



Convention on Biological Diversity

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GLOBAL BIODIVERSITY OUTLOOK 3

Draft communications strategy

Note by the Executive Secretary

I. INTRODUCTION

1. Global Biodiversity Outlook (GBO) has become an important information product of the Convention. Since its first publication in 2001, GBO is one of the main tools to communicate the achievements of the Convention, including implementation of its strategic plan and objectives at the national level, and strategies to move beyond its 2010 biodiversity target.
2. GBO was heralded as an excellent tool for communicating the importance of biodiversity and the Convention to researchers and students. Global Biodiversity Outlook 2, published in 2006, provided a concise view of the set of indicators for the 2010 target and the policies needed to achieve the 2010 target. The launch at the eighth meeting of the Conference of the Parties to the Convention on Biological Diversity generated media attention around the world. GBO-2 has since been seen as the primary communications tool to express the state of progress being made towards implementation of the Convention and achievement of the 2010 target.
3. The third edition will contain information on:
 - (a) Status and trends of biodiversity, including drivers of biodiversity loss and impacts on ecosystems and human wellbeing, and an assessment of achievement of the 2010 biodiversity target, complemented by storylines based on relevant examples and case studies;
 - (b) Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity;
 - (c) The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and progress made in mainstreaming biodiversity into the development agenda;

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(d) Actions for significantly reducing the rate of biodiversity loss, including considerations for a framework to set targets for implementing the Convention beyond 2010, taking the previous information into account.

II. AIMS AND OBJECTIVES

4. The aims and objectives listed below are provisional, and are subject to revision based on the discussions of the GBO-3 Advisory Committee, the Informal Advisory Committee for CEPA, and inputs from other partners.

5. GBO-3 will be launched in 2010 which has been declared the International Year of Biodiversity (IYB) by the United Nations General Assembly. The International Year will focus on the importance of biodiversity for human well-being, and will communicate success stories in achieving the 2010 biodiversity target. The publication of GBO-3 will be a central element of the communications strategy for the year, providing the main messages. GBO-3 will demonstrate, using case-studies and data from the framework of indicators, the extent to which the 2010 target was achieved in regions and ecosystems. It will thus point the way that Parties might need to act to realize the objectives of the Convention in the post-2010 period. Some of the goals for GBO-3 are listed below:

(a) **Highlight the importance of biodiversity for human well-being and achievement of the Millennium Development Goals.** This goal seeks to go further than those efforts already asserted by the Millennium Ecosystem Assessment. The role of biodiversity in providing ecosystem services will be underlined, and the direct consequences of biodiversity loss will also be considered;

(b) **Analyse the progress made towards the 2010 biodiversity target and point out gaps in knowledge and/or data.** In assessing the progress made towards 2010 at the different levels, GBO-3 will point out the strengths and shortcomings of existing tools for measurement. The goal is to point out directions for new research and additional efforts in the post 2010 period. Any indicator data will be framed in terms of its contribution to policy-relevant outcomes;

(c) **Demonstrate, using concrete examples, case-studies, and indicators, that there are successes in achieving the 2010 biodiversity target at regional and ecosystem levels.** In coordination with the communication strategy of the International Year of Biodiversity, GBO-3 will highlight successes in achievement of 2010 Biodiversity Target and cite GBO-3 as the place for the information on these achievements;

(d) **Point out what is required to maintain the successes in achieving the 2010 Target to date and build support for protecting these.** Gain recognition by the international community of the factors outside of the Convention that circumscribe the realization of the target. Governments will make commitments to continue some of the projects and initiatives that meet the 2010 target, They will announce these at the 10th meeting of the Conference of the Parties. At the same time of the launch, past and current presidents of COP announce their commitment to the 2010 Biodiversity Target and beyond, using GBO-3 as their reference point. The contributions of other processes to the success or limitations of achieving the 2010 target will be recognized by other bodies;

(e) **Obtain commitments from Parties to create National Biodiversity Strategies and Action Plans (NBSAP).** The emphasis will be to encourage Parties to build these within processes of consultation and collaboration with major stakeholders, to include references to the Ecosystem Approach, and the principles of mainstreaming as expressed in the Convention's Strategic Plan.

