



Scaling up Biodiversity Communication for Achieving Aichi Target 1

More information about the IKI project

<https://www.international-climate-initiative.com/en/nc/details/?projectid=2925&cHash=a49af204418a13e65d4148d44f4f4be9>

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Hall & Partners

Baseline Study on Biodiversity Awareness in 10 countries

Prepared for WWF

With funding from the International Climate Initiative (IKI)

Singapore, April 2018

Reviewed by Günter Mitlacher & Dr. Christine van Deuren

IKI Project Management, WWF Germany

Berlin, October 2018

Supported by:



based on a decision of the German Bundestag

Research methodology and coverage

WHAT

25 minute online quantitative survey

Fieldwork period: 3rd -13th March 2018
























WHO

A total of **10,328 respondents**
(non-rejecters of environmental issues)
across 10 countries.

Surveys were conducted in the **local language among the representative of online population (18+)** for each country.



The survey is a representative spread of each country across socio-eco demographics

											
		China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
		50%	51%	51%	49%	51%	50%	50%	50%	50%	54%
		50%	49%	49%	51%	49%	50%	50%	50%	50%	46%
	18-35 yrs	52%	54%	61%	70%	47%	53%	54%	45%	51%	86%
	36-55 yrs	43%	36%	36%	28%	42%	41%	38%	44%	39%	16%
	56+ yrs	5%	10%	4%	2%	11%	6%	8%	11%	11%	1%
	Low income	30%	30%	30%	17%	25%	35%	39%	35%	25%	22%
	Medium	45%	45%	42%	39%	38%	36%	30%	26%	42%	50%
	Higher income	5%	25%	24%	42%	33%	21%	25%	34%	26%	23%
	Urban	86%	79%	50%	66%	56%	78%	81%	82%	41%	20%
	Urban outskirts	12%	16%	36%	24%	41%	21%	17%	16%	52%	69%
	Rural	2%	4%	8%	10%	2%	2%	1%	2%	7%	11%
	Household with children	78%	83%	86%	78%	77%	70%	75%	85%	67%	69%
	Household w/o children	22%	17%	14%	22%	23%	30%	25%	15%	33%	31%

Key questions of the biodiversity awareness survey



Knowledge and Understanding

Are people familiar of the term biodiversity (claimed)?

Do they comprehend the elements that make up biodiversity (spontaneous or unaided versus aided)?

When aided with key elements that make up biodiversity, how do they fare?



Attitude and Relevance

How relevant is biodiversity to them?

Do they perceive various issues impacting biodiversity and in turn this impacting their daily lives in any shape or form?

Do they see the importance of taking relevant steps in protecting biodiversity?



Behaviour and Willingness to Act

What is their past behaviour?

What is their willingness to behave, going forward?

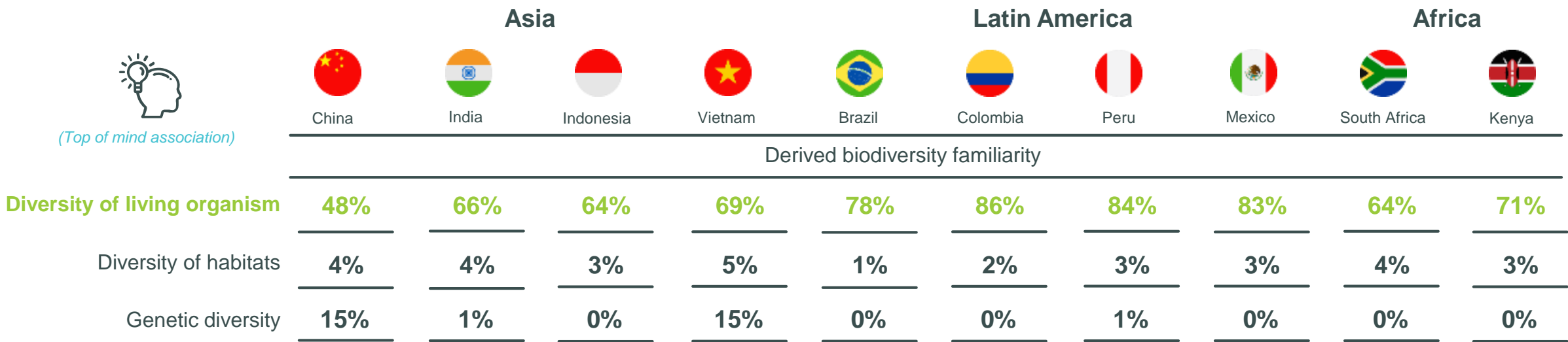
What steps are they willing to take?

