



## Convention on Biological Diversity

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ENGLISH ONLY

INFORMAL ADVISORY COMMITTEE ON  
COMMUNICATION, EDUCATION AND  
PUBLIC AWARENESS

Montreal, Canada, 28-29 July 2016

### ANNOTATIONS TO THE PROVISIONAL AGENDA

#### INTRODUCTION

1. First constituted pursuant to decision VII/24 of the Conference of the Parties, the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC) for the Convention on Biological Diversity (CBD) provides advice on the implementation of the programme of work on communication, education and public awareness. The composition of the Committee was recently reconstituted pursuant to nominations received in response to notifications 2015-031 and 2015-044, issued on 12 March 2015 and 17 April 2015, respectively. The list of the current members of the Committee, which includes Government representatives, as well as representatives from indigenous and local communities and relevant organizations, is provided in annex II.

2. A meeting of the Informal Advisory Committee will be held in Montreal, Canada, on 28 and 29 July 2016. The purpose of this meeting will be twofold: (a) to provide the Secretariat with advice regarding its work on CEPA, including with respect to specific ongoing work detailed below, pursuant to decisions of the Conference of the Parties (COP) to the Convention, and (b) to participate in a workshop related to the development of a global communications strategy for the United Nations Decade on Biodiversity. The documents for the meeting are listed in annex I and will be made available on the Secretariat's website at: <https://www.cbd.int/doc/?meeting=CEPAIAC-2016-01>.

3. 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 the following:

(a) Facilitating the development of a global communication strategy, to be implemented over the second half of the United Nations Decade on Biodiversity, incorporating messaging approaches to be used as a flexible framework for Parties and relevant organizations;

(b) Developing, improving and updating toolkits for communication, education and public awareness, based on identified user needs, and making them available through the clearing-house mechanism, ensuring that the tools and approaches listed therein are relevant for the Strategic Plan for Biodiversity 2011-2020 and taking into account new research on communication, marketing and social marketing perspectives;

(c) 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;

4. The meeting of the CEPA-IAC will therefore include the discussions on the items indicated above. The messaging workshop component, described below under item 4, will include the participation of invited experts, who are listed below in annex IV.

#### **ITEM 1. OPENING OF THE MEETING**

5. The meeting will be opened by the Executive Secretary or his representative at 9 a.m. on Thursday, 28 July 2016.

#### **ITEM 2. ORGANIZATIONAL MATTERS**

6. The Committee will be invited to elect a chairperson to serve for this meeting, to adopt the agenda for the meeting on the basis of the provisional agenda prepared by the Executive Secretary and to consider the proposed organization of work as contained in annex II below.

7. The language of the meeting will be English.

#### **ITEM 3. UPDATE ON THE STATUS OF ITEMS FOR COMMUNICATION, EDUCATION AND PUBLIC AWARENESS**

8. Under this item, the Secretariat will report on progress and seek advice of the members of the Committee on the following.

- (a) The status of social media activities by the Secretariat of the Convention;
- (b) Proposed themes for the International Day for Biodiversity in 2017;
- (c) The development of updates tools for communication, education and public awareness, based on identified user needs;
- (d) The latest developments with regard to the integration of gender into communications work at the Secretariat;
- (e) The status of preparations for media at the upcoming thirteenth meeting of the Conference of the Parties to be held in Cancun, Mexico in December 2017;
- (f) A review of the results of recent meetings of the Convention with elements related to CEPA, including a workshop on mainstreaming of biodiversity, held in Mexico City from 17 to 19 November 2015, and the a workshop on synergies among the biodiversity-related conventions held in Geneva, Switzerland from 8 to 11 February 2016;
- (g) The plans for the development of a global communications strategy for the United Nations Decade on Biodiversity.
- (h)

#### **ITEM 4. WORKSHOP ON MESSAGING APPROACHES**

9. Under this item, the Committee will be joined by other invited experts to address the request to the Executive Secretary in decision XII/2 C, to conduct 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.

10. The Committee will have a number of documents before it to guide its discussions and work, including:

- (a) A document that provides a review of the Aichi Biodiversity Targets, the stakeholder groups and suggested messaging approaches;
- (b) A synthesis of approaches for the development of messaging that draws upon a variety of messaging documents;
- (c) A review of social media content analysis;
- (d) A document on the guidelines for messaging for the Sustainable Development Goals; and
- (e) A review of the results from a recent survey conducted for the CEPA toolkit.

