



IPBES/TF/CBG/WSP/2022/3/2

Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme 1 March 2022

Report of the online dialogue workshop with national and regional platforms engaging in IPBES: Communicating the importance of biodiversity for nature and people

I. Introduction

1. The workshop was held online 1 March 2022. It was organized in the context of the capacitybuilding work of IPBES¹ and aimed to facilitate a dialogue for sharing knowledge, best practices and creative tools for communicating the importance of biodiversity and nature's contributions to people.

2. The present document provides an overview of the discussions during the meeting, attendance, and the results of the evaluation of the meeting. More detailed information is available in the following documents² made available in section V: Annexes:

- Annex 1: IPBES/TF/CBG/WSP/2022/3/1 Agenda and organization of work.
- Annex 2: IPBES/TF/CBG/WSP/2022/3/Other/1 List of participants.
- Annex 3: IPBES/TF/CBG/WSP/2022/3/Other/2 All PowerPoint slides.
- Annex 4: IPBES/TF/CBG/WSP/2022/3/Other/3 Knowledge shared in group-discussions (Mentimeter).

II. Summary of discussions

A. Opening of the meeting

3. IPBES Chair Ana Maria Hernandez Salgar welcomed participants to the meeting. The head of the IPBES technical support unit on capacity-building, Ingunn Storrø, presented the agenda and objectives of the meeting.

¹ Supporting objectives 2 and 5 of the IPBES 2030 rolling work programme.

 $^{^2}$ All documents can be found on the meeting webpage: https://ipbes.net/events/dialogue-workshop-national-and-subregional-platforms.

B. Communicating for reach and impact about biodiversity and nature's contributions to people

4. Rob Spaull, head of communications in IPBES, and Kasia Popiołek, social media specialist in the IPBES media team, gave a presentation on communicating for reach and impact on issues related to biodiversity and nature's contributions to people. In their presentation, they gave an introduction to basic principles for effective communication, advice for how to work with traditional and social media, shared examples of successful communication events organized to support uptake of IPBES products, and provided an overview of the resources the IPBES secretariat can offer through its work on communication and capacity-building.

C. Sharing experiences – how can platforms communicate effectively on biodiversity across the science-policy interface

5. Juanita Chaves Posada from the Alexander von Humboldt Institute gave a presentation on the what, whom and when of the communication strategy for the Colombian national ecosystem assessment. During her presentation, she highlighted how they had worked throughout the assessment process to raise public awareness of the ongoing national ecosystem assessment and its importance for Colombia through among other the organization of trialogues with indigenous peoples and local communities, regional meetings on the report, and an official launch event. She also highlighted the effectiveness of videos and presentations in the communication campaign, and the importance of advocacy efforts to promote uptake of the assessment.

6. Nadia Sitas and Odirilwe Selomane from the Centre for Sustainability Transitions at Stellenbosch University presented the 'youth nature futures' project in Southern Africa. The project, which also has been undertaken in Brazil, aimed to engage with youth groups to explore nature futures and communicate these through creative communication of science. The presentation provided an overview of how youth groups through the project has been able to develop their own nature futures, and communicated these through a number of creative projects such as poems, murals and videos.

7. Isabella Sedivy and Bettina Walch from Plan Biodivers Ltd. presented the work they have been doing under the project "Mission B – for more biodiversity in Switzerland". In their presentation, they presented a number of examples of creative and successful communication from "Mission B" and highlighted the opportunities social media offers researchers and others seeking to inform the public about the importance of biodiversity. They also provided guidance on how such communication can be structured to increase its effectiveness, noting the importance of building a comprehensive story relevant to the audience, showing how the reader can contribute to address the problem presented, and building partnerships with individuals and organizations that can amplify the message.

8. All PowerPoint slides from the meeting are available in IPBES/TF/CBG/WSP/2022/3/Other/2.

D. Exploring creative tools for effective communication (group discussion)

9. Ingunn Storrø from the technical support unit on capacity-building introduced the group discussion and gave an introduction to Mentimeter, an interactive software used to facilitate the group discussion. The discussion was centred around four overarching topics:

(1) Effective communication

Participants shared a wide range of effective ways of communicating the importance of biodiversity and nature's contributions to people used by their platform, network or organization. Examples included developing infographics and videos tailored for different audiences, organizing forums and workshops with a wide range of stakeholders to build partnerships, building a presence on popular social media platforms, using local languages and working with celebrities and other influential individuals to reach new audiences.

(2) Creative tools and ways of communicating

Creative tools and ways of communicating recommended by participants included infographics, videos, podcasts, workshops, songs, art, quizzes, tea talks, competitions, and cookbooks.

(3) Reaching the general public

Participants identified a number of ways to make aspects of nature and biodiversity relevant to the general public. Examples and advice included showing how biodiversity loss impacts the everyday lives, incomes and livelihoods of the audience; demonstrating the links between biodiversity and human wellbeing; highlighting the relation between nature and climate change; building capacity on how the public can contribute by for example developing their gardens to support pollinators; and showcasing positive stories the readers can emulate.

