



# UN Convention on Biological Diversity PRESENTATION ON STRATEGIC COMMUNICATIONS

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Convention on  
Biological Diversity

# Introductions

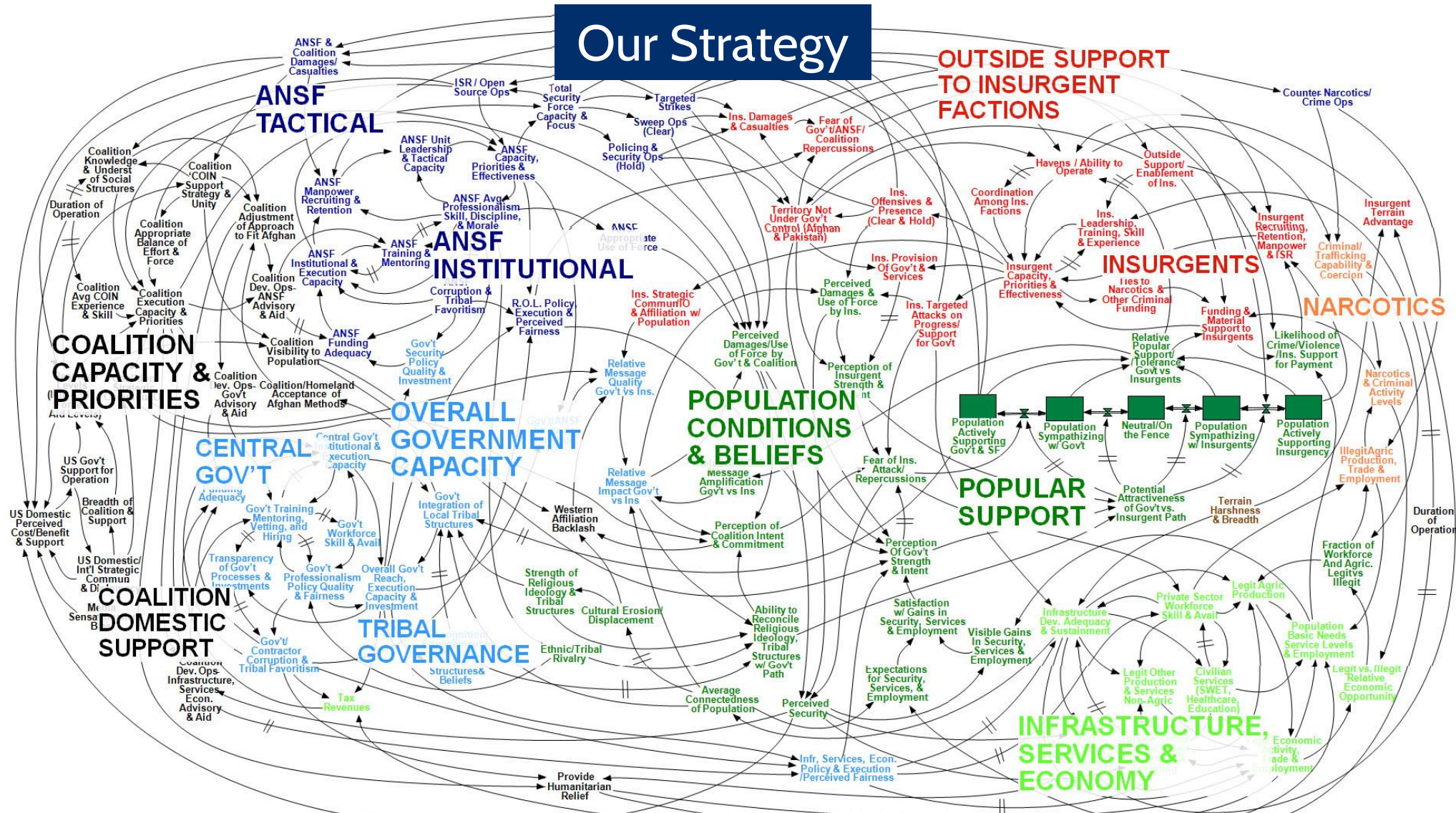
## *Ari Ratner*

- CEO, Inside Revolution
- Expert on Mission for UN Convention on Biological Diversity
- Former Appointee at the U.S. State Department and White House under the Obama Administration
- Works with environmental leaders on elevating communications as part of their cause



