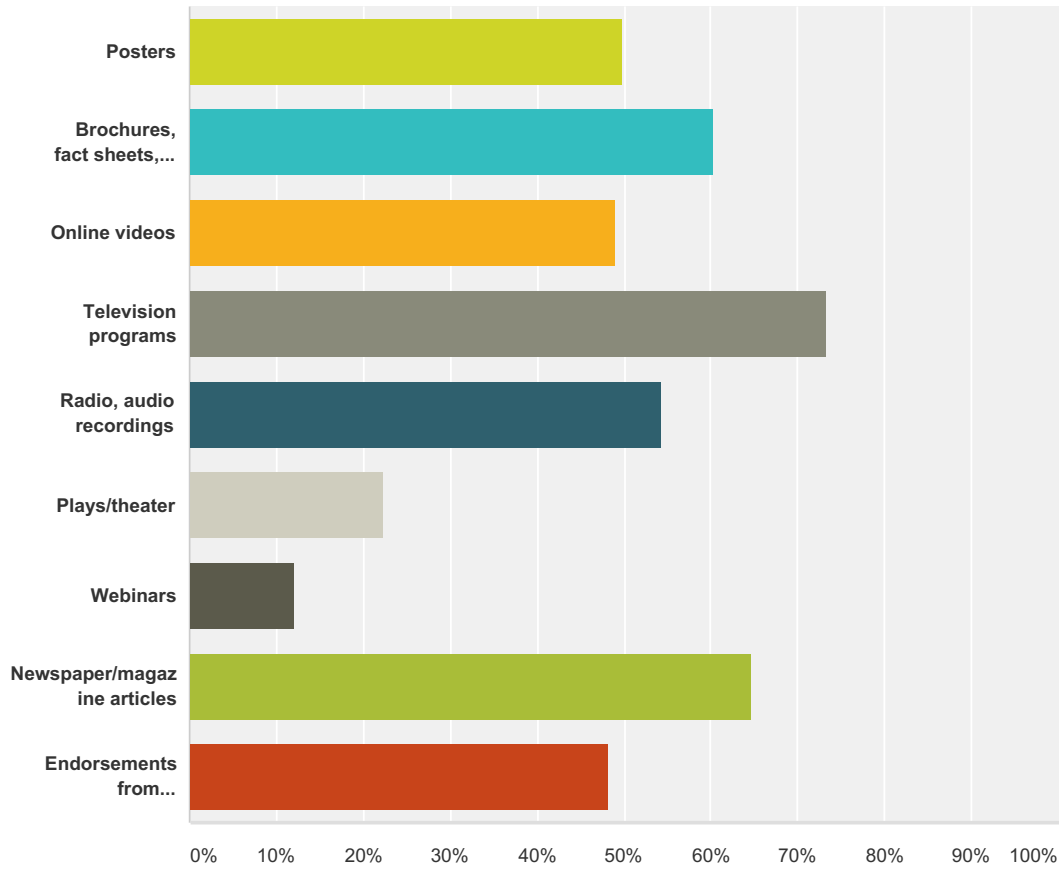
	Strongly aware and engaged	Somewhat aware and engaged	Aware but not engaged	Unaware	Not applicable	Total
National political leaders	7.48% 8	36.45% 39	45.79% 49	9.35% 10	0.93% 1	107
Government ministries	17.27% 19	55.45% 61	21.82% 24	5.45% 6	0.00% 0	110
Local government authorities	5.61% 6	46.73% 50	28.97% 31	14.02% 15	4.67% 5	107
Academics/educators	22.73% 25	48.18% 53	24.55% 27	3.64% 4	0.91% 1	110
Research institutions	32.41% 35	50.93% 55	12.04% 13	3.70% 4	0.93% 1	108
Journalists/members of media	7.62% 8	38.10% 40	39.05% 41	15.24% 16	0.00% 0	105
NGOs/activists	42.20% 46	42.20% 46	11.93% 13	1.83% 2	1.83% 2	109

Biodiversity communications & outreach

Private enterprise	2.88% 3	28.85% 30	42.31% 44	21.15% 22	4.81% 5	104
Indigenous people & local communities	16.35% 17	36.54% 38	23.08% 24	10.58% 11	13.46% 14	104
General public	2.75% 3	26.61% 29	34.86% 38	33.03% 36	2.75% 3	109

Q6 Which of the following communication tools have you found effective in deepening engagement around biodiversity? (Please choose all that apply)

Answered: 116 Skipped: 34



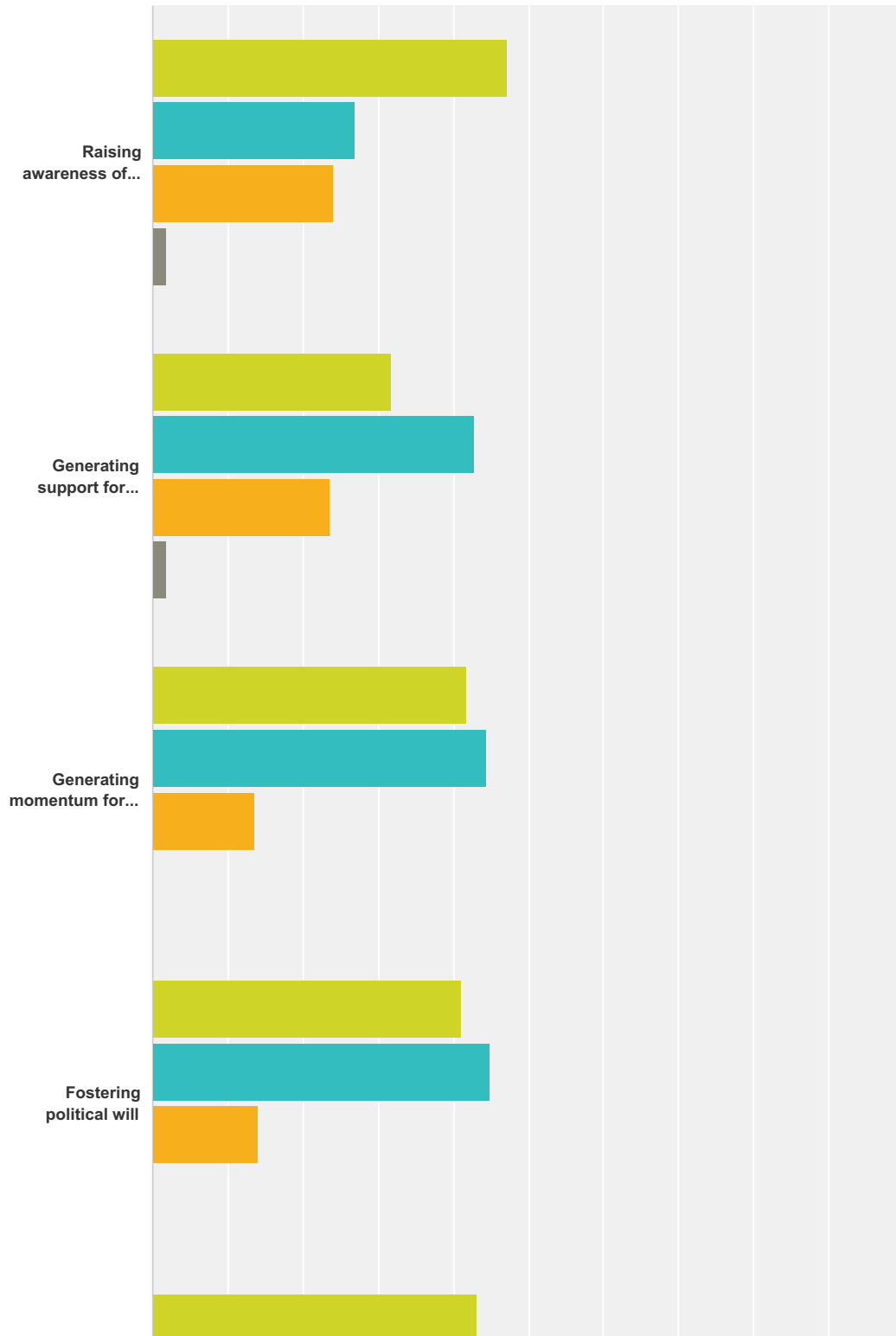
Answer Choices	Responses
Posters	50.00% 58
Brochures, fact sheets, infographics	60.34% 70
Online videos	49.14% 57
Television programs	73.28% 85
Radio, audio recordings	54.31% 63
Plays/theater	22.41% 26
Webinars	12.07% 14
Newspaper/magazine articles	64.66% 75
Endorsements from celebrities/public figures	48.28% 56
Total Respondents: 116	

Q7 Which resources (e.g., websites, books, experts) have you found most effective in building audience awareness and engagement around biodiversity? Please include any links to the resources listed.