(4) Supporting each other on communication

A number of ideas for what the participants as an IPBES community can do to support each other were proposed. Examples included continuing to organize sharing sessions like the one during this dialogue meeting; developing joint capacity-building and communication materials that are made available as online resources; and developing communication networks to share and amplify each other's messages.

10. A full summary of all written input provided to the discussion on Mentimeter is available in document IPBES/TF/CBG/WSP/2022/Other/3.

E. Closing of the meeting

1. In her concluding comments, IPBES Chair Ana Maria Hernandez Salgar thanked all participants for their valuable contributions during the meeting. Summarizing the discussions of the meeting, the Chair highlighted the key role played by national platforms and networks in communicating the importance of biodiversity and nature's contributions to people and encouraged further dialogue and cooperation between existing platforms and networks.

III. Participants

18. The meeting was attended by a total of 86 participants. The full list of participants is available in document IPBES/TF/CBG/WSP/2022/Other/1.

IV. Evaluation

19. Following the meeting, participants were invited to complete a short evaluation form. 38 participants completed the form.

20. In their evaluation, participants expressed high satisfaction with the meeting and highlighted its usefulness.³ All respondents indicated that they would like to see similar events organized in the future to facilitate further knowledge exchange and enhanced collaboration and to encourage the establishment and further development of national and (sub)regional platforms and networks.

V. Annexes:

³ Average usefulness of 4,5 on a 5-point scale, with 5 being 'very useful'.

Annex 1: IPBES/TF/CBG/WSP/2022/3/1 – Agenda and organization of work.



Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme

1 March 2022

Agenda

Online dialogue workshop with national and regional platforms engaging in IPBES Communicating the importance of biodiversity for nature and people

1 March 2022, 1:00 p.m. – 3:30 p.m. CET

Time (minutes)	Agenda Item
10 min	1. Opening of the meeting
	- Welcoming remarks by IPBES
	2. Agenda
	- Introduction to the meeting and its objectives
35 min	3. "Communicating for Reach & Impact about Biodiversity and Nature's Contributions to People"
	- Presentation by Rob Spaull, IPBES Head of communications
	- Q&A
30 min	4. Sharing experience – how can platforms communicate effectively on biodiversity across the science-policy interface?
	- Sharing examples of good storytelling
	"Communication Strategy: what, whom and when" – Juanita Chaves Posada,
	Alexander Von Humboldt Institute
	"Youth Nature Futures" – Nadia Sitas and Odirilwe Selomane, Centre for Sustainability Transitions
	"Mission B – for more biodiversity in Switzerland" – Isabella Sedivy and Bettina Walch, Plan Biodivers Ltd
5 min	Break
45 min	5. Exploring creative tools for effective communication (group discussion)
20 min	6. Summary of suggestions in plenary
5 min	7. Closing of the dialogue workshop

Annex 2: IPBES/TF/CBG/WSP/2022/3/Other/1 – List of participants.







IPBES/TF/CBG/WSP/2022/3/Other/1

Online dialogue workshop with national and regional platforms of the IPBES task force on capacity-building under the 2030 IPBES rolling work programme

1 March 2022

I. List of participants⁴

Participant	Affiliation
x x ·	Academia de Ciencias de la Republica
Juana Venecia	Dominicana
Reigna Belle Aguja	ACB
Cigdem Adem	Ankara Rivers Study Group
Clarissa Arida	ASEAN Centre for Biodiversity
Earl Paulo Diaz	ASEAN Centre for Biodiversity
Patricia Leuterio	ASEAN Centre for Biodiversity
Lise Goudeseune	BBPf/NFP Belgium
Paula Drummond	Brazilian Platform on Biodiversity and
	Ecosystem Services/BPBES
Carlos Joly	Brazilian Platform on Biodiversity and
	Ecosystem Services/BPBES
Gono Semiadi	BRIN
Isimemen Osemwegie	CABES University of Bonn
András Báldi	Centre for Ecological Research
Monica Viétnica Alegre González	CONABIO
Sofía Treviño Heres	CONABIO
	CONABIO (Biodiversity National
Carlos Galindo	

⁴ Based on self-reported data submitted when registering for the meeting. Participants that wish to revise or add submitted information may contact the IPBES technical support unit on tsu.capacitybuilding@ipbes.net.

