



Convention on Biological Diversity

Distr.
GENERAL

CBD/SBSTTA/21/INF/10
21 November 2017

ENGLISH ONLY

SUBSIDIARY BODY ON SCIENTIFIC, TECHNICAL AND TECHNOLOGICAL ADVICE

Twenty-first meeting

Montreal, Canada, 11-14 December 2017

Item 7 of the provisional agenda*

COMMUNICATION STRATEGY FOR THE FIFTH EDITION OF THE GLOBAL BIODIVERSITY OUTLOOK AND ITS RELATED REPORTS

Note by the Executive Secretary

1. In decision XIII/29 the Conference of the Parties to the Convention on Biological Diversity decided to initiate the preparation for a fifth edition of the *Global Biodiversity Outlook* (GBO-5). In the same decision, the Conference of the Parties requested the Executive Secretary to prepare a work plan and proposed budget for the preparation of the fifth edition of the *Global Biodiversity Outlook* and related reports and products for consideration by the Subsidiary Body on Scientific, Technical and Technological Advice at a meeting prior to the fourteenth meeting of the Conference of the Parties. Further in decision XIII/29 the Conference of the Parties also requested the Executive Secretary to prepare a joint communication strategy, with the secretariats of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services and of biodiversity-related conventions on the fifth edition of the *Global Biodiversity Outlook* and related reports and products and relevant deliverables of the Platform. The Conference of the Parties further invited the secretariats of the Platform and of the other biodiversity-related conventions to collaborate on this matter.

2. The present note contains the communication strategy for GBO-5. It contains information on the goals of the publication, the target audiences, a situational analysis, key messages, related information products, considerations for language and regional summaries, proposed communication and launch activities, possible partners, a proposed timetable, resources requirements and evaluation considerations. The communication strategy will be kept under review throughout the preparation of GBO-5.

I. BACKGROUND

3. The fourth edition of the *Global Biodiversity Outlook* (GBO-4), published in 2014, provided a mid-term assessment of progress towards the implementation of the Strategic Plan for Biodiversity 2011-2020. In decision XII/1, the Conference of the Parties welcomed GBO-4 and requested the Subsidiary Body on Scientific, Technical and Technological Advice to evaluate the scope, process and findings of the *Global Biodiversity Outlook* in the light of, and avoiding duplication with, the ongoing work of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services on a global assessment on biodiversity and ecosystem services, and to report to the Conference of the Parties at its thirteenth meeting in order to inform its consideration of the modalities of potential future editions of the *Global Biodiversity Outlook*.

* CBD/SBSTTA/21/1.

4. Information on the previous editions of the *Global Biodiversity Outlook*, including modalities for the fifth edition of the report was presented to the nineteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice.¹ Information on the relationship between the *Global Biodiversity Outlook* and the IPBES global, regional and thematic assessments as well as an overview of the timing for the preparation of GBO-5 as it relates to the work of the Convention was also made available to the meeting.

5. In recommendation XIX the Subsidiary Body on Scientific, Technical and Technological Advice acknowledged that the deliverables of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, in particular its methodological, thematic, regional and global assessments are expected to contribute to the final assessment of the implementation of the Strategic Plan for Biodiversity 2011-2020. As such these different deliverables will be critical elements in the preparation of the fifth edition of the *Global Biodiversity Outlook*.

II. ABOUT GLOBAL BIODIVERSITY OUTLOOK 5

6. In line decision XIII/29, the fifth edition of the *Global Biodiversity Outlook* will answer four policy relevant questions. Given the scope of GBO-5 and the cross-cutting nature of the issues, information addressing these questions will be found throughout the report and will not be confined to a single section. The key questions that will be considered are:

(a) **What progress has been made towards each of the Aichi Biodiversity Targets?** For each Aichi Biodiversity Target, an explicit assessment of whether or not a target has been met will be provided on the basis of multiple lines of evidence. Implications related to the scope and focus of the Aichi Targets in relation to the follow up to the Strategic Plan for Biodiversity will be highlighted;

(b) **How has progress towards the Aichi Biodiversity Targets positioned us to realize the 2050 Vision of the Strategic Plan?** Answering this question will help place the Aichi Biodiversity Targets, and progress towards their achievement, in context of the fifty-year Vision of the Strategic Plan. This is a forward-looking question which will require modelling approaches to determine if the current trajectory of progress will be sufficient to help us achieve the 2050 vision. It will also entail discussing options for sets of action as part of future plans and steps that may be needed after 2020;

