



ICIMOD

Sunita Chaudhary and Sunita
Kunwar

9 Dec 2022

Communicating biodiversity

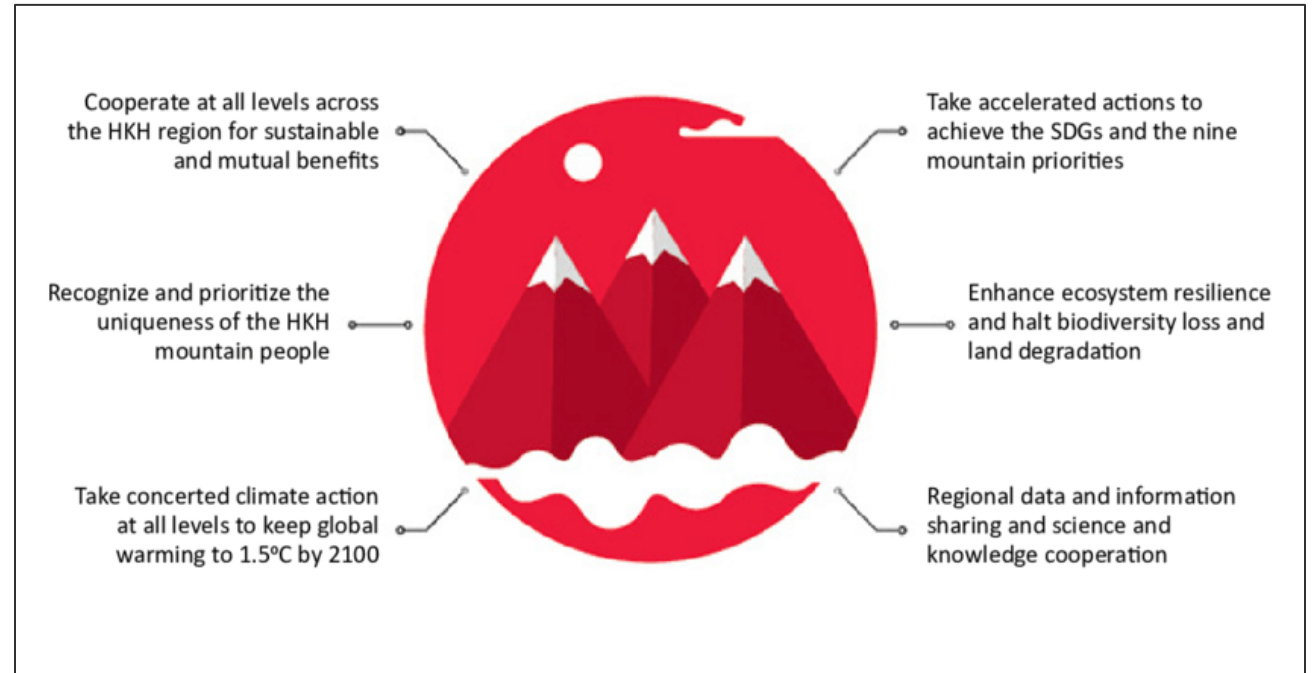
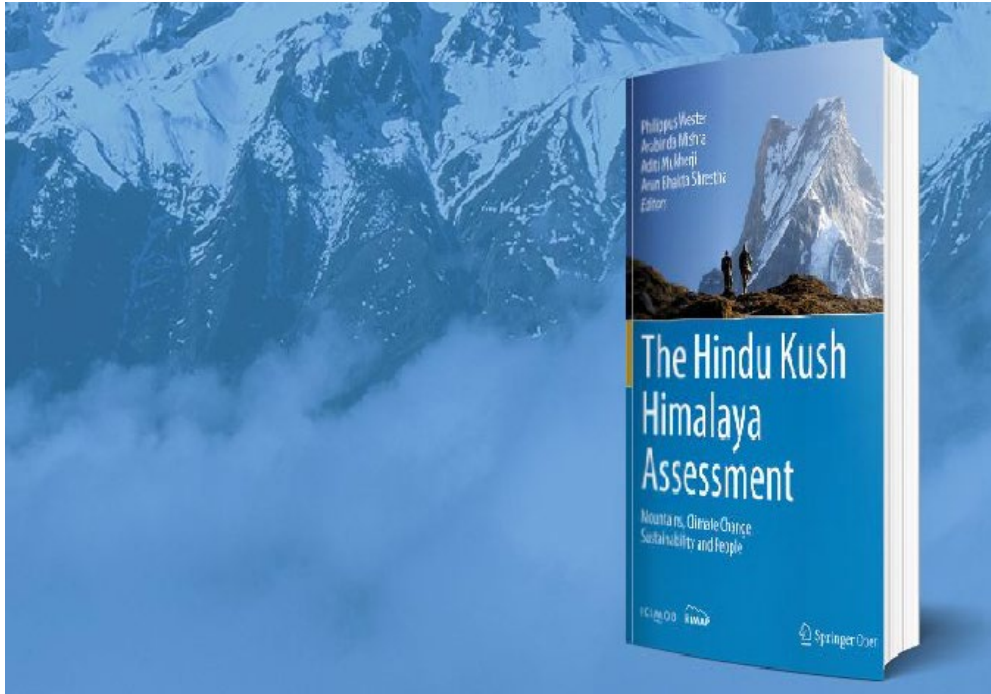
life