11. The Committee will be asked to provide advice on the best way for messaging development and delivery under the Strategic Plan for Biodiversity 2011-2020 and the United Nations Decade on Biodiversity. Such advice will be used for the development of the global communications strategy for the Decade and for related capacity-building activities. In doing this, the Committee and invited experts will be asked to consider the following:

- (a) In a plenary discussion, ways that messaging on biodiversity and the Convention is currently conducted in the different regions;
- (b) In small groups, discussion will be held on messaging approaches to support implementation of each of the Aichi Biodiversity Targets, including consideration of specific target groups and stakeholders;
- (c) A review of different approaches to the creation of messages;
- (d) Opportunities for synergies with messaging for the Sustainable Development Goals;
- (e) The respective roles of different actors in carrying out the global communications strategy and messaging, and the use of strategic partnerships.

#### **ITEM 5. OTHER MATTERS**

12. Following the closing of the workshop, the Committee will address under this agenda item any issues that were not addressed during the session on the morning of 28 July and any other items that may be raised by members.

#### **ITEM 6. ADOPTION OF THE REPORT**

13. The Informal Advisory Committee will be invited to consider and adopt its report on its meeting.

#### **ITEM 7. CLOSURE OF THE MEETING**

14. It is expected that the meeting will close at 5 p.m. on Friday, 29 July 2016.

*Annex I***LIST OF DOCUMENTS****A. Working documents**

<i>Symbol</i>	<i>Title</i>
UNEP/CBD/CEPA-IAC/2016/1/1	Provisional agenda
UNEP/CBDCEPA-IAC/2016/1/1/Add.1	Annotated provisional agenda
UNEP/CBDCEPA-IAC/2016/1/1/Add.1. rev	Revised annotated provisional agenda

**B. Information documents**

<i>Symbol</i>	<i>Title</i>
UNEP/CBD/CEPA-IAC/2016/INF/1	Stakeholders and messages for Aichi Biodiversity Targets
UNEP/CBD/CEPA-IAC/2016/INF/2	Review of SCBD social media
UNEP/CBD/CEPA-IAC/2016/INF/3	Synthesis of selected messaging approaches for biodiversity communication
UNEP/CBD/CEPA-IAC/2016/INF/4	Interim results of CEPA Toolkit Survey
UNEP/CBD/CEPA-IAC/2016/INF/5	Messaging on the Sustainable Development Goals

*Annex II***MEMBERS OF THE INFORMAL ADVISORY COMMITTEE ON COMMUNICATION,  
EDUCATION AND PUBLIC AWARENESS, JUNE 2016**

<b>Africa</b>	
1. Cameroon	Ms. Natang Priscilla Song
2. Ethiopia	Mr. Dereje Taye Woldetsadik
3. Uganda	Mr. Daniel J Babikwa
4. United Republic of Tanzania	Ms. Martha Raymond Ngalowera
<b>Asia and the Pacific</b>	
5. India	Mr. Kartikeya V. Sarabhai
6. Iran (Islamic Republic of)	Ms. Samane Azizi
7. Kyrgyzstan	Ms. Jyldyz Duishenova
8. Tonga	Ms. Fononga Vainga Ofaloto
<b>Central and Eastern Europe</b>	
9. Poland	Ms. Anna Kalinowska
<b>Latin America and the Caribbean</b>	
10. Antigua and Barbuda	Mr. Desmond L. Brown
11. Colombia	Ms. Claudia Maria Villa
12. Peru	Mr. Ruddy Tena Arrascue
<b>Western Europe and other Groups</b>	
13. Belgium	Ms. Marianne Schlessler
14. Canada	Ms. Krista Locs
15. France	Ms. Céline Liret
<b>Indigenous Peoples and Local Communities</b>	
1. Indigenous Organization Andes Chinchasyu	Ms. Yolanda Teran Maigua
<b>Organizations</b>	
1. Canadian Environmental Network	Ms. Leslie Adams
2. Global Youth Biodiversity Network	Primary: Ms. Melina Sakiyama Alternate: Mr. Christian Schwarzer
Groupe uni des éducateurs-naturalistes et professionnels en environnement (GUEPE)	Ms. Mélissa Greene
3. IUCN Japan Committee	Mr. Teppei Dohke
4. IUCN Commission on Education and Communication	Primary : Ms. Louisa Nakanuku-Diggs Alternate: Mr. Fritz Hesselink
5. Missouri Botanical Garden	Sheila Voss
6. Union for Ethical Biotrade	Mr. Rik Lojenga
7. WWF International	Primary: Ms. Asma Awadh Alternate: Ms. Ajita Nayar Alternate: Ms. Zipporah Musyoki–Webola