	Commission)
Patricia Turpin	COPE
Yu Tian	CRAES
Nadia Sitas	CST
Mostafa Madbouhi	Département di Développement Durable
Lennart Kuemper-Schlake	Federal Agency for Nature Conservation
Judith Fisher	Fisher Research Pty Ltd / University of Western Australia
Pauline Coulomb	Fondation pour la recherche sur la biodiversité (FRB)
ASHA Rajvanshi	Formerly with the Wildlife Institute of India
Coline Léandre	Fondation pour la recherche sur la biodiversité (FRB)
Mariam Akhtar-Schuster	German IPBES Coordination Office
Spencer Thomas	Grenada
Sabina Khan	Helmholtz Centre for Environmental Research - UFZ
Liz Johanna Diaz	Ideam
Mohammed Sghir TALEB	Institut Scientifique, Mohammed V University in Rabat
Axel Paulsch	Institute for Biodiversity - Network e.V.
Rahanna Juman	Institute of Marine Affairs
Rodrigo Moreno Villamil	Instituto Alexander von Humboldt
Juanita Chaves Posada	Instituto de Investigacion de Recursos Biologicos Alexander von Humboldt
Jessika Carvajal	Instituto Sinchi
Isabela Katime	INVEMAR
Hilde Eggermont	IPBES Belgian Focal Point/ Belgian Biodiversity Platform
Ana Maria Hernandez	IPBES Bureau
Ala Rotaru	MEPIU
Eugenia Arguedas	MINAE
Yro Hyacinthe TIE	Ministère de l'Environnement et du Développement Durable
Rob Hendriks	Ministry LNV
Ditta Greguss	Ministry of Agriculture
Ana Kobaslic	Ministry of Economy and Sustainable Development, Croatia
Jelena Uros	Ministry of economy and sustainable development, Croatia

Nith Chhin	Ministry of Environment, Cambodia
Somaly Chan	Ministry of Environment, Cambodia
Isuf Fetai	Ministry of Environment and Physical
Isui retai	Planning, North Macedonia
Yuliya Grigorova-Ivanova	Ministry of Environment and Water, Bulgaria
Saurabh Upadhyay	Ministry of Environment Forest and Climate Change, India
John Samad Smaranda	Ministry of Environment, Waters and Forests, Romania
Dusan Ognjanovic	Ministry of Environmental Protection, Serbia
Jelena Ducic	Ministry of Environmental Protection, Serbia
Kevin Bhajan	Ministry of Planning and Development, Trinidad and Tobago
Merit Otsus	Ministry of the Environment, Estonia
Vinod Mathur	National Biodiversity Authority, India
Joeni Setijo Rahajoe	National Research and Innovation Agency, Indonesia
Olusegun Michael Ogundele	Nigerian Science Policy Platform on Biodiversity Ecosystem Services- NiPBES
Anne Martinussen	Norwegian Environment Agency
Phuttatida Rattana	Office of Natural Resources and Environmental Policy and Planning, Thailand
Machteld Schoolenberg	PBL Netherlands Environmental Assessment Agency
Isabella Sedivy	Plan Biodivers
Bettina Walch	Plan Biodivers
Ruliyana Susanti	Research Center for Biology- BRIN
Abraham (Han) de Koeijer	Royal Belgian Institute of Natural Sciences
Anne-Julie Rochette	Royal Belgian Institute of Natural Sciences - CEBioS
Chou Phanith	Royal University of Phnom Penh
Guido Saborío	SINAC
Ferozah Conrad	South African National Biodiversity Institute (SANBI)
Ivan Koubek	State Nature Conservancy of SR, Slovakia
Odirilwe Selomane	Stellenbosch University
Cecilia Lindblad	Swedish Environmental Protection Agency
Eva Spehn	Swiss Biodiversity Forum, SCNAT
Sarah Weiskopf	U.S. Geological Survey National Climate Adaptation Science Center

UNDP
UNEP-WCMC
Université de Lubumbashi
WABES/CABES
West African Science Service Center on Climate Change and Adapted Land Use (WASCAL)
N/A
Head of work programme
Head of Communications
Junior professional officer
sumor professional officer
Social media specialist
•
•
Social media specialist

Annex 3: IPBES/TF/CBG/WSP/2022/3/Other/2 – All PowerPoint slides.



Communicating the importance of biodiversity for nature and people

Dialogue Workshop for Regional & National Platforms

www.ipbes.net

UN@ environment programme



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Communicating for Reach & Impact

Dialogue Workshop for Regional & National Platforms

1 March 2022

Rob Spaull IPBES Head of Communications

www.ipbes.net

UN 💮	Â
environment programme	unesco



Outline

- 1. Introduction
- 2. Basic Principles
- 3. 'Traditional' Media
- 4. Social Media
- 5. Conclusion
- 6. Q&A









Strong Foundations

Know about IPBES & its mandates

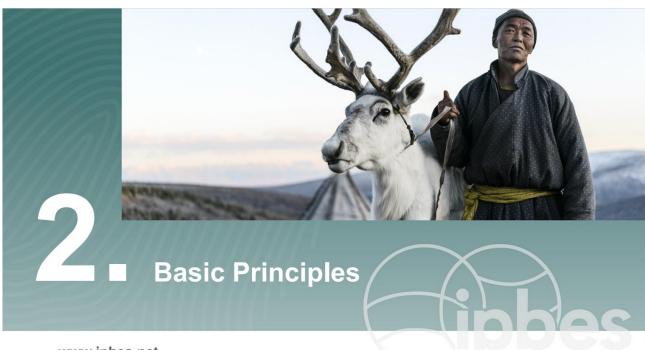
- Credible Independent Science, Evidence and Expertise
- Policy relevant never policy prescriptive
- Widest range of disciplines, knowledge systems and voices
- Know what YOU want to achieve and how you will measure success
- Theory of change
- Establish baselines then track, report and adjust

