

Living in harmony
with nature



United Nations Decade on Biodiversity



Convention on
Biological Diversity



Communication for the Post-2020 Biodiversity Framework

Asia Pacific Regional Consultation

Nagoya, Aichi, Japan

January 2019

Introduction



Communication is critical to the post-2020 process

We need to enhance engagement
and advocacy in order to garner
support and commitment



What do we need to communicate?



Value of biodiversity to human well-being

Implementing the Convention and achieving the 2050 Vision can ensure a future for all.

All need to take steps to build a sustainable relationship between humanity and nature.

“By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people.”

Barriers to action



People don't know what biodiversity is or why it matters for them.

People don't recognise the term "biodiversity" as being about nature.

People don't know what they can do, or what their governments are doing.

People feel that the Convention has not achieved what it is set out to do.



Some background



Cambridge Conservation Initiative

Bogis-Bossey Dialogues

UN Nexus Dialogues

World Economic Forum

Etc.



The solutions?



Get people excited about biodiversity

Enlarge and enhance coalitions

Tell inspiring stories about action and progress

Simple and persuasive language

Encourage action

Social media



The audience is important



There are many relevant audiences, not just one

We need tailored messages and different tools that are rooted in the unique profiles of each group.

We need to meet them where they are now, not where we want them to be.



The audience is important



Communicating the science

Science provides a clear link between human activity and biodiversity loss.

Key areas for action.



The audience is important



Communicating with the private sector



Businesses act in support of nature when it impacts their bottom line and supports the achievement of their business goals.

Need narratives that show that transformation towards sustainability is compatible with business goals.

The audience is important



Communicating with political decision makers

Building a political movement that identifies key moments and opportunities for organized actions with partners and leaders around the world.

Alignment of political tasks with actions that support the mainstream media in reporting on the movement.



The message must resonate



Make the topic simple and personally relevant

Offer meaningful strategies to activate individuals:

- Consider using “nature” as an alternative
- Inspire hearts and minds, with focus on solutions for concrete actions



Appeal to the heart as well as the mind



Connect to people's hearts by branding through a narrative of optimism, such as by showcasing local solutions and avoiding “doom and gloom” communications

the formula

$$\begin{array}{c} \text{♥} \\ \text{love} \end{array} + \begin{array}{c} \text{A} \\ \text{action} \end{array} = \begin{array}{c} \text{public} \\ \text{change} \end{array}$$

$$\begin{array}{c} \$ \\ \text{need} \end{array} + \begin{array}{c} \text{A} \\ \text{action} \end{array} = \begin{array}{c} \text{policy} \\ \text{change} \end{array}$$

what to say



less loss

Kill the extinction message. Loss generates apathy, not action.



more love

Celebrate our love of nature. It is the most powerful driver of public behaviour.



target need

Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.



add action

Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.



Make it easy to cooperate



Create a global movement engaging diverse groups of stakeholders to break down silos and bridge gaps between biodiversity conservation, sustainable development and other concepts.

Communicate a coherent, common message that:

- inspires a sense of urgency
- builds on organizational strengths and resources
- maximizes complementarity

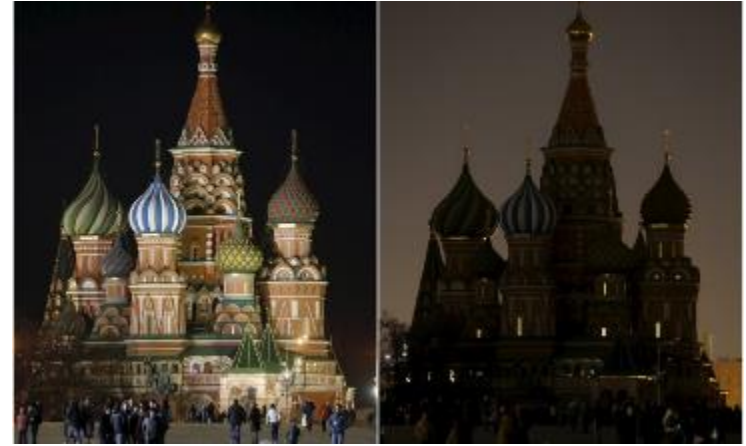


Open Source Model



Campaign model used in the People's Climate March and Earth Hour was effective

Enabling the work of actors who can act as multipliers



Previous success:

International Year of Biodiversity

Support of the negotiations process of the Strategic Plan for Biodiversity 2011-2020

Support for a strong deal in Nagoya, Japan



Previous success:



The Sustainable Development Goals

Linking with thought leaders
around the world.

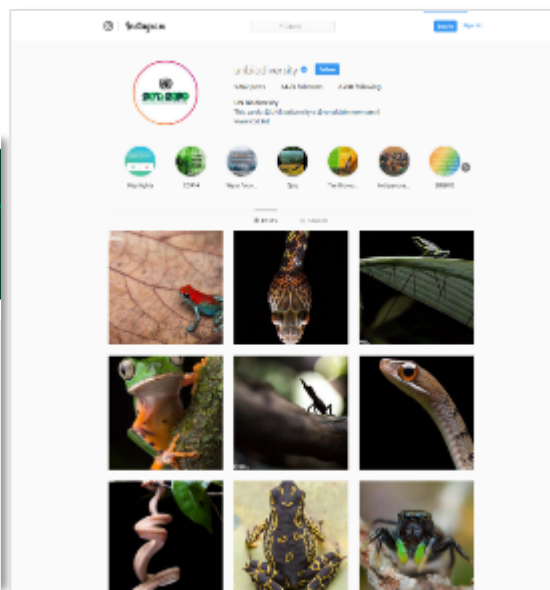
Branding of SDGs well thought out.



Secretariat support



- Communications materials and campaign to be developed
- New website with features supporting enhanced communication
- Social media platform expansion and enhancement
- Promote the Action Agenda



Existing narratives



#NATURE
FOR ALL



Sharm El-Sheikh to Beijing Action Agenda for Nature and People



1. Raise public awareness about the urgent need to stem biodiversity loss and restore biodiversity health for the sake of humanity and the global ecosystem;
2. Inspire and help implement nature-based solutions to meet key global challenges;
3. Catalyze cooperative initiatives across sectors and stakeholders in support of the global biodiversity goals.



The agenda and post 2020



Accelerate the transformations needed to achieve the three objectives of the UN Convention on Biological Diversity



Enhance implementation of the Strategic Plan for Biodiversity 2011-2020 in last two years

Support the design of a post-2020 global biodiversity framework



Rationale



We are destroying nature, our
life support system

We have the knowledge and the
skills to change this

Action of a magnitude
never seen before

From self-extinction, to survival
and thriving together, with all the
ecosystems and forms of life on
Earth



Vision



The **Action Agenda for Nature and People** is meant to inspire and take meaningful steps towards building a future global sustainable economy.

The Agenda is meant for the benefit, prosperity, and well-being of all countries and people to achieve the Convention's Vision of Living in Harmony with Nature by 2050.

The Agenda **will enable a paradigm shift** in the human-nature relationship: from abuse and neglect to respect, value and sustainability.

"By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people."

Online Platform



Map global efforts on biodiversity, estimate impact, and identify key gaps

The Action Agenda for Nature and People will highlight specific action areas linked to the UN Sustainable Development Goals

Initiatives from state and non-state actors to raise ambition are invited



Questions to guide discussions



- What is your experience with raising awareness of biodiversity (at national level)? Successes / failures? What do you expect to do differently in the post 2020 period in order to raise awareness to enable transformational change? How do you think the post-2020 framework could help?
- How should the post-2020 global biodiversity framework address issues related to communication? and how could the next two years be used to enhance and support the communication strategy adopted at the thirteenth meeting of the Conference of the Parties to the Convention on Biological Diversity? (Decision XIII/22) (Discussion document)



Thank you

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