(c) **How does implementation of the Strategic Plan and progress towards the Aichi Targets contribute to the 2030 Agenda for Sustainable Development?** The Strategic Plan for Biodiversity 2011-2020 is consistent with the 2030 Agenda for Sustainable Development. GBO-5 will include a qualitative assessment of the contribution of implementing the Strategic Plan for Biodiversity towards the Sustainable Development Goals. Issues related to the mainstreaming of biodiversity will also be addressed in answering this question. Further as part of this assessment, relevant issues that could be considered in the development of a post-2020 biodiversity strategy will be identified;

(d) **What challenges remain to be addressed?** In answering this question, the focus will be on the post 2020 period and on identifying possible options for advancing progress in the attainment of the Vision of the Strategic Plan. The information used to answer this question will be based, in part, on forward-looking biodiversity scenarios. Further, in answering this questions issues related to biodiversity mainstreaming will be considered in relation to broader social objectives.

7. On the basis of the analyses and assessments in answering these questions, the Conference of the Parties, at its fifteenth meeting, would be expected to have the elements that would enable a decision regarding the possible follow-up to the Strategic Plan for Biodiversity 2011-2020.

8. GBO-5 will have four main sections as well as an executive summary that will summarize the main findings of the report and an annex with the references used in the report and additional notes. The sections are the following:

¹ See document UNEP/CBD/SBSTTA/19/9.

(a) The first section of the GBO-5 will serve as an introduction to the report and provide relevant background information such as information on the Convention on Biological Diversity, the Strategic Plan for Biodiversity 2011-2020 and the *Global Biodiversity Outlook*;

(b) The second section of the report will provide an assessment of progress towards each of the Aichi Biodiversity Targets, similar to what was done in GBO-4. It is expected that this section will draw heavily from the sixth national reports,² including for the identification of case studies. Information from national biodiversity strategies and action plans is also expected to be an important source of information for this section of GBO-5. The second section of the report will also make use of indicator information provided by the Biodiversity Indicators Partnership. Similarly, information from the IPBES global and regional assessments would also be used. These information sources will be complimented with information from relevant scientific assessments and literature;

(c) The third section of GBO-5 will provide a synthesis of progress towards the implementation of the Strategic Plan for Biodiversity, particularly as it relates to its 2020 mission of taking effective and urgent action to halt the loss of biodiversity. It is expected that this section will draw heavily from the IPBES global and regional assessments. The issue of biodiversity mainstreaming as well as the contribution of biodiversity to the attainment of societal objectives, such as poverty eradication and the alleviation of hunger, will also be addressed. In this section the links between biodiversity and the 2030 Agenda for Sustainable Development, including the Sustainable Development Goals, will also be discussed;

(d) The final section of GBO-5 will be forward looking. It will highlight the challenges and opportunities that exist, particularly as they relate to the 2050 Vision of the Strategic Plan and the implication of these relate to the possible development of a follow up to the Strategic Plan for Biodiversity 2011-2020. This section will make use of scenarios of possible future biodiversity conditions.

III. GOALS FOR THE PUBLICATION AND ITS COMMUNICATION STRATEGY

9. In the light of these questions and the outline above, GBO-5 will seek to communicate the following:

(a) The progress made towards achieving each of the Aichi Biodiversity Targets, including a final assessment of the achievement of the targets;

(b) The impact of this progress on the positioning towards realization of the 2050 Vision of the Strategic Plan;

(c) The ways that implementation of the Strategic Plan and progress towards the Aichi Targets contributes to the 2030 Agenda for Sustainable Development;

(d) The challenges that remain to be addressed, including implications for the possible adoption of a follow up to the Strategic Plan for Biodiversity 2011-2020.

IV. TARGET AUDIENCES

10. In communicating the messages presented in section III, GBO-5 will seek to build a broad coalition of support for the adoption of the next ten-year period of the Strategic Plan for Biodiversity, among a variety of target audiences. The audiences are listed below:

(a) “*Biodiversity community.*” This broad group includes technical, scientific and cultural experts, as well as policymakers and civil society actors interested in biodiversity issues. GBO-5 is meant

² Document UNEP/CBD/COP/13/8/ADD2/REV1 prepared for the thirteenth meeting of the Conference of the Parties provides an example of the types of information from the national reports that could be included in the fifth edition of the *Global Biodiversity Outlook*.

