



SHAPING AND COMMUNICATING NEW NARRATIVES FOR BIODIVERSITY

Regional Consultation on the Post-2020 Process

May 2019, Montevideo



...NEW NARRATIVES FOR BIODIVERSITY

Coming up

- Towards a communications strategy
- Putting plans into action
- Action Agenda



...NEW NARRATIVES FOR BIODIVERSITY

Towards a communications strategy

- Coherent
- Comprehensive
- Innovative

* COP DECISION 14/34



...NEW NARRATIVES FOR BIODIVERSITY

Putting plans into action

- New narratives
- More partners
- Key dates and events
- Products



...NEW NARRATIVES FOR BIODIVERSITY

Product innovation

- [Forests video](#)
- [Spark Activity Report](#)
- [IDB communications toolkit](#)



...NEW NARRATIVES FOR BIODIVERSITY

Action Agenda

- Linking UN Decade to Post-2020
- Awareness → Advocacy → Action
- Online platform: www.cbd.int/action-agenda

* COP 14 ANNOUNCEMENT FROM EGYPT, CHINA, SECRETARIAT





QUESTIONS?

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What we want to know

- What works?
- What doesn't work?
- What is missing?
- Any other concerns?





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