*Annex III***PROPOSED ORGANIZATION OF WORK**

<i>Date and time</i>	<i>Agenda item</i>
<p><i>Thursday, 28 July 2016</i></p> <p>9 a.m. - 1 p.m.</p>	<p>Item 1. Opening of the meeting</p> <p>Item 2. Organizational matters</p> <p>Item 3. Update on status of items for communication, education and public awareness</p> <ul style="list-style-type: none"> <li>• The status of social media activities by the Secretariat of the Convention;</li> <li>• Proposed themes for the International Day for Biodiversity in 2017;</li> <li>• The development of updates tools for communication, education and public awareness, based on identified user needs;</li> <li>• The latest developments with regard to integration of gender into communications work at the Secretariat;</li> <li>• The status of preparations for media at the upcoming COP-13 meeting in Cancun, Mexico in December 2017;</li> <li>• A review of the results of recent meetings of the Convention with elements related to CEPA, including the Workshop on Biodiversity Mainstreaming, held in Mexico City from 17 to 19 November 2015, and the Workshop on Synergies Among the Biodiversity-related Conventions held in Geneva, Switzerland from 8 to 11 February 2016;</li> <li>• The plans for the development of a global communications strategy for the United Nations Decade on Biodiversity;</li> </ul>
1 p.m. – 2.30 p.m.	<i>Break</i>
2.30 - 6 p.m.	Item 4. Workshop on messaging approaches
2.30 – 3.30 p.m.	Exchange of regional experiences with messaging and communication for the UN Decade on Biodiversity/Strategic Plan for Biodiversity 2011-2020
3.45 – 4.45 p.m.	<p>Session 1: Work in small groups</p> <ul style="list-style-type: none"> <li>- Aichi Target Messaging</li> <li>- Approaches to communicating Biodiversity</li> </ul>
5 - 6 p.m.	<p>Session 2: Work in small groups</p> <ul style="list-style-type: none"> <li>- Approaches to communicating biodiversity</li> <li>- Aichi Target Messaging</li> </ul>

<i>Date and time</i>	<i>Agenda item</i>
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<p><i>Friday, 29 July 2016</i></p> <p>9 - 10 a.m.</p>	<p>Item 4. (<i>Continued</i>)</p> <p>Review of work from previous day</p>
<p>10 – 11 a.m.</p>	<p>Session 3: Work in small groups</p> <ul style="list-style-type: none"> <li>- Interface between messaging approaches of the Convention on Biological Diversity and messaging for the Sustainable Development Goals</li> <li>- Respective roles of different actors in the global communications strategy</li> </ul>
<p>11.15 a.m. – 12.15 p.m.</p>	<p>Session 4: Work in small groups</p> <p>-Interface between messaging approaches of the Convention on Biological Diversity and messaging for the Sustainable Development Goals-</p> <p>Respective roles of different actors in the global communications strategy</p>
<p>12.15 – 1 p.m.</p>	<p>Item 4. (<i>Continued</i>)</p> <p>Review of work from morning sessions</p>
<p>1 – 2.30 p.m.</p>	<p><i>Break</i></p>
<p>2.30 – 3.30 p.m.</p>	<p>Discussion and closure of messaging workshop</p>
<p>3.45 – 5 p.m.</p>	<p>Item 5. Other matters</p> <p>Item 6. Adoption of the report</p> <p>Item 7. Closure of the meeting</p>

*Annex IV***EXPERTS INVITED TO ATTEND THE WORKSHOP ON MESSAGING**

ABS Capacity Development Initiative	Mr. Tobias Dierks
Agreement on the Conservation of African-Eurasian Migratory (UNEP/AEWA Secretariat)	Mr. Florian Keil
Biodiversity International	Mr. Daniel Hunter
Birdlife International	Ms. Carolina Hazin
Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES Secretariat)	Mr. Juan Carlos Vasquez
GeoMedia	Mr. Suhel al-Janabi
Global Environment Facility	Mr. Christian Hofer
International Plant Protection Convention	Mr. Dave Novell
International Treaty on Plant Genetic Resource for Food and Agriculture	Mr. Francesco López
International Union for Conservation of Nature	Mr. Ricardo Tejada
National Geographic	Mr. Rob Lee
PCI Media Impact	Mr. Sean Southey
Ramsar Convention	Ms. Sharon Oseku-Frainier
RARE	Mr. Gerald Miles
United Nations Convention to Combat Desertification	Ms. Yukie Hori
United Nations Department of Public Information	Mr. Dan Sheppard
United Nations Development Programme	Mr. Diego Ochoa
United Nations Environment Programme	Mr. Naysán Sahba
United Nations Educational, Scientific and Cultural Organization	Mr. Frank La Rue
United Nations Educational, Scientific and Cultural Organization World Heritage Centre	Ms. Vesna Vujicic-Lugassy
United Nations Framework Convention on Climate	Mr. Nick Nuttall



Change	
Wildlife Conservation Society	Ms. Kathryn Dunning
World Association of Zoos and Aquariums	Mr. Gerald Dick
World Tourism Organization	Ms. Sandra Carvao

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