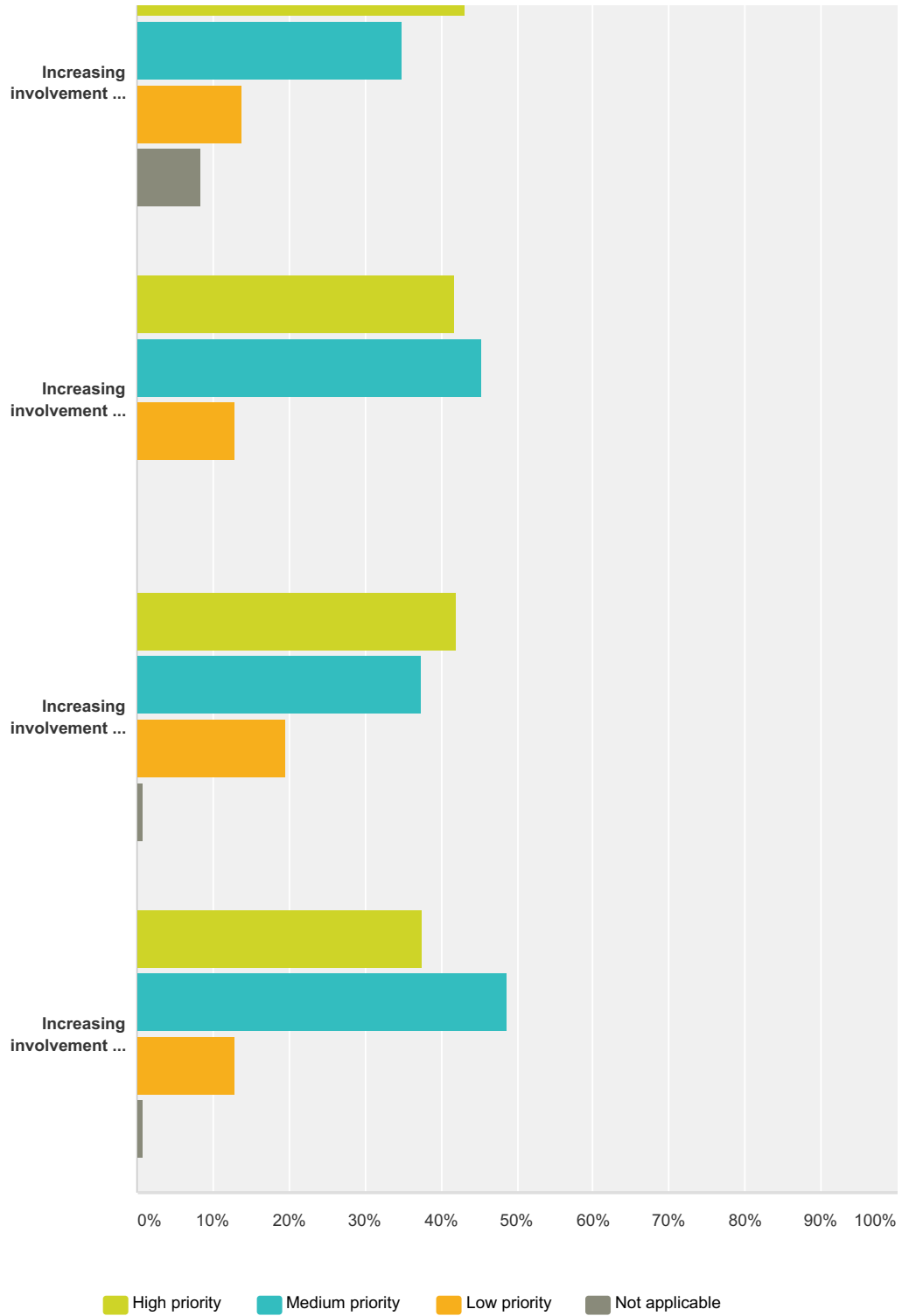
Answered: 73 Skipped: 77

Q8 Given the status of implementation of international biodiversity commitments in your country or region, please rank each of the following as immediate communications & outreach priorities:

Answered: 114 Skipped: 36



Biodiversity communications & outreach



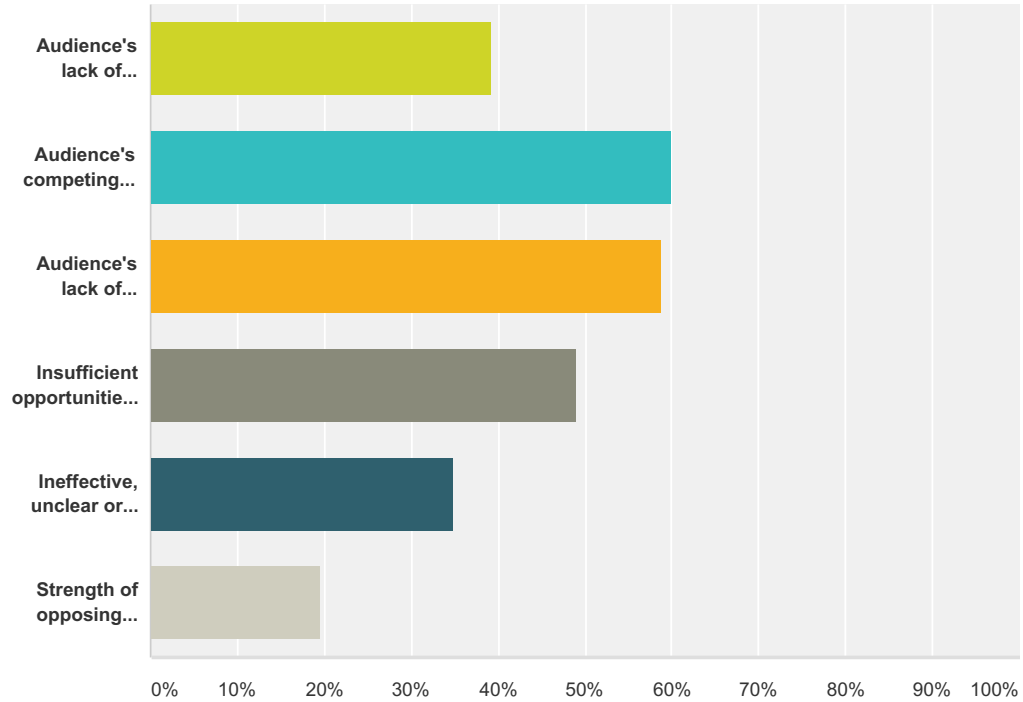
	High priority	Medium priority	Low priority	Not applicable	Total
Raising awareness of the importance of genetic resources and associated traditional knowledge	47.22% 51	26.85% 29	24.07% 26	1.85% 2	108
Generating support for ratifying international biodiversity commitments	31.82% 35	42.73% 47	23.64% 26	1.82% 2	110
Generating momentum for implementing international biodiversity commitments	41.82% 46	44.55% 49	13.64% 15	0.00% 0	110

Biodiversity communications & outreach

Fostering political will	41.12% 44	44.86% 48	14.02% 15	0.00% 0	107
Increasing involvement of indigenous people and local communities	43.12% 47	34.86% 38	13.76% 15	8.26% 9	109
Increasing involvement of the general public	41.67% 45	45.37% 49	12.96% 14	0.00% 0	108
Increasing involvement of the private sector	42.06% 45	37.38% 40	19.63% 21	0.93% 1	107
Increasing involvement of research institutions	37.61% 41	48.62% 53	12.84% 14	0.92% 1	109

Q9 Which of these challenges, if any, do you face in engaging your audience on biodiversity issues? (Please choose all that apply)

