



WWF *for a living planet*[®]

Changing the game for biodiversity - communicating for transformational change

Discussion note

Strategic communications objective and approach for achieving ABT1: 2018-2020

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Context

Who would know that we are three-quarters of the way through 'The Decade on Biodiversity'?

We have seen the curve of the Living Planet Index (LPI) and other measures of biodiversity, decline for decades – yet the world has not responded in the way it has to Climate Change and the Sustainable Development Goals – 2 key pillars as illustrated.

If we are to deliver our mission, we arguably need to tackle this '3rd pillar' – the one on biodiversity (represented by the CBD – the Convention on Biological Diversity) with the same energy, groundswell and global pressure we capitalised on for addressing climate change. And over the next 3 years, we have a unique opportunity to do this as the three relevant multi-lateral agreements come up for review, ratification or renewal in 2020. The CBD-led biodiversity goals will be set for the 2020-2030 decade at the China COP in 2020.



Potential Ambition

To utilise the political and policy opportunity presented in 2020 to create an inflection point that shifts the current trajectory of biodiversity loss. The longer term ambition is that this inflection point ultimately leads to a stabilisation of the loss of biodiversity around 2030. Creating this inflection will require a profound shift in awareness, momentum and action.

This policy landscape provides an opportunity that we can shape if we are able to synergise and integrate our efforts across our policy and advocacy, science, programmatic conservation work, communications, campaigning and fundraising; all towards creating an inflection point for shifting the curve on biodiversity loss.

This is a stretch and ambitious goal, yet it is a unifying effort that is arguably central to our mission as an organisation and as a movement. It is achievable with collaboration across our Network's

Practices and Countries and the broader conservation movement - building partnerships and coalitions, creating a movement of people, mass media, business and political heavyweights, all responding to a very short window of opportunity.

If we are to take this forward, we must learn from the failures as well as the successes of the climate movement that ultimately led to the Paris agreement and use them to put in place a co-ordinated 3-year initiative bringing together our network and movement to achieve a step-change in the fight to halt biodiversity loss.

Below are the areas that we are already committed to as an organisation and how we might start to shape them in pursuit of this wider goal:

1. Our Evidence Base and Thought Leadership

We will use our flagship publication – the Living Planet Report (LPR) to set the foundation for policy and advocacy agenda and our call to action to halt biodiversity loss. **LPR 18** will be different from its predecessors as it will be forward looking and will focus on the top actions that will be needed to ‘bend the curve’ on biodiversity loss. This will be done in the form of simple and clear solution ‘wedges’ that if implemented effectively will shift the biodiversity curve. LPR 18 will be launched in November 2018, a few weeks before the CBD COP 14 in Egypt to maximise the media and policy impacts.

Through worldwide influencer events and a global media strategy we can take the science and solutions to political, business and technical leaders. This can continue through 2020 culminating in the launch of **LPR20** at CBD COP 15 in China.

2. Advocacy

The period 2018 - 2020 presents the conditions for a rare policy opportunity to create an inflection point in halting the loss of biodiversity. It marks the intersection between the ending of the 2020 Aichi Targets and creation of a new framework; review of Paris Climate Commitments (NDCs and Finance); and review of SDG progress. 2020 is also the year when the UN celebrates its 75th anniversary with a Heads of States meeting.

Notably China will have a significant impact on this agenda. China is hosting the CBD COP15 in Dec 2020, the culmination of the super-year.

3. Public Reach and Mobilisation

To halt biodiversity loss we will need to reach and mobilise the public at a level far beyond what the conservation movement has achieved before.

We would need to create an unmissable buzz, a ‘can do’ feeling combined with urgency for action. If LPR 18 is the head - this is the heart. Whilst this will need to be ‘global’ we will also have to prioritise the countries and audiences where we spend most effort.

WWF's Strategic Communications Objective – aligned to ABT1:

Hundreds of millions of people understand the values of biodiversity and the current condition of our planet. They are taking actions to live more sustainably and now expect that of businesses and their governments.

This objective will be supported by: Earth Hour, LPR communications, Our Planet, and our education work. These assets and initiatives have the ability to engage and spark action amongst hundreds of millions across 190 countries over the next 3 years directly, through partnerships with social, digital, business, NGOs and leveraging relevant media and an 'open source' approach.

Public Communication Assets

- **Earth hour 2018** will be the first public facing point in this effort and will continue into **2019 and 2020** - translating and amplifying a complex topic into everyday conversation using the surge of Earth Hour in March each year. This focus will bring Earth Hour and its 10 year history and experience of massive public engagement to focus on the biodiversity agenda to help bring this topic into the mainstream over the 2018-2020 period.
- **'Our Planet' TV series launches** on Netflix in 2019. The solution 'wedges' will run through it reaching hundreds of millions of people through Netflix's powerful distribution (>100 million) and mass media strategy. The gripping cinematic portrayal of the issues and of nature will draw people into the discussion.
 - Our Planet 'Halo' – the online and digital component of the TV series - will be soft launched in late 2018 and continue over 2019 and 2020 (and beyond) using social, multimedia partnerships and content to reach, engage and inspire even more.
- **Global education push** using content from Our Planet, LPR, Earth Hour and the WWF programmes to engage and inspire action amongst millions in formal and informal education.
- **WWF communications:** In addition to the global products (EH, Our Planet, LPR and Education), there will be several biodiversity oriented initiatives from countries and regions that will take place during this time. The intent is to have a 'red thread' run through all relevant communications to ensure maximizing our efforts towards the strategic objective.
- **Research and Big Data** - the research baseline will be established in 2017/2018 and measured again using the same methodology in the 2020 period to establish overall impact of the above initiatives in the interval; the measurement should continue on the same basis for the decade to register the change in consumer understanding, perception and action.
 - The big data approach launched with Earth Hour in 2018 and measuring the 'chatter' across the technosphere related to biodiversity related terms will enable the movement to demonstrate the increase in these conversations to help underline the groundswell.