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Agenda item 5

COMMUNICATION FOR THE POST-2020 GLOBAL BIODIVERSITY FRAMEWORK

Note by the Executive Secretary

I. BACKGROUND

1. In decision [14/34](#), the Conference of the Parties decided that the post-2020 global biodiversity framework should be accompanied by an inspirational and motivating 2030 mission as a stepping stone towards the 2050 Vision “Living in harmony with nature”, which would be supported by a coherent, comprehensive and innovative communication strategy.
2. The present document sets out the framework for developing this communication strategy. It is meant to replace the framework for a communication strategy approved in decision [XIII/22](#). The present version has been reviewed by the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC), and by communications experts participating in the “Biodiversity Communications Flotilla”, including representatives of a variety of stakeholders in the biodiversity policy area.
3. The document begins with a short presentation of the relationship between behaviour change and communication and an outline of the elements of strategy. The final strategy will be adjusted in accordance with the final agreed text of the post-2020 global biodiversity framework and the relevant decision of the fifteenth meeting of the Conference of the Parties. Subsequently, the strategy will be kept under review as further described in section III.

II. COMMUNICATION, AWARENESS AND BEHAVIOUR CHANGE

4. The importance of communication and awareness for the achievement of the 2050 Vision for Biodiversity was highlighted in Aichi Biodiversity Target 1: “By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.” As mentioned in *Communication, Education and Public Awareness (CEPA): A Toolkit for National Focal Points and NBSAP Coordinators*,¹ public awareness is “a first step in developing understanding and concern, to help people know of the issue, to make the issue part of the public discourse or put the issue on the agenda”. In turn, education “develops understanding, clarifies values, develops attitudes of concern for the environment and develops the motivation and skills to act for the environment”.
5. There is obvious evidence of progress over the course of the decade 2011-2020, as reported, for instance, in the fifth edition of the *Global Biodiversity Outlook* and in the awareness tracker of “On the Edge Conservation”.² Other recent reports and initiatives also show increases in awareness:

(a) The “Biodiversity Barometer” of the Union for Ethical BioTrade (UEBT) found that, in the core group of countries surveyed (Brazil, France, Germany, United Kingdom of Great Britain and Northern

¹ <https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf>.

² <https://ontheedge.org/impact/sentiment-tracker>.

Ireland and United States of America), in 2020, 78 per cent of respondents said that they had heard about biodiversity, up from 67 per cent in 2010;³

(b) The recent “Eco-Wakening” report by *The Economist Intelligence Unit*⁴ shows a dramatic rise in the number of people concerned about nature loss, with the most dramatic growth in concern occurring in emerging and developing economies;

(c) A report produced by Ipsos MORI for the Global Commons Alliance⁵ shows that three in four people (73 per cent) in G20 countries agree that Earth is approaching potentially abrupt or irreversible tipping points because of human action and that three in five people (58 per cent) are very concerned or extremely concerned about the state of the planet.

6. The rate of the increase identified in these reports is heterogeneous and not monitored in all countries. This apparent increased awareness has also not translated into actions sufficient to reverse biodiversity loss, as evidenced by the failure to achieve the Aichi Biodiversity Targets. The changes in societal patterns and human behaviour required to solve the challenge of biodiversity loss make it necessary for this increase in awareness to be matched by actions by all people, be they decision makers in the policy domain, investors, consumers, businesses, citizens, educators or others.⁶

7. Research has shown that human behaviour is embedded in a complex system of intra- and interpersonal, social, experiential, emotional, physical, technical, and political influences. They determine people’s ability to make daily decisions and act for biodiversity, by defining the boundary conditions of possible behaviours and by providing the assignment of meaning and cultural impact to behavioural patterns.

8. Extensive scientific evidence now shows that predominantly addressing problem awareness in communication campaigns is of minor relevance to creating willingness to act and behaviour change, when compared to other psychological variables. Being aware of the problem of biodiversity loss is not sufficient. Theory about the promotion of pro-environmental behaviour views actions as the result of rational choices aimed at maximizing personal benefits, or as pro-social acts guided by the activation of personal or social norms. In this perspective, any interventions that aim to promote pro-environmental behaviours need to address multiple determinants, especially attitudes, personal moral beliefs and social norms, as well as perceived behavioural control.

9. Self-regulated behavioural change is best understood as a process of individuals passing through several stages: taking a decision to act sustainably, preparing for such action, carrying it out, and then making it a habit.⁷ Psychological variables of attitude, social and personal norms as well as perceived behavioural control are key elements of the communication needed in order to foster successful progression through the stages of change and implementation of new, sustainable behaviour.

10. In order to foster passage through these stages and achieve sustainable lifestyles, as well as continued adherence to practices that support them, supporting mechanisms, including communication, must be differentiated for each stage and for specific target-groups and their life circumstances (for example youth, political decision makers, the socially weak and high-income earners.). This has implications for any communication plans in support of the post-2020 global biodiversity framework.

11. The communication strategy will need to raise awareness but will also need to have an impact on intentions and planning. The design of a long-term communications strategy will need to build up content gradually and allow data sharing among people deploying the strategy in the short term, while developing an ongoing process of research and evaluation in the medium and long term. This process should focus on

³ <http://www.biodiversitybarometer.org/#uebt-biodiversity-barometer-2020>.