III. KEY MESSAGES

6. The key messages for GBO-3 will reflect the aims and objectives of the Convention and its 2010 target, and will become the key messages for the International Year of Biodiversity. These messages will be supported and demonstrated by reference to the data in the indicators and case-studies. Development of the specific content will only be possible following further development of the strategy for the International Year as well as approval from the Working Group on Review of Implementation of the Convention, the Conference of the Parties, and other bodies of the Convention.

7. Given the need to communicate these key messages to a variety of audiences, the writing team for the project will include experts in science and policy journalism. To ensure that the language versions communicate the messages effectively, they should not be simple translations of the English version, but rather adaptations of the text. For this reason, the project will engage writers in the other languages who can properly adapt the text.

8. The messages outlined below are provisional. Details may change as additional information on trends in biodiversity becomes available. Articulation of the key messages will also need to be considered in the light of the strategy for the International Year of Biodiversity. For now, they reflect the aims and objectives outlined above.

(a) *The 2010 target has been achieved for certain indicators in certain regions:* We need to protect these successes and build upon them for action in other regions. We can and have achieved sustainable development. Across the world, in certain regions and in certain ecosystems, governments, communities and stakeholders have achieved the 2010 target. Their successes point the way to greater achievements in a post-2010 world. These successes however are tenuous and we need to ensure that the conditions that permitted them to succeed are maintained;

(b) *The sub-targets and indicators for the 2010 target are tools for action at all levels. Global Biodiversity Outlook3 is based on the best available science.* The framework of indicators developed by the CBD demonstrates where the 2010 target was achieved, and its impacts. The further elaborated framework of indicators, formulated for action at the global level, provides a basis for policy making at regional and national levels. Countries and agencies have used the global framework as guidance for national or sub-regional target-setting and the development of monitoring frameworks;

(c) *The CBD is a toolkit for the world:* the tools needed to achieve the post-2010 target are already part of the Convention on Biological Diversity. Implementation of integrated management strategies must take place. The Parties to the Convention have created an entire suite of tools and indicators that can guide policy coherence at all levels. Policy coherence can be ensured if integrated management schemes become the norm. This includes taking the ecosystem approach into account in policy making, and ensuring that National Biodiversity Strategies and Action Plans are created, with the full participation of all relevant economic sectors. The successes of 2010 around the world are due to implementation of the tools of the convention;

(d) *All sectors can and must act now.* The solution requires the action of not just governments. Productive sectors need to be part of the solution. If we act now, we can reduce the rate of biodiversity loss. The costs will be higher and the chance of success smaller, if we wait.

IV. KEY AUDIENCES

A. *The general public*

9. Although GBO-3 will be read by a specialized audience, it should contain information and stories that will be of interest to the general public. The general public is the basis for the political support for implementation of the Convention on Biological Diversity at national levels. Moreover, individuals are expected to take the actions in their own lives that are needed to achieve the 2010 target. GBO-3 should help people understand why biodiversity is important, what is happening to it at a global level, what is being done to conserve and use it sustainably, and what the Convention on Biological Diversity does to contribute to this.

10. The general public is both a global and a local audience. In this sense, GBO-3 needs to provide a global message about biodiversity loss and the actions to achieve the 2010 target, but it also needs to explain this by telling local stories. Drama of the stories and the beauty of nature should be important points of focus.

B. *Parties to the Convention on Biological Diversity*

11. GBO-3 will provide Parties with information that supports the development of coordinated strategies towards implementation of the Convention at the national level. Relevant ministries and agencies should be able to draw on GBO-3 to help them prepare and implement coherent and comprehensive national biodiversity strategies and action plans (NBSAPs), and communicate their relevance to a broad audience. Therefore, GBO-3 will contain messages that promote the Convention to some of the ministries, departments, agencies and other bodies that are not yet engaged in biodiversity issues. Below we list some of the ministries for the targeting of messages.

1. Ministries of Environment

12. As the focal point for the work of the Convention on Biological Diversity, these ministries do not generally need to be convinced of the arguments in GBO-3. Rather, these ministries need advice and resources to “market” the messages of the Convention on Biological Diversity and GBO-3 to other Ministries listed below.

