

6(b) NBSAP communication plans for EC

Regional Capacity-building workshop for Europe on national biodiversity strategies and action plans and mainstreaming biodiversity, Isle of Vilm, Germany, 27-30 April 2008



Biodiversity Action Plan – Supporting Measure 4: Public education, awareness and participation

Target:

- 10 million Europeans actively involved in biodiversity conservation by 2010
- 15 million Europeans actively involved by 2013

Action B.4.1.1.:

- Communications Campaign

Communication activities on Biodiversity

- **Biodiversity Campaign**
- **EU Biodiversity Action Plan**
 - Brochure and posters
- **Natura 2000**
 - Natura 2000 side event at CBD COP9
 - Natura 2000 Book
 - Natura 2000 Factsheet
 - Natura 2000 Video and clips
 - Updating for outreach of Biogeographical regions brochures, Europe's Nature for you, Conservation in Partnership
 - Natura 2000 Newsletter

Communications Campaign on Biodiversity

■ Preparatory work

- Scoping study – market research on campaigns
- Eurobarometer Survey on Europeans' attitudes to Biodiversity

■ Approach

- Combined centralised and decentralised

■ Timing

- April 2008 – Call for tender Phase 1
- Later 2008 – Call for tender Phase 2
- Duration: 2008, 2009 and beyond

Biodiversity Campaign approach

■ Phase 1:

- Corporate identity
- Key target audiences – working groups
- Strategies to promote specific issues
- Pan-European events, Testing on focus groups, Production

■ Phase 2:

- Centralised activities – Overall promotion, specific stakeholders, outreach in EU12
- LIFE+ funding of national and regional campaigns

Involvement of Member States

Ongoing:

■ Green Spiders' Network

- Environment ministries/Agencies in Europe communication officers and DG ENV /EEA

New - to discuss:

■ Internet based contact group

- Member States and DG ENV colleagues dealing with Biodiversity Communication
- For information, co-operation and co-ordination

Green Week 2008 « Only one earth »

3 - 6 June 2008 - Charlemagne Building, Brussels

3. Nature and Biodiversity Session

- 3.1. Biodiversity, ecosystems and the value we draw from them (3 June pm)
- 3.2. Where we stand on Biodiversity and the Ecosystem and what value we draw from them (4 June am)
- More information, including registration at <http://ec.europa.eu/environment/greenweek/home.html>