⁴ https://wwfint.awsassets.panda.org/downloads/an_ecowakening_measuring_awareness_engagement_and_action_for_nature_final_may_2021_.pdf

⁵ <https://www.ipsos.com/ipsos-mori/en-uk/global-commons-survey-attitudes-transformation-and-planetary-stewardship>.

⁶ Klöckner, C. A. (2019). “Making people change - strategies and new pathways for pro-environmental communication in the preservation domain”. In: Reese, G., Römpke, A.-K., Mues, A. W. and Bockmühl, K. (Eds.), *Green Ways – Perspectives of Environmental Psychology Research*. BfN-Skripten, 529 (pp. 21–28). Federal Agency for Nature Conservation, Germany.

⁷ See Bamberg, S. (2013). Changing environmentally harmful behaviors: A stage model of self-regulated behavioral change. *Journal of Environmental Psychology*, 34, 151–159.

better understanding of social actors, their intentions, attitudes and norms as well as their beliefs, perceptions and choices. This understanding should be used to monitor success and adjust the strategy as time goes on.⁸

12. The post-2020 global biodiversity framework provides an occasion for renewed and updated communication, building on the achievements of the United Nations Decade on Biodiversity. Communications management will also require an ongoing understanding and evaluation of the state of achievement of the goals and milestones of the post-2020 global biodiversity framework. This process will facilitate the creation of content for the communication strategy, while providing continuity and support to ongoing initiatives and to the monitoring of results.

III. SCOPE AND PURPOSE OF THE STRATEGY

13. The strategy is meant to be used for communications efforts by the Executive Secretary, and to support communications efforts by all others, including Parties, stakeholders, indigenous peoples and local communities, United Nations system actors and others:

(a) By providing a structure for coordination and collaboration among relevant actors; increased and magnified effectiveness is the goal;

(b) As initial guidance to inform the development of specific strategies and action plans at the global, regional, national and subnational levels, by political decision makers, social entrepreneurs, businesses, citizens, youth, and by indigenous peoples and local communities;

(c) To promote behavioural change in support of conservation, sustainable use, equitable sharing of benefits, and transformative change;

(d) With a view to promoting interactions between changes in behaviours and reporting on the state of implementation of the post-2020 global biodiversity framework.

14. The communication strategy will need to be implemented and further developed in a participatory, iterative and flexible manner, assisted by experts in communication and behaviour change. Its further development should be led by advice and consultations at the international level, led by the Executive Secretary, which then inform further consultations. Throughout the consultations, the active participation of indigenous peoples and local communities, education experts, youth, and representatives of various socioeconomic and sociocultural backgrounds is important, as is the need to ensure the full incorporation of intra- and intergenerational, intercultural and gender considerations. At the global level, immediate to long-term adjustments of the strategy will be coordinated through an open-source coordination body, outlined below.

15. The global strategy will be kept under review by the Conference of the Parties, informed by advice from the Informal Advisory Committee on Communication, Education and Public Awareness, as well as inputs from the “Biodiversity Communications Flotilla”⁹ and others, including the Communications Division of the United Nations Environment Programme (UNEP) and the United Nations Department of Global Communications.

⁸ Williamson, K., Bujold, P. M., and Thulin, E. (2020). Behavior Change Interventions in Practice: A synthesis of criteria, approaches, case studies and indicators. Rare Center for Behavior & the Environment and the Scientific and Technical Advisory Panel to the Global Environment Facility. <https://behavior.rare.org/wp-content/uploads/2021/02/Behavior-Change-Interventions-in-Practice-final.pdf>.

⁹ As a result of the meeting of experts held on the margins of the twenty-third meeting of the Subsidiary Body on Scientific, Technical and Technological Advice, on 21 and 22 November 2019, a group of organizations encompassing Parties to the Convention, United Nations agencies, secretariats of multilateral environmental agreements, civil society organizations, youth, women and indigenous peoples and local communities coalesced into an ad hoc group for communications coordination referred to as the “Biodiversity Communications Flotilla”. Members have been free to participate in some elements and not others. The principle of open source governs the products shared by the group with inclusivity, transparency and neutrality as important elements. The focus has been on promoting the biodiversity/nature agenda with the goal of supporting the negotiations of the post-2020 global biodiversity framework. Coordination and organization mechanisms for the group include an email list, WhatsApp and Twitter chat groups, weekly meetings, and ad hoc small working groups to address different topics.

16. The terms of reference for such a review would be as follows:

- (a) An initial workshop, to be held after the fifteenth meeting of the Conference of the Parties, to elaborate the final details of the global strategy;
- (b) A biennial evaluation of the activities that have been carried out, seeking to identify best practices, changes in awareness, impact and effectiveness;
- (c) Identify new areas for communication and learning, or the need to adjust existing strategies;
- (d) Track communication, education and awareness-raising activities against progress on targets, goals and the 2030 mission;
- (e) Identify new actors or partners to be approached;
- (f) Identify resource needs.

17. National versions of the strategy should be created immediately after the fifteenth meeting of the Conference of the Parties, and should thereafter be reviewed as part of the process of implementation of the post-2020 global biodiversity framework, including through national biodiversity strategies and action plans, and consideration should be given to including national communication strategies in future versions of the national reports. These strategies should include tools and activities to support the goals below.