to assist this community in better understanding the effectiveness of actions in support of the Strategic Plan for Biodiversity 2011-2020;

(b) *“Mainstreaming audience.”* Recent discussions regarding mainstreaming of the work of the Convention into key productive sectors, (agriculture, forestry, fisheries and tourism) and upcoming work at the fourteenth meeting of the Conference of the Parties on mining, energy, infrastructure and health show that these sectors are a key audience for conversations on the Convention. Therefore, GBO-5 needs to include sections and language that can reach out to these groups;

(c) *High-level decision makers.* Successfully achieving the Vision of the Strategic Plan for Biodiversity, and achieving on a post-2020 global biodiversity framework will require the engagement of this group. Without such engagement, bringing about the required policy changes across a number of sectors is less likely to be successful. This group contains several distinct audiences:

- (i) *Government Ministries.* Government decisions makers, such as Ministers, Assistant Ministers and their advisors, are a key group. They need to be made aware of the answers to the questions in GBO-5, and need to know the types of actions they can take to facilitate better policy interventions that will support the work of the Convention. Reaching those involved in decision-making in government ministries of finance, education, transport, infrastructure, natural resources, fisheries, and agriculture will be particularly important;
- (ii) *Private Sector.* Heads of major corporations or business and sectorial associations need to be made aware of the ways that their economic activities either contribute to or prevent the conservation and sustainable use of biodiversity. They need to know what is at stake for their business models should biodiversity loss continue and what actions are within their control to implement. While it will be important to target major corporation and business associations as they are capable of leveraging additional actions, it will also be important to reach out to the private sector generally;
- (iii) *United Nations Agencies.* Heads of United Nations Agencies need to be made aware of the impact of the Strategic Plan on their programmes and goals and the way that it underpins the achievement of the Sustainable Development Goals. Mainstreaming of the goals of the Strategic Plan into all work of the United Nations system should be communicated, along with the benefits this will provide. The focus here can be on the ways that achievement of the vision of the Strategic Plan for Biodiversity can assist in achievement of the 2030 Agenda.

(d) *Education sector:* Providing information to teachers, educators and organizations which regularly interact with children and students that they could incorporate into their classroom activities has the potential of reaching a large segment of the population. This would help to develop a greater understanding of biodiversity and its importance and directly contribute to not only Target 1 of the Aichi Biodiversity Targets, but also targets related to education for sustainable development;

(e) *Scientific community:* While the scientific community is, for the most part, already aware of the importance of biodiversity, GBO-5 could help to create ideas for future avenues of research. The linkage with the IPBES assessment process provides a new opportunity to reach out to the scientific community;

(f) *General public.* This group is segmented by a variety of factors and therefore, reaching the entire group will be a challenge. It includes the segments of the population which are already interested in environmental issues as well as those that are not. Ensuring that GBO-5 presents clear and easily understandable messages will be important in reaching this group. GBO-5 should seek to connect biodiversity and the achievement of the Strategic Plan with a few key core values;

(g) *Media.* The media is a communication multiplier and has the ability to amplify messages to all target groups. The report will communicate to media that biodiversity stories are relevant to a

variety of audiences. The work with media should complement the attempts to reach out to all target groups, as the media seeks to connect with these groups.

V. SITUATION ANALYSIS

11. In assembling the communications strategy, the following basic situation analysis should be considered and policies adjusted to take advantage of strengths and opportunities, and to minimize weaknesses and avoid risks:

(a) *Strengths:*

- (i) *GBO is an established brand.* GBO-5 will be the fifth assessment report issued by the Convention on Biological Diversity. Each iteration of the report has gained greater exposure and reception by global and regional audiences. Each report has been praised for being scientifically sound and credible. The integration of GBO-5 with the IPBES assessment process will further reinforce this credibility. This will make it easier to continue to expand the readership of the report;
- (ii) *The Convention on Biological Diversity enjoys a positive reputation.* The strong results of the tenth meeting of the Conference of the Parties in 2010, led to greater stakeholder engagement and involvement. Subsequent meetings of the Conference of the Parties, and the entry into force of the Nagoya Protocol on Access to Genetic Resources also represented great successes in engagement. The integration of many of the targets of the Strategic Plan for Biodiversity 2011-2020 with the 2030 Agenda also helped to solidify the role and place of the Convention on Biological Diversity in the United Nations system;
- (iii) *GBO-5 is linked to the follow up to the Strategic Plan.* The Strategic Plan for Biodiversity, as the key policy instrument for biodiversity for the international community, has a visibility and importance at the global level. Because GBO-5 is linked to the Strategic Plan, it will also benefit from this profile;
- (iv) *Data and information for GBO-5 comes from a variety of credible sources.* These include information from the sixth national reports, national biodiversity strategies and action plans, indicators provided by the partners of the Biodiversity Indicators Partnership, assessments and analysis undertaken by other United Nations agencies among others. The results of the IPBES global assessment, to be produced in 2019 will also represent a significant input. The strong credibility of this report will enhance the data for GBO-5.