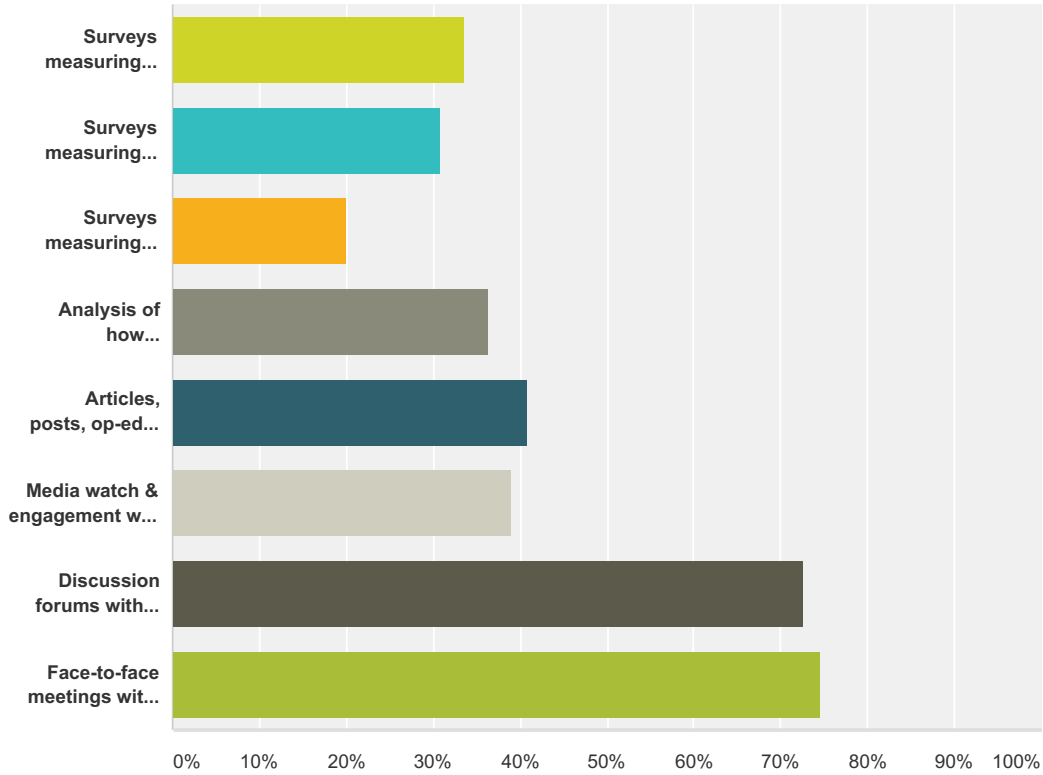
Answered: 112 Skipped: 38



Answer Choices	Responses
Audience's lack of interest	39.29% 44
Audience's competing priorities	59.82% 67
Audience's lack of understanding of issues	58.93% 66
Insufficient opportunities to engage audience	49.11% 55
Ineffective, unclear or confusing messages	34.82% 39
Strength of opposing viewpoints	19.64% 22
Total Respondents: 112	

Q10 Which of the following are a part of your biodiversity outreach efforts? (Please choose all that apply)

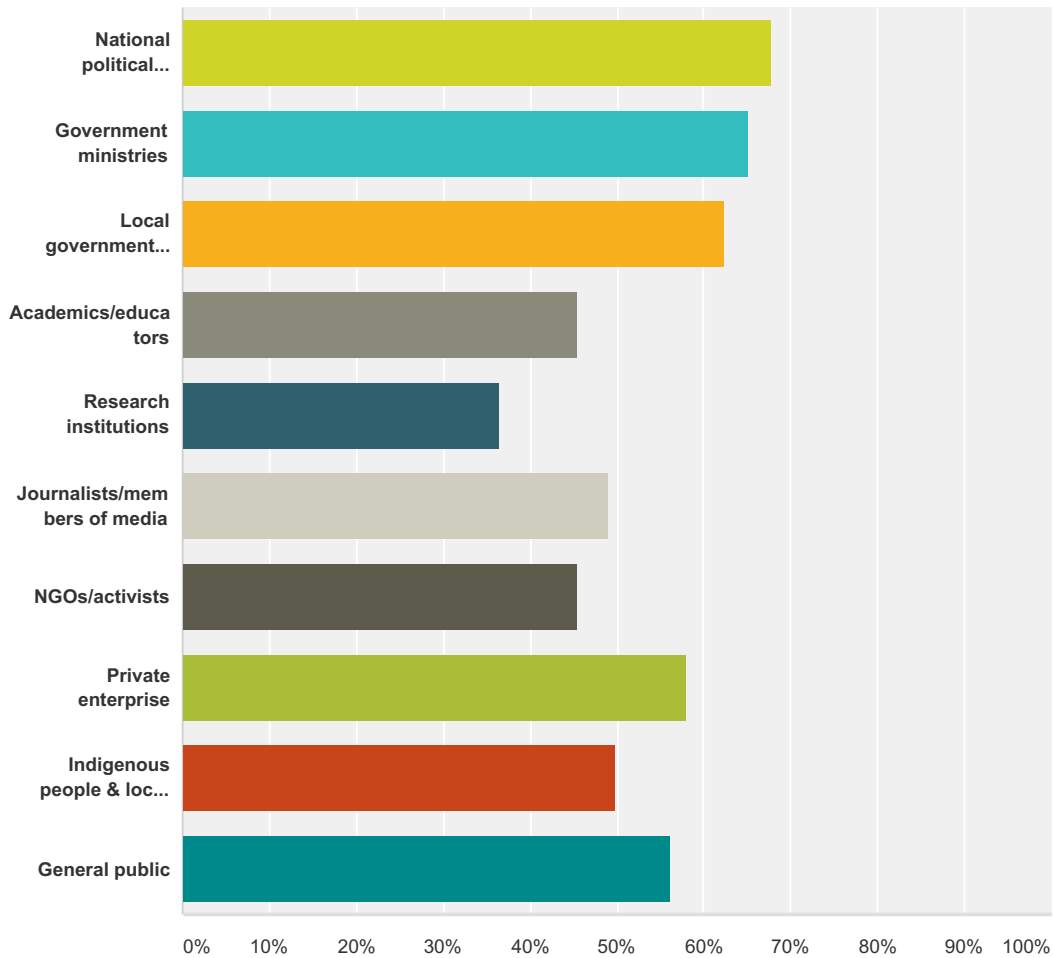
Answered: 110 Skipped: 40



Answer Choices	Responses
Surveys measuring general awareness	33.64% 37
Surveys measuring attitudes toward biodiversity	30.91% 34
Surveys measuring changes in behaviour	20.00% 22
Analysis of how stakeholders use and respond to information provided	36.36% 40
Articles, posts, op-eds by influencers	40.91% 45
Media watch & engagement with journalists	39.09% 43
Discussion forums with various stakeholders	72.73% 80
Face-to-face meetings with stakeholders	74.55% 82
Total Respondents: 110	

Q11 Which stakeholders would you like to engage more effectively? (Please choose all that apply)

Answered: 112 Skipped: 38



Answer Choices	Responses
National political leaders	67.86% 76
Government ministries	65.18% 73
Local government authorities	62.50% 70
Academics/educators	45.54% 51
Research institutions	36.61% 41
Journalists/members of media	49.11% 55
NGOs/activists	45.54% 51
Private enterprise	58.04% 65
Indigenous people & local communities	50.00% 56
General public	56.25% 63

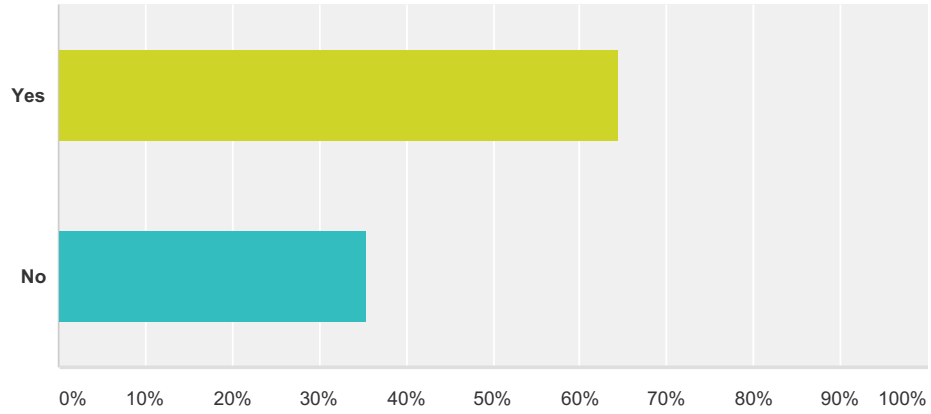
Total Respondents: 112

Q12 Which resources or advice would be helpful to you in engaging stakeholders more effectively?

Answered: 67 Skipped: 83

Q13 Do you maintain or contribute to a website dedicated to your biodiversity outreach efforts?

Answered: 110 Skipped: 40



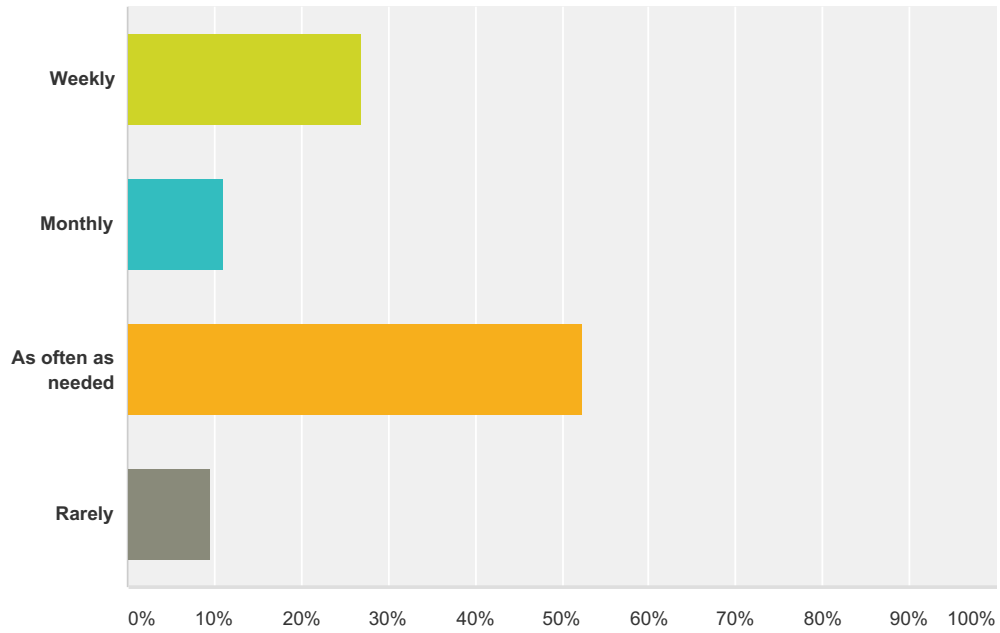
Answer Choices	Responses
Yes	64.55% 71
No	35.45% 39
Total	110

Q14 Please provide the link to your website.