18. Table 1 outlines some of the timelines for activities under the strategy.

Table 1. Timeline for activities

<i>Date</i>	<i>Executive Secretary</i>	<i>National level</i>
Immediately following the fifteenth meeting of the Conference of the Parties	<p>Convene CEPA-IAC and relevant actors to create detailed international strategy document and further guidance to the national level</p> <p>Create website</p> <p>Convene informal coordination mechanism for regular coordination</p> <p>Elaborate inputs to the monitoring framework related to communication</p>	<p>On the basis of the guidance document from the Executive Secretary, create communication strategies at the national, subnational and sectoral levels, and report through the clearing-house mechanism.</p> <p>Create national and subnational partnerships to deliver strategy activities.</p>
Conference of the Parties fifteenth meeting biennium	<p>Create international partnerships in support of the strategy</p>	<p>Parties, stakeholders implement national strategies.</p>
By Conference of the Parties sixteenth meeting (2024) ¹⁰	<p>In collaboration with CEPA-IAC and other relevant actors, review and report on activities, adjust strategy based on advice from the Conference of the Parties at its fifteenth meeting</p>	<p>Report on activities during the biennium, through national reports or other mechanisms, adjust as needed.</p>

¹⁰ Tentative dates, to be determined by the Conference of the Parties.

<i>Date</i>	<i>Executive Secretary</i>	<i>National level</i>
By Conference of the Parties seventeenth meeting (2026)	In collaboration with CEPA-IAC and other relevant actors, conduct mid-decade review and report on activities, adjust strategy based on advice from Conference of the Parties at its sixteenth meeting	Provide mid-decade report on activities during the biennium, through national reports or other mechanisms, adjust as needed.
By Conference of the Parties eighteenth meeting (2028)	In collaboration with CEPA-IAC and other relevant actors, review and report on activities, adjust strategy based on advice from Conference of the Parties at its seventeenth meeting	Report on activities during the biennium, through national reports or other mechanisms, adjust as needed.
By Conference of the Parties nineteenth meeting (2030)	Create final report on activities	Final report on activities.

IV. GOALS

19. Communication, education and awareness-raising efforts in the context of this strategy need to support whole-of-society actions towards the 2030 mission, including those that will achieve the goals, the action targets and the theory of change that underpins the post-2020 global biodiversity framework. Overall, the strategy is meant to not only support the realization of the 2030 mission, but also of the 2050 Vision for Biodiversity.

20. According to the first draft of the post-2020 global biodiversity framework (CBD/WG2020/3/3) “Outreach, awareness and uptake of the post-2020 global biodiversity framework by all stakeholders is essential to effective implementation, including by:

(a) Increasing understanding, awareness and appreciation of the values of biodiversity, including the associated knowledge, values and approaches used by indigenous peoples and local communities;

(b) Raising awareness of all actors of the existence of the goals and targets of the post-2020 global biodiversity framework and progress made towards their achievement;

(c) Promoting or developing platforms and partnerships, including with media and civil society, to share information on successes, lessons learned and experiences in acting for biodiversity.”

21. Within this context, the following are the main goals:

Goal A

Increase understanding, awareness and appreciation of the values of biodiversity, including the associated knowledge, values and approaches used by indigenous peoples and local communities

22. This goal continues to support the work conducted under Aichi Target 1 during the previous decade but has important distinctions. It is relevant that this goal is not be seen as only a continuation of Aichi Target 1, but rather focuses on behaviour change, especially via addressing and transforming norms,

intentions, perceived behavioural control and attitudes. The inclusion of the notions of “understanding” and “appreciation” provides a basis upon which to tackle the elements of “predecision” in behaviour change models, such as norms and individual perceptions, in order to foster willingness to act for biodiversity. The deliberate inclusion of the associated knowledge, values and approaches of indigenous peoples and local communities also expands the range of discussions and potential actions. This goal will require some of the following activities to support its realization:

- (a) Baseline research and monitoring of changes to awareness and attitudes, using a common data framework and references. This includes support to research programmes that outline the different values of biodiversity;
- (b) Creation of awareness-raising campaigns that show the values of biodiversity;
- (c) Products and research that integrate and communicate the values of biodiversity represented in the traditional knowledge and practices of indigenous peoples and local communities;
- (d) Support to media and film projects that create multimedia stories and narratives about biodiversity and its values;
- (e) Development and/ or distribution of education content to education institutions to help spread the values of biodiversity;
- (f) Revision of education curricula to include biodiversity values and the importance of a reconnection with nature;
- (g) Promotion of reconnection with nature through education, as a pathway to change attitudes and behaviours towards nature.

Goal B

Raise awareness among all actors of the existence of the goals and targets of the post-2020 global biodiversity framework and progress made towards their achievement

23. Awareness-raising needs to be linked to transformations of intentions and actions. The goal mandates a broad range of communications actions to support visibility of the global biodiversity framework at all levels, and its relevance to all stakeholders. It also supports ongoing efforts to show progress, and to highlight implementation that provides inspiration for further action towards the 2050 Vision for Biodiversity.

24. Communications also need to promote additional actions related to those goals and action targets of the post-2020 global biodiversity framework where there has not been sufficient progress. Communications should promote positive results-driven action by supporting efforts in a positive way, offering cautions as to the consequences of failure, or demonstrating ways in which action in other domains can be emulated to produce progress towards the mission.