(b) *Weaknesses:*

- (i) Historically, previous editions of GBO have been well received by the media and have received considerable attention. However, this attention is generally not sustained over time;
- (ii) While previous editions of GBO have been well received by the Convention's constituencies, it has been difficult for the information in the report to reach other audiences. As such the report's impact has been generally limited to the biodiversity community. GBO is by nature a global report. This means that its findings are not always perceived as being relevant at the national or regional level.

(c) *Opportunities:*

- (i) GBO-5 is released in the context of the closure of the United Nations Decade on Biodiversity (UNDB) and the implementation of the Strategic Plan. By the time GBO-5 is released, both UNDB and the follow-up to the Strategic Plan will be well-established outreach and policy instruments that should enjoy a relatively high degree of support and profile. GBO-5 can draw upon these to garner attention and profile;

- (ii) Biodiversity is growing in importance on the international agenda. Biodiversity is increasing in terms of importance and of linkages with other international environmental and sustainable development issues, including the 2030 Agenda, the Paris Climate Agreement, the Sendai Framework for Disaster Risk Reduction, and others. With the proposal of a Biodiversity Summit to be held in 2020 it is expected that this prominence will continue, and GBO-5 can take advantage of this growing awareness and support;
 - (iii) The fifteenth meeting of the Conference of the Parties is an excellent platform for the launch of the report. The meeting of the Conference of the Parties to the Convention to be held in China in 2020 represent a tremendous occasion to launch reports and to provide exposure to policymakers and high-level audiences. The presence of media also provides the opportunity for profile. If the launch can coincide with the fifteenth meeting of the Conference of the Parties, these opportunities will be realized, and the impact of the report can be multiplied;
 - (iv) The sixth national report is a more accessible document. The open and understandable format of the sixth national report, as well as its linkage to the proposed target-by-target assessment in GBO-5 offers and opportunity for linkages between global messages and targets, and national level targets and activities.
- (d) *Threats:*
- (i) Data and project is delayed. Delays to the project will lead to a need to reassess all parts of this communication plan, and could lead to severe reduction in the impact of the report;
 - (ii) Lack of funds to implement the Strategy. If this communications strategy is not sufficiently funded, the scope of launch activities will not be possible, and it will be difficult to attract attention to the report. If funds are not made available for the production of press kits and the video news release, then it will be difficult to reach out to the media around the world. If funds are not made available to support regional launches, UN Environment and the United Nations Information Centre (UNIC) will not be able to host journalists and regional actors in support of the launch;
 - (iii) Other products and assessments, or other media events take up the intended media space. If other assessments that deal with a similar topic are released at the same time, then there is a possibility that GBO-5 will have to share the space and its message will be diluted. Further, should a major media event happen during the launch, it will be hard to capture media attention.

VI. TOWARDS MESSAGES

12. Messages should be created and translated into all official languages of the United Nations, and made available to partners. The messages of GBO-5 will be developed over the course of the project. However, it is anticipated that there would be messages on:

- (a) The progress made towards achieving each of the Aichi Biodiversity Targets;
- (b) The impact of this progress on the positioning towards realization of the 2050 Vision of the Strategic Plan;
- (c) The ways that implementation of the Strategic Plan and progress towards achievement of the Aichi Biodiversity Targets contributes to the 2030 Agenda for Sustainable Development and to the resolution of issues that are high on the public agenda, including climate change, water and food security, disaster risk reduction, health, poverty alleviation;
- (d) The challenges that remain to be addressed in implementing the Convention; and
- (e) The ways that Parties and stakeholders to the Convention are taking steps that point the way to successful achievement of the goals of the Convention.