2. Ministries of Agriculture

13. Agricultural activities (land conversion, overexploitation, pollution from inappropriate fertilizer use, etc) are perhaps the most significant driver of biodiversity loss. Integration of biodiversity concerns into agricultural policy is absolutely essential to realizing the 2010 biodiversity target. Some national ministries are already aware of the relevant provisions of the Convention, but others are not. Communication with this sector should seek to provide information about the Convention on Biological Diversity, its congruence with other international initiatives and organizations engaged in agricultural issues and ways that biodiversity conservation can also contribute to food security, efficiency in production and other issues of concern for the sector.

3. Ministries of Natural Resources (fisheries, forests, etc)

14. The focus here can be on ministries which regulate activities in productive landscapes. The notion is similar to that mentioned for Ministries of Agriculture above – communicate the ways that the programmes of work of the Convention on Biological Diversity can contribute to more efficient and

sustainable use of resources in the sectors. The consequences of biodiversity loss for continued activity in these sectors should be another focus.

4. *Ministries of Trade*

15. Given the role of trade in some of the direct and indirect drivers of biodiversity loss, engagement of these ministries are crucial for transmission of the messages of the Convention to relevant sectors. GBO-3 will need to contain messages on the role of trade as a “vector” for invasive alien species, as a driver of biodiversity loss and as a solution to biodiversity loss. In this case, few ministries may be aware of the impact of the CBD on their activities and therefore some basic messaging will be required.

C. *Students and Youth*

16. Youth are the future decision makers of the world, the next scientists and the citizens whose actions will make a difference. Because this is a large and heterogeneous group, the best way to access them is through the education system and teachers. GBO-3 will provide materials that can be used by educators of primary, secondary and university students.

D. *International organizations*

17. Given that the post-2010 target is a strategy at the global level, requiring the involvement of international organizations, communication of the target and the tools for its implementation must be directed to the various institutions. The emphasis should be on finding the complementarities between the 2010 target and the goals of the other organizations. For all of these, a simple fact sheet which identifies the connections and a one page strategy document would be a good suggestion. The final report could also contain a section which addresses the linkages for these organizations.

1. *United Nations Environment Programme (UNEP)*

18. The focus will be on providing UNEP with the messages of the 2010 target for distribution and integration with their own campaigns. The role of UNEP as an agency that can coordinate action for the achievement of 2010. The linkages between GBO3 and the GEO publication can also be emphasized.

2. *United Nations Development Programme (UNDP)*

19. The Equator Initiative’s projects represent an excellent example of ways that local communities are conserving and sustainably using biodiversity and building capacity for the future. Their contribution to the achievement of the 2010 target should be emphasized. Indeed, some of these projects could be part of the case studies for GBO-3

3. *The Biodiversity-related conventions*

20. The Secretariats of the other biodiversity conventions: CMS, CITES, Ramsar, and UNESCO’s World Heritage Convention, are both an audience and a partner to the Convention on Biological Diversity. The issues raised by GBO-3 are the concerns of these conventions. GBO-3 and its data will also be a tool for these organizations in their relationships with their Parties and other partners. Opportunities for these organizations to use GBO-3 should also be taken into consideration.

4. *The Rio conventions*

21. Increasingly, the work of the Convention on Biological Diversity is being coordinated with the activities taking place in the context of the United Nations Framework Convention on Climate Change

(UNFCCC) and the United Nations Convention to Combat Desertification (UNCCD). A number of the drivers of biodiversity loss and the consequences of biodiversity loss have a bearing on mitigation of and adaptation to climate change, and are closely related to issues related to preventing land degradation. GBO-3 should be designed in such a way that it can be an information resource for these conventions.

5. *World Health Organization (WHO)*

22. The contribution of achievement of the 2010 biodiversity target to improved public health outcomes at the global level should be the main component of the messages that could be employed by WHO in their own work.