25. The Convention on Biological Diversity and national actors need to provide transparent and regular updates of progress according to the headline and other indicators in the monitoring framework, both through a central portal, linked to the clearing-house mechanism and the communication platforms of the Convention, as well as on national platforms. The following principles are to be kept in mind:

- (a) The aim should be transparency, through national biodiversity strategies and action plans, and national reports that will build key information, based on guidance provided at the fifteenth meeting of the Conference of the Parties, including a template;
- (b) The monitoring and evaluation structure under the global biodiversity framework that links achievement of the targets, where appropriate, should also include behaviour change data. This will require inputs to the monitoring and verification framework of the global biodiversity framework;
- (c) A series of periodic reports published during the decade, including a global gap report, that provide updates and progress on the framework;

(d) For non-State actors, reporting through such mechanisms as the Sharm El-Sheikh to Kunming Action Agenda, should also be taken into account;

(e) Promotion of the CitiesWithNature Commitment Platform and the RegionsWithNature platform, which provide online mechanisms where cities and regional governments can make their voluntary commitments to contributing to national and global biodiversity targets, and where they can monitor and report progress against their commitments.

Goal C

Develop and promote platforms and partnerships, including with media, educators and civil society, to share information on successes, lessons learned and experiences in acting for biodiversity

26. Data on these should be made available in a format that can be easily accessed by media and educators, both traditional and online, and then processed for media articles and educational resources. Partnerships with media outlets and educators that are experts in this regard are important ways forward. Data sources and the rationale for all indicators should be easily available and explained in both technical and non-technical ways and linked to the monitoring framework discussions.

27. Communications related to the monitoring element should have a reporting period on an annual or biannual basis, linked to the International Day for Biodiversity, or some other suitable event. Forthcoming editions of the *Global Biodiversity Outlook* should also be prepared and launched with this need to communicate implementation in mind.

28. Other actors should be encouraged to publish reports that support lessons learned or successes, where appropriate in coordination with the Executive Secretary. For example, the *Living Planet Report* of the World Wide Fund for Nature (WWF) could include a section that contributes to the assessment of the implementation of the post-2020 global biodiversity framework. The World Economic Forum would be encouraged to devote issues of their reports to implementation of the framework. The UNEP *Global Environment Outlook* could also have issues devoted to the framework. Other periodic reports issued by the UNEP World Conservation Monitoring Centre (UNEP-WCMC), the Global Environment Facility, Mongabay, Global Canopy, BirdLife, the United Nations Development Programme (UNDP), Global Landscapes Forum and others could be considered.

29. Collaboration is needed to promote and develop ways to integrate biodiversity into the education system in order to equip and empower learners with the knowledge, skills, values and attitudes to act for biodiversity and the planet. This can be done by creating and promoting “learning ecosystems” connecting families, schools, community actors, public such institutions as zoos, aquariums, museums, botanical gardens, libraries, and businesses and non-governmental organizations (NGOs), which allow for direct translation of biodiversity awareness and knowledge into action on the ground.

30. It is also possible to promote personal and societal transformative action in learners of all ages by providing them with the tools to design new sustainable systems and ways of living. Educational work needs to be coordinated with the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Commission on Education and Communication (CEC) of the International Union for Conservation of Nature (IUCN), and other actors at the international level, to assist in engagement with educators in formal, informal and non-formal settings.

Goal D

Demonstrate the relevance of the post-2020 global biodiversity framework to key global challenges including climate change, land degradation, human health, human rights, equity and sustainable development

31. Communication efforts will show the interlinkages between biodiversity and a variety of key issues:

(a) The Sustainable Development Goals. The close linkage of the post-2020 global biodiversity framework with the goals of the 2030 Agenda for Sustainable Development¹¹ will be an

¹¹ General Assembly resolution [70/1](#).

important point for realizing synergy in messaging. The close alignment of these two agendas will make this a more straightforward effort;

(b) It will be important to develop messaging on the relationship between climate change and biodiversity. This will also include ecosystem-based approaches/nature-based solutions to climate change, and the ways that the post-2020 global biodiversity framework will contribute to the agenda of the United Nations Framework Convention on Climate Change. Such messages should underline the interdependence of the problem and of the solutions, most notably the important contribution of nature to both climate mitigation and adaptation and resilience;

(c) Similarly, the strategy will need to show how the work under the post-2020 global biodiversity framework contributes to the United Nations Convention to Combat Desertification. Links with land degradation neutrality as well as the goals of the United Nations Decade on Ecosystem Restoration will be highlighted.

32. The importance of the oceans agenda will also need to be captured, including synergy with the United Nations Decade of Ocean Science for Sustainable Development.¹²

33. Human health and biodiversity also represent a key area in which the contribution of implementation of the framework needs to be highlighted. The linkages to the One Health agenda, pandemic prevention and other health issues are key.

34. The linkage of these issues with human rights is another area for messaging, linking to Human Rights Council resolution 48/13, which proclaimed the right to a healthy environment. The specific work of the Special Rapporteur on biodiversity and human rights can be a basis for messages.

V. AUDIENCES

35. Given the global audience for the Convention, it is important to identify audience segments and to link communications with each of these to the different goals of the strategy and design messages accordingly, taking into account cultural differences in terms of tone and visuals. For the audience groups below, it is important to note that they will be both audiences receiving messages and groups that transform and/or transmit messages to other subsidiary target groups.

36. Note that some of these audiences are multipliers of the messages, and will need to adapt the strategy to their needs. Other audiences are the objects of communications activities.

A. Parties to the Convention on Biological Diversity and its Protocols and other relevant multilateral environmental agreements

37. The Convention is implemented at the national level by national Governments, and therefore the work of the Executive Secretary for this audience is to provide tools for use by focal points to the Convention and its Protocols as they develop their strategies to reach out to ministries and government departments and build regional or national communication and education coalitions. This is to ensure mainstreaming biodiversity into the work of other sectors, including formal, non-formal and informal education. Parties to the Convention will need to organize national processes for communication, including relevant advisory boards.