Be realistic about your resources

Staff

- Time
- Equipment
- Budget
- Languages



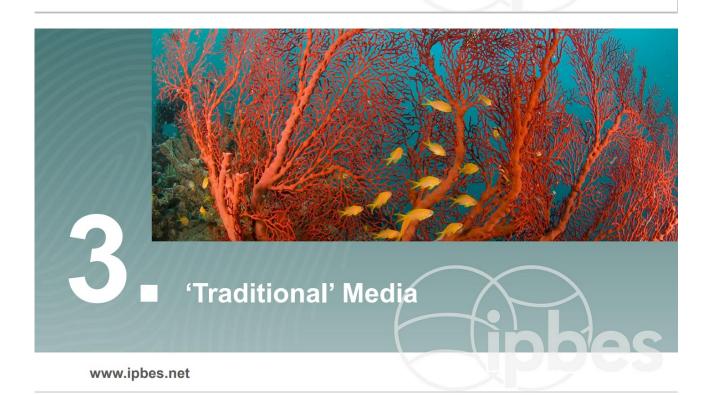


www.ipbes.net

Basic Principles

- Reach vs. Impact
- Segment & Prioritize your Audience
- Choose your Channels
- Tell your Stories (but link to news!)
- Promote your People (NFPs and Experts)
- Use your networks & allies
- Make it Real & Make them Care



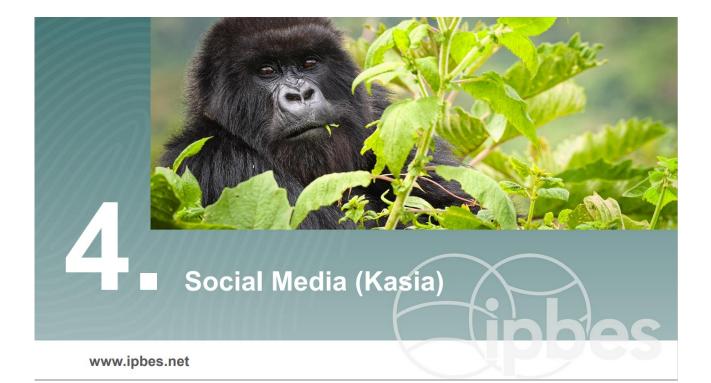




- Decide on your Contact Person
- Build & Maintain Media Contacts Use your Networks!
- Add Value (localize; link to experts & offer comment)
- Media Monitoring (Free & Paid) Use your Networks!
- **Choose How:** ÷.
 - Email/MailChimp (Avoid SPAM) 0
 - Website

 - Newsletter
 Community Radio





Social Media: Where To Start





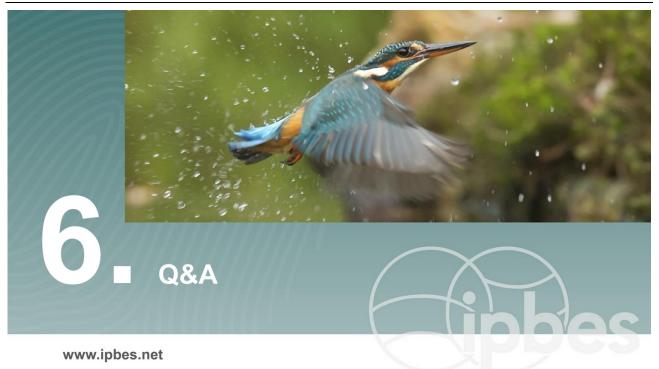




Conclusion

- Uptake Events
- IPBES Can Help (experts; global processes; material & advice)
- Amplify News
- Build Capacity (esp. of media)
- Impact Tracking
- IPBES Stakeholder Networks
- media@ipbes.net









National Assessment of Biodiversity and Ecosystem Services of Colombia

Communication Strategy: what, whom and when Juanita Chaves Posada 1 March 2022



Communication strategy



1. Public awareness: Scoping document, drafts and final documents









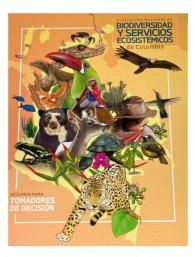


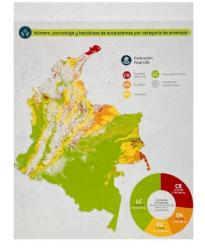
Communication strategy



Public awareness:

Official Launch Regional meetings Infographics and publications





Communication Strategy



2. Lessons learned: Videos and presentations

Basado en su experiencia, cuáles son as principales ventajas y limitaciones de la metodología IPBES para el desarrollo de evaluaciones nacionales de piodiversidad y servicios ecosistémicos?