Are they aware of various initiatives (claimed)?

Understanding of ‘biodiversity’ is largely attributed to the ‘diversity of living organisms’

The majority of people across countries have partial understanding of the term ‘biodiversity’; relating it to **diversity of living beings/animals/plants**. This can be partially attributed to the actual wording of the term ‘biodiversity’ which literally means diversity of living organism in different languages.

People rarely relate biodiversity to **diversity of habitats** (oceans, coral reefs, forests), while **genetic diversity** is not known by everyone.



China and Vietnam have more familiarity with genetic diversity, but it may be a reflection of genetically modified and agriculture related issues that were in news prior to the survey

QK2: Can you please explain the term ‘biodiversity’ in your own words?
Base Total Sample= China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

When aided, majority of the respondents associate 'diversity of living organisms' and 'habitats' while 'genetic diversity' is associated to a moderate extent

Biodiversity familiarity and association (aided question)- Total sample per country



Diversity of living organisms

89%



Diversity of habitats

57%



Genetic diversity

35%

QK3B: And looking at the list below, which of these do you associate with the term 'biodiversity'?

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

About half of respondents associate the benefits of biodiversity to ‘necessities of life’, such as food, water, and fresh air,
while a fifth associate with ‘balance natural order of life’



(Top of mind association)

HOW DOES BIODIVERSITY BENEFIT YOU AND YOUR FAMILY?

- ▶ **BALANCE NATURAL ORDER / HELPS IN CO-EXISTENCE/
MAINTAINING FOOD CHAIN: 20%**
- ▶ **HEALTHY ENVIRONMENT/ NECESSITY OF LIFE: 18%**
- ▶ **AVAILABILITY OF FOOD, PLANT, MEAT: 17%**
- ▶ **BETTER ATMOSPHERE, FRESH AIR, WATER: 16%**
- ▶ **AVAILABILITY/SOURCE OF MEDICINE: 5%**
- ▶ **AESTHETIC VALUE/ NATURAL BEAUTY: 3%**

“Biodiversity
boosts
ecosystem
productivity
where each
species have an
important role to
play”

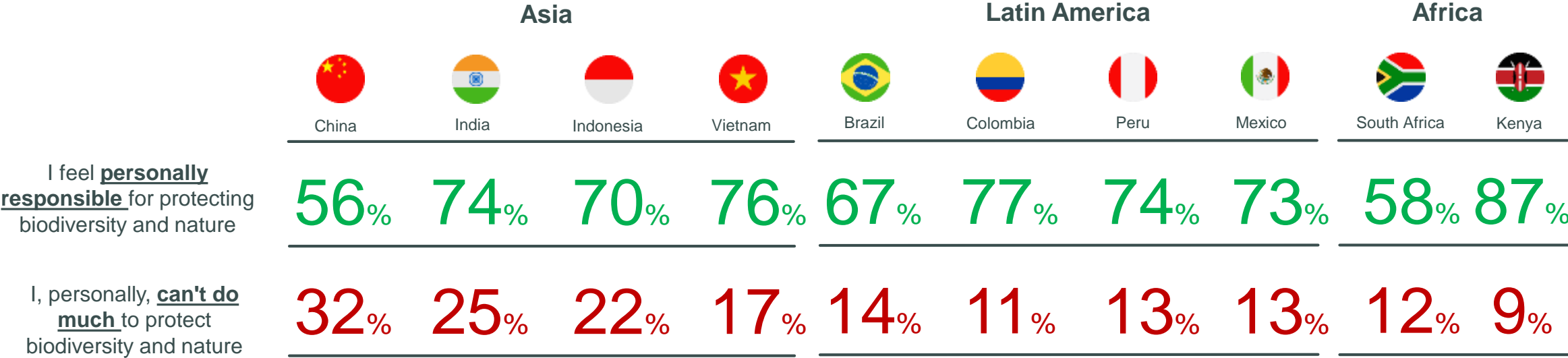
*More mentions of
‘natural order’...*

“Provide food and
herbal treatments,
help reduce natural
disasters, plants
provide oxygen”

