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**CORPORATE VISIBILITY:  
STATUS OF DEVELOPMENT AND IMPLEMENTATION  
OF A CORPORATE COMMUNICATION STRATEGY**

1. At its sixth meeting, the Conference of the Parties, in paragraph 4 (e) of Decision VI/19, requested the Executive Secretary to develop and implement a corporate communication strategy for the Secretariat.
2. In response to this decision, the Secretariat convened an internal task force in July-August 2002, which advised on key issues related to the communication strategy, such as targeted audiences, key messages, activities, products etc. In parallel to this effort, the Secretariat developed a global strategy on Communication, Education and Public Awareness (see document UNEP/CBD/GEEPA/4/INF/1), of which the corporate strategy was one component, reflecting the advice stemming from the task force.
3. Given the scope and the expertise required for a successful communication strategy, the Secretariat concluded that it had no human or financial resources to carry out alone the activities that such a strategy implies. It then decided to contact a specialized public relations agency as a consultant to the project. Accordingly, in February 2003 six such agencies were invited to submit offers in line with a briefing that detailed goals, tasks, messages, audiences, expected results etc. Agencies submitted their proposals in April and made oral presentations at the Secretariat's premises. In May two finalists were identified, of which Pyramide Relations Publiques Inc. was eventually chosen. Details of the contract took some time to sort out, but, in the meantime, a full work programme was developed, which is attached hereto as an annex.
4. The main characteristics of the work programme are:

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- i. It constitutes a pilot experience, to be implemented between October 2003 and COP VII;
  - ii. Through issue branding, it aims at magnifying the theme of biodiversity loss, as well as raising the profile of the Convention as the key instrument for the conservation and sustainable use of biological diversity, and drawing attention to the role of the Secretariat as a facilitator of the implementation of the Convention;
  - iii. It identifies two types of activities:
    - a. Activities to be implemented by the consultant agency in coordination with the Secretariat, aiming particularly at the communication infrastructure of the Secretariat. These will:
      - Build the Secretariat's communication infrastructure, including a comprehensive strategic communication plan and a well articulated strategy for the 2010 target;
      - Increase availability to the Secretariat of private sector financial resources to enable the Secretariat and the Parties to implement CEPA roles and responsibilities;
    - b. Activities to be implemented by the consultant agency in coordination with the Secretariat using sponsors' funds, aiming at enhancing the visibility of the biodiversity loss issue, the Convention and the Secretariat. These will:
      - Raise the visibility of the Convention on Biological Diversity as the key instrument for preservation and sustainable use of biological diversity;
      - Enhance public awareness of the secretariat's focal role as the global facilitator of the implementation of the Convention on Biological Diversity and the Cartagena Protocol on Biosafety;
      - Educate key publics on the importance of biodiversity, the Convention and the Secretariat.
  - iv. Resources for this activity will be provided by private sector sponsors, which will be identified with the help of the consultant agency.
5. The Secretariat is planning a side event on CEPA during SBSTTA 9, which should include a reference to the communication strategy component.

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**PYRAMID PUBLIC RELATIONS INC.**  
Member of the Cohn & Wolfe network