Communication Strategy



- 3. Advocacy: National and international
- National IPBES Committee
 Prioritize key messages identify collective actions
- National IPBES Committee + negotiators GBF Presentation and dialogue with authors
- Congress and Presidential Candidates Socialize key findings (10 key questions and answers)
- National Development Plan (2022-2026)





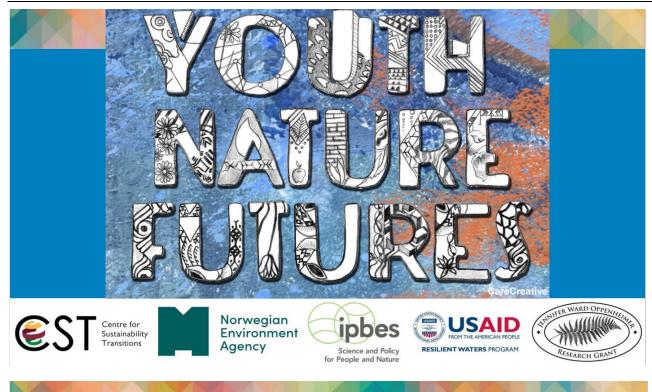


Fι ͻͳι

Dr Odirilwe Selomane Centre for Sustainability Transitions, South Africa nadiasitas@sun.ac.za, odirilwes@sun.ac.za www.youthnaturefutures.org







Outline

History of the projects

Aims and objectives of the Youth Nature Futures projects:

- Engage with youth groups in southern Africa & Brazil
- Explore Youth Nature Futures
- Creative communication of science
- New collaborations

Discussion on the role of youth in science-policy and sustainable and just development processes

CST - futures thinking meets IPBES

- History of creative futures work, e.g. Seeds of Good Anthropocenes
- Multi-level engagement with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)



Intergovernmental Science-Policy platform for Biodiversity and Ecosystem Services (IPBES)



IPBES/TF/CBG/WSP/2022/3/2



(Re)imaging youth nature futures





www.youthnaturefutures.org

(Re)imagine Nature Futures

Are you part of a youth organization or network? Are you feeling the impacts of environmental change? What do you think the future holds for southern Africa? What do your friends think? Tell us about it.

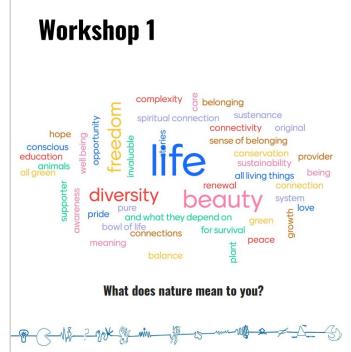
ipating Youth Organizations





IPBES/TF/CBG/WSP/2022/3/2





Workshop objectives

- 1. Introduce the IPBES assessments
- 2. Explore the impacts of environmental change in the lives of young people in southern Africa.
- 3. Connect youth groups in the southern Africa region with each other.



Workshop 2

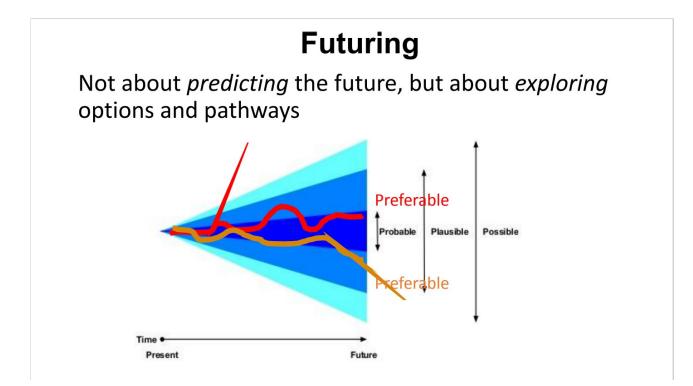


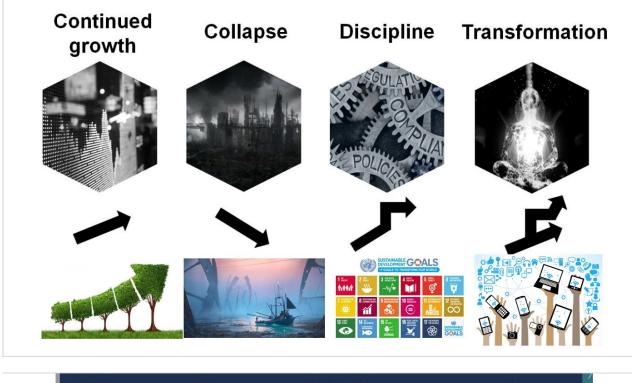
What do your nature futures look like?