Answered: 56 Skipped: 94

Q15 How frequently is the website updated?

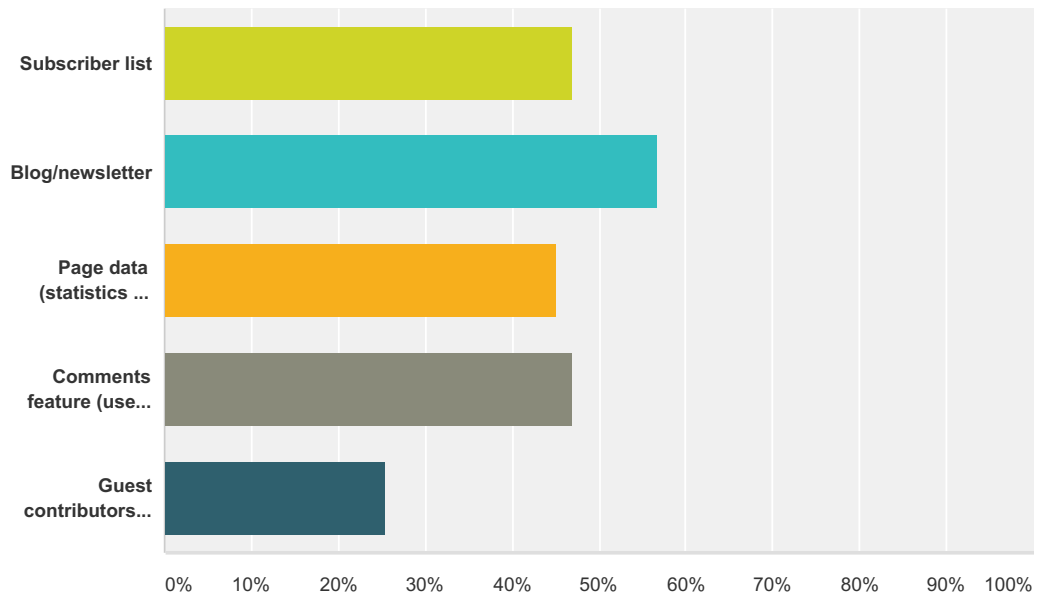
Answered: 63 Skipped: 87



Answer Choices	Responses	
Weekly	26.98%	17
Monthly	11.11%	7
As often as needed	52.38%	33
Rarely	9.52%	6
Total		63

Q16 Which of the following are features of the website? (Please choose all that apply)

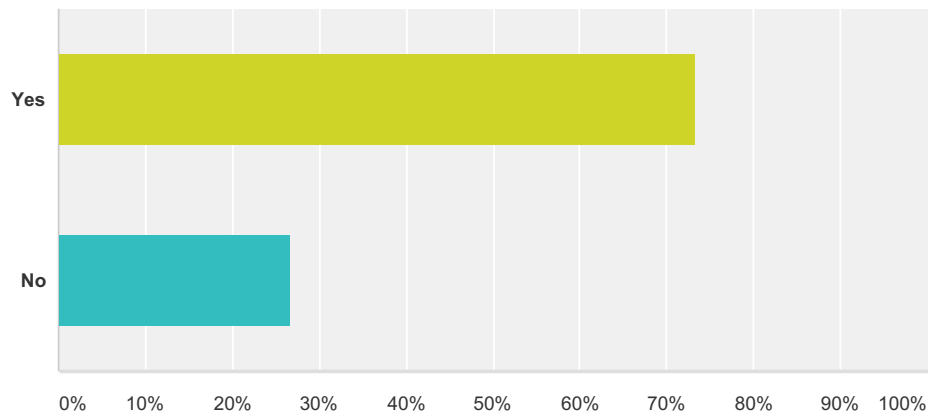
Answered: 51 Skipped: 99



Answer Choices	Responses
Subscriber list	47.06% 24
Blog/newsletter	56.86% 29
Page data (statistics of most viewed/shared/commented pages or posts)	45.10% 23
Comments feature (users can post and respond to comments)	47.06% 24
Guest contributors (various authors can contribute content)	25.49% 13
Total Respondents: 51	

Q17 Do you use social media in your biodiversity outreach efforts?