**APPENDIX I**  
**SCOPE OF WORK**

<b>PROJECT</b>	<b>DETAILS</b>	<b>SCBD TASKS</b>	<b>PYRAMID TASKS</b>	<b>MILESTONES</b>
<b>Planning kick-off</b> <ul style="list-style-type: none"> <li>• Planning Session</li> </ul>	<ul style="list-style-type: none"> <li>• Define target audiences</li> <li>• Develop key messages for these groups:               <ul style="list-style-type: none"> <li>○ Biodiversity</li> <li>○ Convention</li> <li>○ 2010 Target</li> <li>○ Secretariat</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Create respondent group</li> <li>○ Supply meeting facilities</li> <li>○ Supply necessary background materials</li> </ul>	<ul style="list-style-type: none"> <li>○ Develop meeting materials (questionnaires, charts, etc.)</li> <li>○ Prepare planning agenda</li> <li>○ Develop post-meeting planning document</li> </ul>	Approval + 5 days
<ul style="list-style-type: none"> <li>• Communication Audit</li> </ul>	<ul style="list-style-type: none"> <li>• Review of communications materials and technologies</li> <li>• Identification of those most useful for Pilot Project</li> <li>• Define use</li> </ul>	<ul style="list-style-type: none"> <li>○ Supply communication materials and access to technologies:               <ul style="list-style-type: none"> <li>➢ Press releases</li> <li>➢ Pamphlets and brochures</li> <li>➢ Reports, studies</li> <li>➢ Web access</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Review materials</li> <li>○ Produce report and recommendations</li> </ul>	Planning meeting + 7 days
<b>Biodiversity Leadership Council</b> <ul style="list-style-type: none"> <li>• Biodiversity Business Case</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the Biodiversity Council Stakeholders' Kit, a communication tool to approach potential sponsors</li> </ul>	<ul style="list-style-type: none"> <li>○ Input and data</li> <li>○ Approve Potential Partners' list</li> </ul>	<ul style="list-style-type: none"> <li>○ Structure the content of the Business Case</li> <li>○ Design packaging</li> <li>○ Develop Potential Partners' List and Communication Plan for partner announcements</li> <li>○ Approach and report</li> </ul>	Planning + 3 weeks, then on-going throughout duration of Pilot Project
<ul style="list-style-type: none"> <li>• Communication Model for NFP's</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Best Practice Matrix and Step-by-Step planning module for use in member countries.</li> </ul>	<ul style="list-style-type: none"> <li>○ Input and data where required</li> <li>○ Approval Model</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify best practices</li> <li>○ Identify step-by-step planning process and calendar</li> <li>○ Develop appropriate packaging</li> </ul>	Start: January 2004 Deadline: February 8, 2004

<b>Media Relations</b> <ul style="list-style-type: none"> <li>• General Media Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Assist SCBD in positioning itself as the information source on Biodiversity Issues</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify issues</li> <li>○ Input and data as required</li> <li>○ Identify spokespersons</li> </ul>	<ul style="list-style-type: none"> <li>○ Assist in identifying issues</li> <li>○ Determine appropriate action</li> <li>○ Follow-up with key media</li> </ul>	Planning + 3 weeks
COP-7 <ul style="list-style-type: none"> <li>• COP-7 Event</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and assist SCBD in implementing the Media relations management plan</li> </ul>	<ul style="list-style-type: none"> <li>○ UNED-SCBD media list</li> <li>○ Input, documentation and data where required</li> <li>○ Designate human resources for implementation</li> </ul>	<ul style="list-style-type: none"> <li>○ Format media list</li> <li>○ Develop Side Event Management Plan covering:                             <ul style="list-style-type: none"> <li>○ Media registration</li> <li>○ Media Center</li> <li>○ Side-events</li> <li>○ VIP relations</li> </ul> </li> <li>○ On-site assistance</li> </ul>	November through February
	<ul style="list-style-type: none"> <li>• Implement Pre-event Media Relations</li> </ul>	<ul style="list-style-type: none"> <li>○ SCBD designated human resources to participate</li> <li>○ Coordinate registration with hotels</li> <li>○ Input and data where required</li> </ul>	<ul style="list-style-type: none"> <li>○ Develop Media Relations Plan</li> <li>○ Develop appropriate documentation:                             <ul style="list-style-type: none"> <li>➢ Press releases</li> <li>➢ Fact sheets</li> <li>➢ Biographies</li> </ul> </li> <li>○ Distribute advance issues-related press releases and factsheets</li> <li>○ Distribute advance registration forms</li> <li>○ Follow-up with key media</li> </ul>	November through February
<ul style="list-style-type: none"> <li>• Side-Event</li> </ul>	<ul style="list-style-type: none"> <li>• Develop appropriate event to focus local and international media attention on COP-7</li> </ul>	<ul style="list-style-type: none"> <li>○ Assist in identifying Side-Event</li> <li>○ Venue identification and logistics</li> </ul>	<ul style="list-style-type: none"> <li>○ Develop the Event Critical Path and management plan</li> <li>○ Develop media materials for event</li> <li>○ Distribute and follow-up with media</li> <li>○ Assist SCBD with VIP list and invitations</li> </ul>	November through February
<ul style="list-style-type: none"> <li>• Measurement and Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a report detailing media activity, PR impact and ROI</li> </ul>	<ul style="list-style-type: none"> <li>○ Input and data where required</li> </ul>	<ul style="list-style-type: none"> <li>○ Develop the appropriate measurement tools</li> <li>○ Present report to SCBD</li> </ul>	COP-7