38. Subnational governments and other local authorities – including cities – that plan, coordinate, regulate, monitor and enforce patterns of production and consumption, will need to deliver on as many as two-thirds of the biodiversity targets set out in the post-2020 global biodiversity framework. It is at the local level where cities have the demonstrated capacity to undertake implementation and ensure transformative change. They are both an important audience, but also essential transmitters of information to their residents.

39. Parties should shape national versions of communication and education activities to support behaviour change that is consonant with the policies needed to implement the post-2020 global biodiversity

¹² See General Assembly resolution 72/73, para. 292.

framework at the national level. Therefore, all the messaging and structure will need to be aligned with national priorities.

B. Specialized audiences of the Convention

40. While Parties are the primary focus of the Convention, there are a number of other actors and stakeholders that provide supportive roles to Parties, or also have a discrete role to play in implementation of the Convention. Because these actors are not Parties, communications addressed to them will have a different character. At the same time, when these actors carry out supportive activities at the national level, they may be included in these campaigns.

41. United Nations system partners that are involved in the work of the Convention, as well as other regional organizations, are also important. These actors will not only transmit the work of the Convention to others, but also will use the opportunity to promote their own work and its relevance to the sustainable development agenda. The United Nations Department of Global Communications will be invited to create a biodiversity communications group, which will work with the Executive Secretary, to coordinate communications across the system. The Communications Division of UNEP will also be invited to create a dedicated communications focal point. UNESCO will be invited to contribute its expertise in education, science and culture.

42. Multilateral environmental agreements, both those directly related to biodiversity, and those that deal with other issues, will be important multipliers and places for coordination. To this end, the Joint Liaison Group, the Liaison Group of Biodiversity-related Conventions and the United Nations Environment Management Group should be invited to ensure that communication of the agenda is a permanent item on their annual agendas and focal points should be named.

43. Natural history and science museums, botanical gardens and national protected areas systems, and zoos and aquariums are other groups whose work is key to the Convention, both in terms of specific conservation actions, research and in raising awareness about biodiversity. Large associations, such as the World Association of Zoos and Aquariums, the European Association of Zoos and Aquariums, Botanic Gardens Conservation International (BGCI), and the European Network of Science Centres and Museums (ECSITE), among others, will be invited to coordinate communications. The Global Coalition “United for Biodiversity” coordinated by the European Commission since March 2020 is gathering together all these institutions and organizations, and is also open to world research centres and universities, natural reserves and protected areas, and museums of any category, such as art, architecture or history museums, to gather all world institutions showing the importance of nature for humanity.

44. Large international NGOs that have national chapters are also important stakeholders for work. They can retransmit the messages of the strategy, and can provide models of reference for promoting good practices related to conservation, sustainable use and equitable sharing of benefits. The Secretariat and the Parties to the Convention have an extensive history of working with such organizations.

45. The finance and business communities are extremely important audiences to target with communications efforts. As important users of biodiversity and ecosystem services whose operations have direct and indirect impacts on biodiversity, the ability of business to support sustainable consumption and production will be crucial for achievement of the goals of the Convention. In this context:

(a) The linkage of biodiversity conservation and sustainable use for environmental, social and governance (ESG) criteria is important;

(b) A strong basis for communication is the business and financial case for biodiversity action;

(c) The role of business as a user of genetic resources in the context of the Nagoya Protocol on access and benefit-sharing is also an important element;

(d) Existing business-led initiatives, business associations, coalitions and networks, such as the Global Partnership for Business and Biodiversity, Business4Nature, and the Taskforce on Nature-related Financial Disclosures, will be key multipliers to reach out to these audiences.

46. Global, regional and national organizations that are dealing with or responsible for education and learning, like environmental education, education for sustainability, nature education, education for conservation, and global education, play a key role in learning and behaviour change. As UNESCO has already recommended, “More emphasis should be given to environmental themes in education, with a particular need to expand integration of climate change and biodiversity”. Therefore, education organizations, authorities and decision makers are relevant stakeholders in achieving the goals of the Convention.

C. Indigenous peoples and local communities

47. It is very important to work with indigenous peoples and local communities to ensure communication of their role in the conservation and sustainable use of biodiversity, and to show how their activities contribute to the implementation of the Convention and other biodiversity-related conventions. In this regard, communication should enable indigenous peoples and local communities to share their perceptions of nature and to highlight their traditional knowledge and practices related to the conservation of biodiversity in the context of regional and national implementation of the Convention.

48. The work of indigenous peoples and local communities should also be seen as an important source for practices and educational approaches for the conservation of biodiversity, its sustainable use, and the equitable sharing of benefits. In this regard, communication should seek to celebrate, promote and communicate traditional knowledge related to the conservation and sustainable use of biodiversity at the local, national, regional and global levels. This should be done with the full and prior informed consent of indigenous peoples and local communities, and with respect for the terms of use for all traditional knowledge and practices.

D. The public

49. While it is true that the audience for communication is a global one and should encompass everyone, it is also clear that the notion that a single public to whom all messages could be directed is overly simplistic and hides some important differences between audience segments. The so-called “public” is a number of different audience segments distinguished by country, culture, gender, socioeconomic level, education, experience, age, and languages, each requiring a targeted approach.