Home to vast diversity of
culture

biodiversity



Science-Policy interface





AFGHANISTAN



BANGLADESH



BHUTAN



CHINA



INDIA



MYANMAR



NEPAL



PAKISTAN



Ministerial Declaration on the HKH Call to Action

We, the Ministers of the eight Hindu Kush Himalaya (HKH) countries, recognise that urgent steps are required to sustain mountain environments and improve livelihoods in the HKH. Extending 3,500 km over eight countries, from Afghanistan in the west to Myanmar in the east and crossing Pakistan, India, China, Nepal, Bhutan, and Bangladesh, the HKH is one of the world's greatest mountain systems: home to the world's highest peaks, unique cultures, diverse flora and fauna, and a vast reserve of natural resources. The HKH directly supports the livelihoods of over 240 million people living in its hills and mountains, and it yields many benefits



SOCIAL MEDIA



Raise your social profile!

Active presence

Interact with your audience – comment, tag, share, retweet

ICIMOD Retweeted



Sunita Chaudhary @SunitaMQ · Dec 6

Race to adopt post-2020 Global Biodiversity Framework officially begun! I stand for:

#ForNature

#MovingMountains #BiodiversityMatter #IndigenousPeoples @CBD_COP15

@icimod



1



3



34



Sunita Chaudhary @SunitaMQ · Nov 30

Media plays a crucial role in communicating science!

Excited to be able to share on the effects of changing [#cryosphere](#) on [#biodiversity](#) and [#ecosystem](#) services!

@icimod @UNESCOKathmandu @NFSJnepal



ICIMOD @icimod · Nov 30

Happening now!

In collaboration with @NFSJnepal & @UNESCOKathmandu, we've kickstarted our [#media](#) workshop for journalists in [#Nepal](#).

We're focusing on [#cryosphere](#) changes & their resultant impacts on [#ecosystems](#) & [#livelihoods](#).

icimod.org/event/national...

[#CryosphereWednesday](#)



Messaging

Crisp and to-the-point

Avoid complex language and use short sentences

Relevant and appropriate hashtags



Nakul Chettri • 1st
Sr Biodiversity Specialist
2d •

#ICIMOD along with #UNEP, #ICRAF and others are bringing voice from the mountains to #COP15 of #UNBiodiversity...do join us if in Montreal.



Nakul Chettri
@NakulChettri5

While @CBD_COP15 recognises 30x30 as part of their target, the Hindu Kush Himalaya has already contributed 8.5% of the global total through the 575 protected areas across the region. 🏔️ 🐅 🦅 🌲
#MovingMountains #BiodiversityMatters
@icimod @UNBiodiversity