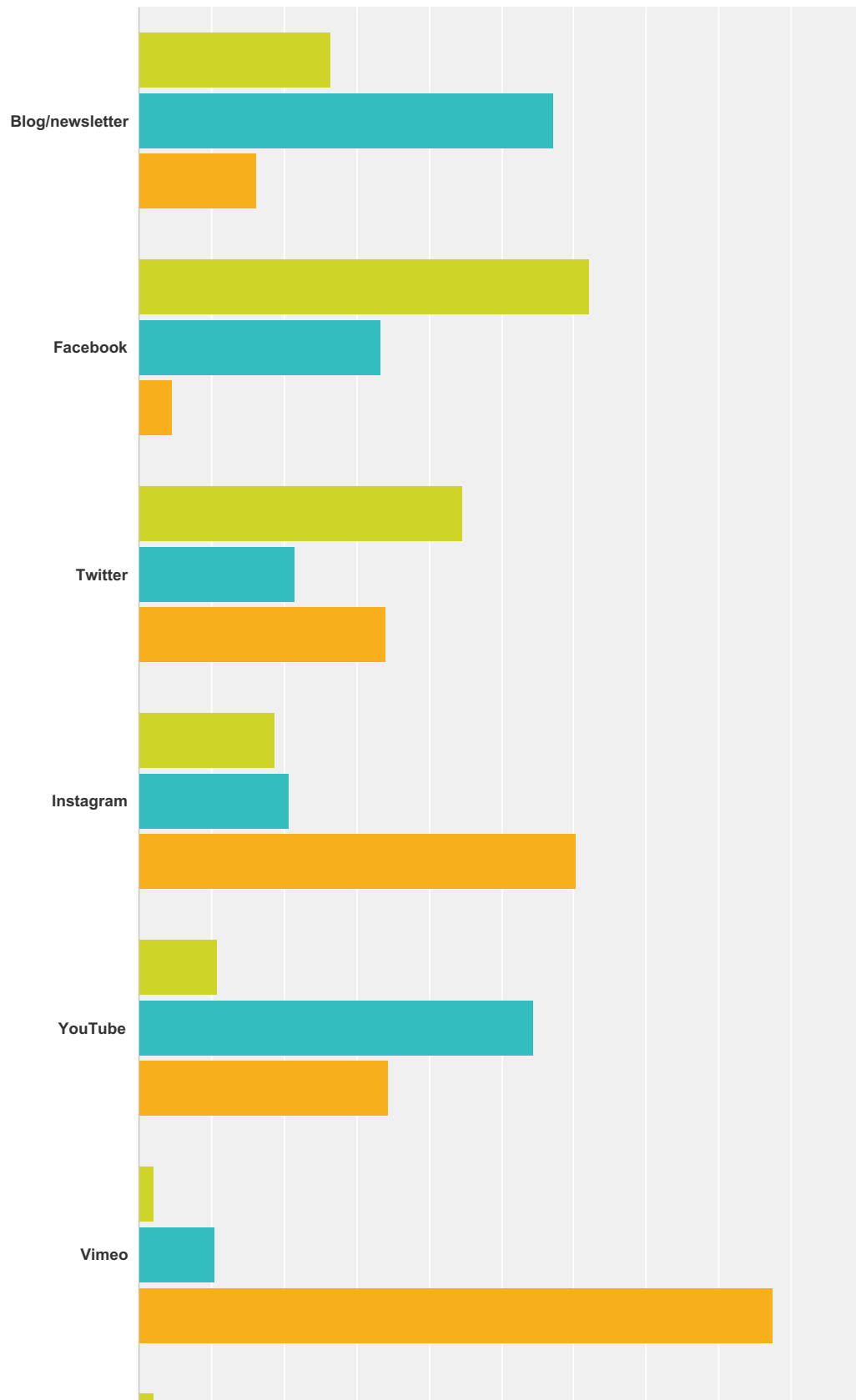
Answered: 105 Skipped: 45



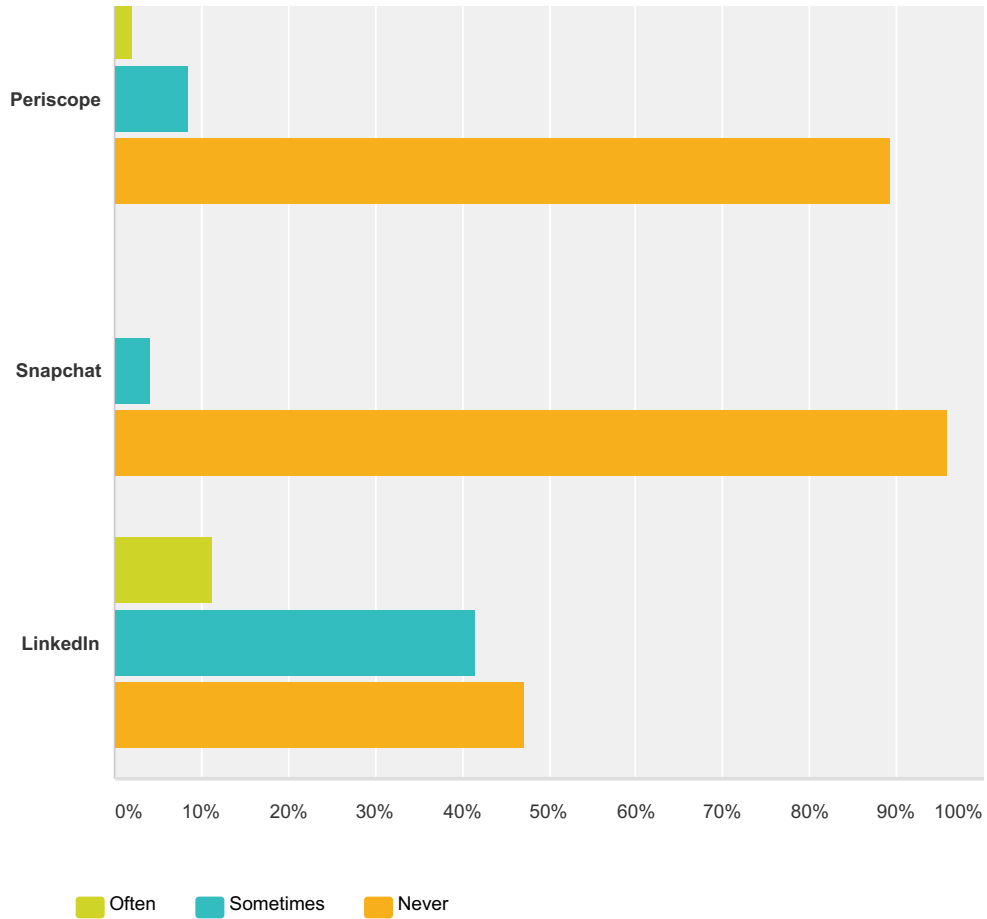
Answer Choices	Responses
Yes	73.33% 77
No	26.67% 28
Total	105

Q18 Please indicate how often you post to each of the following platforms.

Answered: 69 Skipped: 81



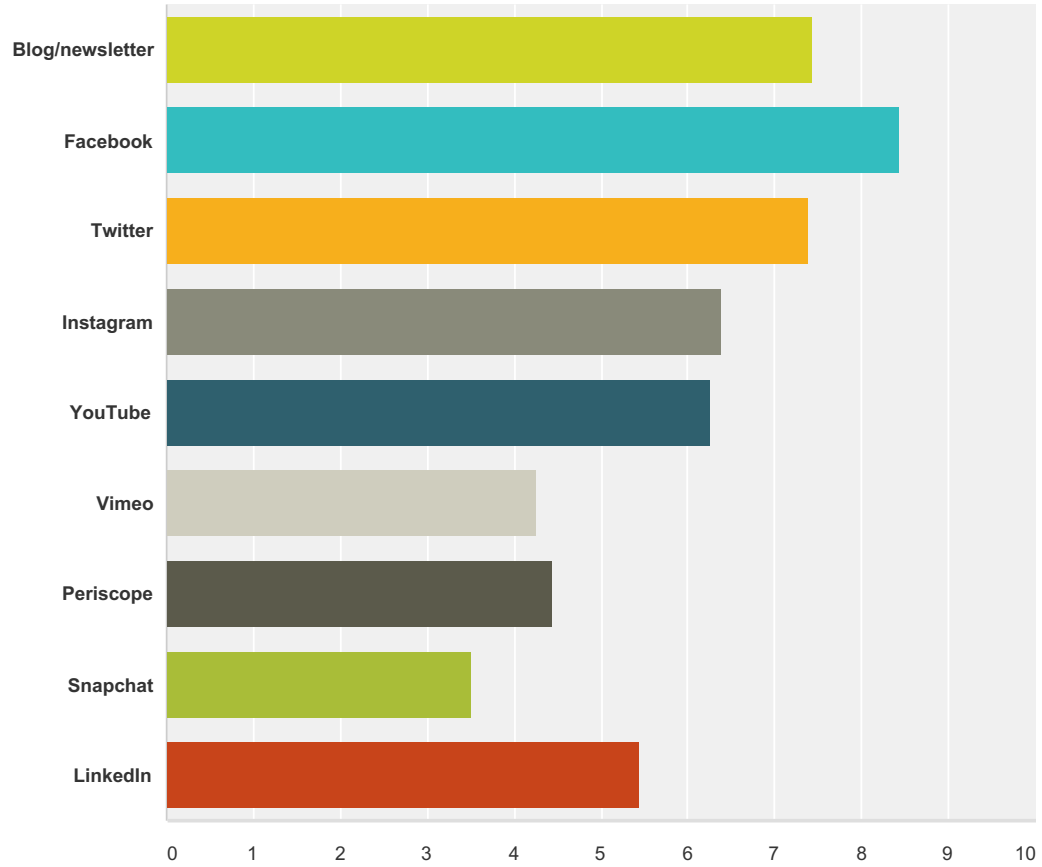
Biodiversity communications & outreach



	Often	Sometimes	Never	Total
Blog/newsletter	26.53% 13	57.14% 28	16.33% 8	49
Facebook	62.12% 41	33.33% 22	4.55% 3	66
Twitter	44.64% 25	21.43% 12	33.93% 19	56
Instagram	18.87% 10	20.75% 11	60.38% 32	53
YouTube	10.91% 6	54.55% 30	34.55% 19	55
Vimeo	2.08% 1	10.42% 5	87.50% 42	48
Periscope	2.13% 1	8.51% 4	89.36% 42	47
Snapchat	0.00% 0	4.26% 2	95.74% 45	47
LinkedIn	11.32% 6	41.51% 22	47.17% 25	53

Q19 With 1 being your largest audience, please rank the size of your audience on each of the following platforms. (Please use N/A for platforms that you do not use.)