50. The most important segmentation for the public remains at the national level. An understanding of biodiversity, environmental functions and ecosystem services and their relevance to the general public is very much shaped by national circumstances and national “narratives” about people and nature and how biodiversity provides them with values. Therefore, attempts to engage the public need to be crafted at the national level, based on an overarching narrative.

51. Important ways to reach the public are through awareness campaigns, education and the media – radio, television and print forms, and social media in particular. In this way, the media should be seen as a multiplier and a channel, as is indicated below.

52. It is important to involve the arts and cultural sector, to stimulate new forms of creativity and human imagination that can promote the kind of transformational change needed. Art and new cultural paradigms can become powerful tools for the transformation of intentions.

E. The media

53. The varied platforms, organizations and representatives of the media are key. Media from all regions must be addressed. The large “wire services,” national newspaper chains, and large media conglomerates need to be engaged. Media partnerships should be explored at the international and national levels. The work of such partnerships could include creation of a package of regular news features and capsules; and creation of a shared library of “B-roll” footage, with open-source rights.

54. Engagement with journalist associations that focus on biodiversity and other environmental issues should be a priority, including the Earth Journalism Network and the Society of Environmental Journalists.

55. In addition to news organizations, work with film and television production organizations should be explored. Work should be done to encourage the production of films for television and streaming

platforms that highlight the different issues under the global biodiversity framework. In exchange for coverage, agencies can be given freedom to use branding from the global biodiversity framework. Important global production houses, such as Amazon, BBC Natural History, Disney Nature, Icon Productions, National Geographic and Netflix, should be explored. In addition, regional production houses should be approached, among others.

56. Film festivals should be encouraged around the world. Jackson Wild (formerly the Jackson Hole Wildlife Film Festival), the International Wildlife Film Festival and Wildscreen could have films about the post-2020 global biodiversity framework. Other international and regional film festivals in all United Nations regions should be encouraged to create categories of films relating to action that support nature. The possibility of holding a film festival at each meeting of the Conference of the Parties should be considered. A film festival to coincide with the annual celebrations of the International Day for Biodiversity should also be considered.

F. Youth

57. Youth, including their organizations and representatives, are both key audiences and powerful partners in creating and delivering the activities of a communications strategy. These important actors can be reached via work through United Nations system-wide activities related to youth, including YOUNGO; through the Global Youth Biodiversity Network and its national chapters; and through other initiatives, such as the United Nations Decade on Ecosystem Restoration and the United Nations Secretary-General Youth Advisory Group on Climate Change.

G. Women

58. As women are key stakeholders in both conservation and sustainable use of resources, special focus should be made in mainstreaming gender in all engagements. The work in the communication strategy should complement and draw upon the post-2020 gender plan of action, under development. The United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) is an important actor with which collaboration and coordination can be undertaken at the international level. Gender considerations need to be kept at the centre of all materials and messages.

VI. BRANDING

59. The post-2020 global biodiversity framework should be accompanied by a clear global brand that is extendable to other contexts (national, local), with easy terms for use and licensing. Branding can be presented according to the dimensions of brand voice, identity, promise, values, targeting and positioning, as shown in table 2.

Table 2. Elements for branding

Voice	The post-2020 global biodiversity framework is the effort and wishes of the global community to realize a future of life in harmony with nature.
Identity	The visual look, including palette, logo, fonts and visual rules will need to reflect the voice, the variety of life, and include human representations. The identity should be used throughout the period of implementation of the post-2020 global biodiversity framework.
Promise	The 2050 Vision for Biodiversity and the 2030 mission represent the promise of the brand.
Values	The brand values will reflect the objectives of the Convention, and the principles of the United Nations.

Targeting	As the overall reach of the post-2020 global biodiversity framework is global, there will need to be specific articulations of the brand for different audiences.
Positioning	The post-2020 global biodiversity framework will be presented as the global framework for all work on biodiversity, supportive of the Sustainable Development Goals, the United Nations Decade on Ecosystem Restoration, and the Paris Agreement on climate change.

60. The creation of the brand will follow the negotiation of the post-2020 global biodiversity framework. It will be led by the Executive Secretary, in consultation with CEPA-IAC, the United Nations Department of Global Communications, the UNEP Communications Division, and the open-source coordination mechanism articulated below. A marketing company with global reach should be contracted to assist in this. While it is hoped that this marketing company will work pro bono, seed funding should be secured.

VII. OPEN-SOURCE COORDINATION MECHANISM, AND CHANNELS AND MULTIPLIERS

61. While the broad outlines of the strategy will be kept under review as per the terms of reference outlined in section III above, implementation of the communications strategy at the global level will best be realized through an open-source coordination mechanism. Such a mechanism needs a low cost of participation, with members free to participate in some elements and not others. The principle of open source should govern the products shared by the group, with inclusivity, transparency and neutrality as important elements.

62. Participation in the mechanism will be voluntary, open to all actors who commit to transparent participation and adherence to the principle of open-source work, and who will contribute to the implementation of the post-2020 global biodiversity framework. Representatives of national and subnational governments are encouraged to participate, as will representatives of intergovernmental organizations, NGOs and other civil society actors, business, youth, indigenous peoples and local communities, and women. The mechanism will not have formal decision-making power.

63. At the national level, Parties will be free to create mechanisms as appropriate. These mechanisms should be inclusive and transparent and should ensure the full and effective participation of all relevant actors and stakeholders, including indigenous peoples and local communities, youth, and women.