ICIMOD

#MovingMountains

ICIMOD@CBD COP15

Recognise, restore, and build mountain resilience

www.icimod.org/cbdcop15



icimod.org

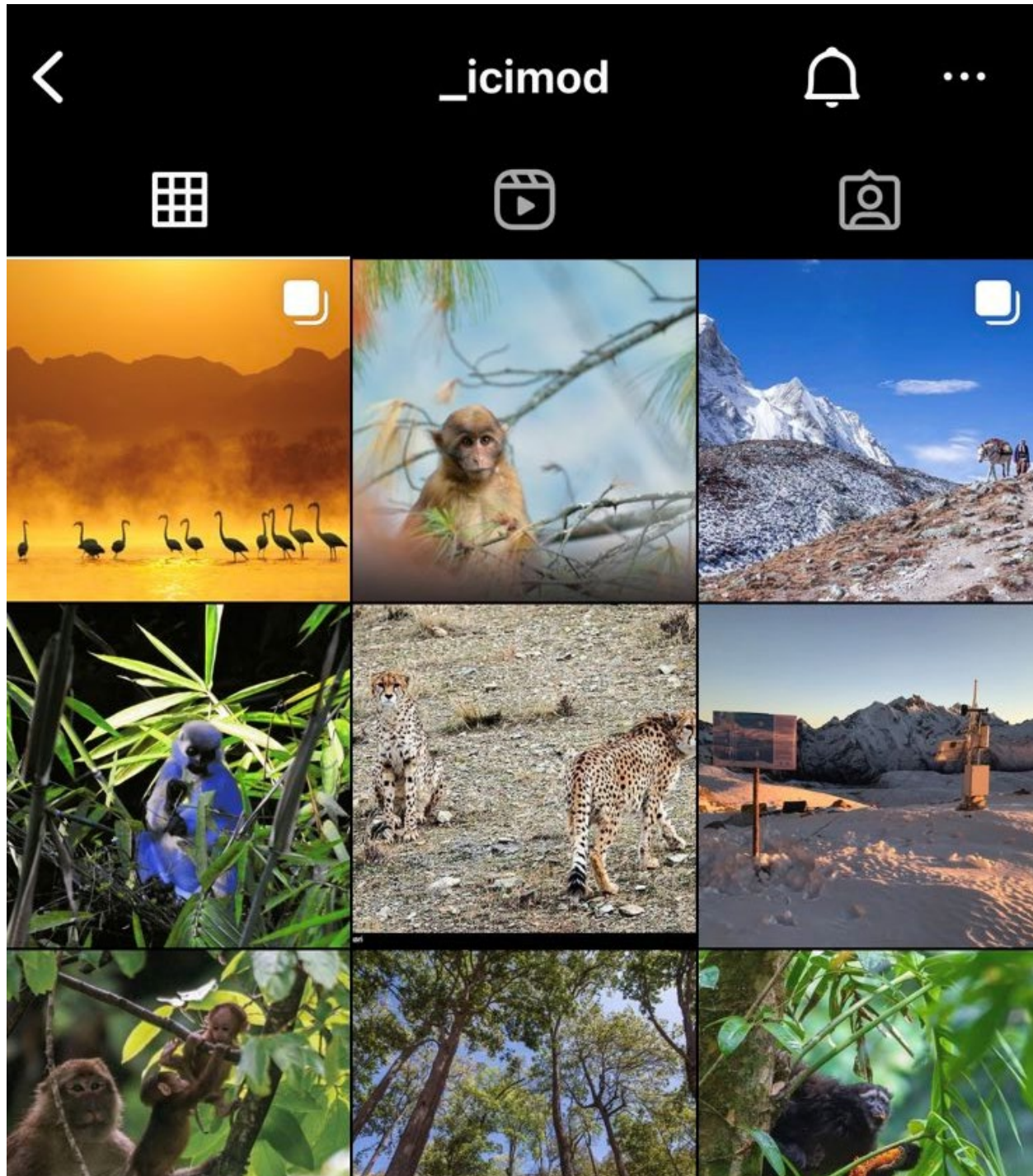
ICIMOD @CBD COP15



Different tools – different style

Every social media network is different

Audience – Purpose – Expectations



'The world is reeling under a severe biodiversity crisis!'

As we look forward to **#COP15**, Elizabeth Maruma, Executive Secretary of the Convention on Biological Diversity, reaffirms the significance of enacting the post-2020 Global Biodiversity Framework.

👉 <https://lnkd.in/gPHxf7KQ>

**#MovingMountains #BiodiversityMatters #HKH
#ProtectThePulse UN Biodiversity IUCN Future
Earth**



Take baby steps and start exploring!



A photograph of a high-altitude mountain range. The central peak is covered in snow and partially shrouded in mist. The foreground shows steep, rocky slopes with patches of brownish vegetation. A large, white, stylized chevron graphic is overlaid on the left side of the image.

Thank you

Let's protect
the pulse.