Answered: 64 Skipped: 86



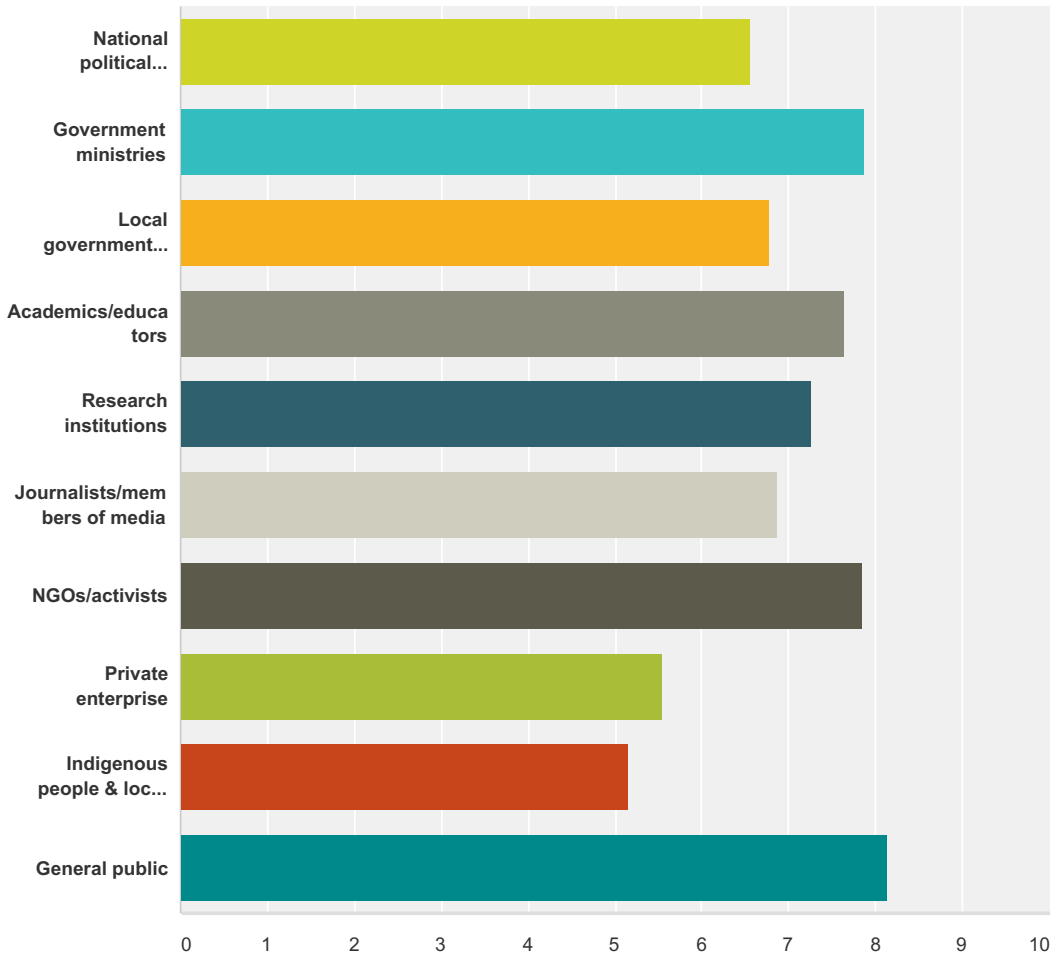
	1	2	3	4	5	6	7	8	9	N/A	Total	Score
Blog/newsletter	16.67% 9	18.52% 10	24.07% 13	3.70% 2	3.70% 2	0.00% 0	0.00% 0	0.00% 0	1.85% 1	31.48% 17	54	7.43
Facebook	62.30% 38	22.95% 14	4.92% 3	1.64% 1	0.00% 0	3.28% 2	0.00% 0	0.00% 0	0.00% 0	4.92% 3	61	8.43
Twitter	12.28% 7	28.07% 16	21.05% 12	7.02% 4	0.00% 0	0.00% 0	0.00% 0	3.51% 2	0.00% 0	28.07% 16	57	7.39
Instagram	1.89% 1	7.55% 4	13.21% 7	13.21% 7	3.77% 2	3.77% 2	1.89% 1	0.00% 0	0.00% 0	54.72% 29	53	6.38
YouTube	1.75% 1	10.53% 6	15.79% 9	21.05% 12	12.28% 7	3.51% 2	1.75% 1	0.00% 0	0.00% 0	33.33% 19	57	6.26
Vimeo	0.00% 0	0.00% 0	0.00% 0	1.96% 1	5.88% 3	3.92% 2	1.96% 1	1.96% 1	0.00% 0	84.31% 43	51	4.25
Periscope	0.00% 0	0.00% 0	0.00% 0	3.85% 2	5.77% 3	7.69% 4	3.85% 2	0.00% 0	0.00% 0	78.85% 41	52	4.45

Biodiversity communications & outreach

Snapchat	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.85% 2	5.77% 3	1.92% 1	1.92% 1	1.92% 1	84.62% 44	52	3.50
LinkedIn	3.57% 2	8.93% 5	3.57% 2	12.50% 7	10.71% 6	5.36% 3	5.36% 3	1.79% 1	3.57% 2	44.64% 25	56	5.45

Q20 To the best of your knowledge (based on email account domain names, if available from page data statistics), please rank your top 3 online audience segments from among the following.

Answered: 61 Skipped: 89



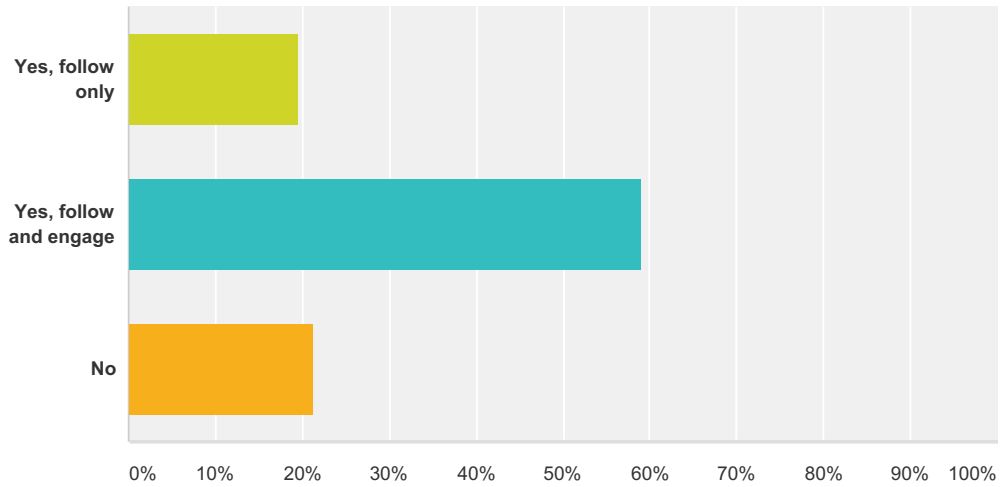
	1	2	3	4	5	6	7	8	9	10	Total	Score
National political leaders	16.67% 3	27.78% 5	16.67% 3	5.56% 1	0.00% 0	0.00% 0	5.56% 1	0.00% 0	16.67% 3	11.11% 2	18	6.56
Government ministries	26.67% 8	13.33% 4	26.67% 8	10.00% 3	13.33% 4	3.33% 1	0.00% 0	6.67% 2	0.00% 0	0.00% 0	30	7.87
Local government authorities	5.56% 1	16.67% 3	33.33% 6	0.00% 0	11.11% 2	16.67% 3	5.56% 1	11.11% 2	0.00% 0	0.00% 0	18	6.78
Academics/educators	11.11% 4	33.33% 12	11.11% 4	22.22% 8	8.33% 3	5.56% 2	5.56% 2	2.78% 1	0.00% 0	0.00% 0	36	7.64
Research institutions	11.11% 3	22.22% 6	18.52% 5	22.22% 6	7.41% 2	7.41% 2	3.70% 1	3.70% 1	0.00% 0	3.70% 1	27	7.26
Journalists/members of media	4.76% 1	14.29% 3	38.10% 8	4.76% 1	14.29% 3	4.76% 1	9.52% 2	4.76% 1	4.76% 1	0.00% 0	21	6.86

Biodiversity communications & outreach

NGOs/activists	20.51% 8	28.21% 11	20.51% 8	5.13% 2	10.26% 4	5.13% 2	7.69% 3	2.56% 1	0.00% 0	0.00% 0	39	7.85
Private enterprise	10.00% 2	15.00% 3	10.00% 2	10.00% 2	10.00% 2	0.00% 0	5.00% 1	20.00% 4	10.00% 2	10.00% 2	20	5.55
Indigenous people & local communities	10.53% 2	21.05% 4	10.53% 2	0.00% 0	0.00% 0	5.26% 1	5.26% 1	10.53% 2	21.05% 4	15.79% 3	19	5.16
General public	53.66% 22	9.76% 4	17.07% 7	0.00% 0	2.44% 1	2.44% 1	2.44% 1	0.00% 0	4.88% 2	7.32% 3	41	8.15

Q21 Do you follow and/or engage (e.g., retweet, message, share, comment) other biodiversity activists, experts or influencers on social media?

Answered: 66 Skipped: 84



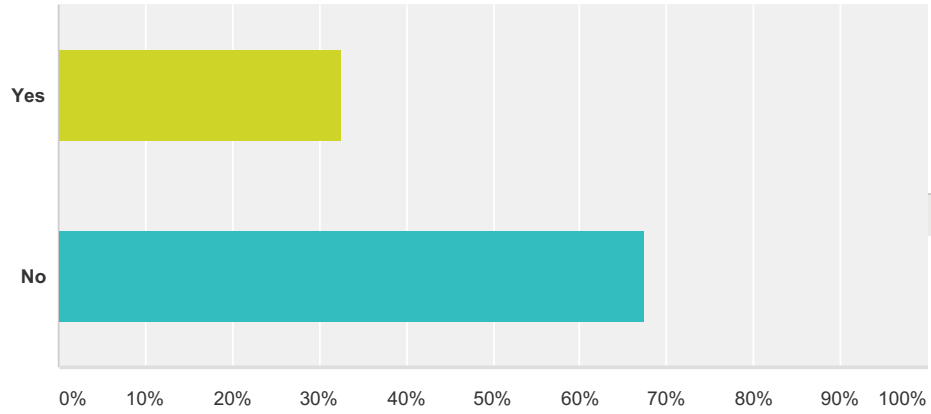
Answer Choices	Responses	
Yes, follow only	19.70%	13
Yes, follow and engage	59.09%	39
No	21.21%	14
Total		66

Q22 Which ones? Please share any relevant links.