6. *Food and Agriculture Organization of the United Nations (FAO)*

23. The work of FAO is complementary to the work of the CBD in a number of areas. Agriculture is most notable, but work in agro-forestry, fisheries and invasive alien species are also shared areas of interest. In the past, FAO has been a contributor to some of the key indicator data, including the indicators on forests and agricultural data.

7. *United Nations Educational, Scientific and Cultural Organization (UNESCO)*

24. UNESCO's partnership with the Convention on Biological Diversity is multidimensional, encompassing work in the natural and social sciences and increasingly in the domain of the relationship of biological and cultural diversity. Important work should be done to ensure that the messages and data in GBO-3 can be used by UNESCO in their work, and that the messages communicate the partnership that is in development.

E. *Business Sector*

25. Engagement of the Business Sector is a new step for the Convention. GBO3 should build on the existing work of the Convention on Business and Biodiversity. GBO3 should provide examples of businesses whose actions are already contributing to the achievement of the 2010 target. For business organizations already engaged in the Convention process GBO3 should provide them with materials they can use to further develop their business case for biodiversity and their business practice. For those who are not yet engaged, the value of the business case for biodiversity should be asserted.

F. *Civil society organizations*

26. Civil society is represented by many different groups, including non-governmental organizations (NGOs) from a variety of sectors and indigenous and local communities (ILCs). GBO-3 will provide messages that civil-society organizations and representatives of ILCs can use to promote citizen engagement and mobilization. It will also provide tools for new directions for biodiversity management by these organizations

G. *The scientific community*

27. The acceptance and impact of GBO-3 will, to a certain extent, be a product of its scientific credibility. To this end, GBO-3 will emphasize that the science used for its preparation is peer-reviewed, and part of a universal dataset. GBO-3 should provoke a dialogue between scientists on the uses of the data sets and emphasize research needs in the science and policy interface for questions of human well-being and the role of biodiversity in underpinning ecosystem services. Young scientists should also be able to identify key directions for future research in support of the objectives of GBO-3.

V. CHANNELS

28. The channels below represent the products and routes for reaching all of the target groups above. For all channels, the strategy will need to ensure that regional differences are taken into account.

A. *Launches of the report*

29. The holding of high profile events upon release of the report will establish the credibility and importance of the report. Launches should be organized for multiple regions, should be linked to the events organized for the International Year of Biodiversity, and should be timed to take advantage of all activities taking place during the year. Opportunities to work with Partners for the launches should be encouraged.

1. *Launch of Scientific Findings at SBSTTA-14*

30. The occasion of SBSTTA offers the chance to release some of the main scientific findings of the report at the beginning of the International Year on Biodiversity. As SBSTTA will take place at UNESCO in Paris, it will be extremely important to involve UNESCO, as well as the other biodiversity science organizations in Paris, including Diversitas. Moreover, the French versions of the report should also be available.

2. *Launch of the Main Report on the International Day for Biological Diversity 22 May*

31. The Main report should be launched on IBD. The Launch should include the main report, the summary for decision-makers and ancillary products. The purpose of the launch will be to give Parties sufficient time to digest the results of the report and prepare to integrate its findings into the deliberations at COP-10 in the fall. The report should be launched in a major media centre therefore. London is a suggestion and therefore the major British partners should be involved.

3. *Regional Launches – UNEP*

32. All the regional offices of UNEP should also participate in the launches, by delivering the report, the message from the Executive Secretary.

4. *Launches at Scientific Partners*

33. Scientific partners should launch the report. Testimonials by key authors should also be included.

B. *Publication and distribution of information materials*

34. The report itself and its ancillary products are the main concrete output of the project. Therefore considerable attention needs to be given to the design, presentation and distribution of these reports. The print run for the project could be potentially in the tens of thousands of copies once all language versions are taken into account.

35. Given the high costs, both monetary and in terms of the carbon and ecological footprints of mass distribution and translation, the publication and distribution strategy for the materials should use the following principles;

(a) A partnership with a publisher who could shoulder the costs of production for the 6 United Nations languages versions;

(b) Any publication agreement should allow for the translation and printing of the document in local languages without additional royalties to countries;

(c) Printing and distribution should take place at regional and national levels wherever possible;

(d) Distribution via PDF formats should be encouraged, including a CD-ROM or memory key with all the documents included.