A. Social media

64. The strategy will need to take advantage of existing social media and new technologies. An exhaustive list of the technologies to use is not appropriate, given that the platforms for these vary across regions and that the pace of change in the field of social media is such that certain platforms are rendered irrelevant over time. Nevertheless, implementation of this strategy should seek to incorporate the most up-to-date platforms and technologies, including through corporate partnerships. The security of data, and protection of all rights to privacy of users, as covered in different legislation, needs to be taken into account.

65. A list of agreed hashtags and common tagging words needs to be created, for each platform, to properly aggregate conversations in support of the post-2020 global biodiversity framework. These should be aligned with the messaging house, outlined above, and translated into other languages. This list should be created by the first coordination meeting, immediately after the fifteenth meeting of the Conference of the Parties.

66. Partnerships with social media organizations, such as Google, Meta, WeChat, Weibo, Twitter and LinkedIn, should be secured, with the goal of highlighting the messages and progress of the post-2020 global biodiversity framework in campaigns and other promotions.

B. Events

67. Events represent important communications opportunities, where messages can be disseminated to a variety of audiences, in a setting which is usually media-rich and of interest to a variety of communities. These include meetings of the following:

- (a) The Conference of the Parties to the Convention on Biological Diversity;
- (b) The Conference of the Parties to the United Nations Framework Convention on Climate Change;
- (c) The United Nations Convention to Combat Desertification;
- (d) The Intergovernmental Oceanographic Commission of UNESCO;
- (e) The Conference of the Parties to the other biodiversity-related conventions;
- (f) The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES);
- (g) The United Nations General Assembly;
- (h) The United Nations High-level Political Forum on Sustainable Development;
- (i) The IUCN World Conservation Congress;
- (j) The United Nations Environment Assembly;
- (k) The World Economic Forum;
- (l) The G7 and G20.

68. National events that may be related to the biodiversity agenda, but are distinct from it, represent important communications opportunities as well. National cultural celebrations or celebrations of independence could also be used to show the linkages of biodiversity with national identity.

69. International days of the United Nations and others also represent important events during which the work of the Convention can be noted and celebrated. For these international days, messaging should be aligned in a way that shows how implementation of the Convention can contribute to the goals for each day. Some of the most important days to consider include the following: World Wetlands Day, World Wildlife Day, World Water Day, International Day of Forests, International Women's Day, World Health Day, Earth Hour, Oceans Day, Earth Day, Mother Earth Day, Earth Overshoot Day, World Environment Day, World Day to Combat Desertification, World Cities Day, World Soil Day and World Food Day.

70. The International Day for Biological Diversity, on 22 May of each year, should also be an extremely important event for any communications. Guided by the theme determined by the Executive Secretary, national-level actors should use the day as an opportunity to articulate national visions and responses.

C. Champions, Messengers of Peace and Goodwill Ambassadors

71. A programme of "Champions for the post-2020 global biodiversity framework" should be created that celebrates successes and inspiring actions in support of the framework. The Champions programme should have awards, for example for individuals, youth, organizations, businesses, and governments. The programme would declare awards annually on the International Day for Biodiversity. A sponsor which could offer financial resources for the award should be identified, as should a global media partner. The prizes would be awarded according to the recommendations by a panel that includes representatives of UNEP, the Food and Agriculture Organization of the United Nations, UNDP, IPBES, the World Economic Forum, WWF and IUCN, as well as the Executive Secretary, among others. Nominations would be delivered to the Executive Secretary.

72. The United Nations should be requested to create a Messenger of Peace for the post-2020 global biodiversity framework, and also name Goodwill Ambassadors for each of the United Nations regions to support the post-2020 global biodiversity framework. These Ambassadors will provide support and messages for the global biodiversity framework.

D. Website in support of the post-2020 global biodiversity framework

73. A dedicated website should be established, with a unique URL and identity, consistent with the branding above. This would be different from the main website of the Convention. The focus of such a website would be on capturing audiences at every stage of self-regulated behaviour change models and directing them to the resources most suitable to their individual journey, wherever they may be located. It would be tightly integrated with matching social-media campaigns. It would also allow for narrowing down information to that of specific countries.

74. This would require early and ongoing focus on search engine optimization, accessibility, social media campaigns alignment, analytics, and bidirectional interoperability with other information sources both within the Convention (main Convention website, national and central clearing-house mechanisms, and others), through InforMEA, and with both institutional and thematic partners. Country-specific mailing lists may need to be developed.

75. The website can also serve as the media hub for reusable media material, including both public and partner-only resources.

VIII. KEY MESSAGING

76. Messaging for the post-2020 global biodiversity framework needs to be consistent with previously developed messaging, in line with decision XIII/22. This includes the messaging for the 2050 Vision for Biodiversity, the Sustainable Development Goals, nature-based solutions, the United Nations Decade on Ecosystem Restoration, and the United Nations Decade of Science for Sustainable Development, the conclusions of the fifth edition of the *Global Biodiversity Outlook*, and the overall messaging for the Convention.

77. Messaging needs to be evidence-based and scientifically credible, drawing upon the work of IPBES and its global assessments, among others. It also needs to be consistent with relevant traditional knowledge of indigenous peoples and local communities.

78. Communicating the importance of transformative and behaviour change will be a key element. In order to foster behaviour change, key messages will take into account scientific evidence, and will address norms, attitudes, perceived behavioural control, and behavioural intentions.