Workshop objectives

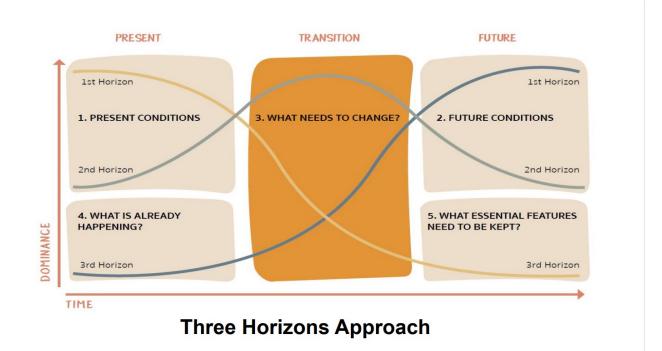
- 1. Enhance futures literacy among youth activists
- 2. Surface different visions of nature-futures for southern Africa
- 3. Explore different ways of getting to these desired futures
- 4. Launch an art competition for southern African youth groups to creatively express their visions of nature-futures.

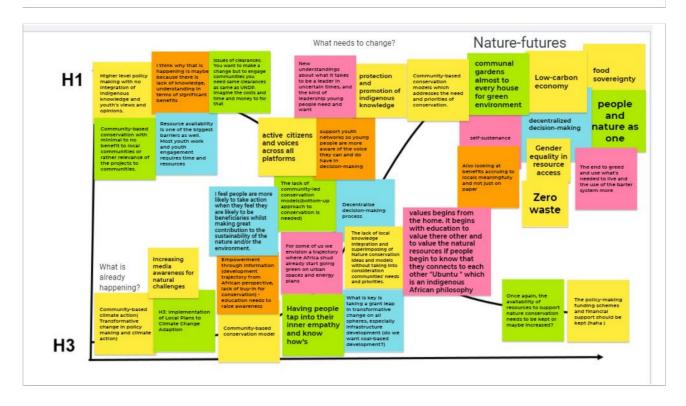








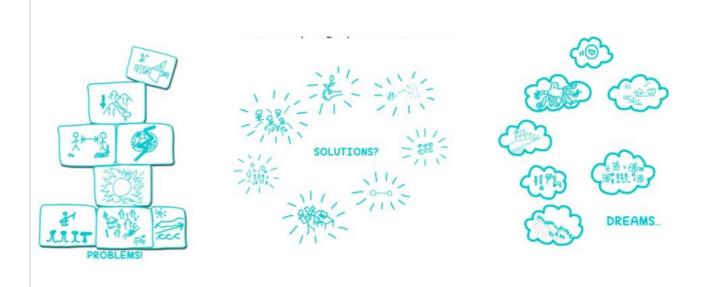




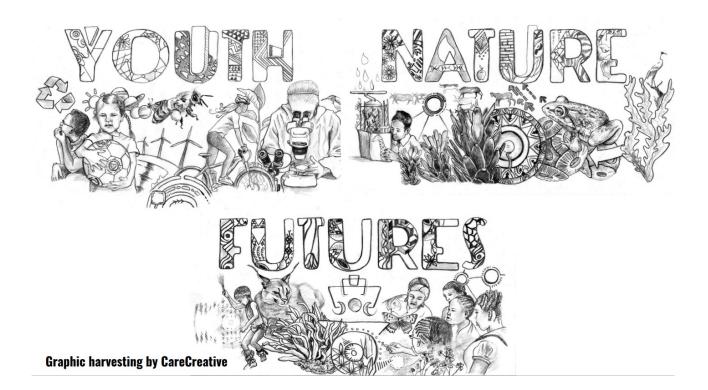


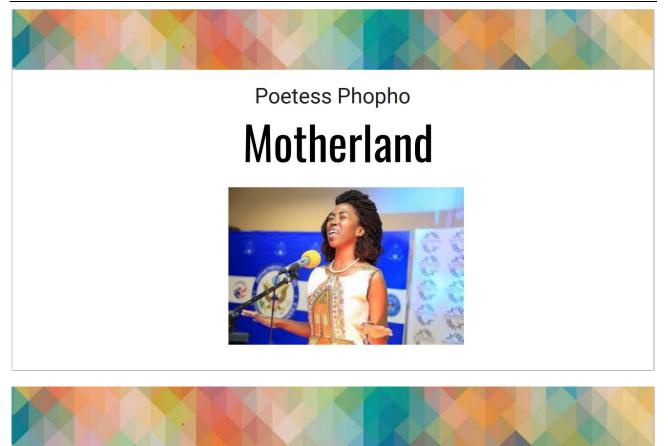


Creative harvesting



Graphic harvesting by CareCreative





YNF in Brazil

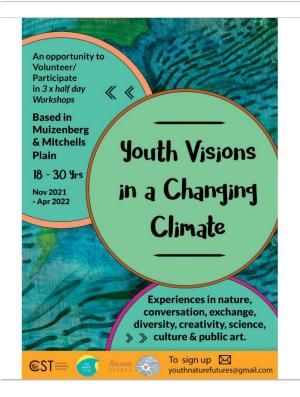
(re):pensa – criando visões artísticas de futuros desejáveis