1. Monograph of GBO-3

36. The main volume of GBO-3 should be produced in all 6 United Nations languages. It should be an attractive design and should not be a long document. Long annexes on the data and case studies should be separate volumes or should be presented on the website. The writing team for this volume should include a science journalist who can ensure that the report is written in a language that makes it attractive to policy-makers.

37. To ensure that the language versions are attractive, they should not be simple translations of the English version. The project should engage writers in the other languages who can properly adapt the text to idiomatic and attractive versions.

2. Summary for decision-makers

38. This should be a short volume which compiles the main findings for decision makers, resembling the document produced for the Millennium Ecosystem Assessment.

3. Brochures of GBO-3 for targeted audiences

39. For the target audiences listed above, brochures which provide the key messages and satisfy the communication goals for each audience should be created. While a single template for all brochures would provide for a low cost, it is more important to create versions that serve the communication needs of the different target audiences.

4. Fact Sheets and Case Studies

40. As with the brochures listed above fact sheets and case-studies sheets need to be created to address the communications goals outlined for each of the target audiences above. The case-studies will be examples of achievement of the 2010 target at regional, national and sub national levels.

5. Educational materials for schools

41. As indicated above, Educators will be one of the main ways to reach school children. Therefore an educators kit should be developed that focuses on elaborating the main messages of the guide. Given the complexity of this portion, the content and mode of presentation should be determined following consultation with partners including the CEC of IUCN, UNESCO and other relevant agencies.

C. Website

42. The website of the Secretariat represents an extremely powerful and accessible platform for communicating the report and its findings. A Special section devoted to GBO-3 should be created on the CBD website, with the following elements:

- (a) *Electronic versions of the products listed above.* These should be in pdf versions, both a web version, as well as versions of a resolution suitable for printing. Versions of the source files can also be made available to facilitate the translation into local languages;
- (b) *Graphics and photos.* The graphics of figures and charts of GBO-3 should be made available in web and print resolution files, including .eps, to facilitate the use of these in other presentations and publications;
- (c) *Press Releases and other press kits.* The press releases and any video news releases should be made available;
- (d) *PowerPoint presentations.* “Decks” of slides of several lengths and in multiple languages should be created;
- (e) *GreenFacts online summaries.* GreenFacts has developed a well-established reputation for the production of high-quality, scientifically-sound summaries of documents. They produced a version of GBO-2 for the Secretariat. This should be repeated for GBO-3 and budget should be allocated for this;
- (f) Discussion forum on GBO-3.

D. Meetings/conferences

43. International events are opportunities for “mini-launches” of the report. At such events, GBO-3 should be presented in side-events, press conferences and other media forums and a kiosk should be displayed where copies of the report will be distributed. Relevant meetings should be identified well in advance and might include:

- (a) *CBD meetings.* GBO-3 should be the focus of side events at meetings of the SBSTTA, WGRI and other major working groups for up to a year after the launch of the main report;
- (b) *Meetings of the United Nations General Assembly.* GBO-3 will be a key document for the discussions at the high-level segment of the General Assembly in 2010 devoted to the International Year of Biodiversity;
- (c) *Meetings of other agencies.* Some of the possible events include the most high-profile meetings under the United Nations and its relevant programmes and agencies, as well as global treaties, such as the United Nations Framework Convention on Climate Change, the United Nations Convention to Combat Desertification, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on Migratory Species (CMS), the Ramsar Convention, as well as such organizations as IUCN;
- (d) *Other public conferences and tradeshows.* The report should be presented at science conferences, science journalism conferences, environmental business conferences and other relevant events. The mobilization of business partners in support of these is particularly relevant..

E. Media

44. The media will be the conduit for the transmission of the report to different audiences. General and specialized media (business, energy, agriculture, etc) should be engaged, both at the national and regional level. The presentation of case-studies of particular relevance to the specific geographic or sectoral area will provide specific, tangible stories that can be marketed to the different audiences.