13. In communicating these, it will be important to align the messages with the approaches to messaging outlined in the Global Communications Strategy that was approved in decision XIII/22. This implies that messages should accomplish the following:

(a) Communicate the connections of people to biodiversity and should build the perception that people are connected to biodiversity in almost all aspects of their lives;

(b) Raise awareness not only of the threats of biodiversity loss, but emphasize the benefits of safeguarding it;

(c) Promote a sense of urgency for action to halt the loss of biodiversity, and encourage people to act now.

14. Above all else, messaging should promote a positive vision of the possibilities for action and emphasize the positive role that conservation and sustainable use of biodiversity can play for a sustainable future. Even messages that focus on challenges should emphasize the possibilities to be realized from positive action.

15. The messages should also highlight the vision of the Strategic Plan for Biodiversity 2011-2020 in the context of a longer time horizon, using the following principles:

(a) While the time for action is now, the most important horizon for action is for the middle of this century;

(b) By the middle of the twenty-first century, humanity should value, conserve, restore and wisely use biodiversity in a way that maintains ecosystem services;

(c) Actions should seek to sustain a healthy planet and deliver essential benefits for all people.

16. Messages should also link the follow-up to the Strategic Plan for Biodiversity 2011-2020 with specific national development priorities, demonstrating how achieving sustainable development at the national level requires integration of biodiversity into a number of issue areas including agriculture, forestry, fisheries, tourism, health, infrastructure and transportation.

17. Messages should clearly show the linkages between biodiversity and other sustainable development issues, with a focus on the Sustainable Development Goals. The 2030 Agenda for Sustainable Development, agreed by the 193 States Members of the United Nations, sets out an ambitious framework of universal goals and targets to address a range of global societal challenges. The linkage should emphasize the role of biodiversity in addressing specific challenges including water and food security, climate change, health, disaster risk reduction and others.

18. Messages should also urge target audiences to take action. In this light, it is important that the messages provide a list of specific actions that the target audiences can take to safeguard biodiversity and that there is guidance provided on how to take action. The tone should focus a positive message – indicating that action is possible. Audience research is a key element to any message customization, to ensure that the messages will be well received by different target groups.

VII. INFORMATION PRODUCTS AND THEIR DELIVERY

19. *Print Products.* The primary monograph for the report and its executive summary will be produced in the six United Nations languages. Should a publishing house be selected as a partner, distribution of the report will also be through their online and bookseller channels, with the Secretariat distributing the report at our launches and to our constituencies. If the Secretariat manages the distribution itself, then the selection of printers should include provisions for rapid dissemination of the report, including the possibility of printing the report in a number of regions, and dispatching from within the region itself. Regional summaries of the report should also be produced. Further details on this point are provided in the section on considerations for language and regional versions.

20. *Design files.* The design files for the publication should be made available from the GBO-5 website in order to facilitate the preparation of additional language versions by countries whose official language is not one of the six United Nations languages. The design files should also be made available to key partners in order to facilitate the preparation of related or complimentary reports.
21. *Website.* The website should include online versions of the report, the graphics of the report, datasets, and other multimedia products. The website should also have a mobile version for smartphones and tablets. The website should include summaries of media coverage and a forum for the posting of comments and discussion on the report. The forum could be managed through a consortium of partners.
22. *Multimedia.* A number of PowerPoint presentations on GBO-5 should also be prepared and made available through the Convention's website in the six languages of the United Nations. The possibility of convening or participating in relevant webinars will also be explored.
23. *Videos.* A video news release, including extensive b-roll footage should be created in all languages of the United Nations and distributed in advance of the launch, under embargo. The contractor hired to produce the video news release should assist in its dissemination, as should UN Environment and the DPI of the United Nations.
24. *Social media.* Social media channels, such as Facebook, Twitter, LinkedIn, Instagram, Vimeo, and Youtube, should be used to help to generate interest for the report and ensure that it reaches beyond the traditional biodiversity constituency. Content will need to be created and tailored for each of these. Careful liaison with other partners will be needed to ensure that all partners are also using their channels for the report. The importance of this will require the hiring of an independent contractor to implement the work in advance of the report launch.
25. *Datasets.* The datasets should be available in Excel and other formats, so that researchers may use these in other works. For case studies that are part of the main report, these should be available in structured formats, including possibly fact sheets.
26. *Charts and graphics.* All photos, charts and graphs to the report should be available in the six languages of the United Nations. Further, they should be available in resolutions and file formats that are suitable for web posting, use in PowerPoint presentations, use in videos, on social media and use in high resolution publishing. Photos need to be rights-free so they can be used by partners around the world.
27. *List of experts.* A list, including contact details and brief biographies of experts available for interview by the media should be created. The list should include experts from all United Nations regions. Similarly, Parties should be encouraged to identify national experts who could speak of biodiversity issues for national media outlets.
28. *Press kit and press releases.* A press kit, featuring the press release of the report, the executive summary, fact sheets and other materials, should be available in all languages of the United Nations and disseminated to all regional launches. Specific regional cases and materials should be prepared in collaboration with Regional Economic Commissions, UNIC and UN Environment regional offices. All press kits, including regional summaries should bear the same branding as the main report.
29. *Toolkits.* Toolkits for various audiences should be developed to help make the conclusions emerging from GBO-5 easier to incorporate into the activities and messaging of other organizations. Such toolkits can have a multiplier effect as they enable those not directly involved in the preparation of the report to easily disseminate its conclusions. The sourcing of resources for these kits can be through partnerships with other agencies including UN Environment, UNESCO and UNICEF.