Answered: 29 Skipped: 121

Q23 Do you use the communications toolkit available on the SCBD website in your biodiversity outreach?

Answered: 98 Skipped: 52



Answer Choices

Responses

Yes

32.65%

32

No

67.35%

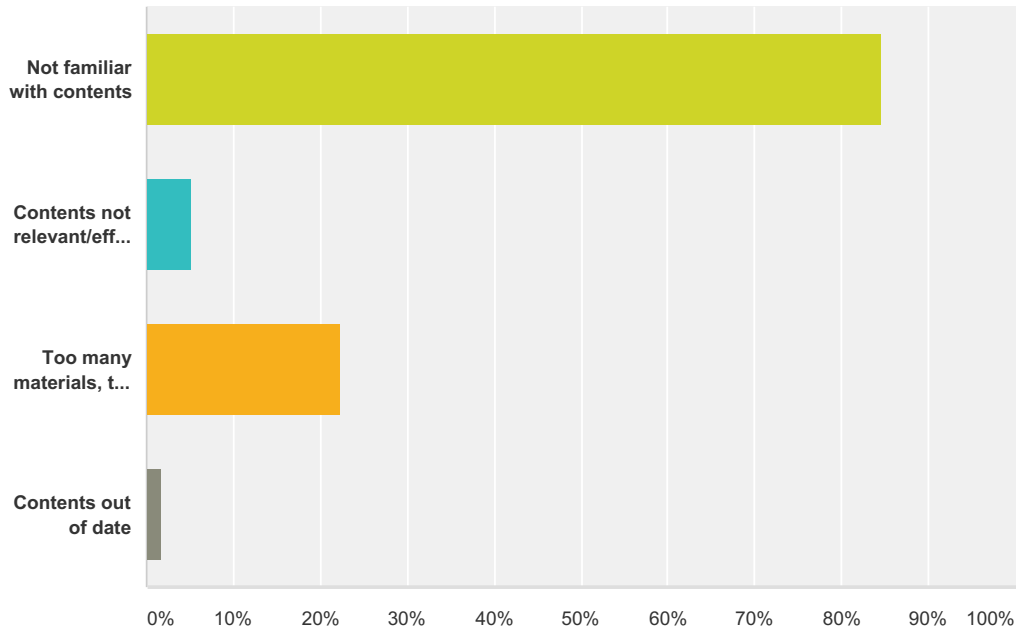
66

Total

98

Q24 Why not? (Please choose all that apply)

Answered: 58 Skipped: 92



Answer Choices

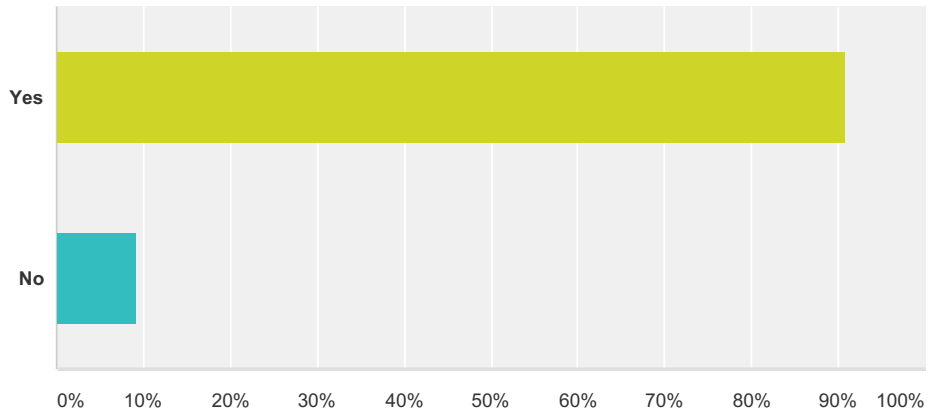
Responses

Not familiar with contents	84.48%	49
Contents not relevant/effective	5.17%	3
Too many materials, too little guidance	22.41%	13
Contents out of date	1.72%	1

Total Respondents: 58

Q25 Taking into account your available time and resources, would you consider using the toolkit if it were to improve in the areas you have indicated?

Answered: 65 Skipped: 85



Answer Choices

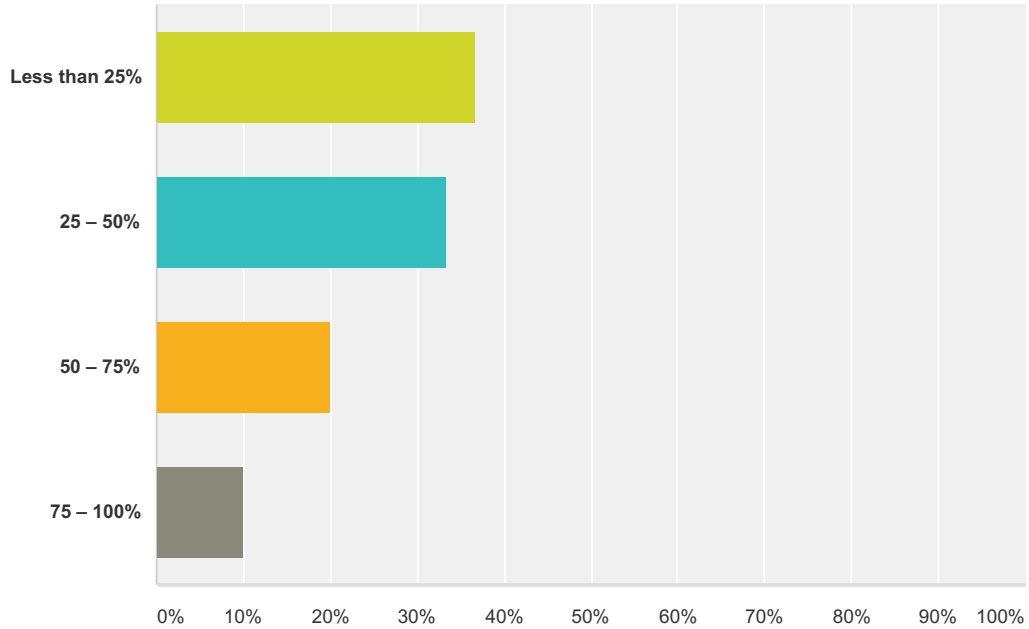
Responses

Yes
No
Total

90.77% 59
9.23% 6
65

Q26 What percentage of your biodiversity communication activities draw on the toolkit resources?

Answered: 30 Skipped: 120



Answer Choices

Less than 25%

25 - 50%

50 - 75%

75 - 100%

Total

Responses

36.67%

33.33%

20.00%

10.00%

11

10

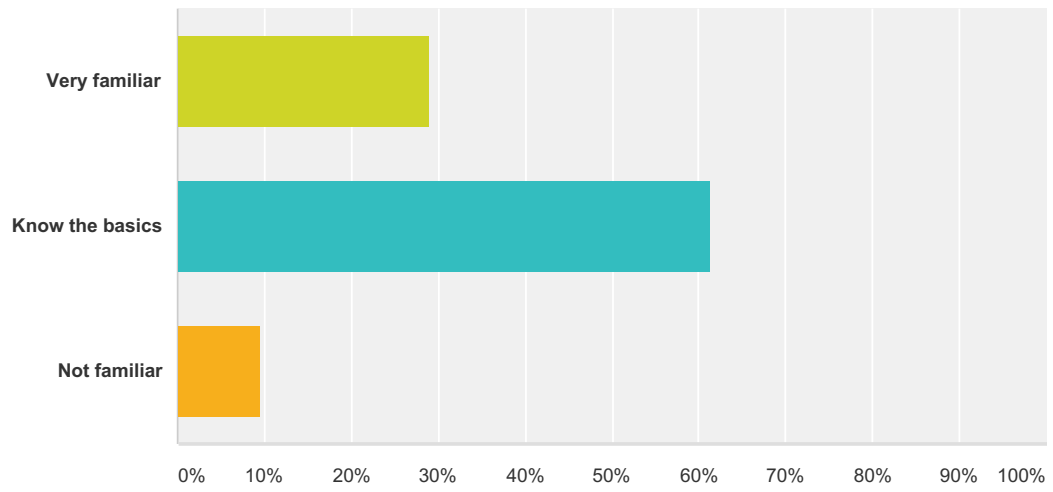
6

3

30

Q27 How familiar are you with the tools available in the toolkit?