Graphics and a variety of multimedia products should be made available to the media in order to facilitate communication of the main messages. Coordination with the media strategy for the International Year will enhance synergy and extend resources. Any media partnerships established for the International Year and GBO-3 should be harmonized. The following types of media should be targeted:

(a) *Print media.* The goal will be to generate editorial coverage on the day of the main launch and to sustain this in the months to come by focusing on the main messages and the case studies that illustrate these. Op-ed pieces, penned by the Executive Secretary and some of the main contributors, should also be issued at the time of release;

(b) *Broadcast media.* A video news release should be available in broadcast and web formats in multiple languages. Partnerships for documentaries on this should be encouraged, both through agreements directly with broadcasters, as well as with film festivals;

(c) *“New media”.* Environmental websites and weblogs (blogs) are important ways to build communities and transmit information. The report needs to be marketed to these and information presented in a format that facilitates posting and comment. The reach of Wikipedia should also be harnessed, although an editorial team should monitor any Wikipedia entries to ensure accuracy.

F. The Clearing-house Mechanism (CHM) of the Convention on Biological Diversity

45. The CHM is an extensive network of focal points and an electronic network for communication with partners. It represents a major channel for reaching many of the target groups above, particularly the Parties to the Convention. All the materials for GBO-3 should be made available through the Clearinghouse Mechanism and National CHM should be encouraged to disseminate. In particular, National CHM from developed countries should be encouraged to provide resources for further dissemination in developing country partners.

G. Partner organizations

46. Partners particularly those involved in the preparation of GBO-3, will represent an important communication channel. Most partners will be mobilised in the context of advisory groups. The indicative list of these partners includes, but is not limited to, the following:

(a) **GBO-3 Advisory Group.** Convened by the Secretariat, it will have the task of reviewing and providing advice on all steps of the project;

(b) **Informal Advisory Committee for CEPA (IAC-CEPA).** The IAC-CEPA will be given the mandate to review the communication strategy for GBO3 and to offer comments and suggestions. The IAC will also be asked to provide recommendations of potential partners in communications that can be brought on board for the project. There may also be the expectation that the IAC can mobilize resources specifically for the communication strategy;

(c) **Interagency-task force.** More detailed guidance on specific aspects of the preparation of GBO-3 will be provided by an inter-agency task force comprising representatives of the Informal Advisory Committee for Communication, Education and Public Awareness; the 2010 Biodiversity Indicators Partnership project; Indigenous and local communities; FAO; IUCN; UNEP; UNU; World Bank; World Resources Institute;

(d) **Publishing partner.** The partner would facilitate distribution of the information products for GBO-3 in different regional and sectoral markets and may also be asked to provide in-kind contributions to the production of some of these products. The partner should be selected on the basis of their global reach and experience with scientific and policy publications and multiple media;

(e) **Graphics/data visualization partner.** The Secretariat will need a partner with a proven track-record of graphics production and communication in multiple languages;

(f) **Indicators/scientific partners.** In most cases, the organizations and agencies coordinating the development of indicators are also the best organizations to communicate this information. The experience of these partners in communicating scientific evidence should be drawn upon in preparing the information on status and trends in biodiversity;

(g) **Educational partners.** Reaching out to school systems and school boards and developing presentations to school age children will require the expertise of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the IUCN Commission on Education and Communication (CEC) and others

(h) **Media Partners.** In order to reach audiences across regions and sectors, as well as to coordinate messaging with that of International Year, a coordinating body for both will be established which includes networks of media experts and organizations. Given its extensive network, the involvement of the Com+ Alliance of Communicators for Sustainable Development is recommended.

VI. TIMETABLE AND FUNDING REQUIREMENTS.

47. the timetable for production of GBO-3 and the table of indicative funding requirements can be found in the note by the Executive Secretary on the preparation of the third edition of the Global Biodiversity Outlook (UNEP/CBD/COP/9/15). Expenses related to the communications strategy are contained therein.

VII. REVIEW AND EVALUATION OF THE COMMUNICATIONS STRATEGY

48. The Communications strategy as outlined above is a first draft. It is expected that the document will change and grow as the work plan for GBO-3 is articulated and developed and as inputs are received from IAC-CEPA and other bodies.