VIII. CONSIDERATIONS FOR LANGUAGE AND REGIONAL SUMMARIES

30. Ensuring the existence of language and regional summaries will help expand the impact of the report to regional audiences. As with previous releases of the report, these regional summaries were well received. A number of issues need to be taken into consideration to permit this regional reporting:

- (a) All source files for the products need to be made available in a format that can be customized for regional language versions. Graphs and charts should be made in such a way that language can easily be switched out;
- (b) Regional photos need to be available. Photos should also be royalty free so that they can be easily reused in the different versions of the report;
- (c) Regional case-studies should be available not only for the main report, but also for Press kits;
- (d) Sufficient time needs to be provided for translations and typesetting;
- (e) Regional experts on the content of GBO-5 should be available to media at regional launches.

IX. PROPOSED ACTIVITIES AND LAUNCHES

31. Advance announcements and pre-launches. As data is being made available in advance of the release of GBO-5, opportunities should be made to publicise and make this available to the media. The timing of IPBES assessments is important in this regard:

- (a) IPBES thematic assessment on land degradation and restoration – IPBES-6 (March 2018);
- (b) IPBES regional assessment for Africa on biodiversity & ecosystem services – IPBES-6 (March 2018);
- (c) IPBES regional assessment for Asia-Pacific on biodiversity & ecosystem services – IPBES-6 (March 2018);
- (d) IPBES regional assessment for the Americas on biodiversity & ecosystem services – IPBES-6 (March 2018);
- (e) IPBES regional assessment for Europe and Central Asia on biodiversity & ecosystem services – IPBES-6 (March 2018);
- (f) IPBES global assessment on biodiversity and ecosystem services – IPBES-7 (May 2019).

32. Given the recommendation by SBSTTA that the final evaluation of the implementation of the Strategic Plan for Biodiversity should draw specifically on the IPBES assessments, all of the above will be relevant in the preparation of GBO, but, the IPBES global assessment will probably be most directly relevant (and it, in turn, will be informed by the four regional assessments).

33. At the same time, it is important to build momentum towards the report and not to fully exploit all messages in advance of the launch of GBO-5. Partners should consult with the Secretariat to ensure that the information which is released from the datasets is enough to generate attention, but not so much as to release the entire story.

34. *Launch of the main report.* If possible, the main report should be launched at a relevant meeting of the Convention on Biological Diversity. This would give it prominence and allow the launch to take advantage of the infrastructure of the meeting to promote the report. Provision should be made for a press conference that should be web streamed.

35. *Regional report launches.* At the same time as the main launch, regional launches should be held in all United Nations regions, using the facilities of UN Environment Regional Offices and United Nations Information Centres. National Focal Points to the Convention should be mobilized to provide support.

36. *Consideration of activities for high-level decision makers.* For the launches, and subsequent to this, it is important to link launch activities with ministerial and other high-level forums that may be taking place at the same time, like discussions towards a high-level summit on biodiversity. Using the

COP presidencies as facilitators, the findings of the report should make their way into the agenda of these meetings. Some kind of conference outcome or statement on the report could be made.

X. PARTNERS

37. *IPBES Secretariat.* The IPBES deliverables will be a key source of information for the preparation of GBO-5. As such there is an opportunity to develop supporting messaging and complimentary communication activities which highlight the importance of the IPBES process for the work of the Convention and vice versa.