*Fewer mentions of
‘necessity of life’...*

More than 70% of respondents across the 10 countries feel they are personally responsible for protecting biodiversity

Personal responsibility for protecting biodiversity -Total sample per country- Top box 'agree completely'



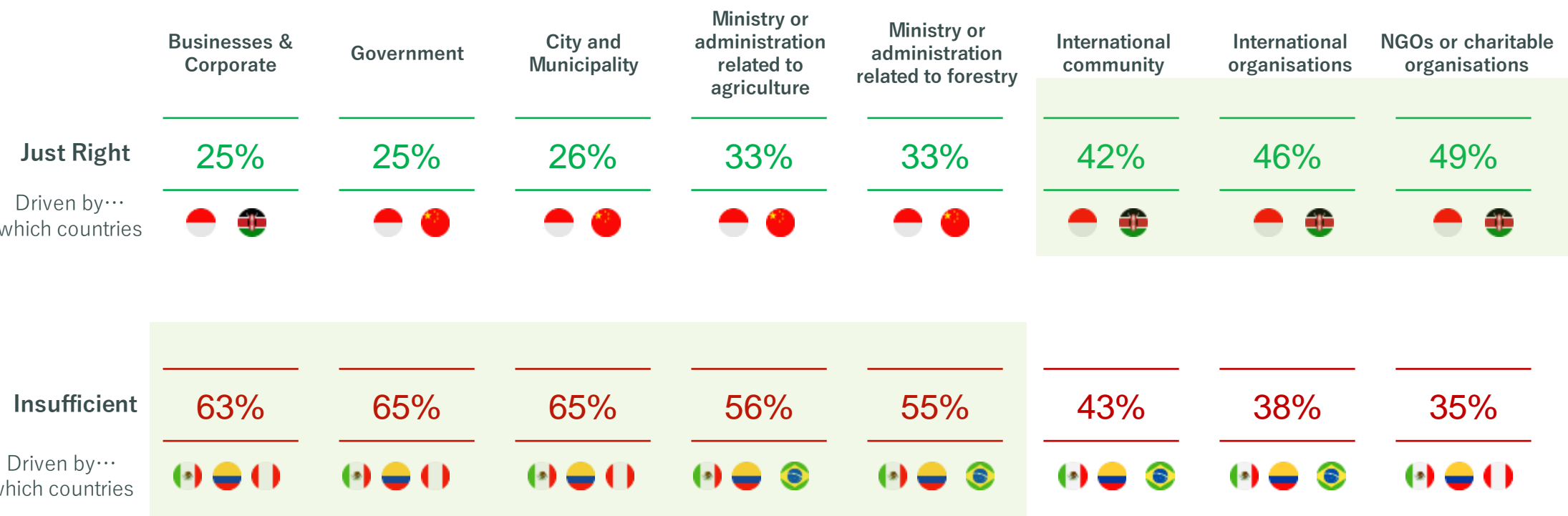
Cultural differences in perception of responsibility – personal vs. others are recognised

Top box is reported in order to pull out key differences within and across countries

QA2: Thinking about your personal responsibility towards biodiversity and nature, how much do you agree to the following statements? (Top box- Agree completely)
Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Commitment of international organisations is rated as ‘just right’, while the commitment of governmental institutions and businesses are rated as ‘insufficient’

Current rating of commitment levels of state and non-state actors in biodiversity – Total sample – all countries



Respondents do expect a lot more from national and local governments, cities, and businesses



BIODIVERSITY

Why variety in nature is so vital

CONCLUSIONS FOR A COMMUNICATIONS STRATEGY UP TO 2020

Broaden the understanding of the 'biodiversity' concept to go beyond 'diversity of living organisms' to include 'diversity of habitats and ecosystems'

→ Messaging can be focused on different types of habitats / ecosystems and their critical role for human well-being

The benefits of biodiversity and nature need to be associated clearly with resources like food, air, water and overall well-being

→ Showing real-life examples of the impact of declining biodiversity on peoples' well-being

Recognizing current efforts with a view to adopting significant lifestyle changes over the years should be the intended aim

→ Capitalize on existing positive behaviour (no food waste, energy saving, recycling etc.) to draw the connection with the values of biodiversity and nature