Answered: 31 Skipped: 119



Answer Choices

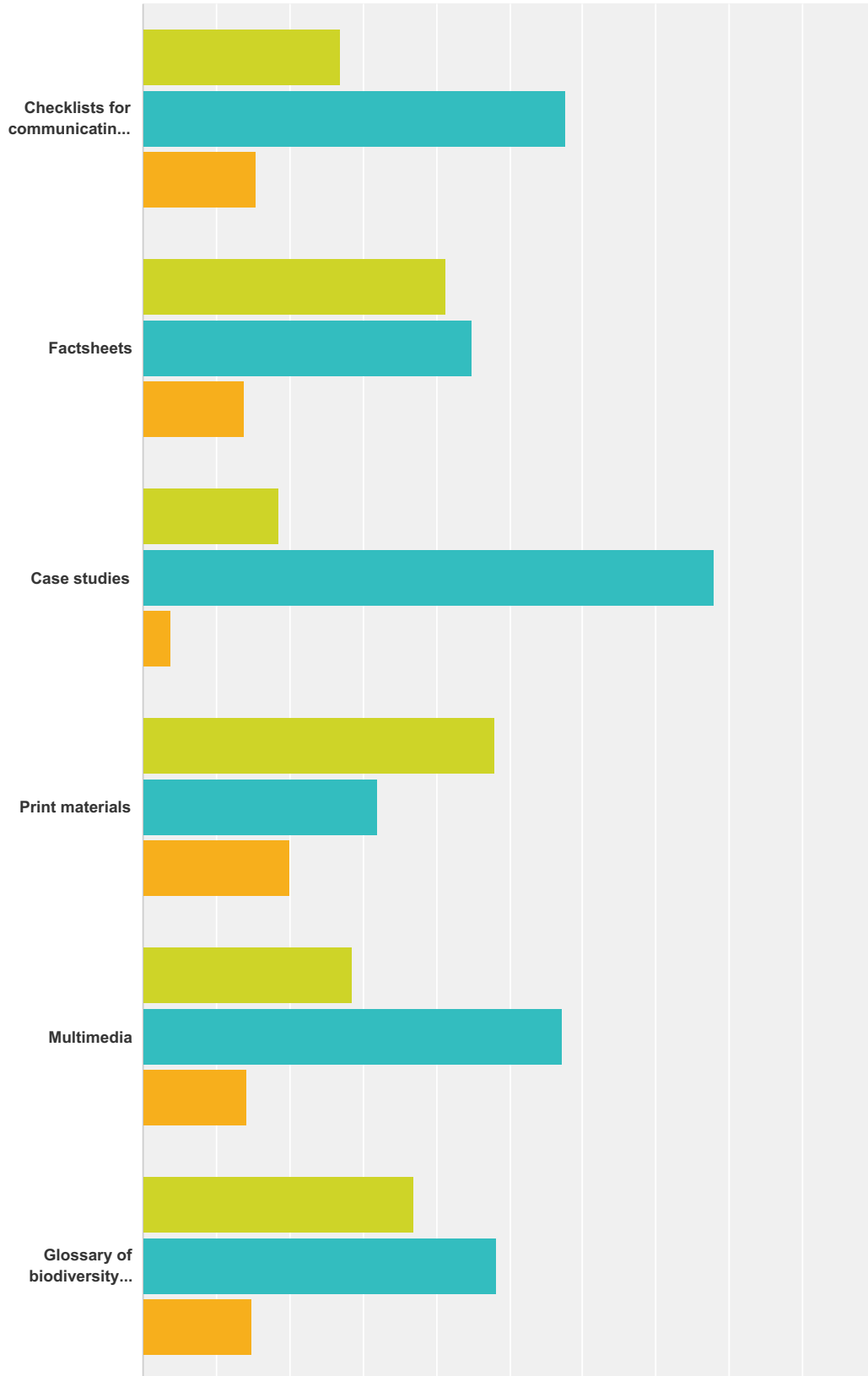
- Very familiar
- Know the basics
- Not familiar

Responses

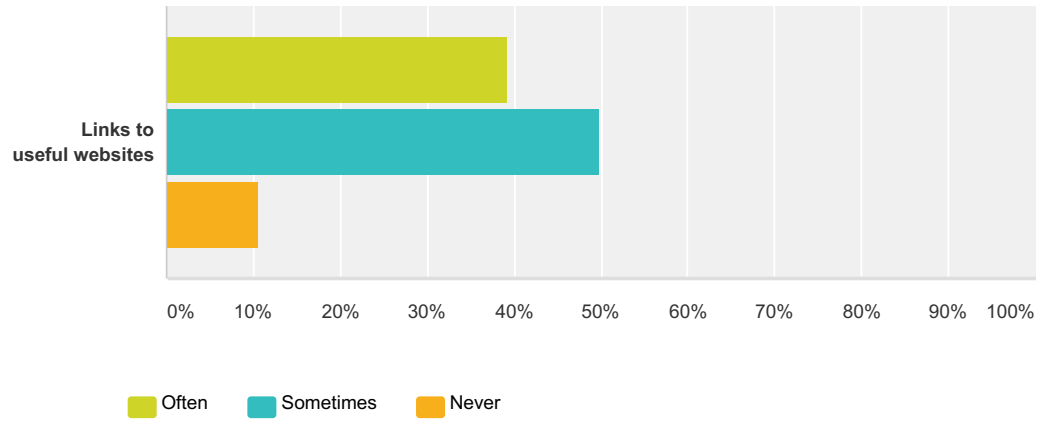
Very familiar	29.03%	9
Know the basics	61.29%	19
Not familiar	9.68%	3
Total		31

Q28 How often do you use the following available tools in your biodiversity communications?

Answered: 30 Skipped: 120



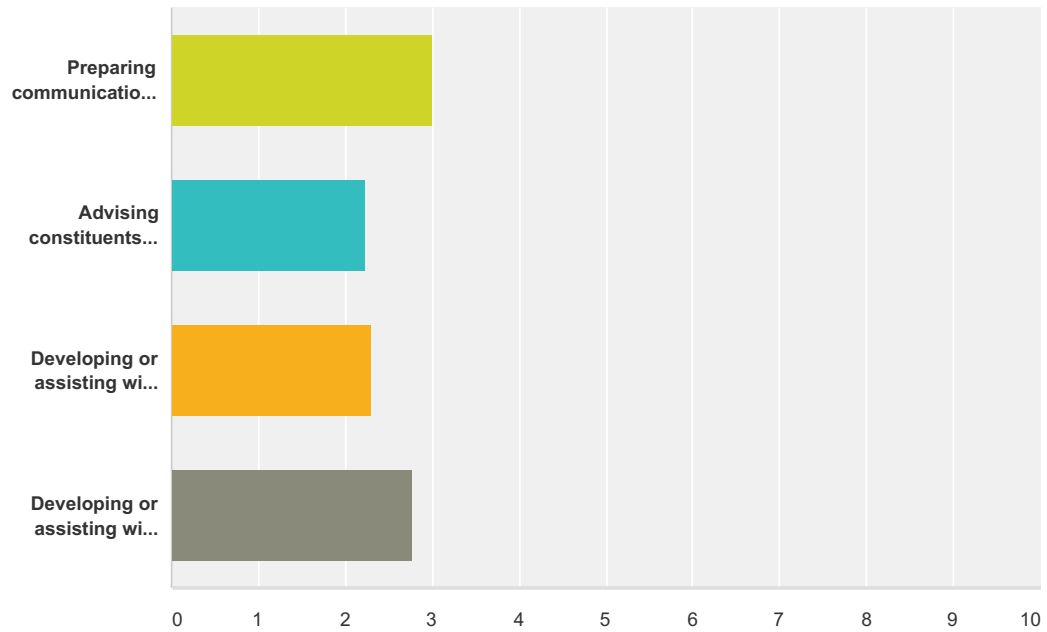
Biodiversity communications & outreach



	Often	Sometimes	Never	Total
Checklists for communicating with various audiences	26.92%	57.69%	15.38%	
	7	15	4	26
Factsheets	41.38%	44.83%	13.79%	
	12	13	4	29
Case studies	18.52%	77.78%	3.70%	
	5	21	1	27
Print materials	48.00%	32.00%	20.00%	
	12	8	5	25
Multimedia	28.57%	57.14%	14.29%	
	8	16	4	28
Glossary of biodiversity terms	37.04%	48.15%	14.81%	
	10	13	4	27
Links to useful websites	39.29%	50.00%	10.71%	
	11	14	3	28

Q29 In order of frequency, please rank the following ways in which you use the toolkit's resources.

Answered: 27 Skipped: 123



	1	2	3	4	Total	Score
Preparing communications products or services	50.00% 13	19.23% 5	11.54% 3	19.23% 5	26	3.00
Advising constituents on communications activities	9.09% 2	27.27% 6	40.91% 9	22.73% 5	22	2.23
Developing or assisting with a communications strategy	9.52% 2	38.10% 8	23.81% 5	28.57% 6	21	2.29
Developing or assisting with a public campaign	27.27% 6	36.36% 8	22.73% 5	13.64% 3	22	2.77

Q30 Of the currently available tools, which have you found most effective and why?

Answered: 16 Skipped: 134

Q31 Of the currently available tools, which have you found least effective and why?

Answered: 9 Skipped: 141