38. *UN Environment regional offices.* Regional launches will require the assistance of UN Environment staff, both the biodiversity focal points, as well as information officers. These staff persons should facilitate the launch of regional versions of the report (in collaboration with UNIC's, as indicated below), including organizing launch events, managing interviews with local media, and ensuring dissemination of the report.

39. *United Nations Information Centres (UNIC).* UNICs are well placed to be locations for the launch of the report in the regions. In collaboration with Regional Economic Commissions, UN Environment and other relevant agencies, UNICs can become a hub for dissemination and publicity of the report. Similarly, the UNESCO National Committees could contribute to the development and dissemination of the report.

40. *GBO-5 Partners.* The agencies involved in the collection of the datasets for GBO-5, and for the preparation of any specialized analysis, including regional analyses, are important communication partners. These agencies should be available to comment on the report to the media, using the key messages.

41. *COP Presidencies (COP 13, COP 14 and COP 15).* A global launch should fully involve the COP presidencies. The presidencies for COP 13, 14 and 15 should be involved, to ensure that the messages of the report, as they are in preparation, during the launch and following the release, are highlighted. The presidency should be invited to make use of the GBO-5 messages and report in its own international, regional and national work to promote the Convention and its Strategic Plan. The COP Presidency could be a means to elevate the messages of the report to ministerial level meetings at the international level.

XI. TIMETABLE

1. Indicative timeline for the preparation of GBO-5

<i>Product/element</i>	<i>Deadline</i>
IPBES Regional Assessments	March 2018
National report deadline	18 December 2018
Draft Outline	December 2018
Preparation of first text elements	January 2019
IPBES Global Assessment	May 2019
Preparation of Zero	May-August 2019
Review by invited experts	August-September 2019
Revision of draft	August-September 2019
Peer review	October-December 2019
Development of graphic elements	November 2019
Revision of draft	January-March 2020

Translation into official UN languages	March 2020
Layout	March-April 2020
Printing and dispatch to launch events	May 2020
Launch of the main GBO-5 report	June 2020

XII. RESOURCE REQUIREMENTS FOR THIS COMMUNICATIONS STRATEGY

ITEM	DESCRIPTION	ESTIMATED COST (US\$)
Creation of website	Creation of website for GBO-5	15,000
Videos	Creation of a short video in support of the conclusions of the report, subtitles in all languages of the United Nations	15,000
Social media activities and media monitoring	Hiring of an independent contractor for a period of 6 months to manage GBO-5 social media activities and to follow up on media coverage	27,000
Press kits	Design of online press kits in all United Nations languages	10,000
Main launch of report	Costs of one staff member to travel to COP 15 to manage press event for the launch and cost of hospitality at launch.	18,000
Support to regional launches	Seed grants to regional offices of UNICS or UN Environment to hold launches	45,000
Sub-total		130,000
Programme support costs (13%)		16,900
Total		146,900

XIII. MEASUREMENT AND EVALUATION

42. The launch and dissemination of the report should be accompanied by a full evaluation including the work of an independent contractor using a suite of evaluation tools.

(a) *Media monitoring.* The number of references to the report in print, online, television and radio media should be catalogued. Press clippings books for global and regional launches should be collected. The persistence of the report in media coverage after the launch of the report should be considered, as should be the linkage of GBO-5 coverage with the coverage of other assessment reports. As this is a very labour-intensive activity, it is recommended that an independent contractor be hired, to carry out this monitoring, as well as to carry out the social media activities. For regional launches, the assistance of regional information officers from UN Environment or information officers from UNIC should be solicited. If resources are available, the services of a media monitoring organization such as the Meltwater Group should be considered. Other possible avenues for monitoring the impact of GBO-5 could include tools such as Google Trends and Google Read. Similarly, monitoring any social media platforms used to disseminate GBO-5 could provide an indication of the impact and spread of the report.

Depending on the resources available it may also be effective to contract local media monitoring agencies in those countries which are hosting launch events for the report. In conducting any monitoring, it will be important to consider both quantitative and qualitative information in order to gain an accurate picture of the impact of the reports;

(b) *Website statistics.* Visits to the GBO-5 website should be tracked. Detailed statistics including times on pages, exit pages, and other information that will track the use of the materials are also needed. Also under this heading, the traffic on any social media sites and Twitter feeds should also be considered;

(c) *Feedback from users.* A few months following the launch of GBO-5 a number of small focus groups, matching the target audiences, should be polled using online and telephone surveys. The focus groups should represent some of the main groups listed at the beginning of the communications strategy.