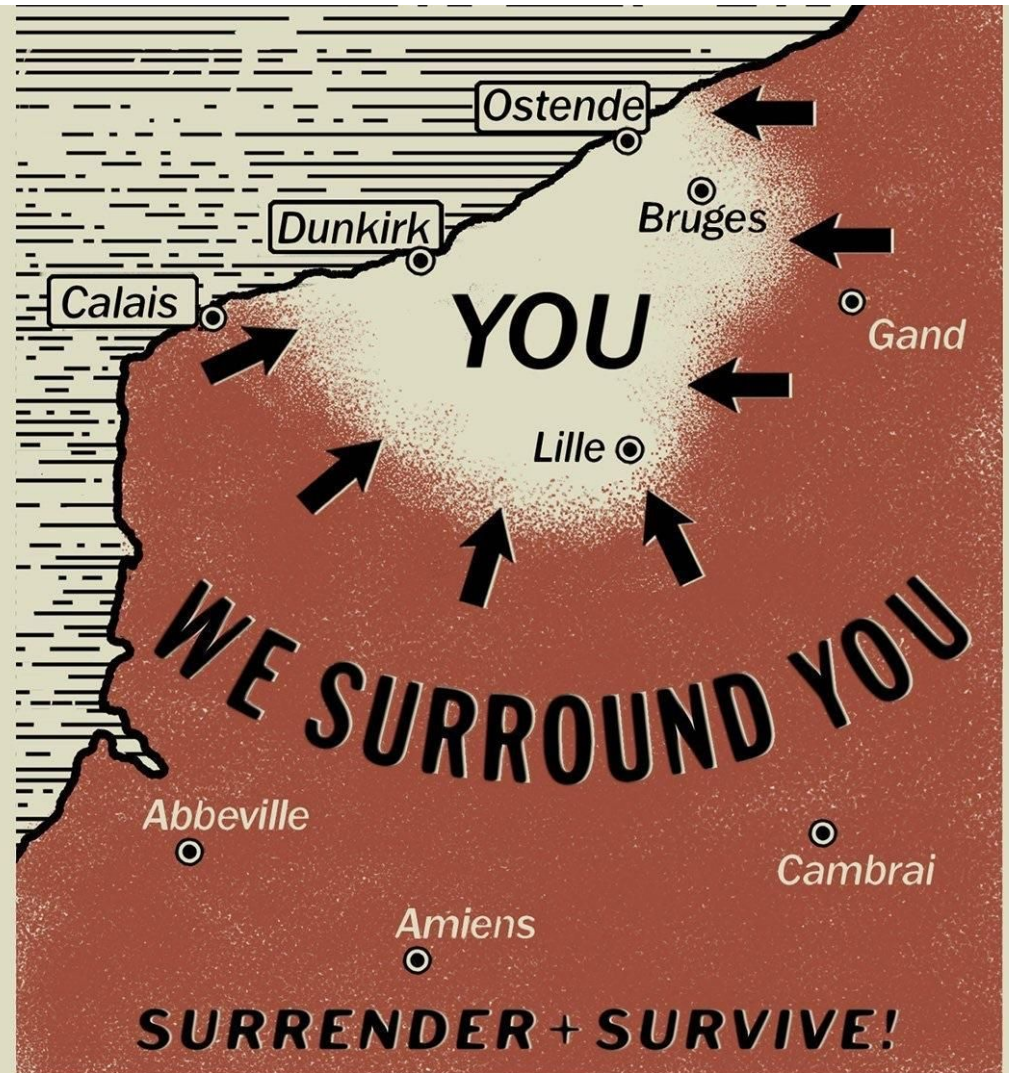


## Our Strategy





# Communication in Moments of Consequence





**“...we shall defend our  
Island, whatever the  
cost may be, we shall  
fight on the beaches,  
we shall fight on the  
landing grounds, we  
shall fight in the fields  
and in the streets, we  
shall fight in the hills;  
we shall never  
surrender...”**



# If Churchill Were in the CBD Community...

“As per the decision of War Council 25 May 1940, Para 2, Decision 7/8 War Objectives of United Kingdom of Great Britain and Northern Ireland (UKGBNI), the Government of UKGBNI will take measures to facilitate the development and implementation of a comprehensive and coherent defense strategy. This will be a multi-stakeholder, multi-stage process that will include, as appropriate, marine, terrestrial, and avionic disputations with our counterparties, as outlined in War Target Areas 1-14 of Council Meeting Sept 9 1939. Although the question of our surrender may be posed, the prerequisites and conditions for that potential outcome will not be achieved.”

# Why?

*Our community speaks like this for a reason.*

## Diplomatic (Legal) Language

Recording of decisions/actions

Multilateral  
(sometimes L.C.D.)

