



United Nations Decade on Biodiversity

SHAPING AND COMMUNICATING NEW NARRATIVES FOR BIODIVERSITY

**Regional Consultation on the Post-2020 Global
Biodiversity Framework for Central and Eastern Europe**

April 2019, Belgrade, Serbia



Convention on
Biological Diversity

Putting the Communications Plan into Action

- **New narratives**
- **Plan needs to resonate with all people**
- **Highlight positive benefits of biodiversity**
- **Demystify the language**



CBD Social Media Platforms

UN Decade on Biodiversity (Facebook): followed by 158, 300 people

Convention on Biological Diversity (Facebook): 10, 300 followers

Secretariat of the CBD (LinkedIn): followed by 4, 151 people

@UNBiodiversity on Twitter: 26, 500 followers

@UNBiodiversity on Instagram: 81, 500 followers.

- **LinkedIn:** Few followers compared to other UN organizations/relevant NGOs. But, highest rate of growth and highest rate of engagement (2.52%) of them all
- **Facebook:** Second-lowest number of followers, but highest rate of growth/second-highest rate of engagement (5.6%)
- **Twitter:** Doing exceptionally well – engagement rate between 0.33% and 1% is considered very high, CBD is at 1.3%
- **Instagram:** Dramatic growth in engagement rates (comments and likes).



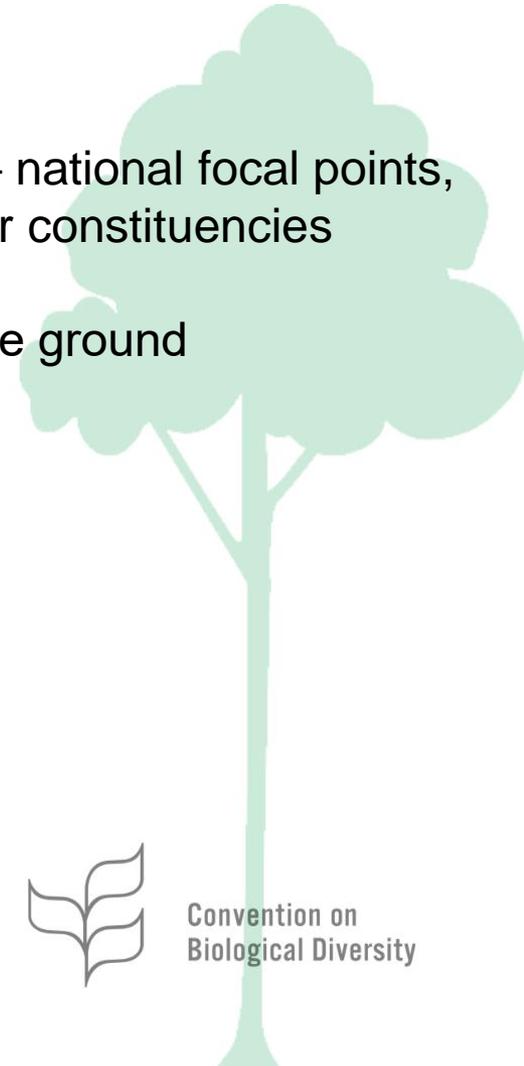
Sharm El Sheikh to Kunming Action Agenda for Nature and People

To galvanize biodiversity awareness, inspire nature-based solutions and build momentum towards COP 15 in China and the post-2020 global biodiversity framework

- Success requires engagement from Parties and partners – national focal points, partner organizations need to spread the word among their constituencies
- Action Agenda is best place to see what's happening on the ground



Convention on
Biological Diversity



What We Want to Know

- How should the post-2020 global biodiversity framework address issues related to communication and awareness?
- What is your experience with raising awareness of biodiversity and being exposed to communications on biodiversity (global/regional/national levels)?
- Successes/ failures (What works/what does not)
- Are you, as Parties, aware of what the Secretariat is doing in communications?
- How can we best support our focal points in their communication efforts?
- Would a quarterly newsletter highlighting Secretariat activities be a useful tool?
- What needs to be different in order to raise biodiversity awareness to support implementation of the post 2020 framework and enable transformational change?
- How do you think the post-2020 framework, its design, content and messages could help?
- What messages would you like to hear about biodiversity? What messages will resonate with people in your region? What visuals may help? How do you see the role of social media and other tools?