Dr Juliana Farinaci (Akarui) & collaborators

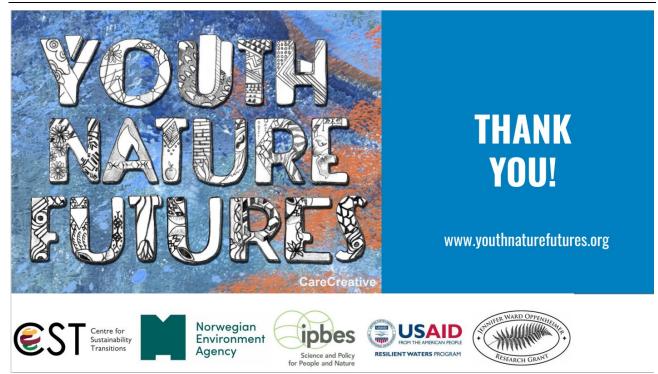
https://youthnaturefutures.org/youth-nature-futures-in-brazil/

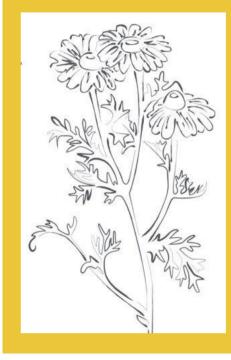
Ways of working: heads, hearts and hands

- Naming power relations, working productively, authentically, ethically and with care?
- Correct histories & legacies
- Epistemic justice
- Incentivise Southern-based intellectual leadership on their own terms
- Inclusive language new vocabularies
- Challenge global knowledge hierarchies
- Composition of the team pluriversal lived experiences and perspectives
- Resource allocation
- Division of labour, equitable benefits, intellectual leadership









How to communicate Biodiversity and the urge of acting now?

Isabella Sedivy, biologist and documentary filmer Bettina Walch, communication and project manager

Plan Biodivers Ltd, Switzerland and Liechtenstein Specialised in environmental communications and strategies



Biodiversity as a main topic on TV, Radio and Online for one and a half years



Tierfreundlich mähen Blumenwiese richtig mähen – für mehr Artenvielfalt



Religion und Natur «Die Schöpfung bewahren heisst, der Natur mehr Raum zu geben»



Invasive Neophyten Einheimische Alternativen zu invasiven Exoten



Quiz – wie gut kennen Sie unsere Gartenvögel?



Im Einsatz für Biodiversität Ein stillgelegter Bach kommt nach 70 Jahren wieder ans Tageslicht



Klimawandel Im Wald der Zukunft



Im Einsatz für Mission B Biodiversität – eine Nebensache wird zur grossen Leidenschaft



Neuer Bericht Dem Schweizer Wald geht es gut, doch der Klimawandel macht Druck

Biodiversity as a main topic on TV, Radio and Online for one and a half years



 Auf mission B» – Tragt hier eure Flächen ein
 Auf missionb.ch könnt ihr Flächen eintragen und auf einer interaktiven Schweizer-Karte den Stand des Projekts erkunden.
 Gesehen

Almost 2 Million squaremeters



Facebook-Gruppe Werdet Teil der «Mission B»-Community Tauscht euch aus mit anderen Interessierten. Gemeinsam machen wir die Schweiz biodiverser!

More than 8000 members

2019 - 2020

Biodiversity in the Swiss print media

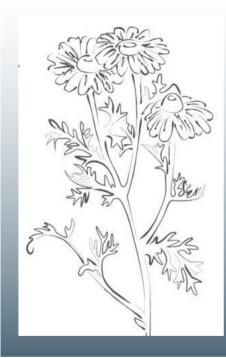
Jahr	Deutsch	Französisch	Italienisch	Total
<mark>2010</mark>	670	659	177	<mark>1506</mark>
2011	364	330	108	802
2012	385	283	103	771
2013	359	275	125	759
2014	281	206	50	537
2015	366	296	46	708
2016	397	246	52	695
2017	427	297	52	776
2018	494	322	88	904

2010: UN-decade 2011-2020 «Biodiversity»



Biodiversity in the Swiss print media

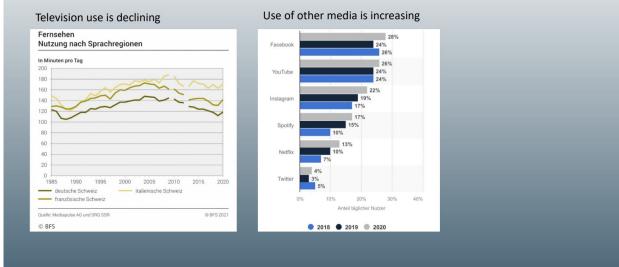
Jahr	Deutsch	Französisch	Italienisch	Total	
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2011	364	330	108	802	Global report:
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2014	281	206	50	537	SRF-project
2015	366	296	46	708	«Mission B»
2016	397	246	52	695	
2017	427	297	52	776	
2018	494	322	88	904	2021: Start of the new UN-Dekade
<mark>2019</mark>	952	638	130	<mark>1720</mark>	Ecosystem restoration
2020	616	668	219	1503	UNITED NATIONS DECADE ON
2021	593	611	147	1351	ECOSYSTEM
(17.8.21)					RESIURATION 2021-2030