Scientific Audience

Risk-averse

Accuracy

vs.

vs.

vs.

vs.

vs.

## Action-Inspiring Language

Inspiring of decisions/actions

Action-driving  
(sometimes unilateral)

General Public

Risk-seeking

Aspirational

But it has consequences for engaging with the public...

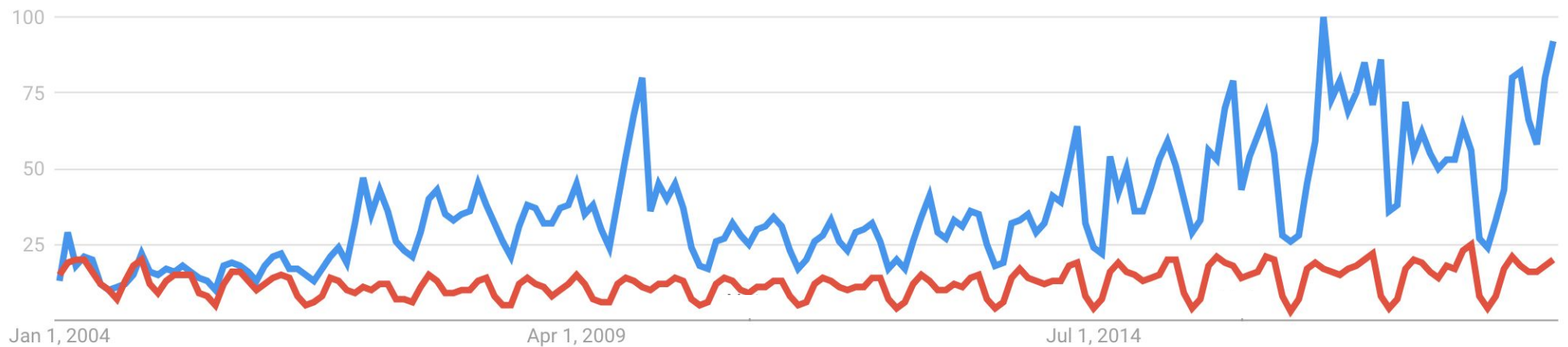




# Google Trends Results

## “Climate Change” vs. “Biodiversity”

### 2004–Present



# Our Moment of Consequence

- Since 1970, 60% of global vertebrate population has been lost.
- For insects, number could be as high as 85%).
- Rate of extinction is estimated to be between 1,000-10,000 times higher than natural rate. (sixth mass global extinction).
- Climate change and biodiversity loss are mutually reinforcing.
- We may soon reach natural tipping points — the destruction of the Amazon Basin, the melting of the Arctic, etc. — from which we may not easily recover.



# Our Moment of Consequence

The destruction of nature is bound up in a series of interlocking political, social, economic, and moral crises afflicting all of humankind.

- Climate instability and natural degradation that displace populations, disrupt economies, and lead to instability/insecurity.
- Rising economic costs and threats to food security, transport, energy, tourism, and other key sectors.
- Increased threats to global health, well-being, and socioeconomic development.

# How do we Rise to the “Fierce Urgency of Now”?

We need a narrative that biodiversity:

- Preserves the planet for all species, including all human beings.
- Promotes human health and well-being.
- Enhances sustainable economic growth; offers opportunity!
- Increases global equity and inclusion.





# How do we promote our narrative out in a new communications landscape?

Communications has been revolutionized. Vectors of change are:

- Speed (and shorter attention spans).
- Informality (the California/Millennial Effect).
- Broadcast vs. Engagement (everyone now has a platform).
- Noise vs., Signal Ratio has been disrupted.
- Rise of “Fake news”.

BUT there is still hunger for story, authenticity, and impact!

# Strategic Communications Priorities

- We need to move to the center of the global conversation.
- We need to make scientific, economic, business, political, and moral cases.
- We need to rally and inspire a coalition of all stakeholders to take action. (Action Agenda for Nature and People).
- We need adapt messaging for national, local, and cultural contexts.





# Key Areas for Discussion

- How do we best achieve buy-in for our overarching strategy?
- What should be our core Narrative and headline message?
- What should be our Mobilization strategy: to reach all stakeholder and influencers and inspire to action actions?
- What should be our Partnerships strategy?
- What should be our Engagement strategy — Media and Social Media?

# CBD

## *Vision Statement*

The CBD's vision is "Living in Harmony with Nature" where "By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people."



# Contact

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