



Communicating Biodiversity What is Working; What is Not?

A photograph of two children, a boy in a blue shirt and a girl in a yellow shirt, playing with water outdoors. They are reaching out to touch a stream of water falling from above. The scene is bright and lively, with water splashing around their hands. The background is a soft-focus green, suggesting an outdoor setting with foliage.

**Audience
Message
Tone
Approach**

Audience

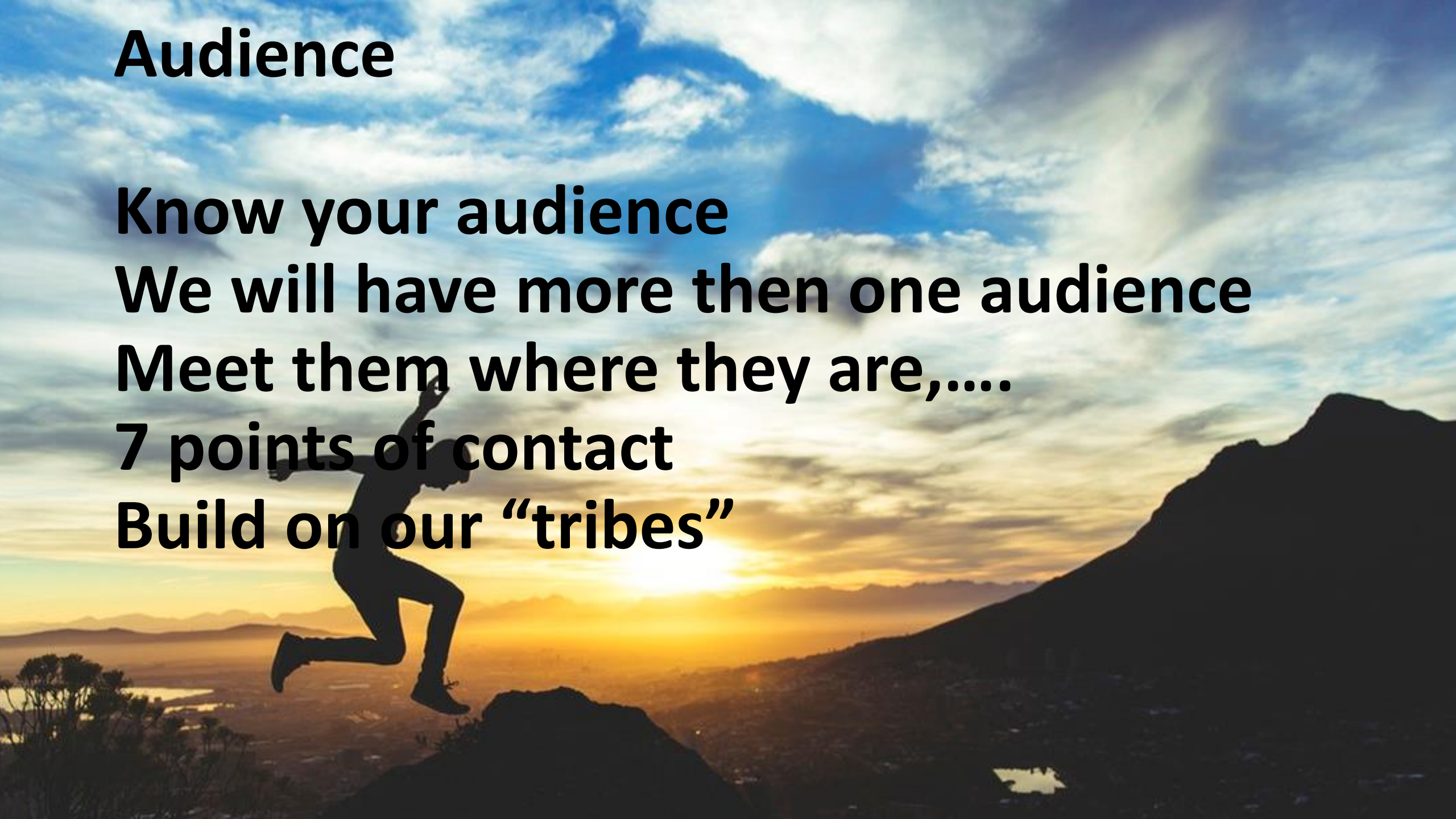
Know your audience

We will have more than one audience

Meet them where they are,....

7 points of contact

Build on our “tribes”



Our “Message” challenge

The tension at the heart of our work is that the issue in its raw form will not appeal to “the public” because it is:

Complex. (And so are the causes, impacts and solutions)

- *So I don't understand it*

Distant. (For most people this is something that happens far away)

- *So it's not relevant to me*

Doomed. (I've heard negative stories about extinction for decades)

- *So it's hopeless*

Big. (This is an international problem involving many people)

- *So I'm powerless and this will take a long time to fix*

To move the dial

From an issue that is...

Complex

Distant

Doomed

Too big for me

To a movement that is...

Simple

Personally relevant

Winnable

Something meaningful I can do

Message Design

A large, leafy green tree stands on a grassy hill under a blue sky. The tree is the central focus, with its branches spreading out. The background shows a clear blue sky and distant hills.

KAP & Social Norms

Embrace the mess

Build on a unique insight

Need “supply” and “demand” campaigns

Tone



Love, not loss

Embrace positive deviants

Make it inviting, interactive & rewarding

Act yourself into a new way of thinking

A person in a red kayak is paddling on a river at sunset. The sun is low on the horizon, creating a warm, golden glow. A large metal truss bridge spans the river in the background. The water is calm, reflecting the light. The person is wearing a blue life vest and a light blue shirt. The overall scene is peaceful and scenic.

Approach

Theory of Change

Test Test Test

If content is king,...

Leverage partnerships and open source

Monitoring and Evaluation = Learning

Nimble and flexible, drop what fails

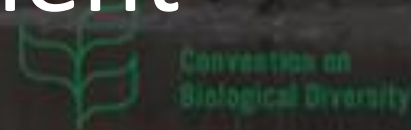


22 MAY 2017
INTERNATIONAL DAY
FOR BIOLOGICAL DIVERSITY
Biodiversity and Sustainable Tourism



Access to Governments
Trusted Convener

Unleash Partnerships
Message Alignment



A photograph of a crowded path lined with blooming pink cherry blossom trees. The trees are in full bloom, with many small pink flowers visible. The path is filled with people, mostly seen from behind or in profile, walking away from the camera. The scene is bright and colorful, capturing the essence of a cherry blossom festival.

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IMAGINE



#NATURE
FOR ALL

A view of Earth from space, showing the curvature of the planet and a bright sun rising over the horizon. The sun is positioned centrally above the horizon line, creating a lens flare effect. The sky is dark with scattered stars. The word "IMAGINE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

IMAGINE