79. Elements for messaging will be the following:

(a) Overall, messages should communicate general elements about the connections of people to biodiversity and show how people are connected to biodiversity in almost all aspects of their lives;

(b) Messages should promote immediate action to halt the loss of biodiversity, and encourage action by stakeholders in the context of the post-2020 global biodiversity framework as a means to achieve this goal;

(c) The messages should also highlight the longer time horizon and milestones, including the 2050 Vision for Biodiversity,¹³ the 2030 Agenda for Sustainable Development and the time-bound targets of the climate process;

(d) The importance of achieving equity as part of the process towards the 2050 Vision for Biodiversity should also be integrated;

(e) Messages should also link the goals of the framework with specific national development priorities, as well as with the important roles of local and subnational governments in delivering said priorities, demonstrating how achieving sustainable development at the national level requires integration of biodiversity into these activities;

¹³ Conference of the Parties, decision [X/2](#).

(f) Specific messages and campaigns should be sensitive to the values of the target audience and should express biodiversity and actions to conserve and sustainably use it in the context of these values. Therefore, audience research is a key element to any message customization;

(g) The message structure presented in table 3 below is meant to suggest the direction of messages. An overall umbrella set of messages which could apply to public mobilization and advocacy campaigns, is suggested to be used by all actors;

(h) Sector-specific messages will be tailored for specific audiences. These will be developed by organizations which are engaged with these sectors;

(i) The messaging structure will also pursue the principle of “open source” campaign, which maintains core messaging, but also permits different organizations to customize this under their own brand. These messages are also meant to have an iteration designed for national and subnational levels;

(j) After the fifteenth meeting of the Conference of the Parties, the Executive Secretary will hold a workshop with CEPA-IAC and other relevant actors to create detailed top-level messages and guidelines for the creation of messages;

(k) Parties are invited to hold national workshops for the creation of messages.

Table 3. Themes for messaging

Top-line message: By acting for nature/biodiversity, we can all create a fairer, healthier and more sustainable world		
General theme	Public message	Policy message
Nature/biodiversity matters for all our prosperity, happiness and wellbeing	To be determined (TBD)	TBD
Nature/biodiversity has intrinsic value	TBD	TBD
The nature/biodiversity and climate crisis pose an existential threat to humankind	TBD	TBD
Plans to affect the future of our planet need to be fair, inclusive and equitable	TBD	TBD
The systems we use to run our economies and societies are pushing nature/biodiversity to the brink	TBD	TBD
Our broken relationship with nature/biodiversity creates higher risk of pandemic spillover to people	TBD	TBD
Immediate action is required to protect the future health of our people and planet	TBD	TBD
We are all accountable for our actions to protect the planet	TBD	TBD

IX. MEASURING PROGRESS

80. The assessment of progress for the strategy needs to be linked with progress in achieving the goals and targets of the post-2020 global biodiversity framework, as well as traditional metrics for reach and

impact. Assessment also needs to capture important value changes over time, and to assess progress towards behaviour change and willingness to act for biodiversity on the national and global level.

A. Campaigns, and media reach

81. At the global level, partners to the coordination mechanism should report results of campaigns, and media reach (including social media reach), to the Executive Secretary. An aggregator tool, resembling that created at <https://www.cbd.int/article/people-for-our-planet-aggregator>, can capture initiatives.

82. At the national level, Parties to the Convention should also gather the above data and report this to the Executive Secretary, and also include this in their national reporting.

B. Linkage with the targets

83. The progress of the strategy will need to be also measured in terms of progress towards the targets of the post-2020 global biodiversity framework. The monitoring and verification framework for the post-2020 global biodiversity framework should also include information and data that link attainment of the target with behaviour change. The nature of such data should be addressed in the discussions relating to monitoring and verification.

84. During the period of implementation of the post-2020 global biodiversity framework, issues of the *Global Biodiversity Outlook*, including an enhanced version, should be devoted to progress under the targets.

85. Reports by other bodies and organizations should also provide additional outreach on progress. The WWF *Living Planet Report*, the publications of the World Economic Forum, the *Human Development Report* published by UNDP, and the UNEP *Global Environment Outlook* could all devote issues, during the period of the post-2020 global biodiversity framework, to results under the framework.

X. RESOURCES

86. Resources will be needed to support the Executive Secretary and at the national level. The level required will be determined as the communication strategy is further elaborated. Resources needed will include the following:

(a) The Executive Secretary will require human resources in the communications unit to support the strategy, as well as annual sums to support the production of information materials. These will be resources in excess of existing staff commitments;

(b) The United Nations Environment Assembly may wish to approve an envelope of funds for use by UNEP divisions, including the Communications Division, to support UNEP contributions to the strategy. Resources devoted to World Environment Day and to the *Global Environment Outlook* should also be mobilized, where appropriate, in support of the strategy;

(c) The United Nations Department of Global Communications may wish to mobilize a communications team in support of the strategy, aligned with the resources for the Sustainable Development Goals;

(d) National Governments need to allocate a budget envelope in support of the strategy, as part of their support to implementation of the Convention on Biological Diversity;

(e) Interested private sector actors, NGOs, civil society actors and other entities, such as the United Nations Foundation, could consider creating funds to support the strategy and create voluntary mechanisms for this. Marketing and other media organizations could consider contributing pro bono work, where appropriate;

(f) The Global Environment Facility should be invited to provide support for implementation of the strategy at the national level.