How to communicate Biodiversity?

don't wait for the classical media "some specialised journalist will understand and cover the subject"

Media in transition - not only in Switzerland



Media in transition

Shift from:

- ♦ Print ➤ Online
- ☆ Linear TV ➤ Youtube, Facebook, Instagram, etc.
- > Less money from advertisements, more competition for attention
- ☆ Less money ➤ staff reduction
- ☆ Less time ➤ more fast stories ➤ less specialised journalists ➤ more allrounders
- > Less time for complex topics such as Biodiversity

New possibilities for scientists

The traditional way:

- Scientist writes publication
- Journalist reads publication
- Journalist tells the story in the Newspaper, Radio, TV

The new possibilities:

The web and Social media are open for everyone, so why not communicate directly to the public?



Some tips, how to tell a story about a complex topic

If you want to reach people, you always have to tell a story

- Give a reason why anyone should care
- Share knowledge, bit by bit
- Show ideas, how things can be changed to become BETTER

Each scientific publication can be told as a story

Biodiversity in the city



Promoting wildflower biodiversity in dense and green cities: The important role of small vegetation patches

Kevin A. Vega^{a,b,±}, Christoph Küffer^{a,b}

⁸ ETH Zürich, hutinate of Integrative Biology, Universitätutrasse 16, Zürich, 8092, Switzerland ^b Eastern Switzerland University of Applied Sciences, Institute for Landscape and Open Space, Rappersoid, CH-8640, Swit

ABSTRACT

ARTICLE INFO

The convertision and promotion of biodiversity in turbus parsechas becomes over convert no turbus growning, at citica continue to describ, however, when grows parses networks controls and wards the quickand. Many hope the wildflowever, and with them also familiarity discussion of a source of the quickand. Many hope the represensation of the source of the source of the source of the source of the quickand. Many hope the wildflowever, and with them also familiarity discussion of a source of the quickand. Many hope the address these to concerns, we array-respond and the source of the so

The story on facebook has reached 330'000 persons



🕐 1.9 Tsd. 107 Kommentare 1.2 Tsd. Mal geteilt

...

Kanton Aargau ★ Favoriten + 17. Juli + ⊙

Kleine Biodiversitätsflächen mit grosser Wirkung: Auf allen kleinen Flächen (kleiner als 20 Quadratmeter) zusammen fanden sich ungefähr gleich viele Pflanzenarten wie auf grossen Flächen. Dies obwohl die kleinen Flächen nur gerade 3,4 Prozent der gesamten Grünfläche betragen.

Viele kleine Fördermassnahmen zeigen also in der Summe eine grosse Wirkung für die untersuchten Arten, besonders wenn sie miteinander vernetzt sind. Mit dem Einrichten einer wilden Ecke im Garten, der Entsiegelung eines Vorplatzes oder dem späten Schnitt eines Wiesenstücks kann jeder und jede etwas zu mehr Biodiversität im Siedlungsraum beitragen.

Die Studie finden Sie unter https:// www.sciencedirect.com/science/article/pii/ S1618866721001904 und mehr Informationen zur Förderung der Biodiversität im Siedlungsraum finden sie auf https://www.naturfindetstadt.ch/de.

Climate change in our backyards

Die klimaangepasste Hecke



Kanton Aargau

Warum die Thuja-Hecken sterben und wie man sie durch etwas besseres ersetzt:

 Die Thuja gehört zu den beliebtesten
 Heckenpflanzen der Schweiz, doch ihre Tage sind gezählt. Der Klimawandel macht ihr zu schaffen,
 Krankheiten und Fressfeinde suchen die geschwächten Lebensbäume heim. So bieten viele
 Thuja-Hecken ein trauriges Bild.

So können Sie eine Thuja-Hecke sinnvoll ersetzen:

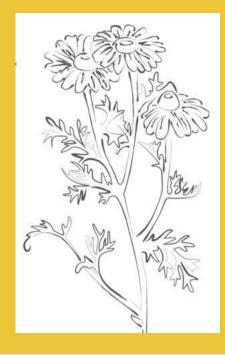
 Die radikale Lösung: die ganze Hecke entfernen und eine Hecke mit verschiedenen Wildsträuchern pflanzen. Sie brauchen weder Dünger noch Bewässerung und lassen sich einfach zurückschneiden.

 Die sanfte Lösung: nur die kranken Sträucher entfernen und ersetzen. Das ermöglicht eine langsame Umstellung, funktioniert allerdings nur dann, wenn die Hecke noch relativ jung ist und die Wurzeln nicht zu sehr ineinander verwachsen sind.



Das klimaangepasste Dach





How to communicate Biodiversity and the urge of acting now?

Share your knowledge, Tell you story



Share your knowledge Tell your story

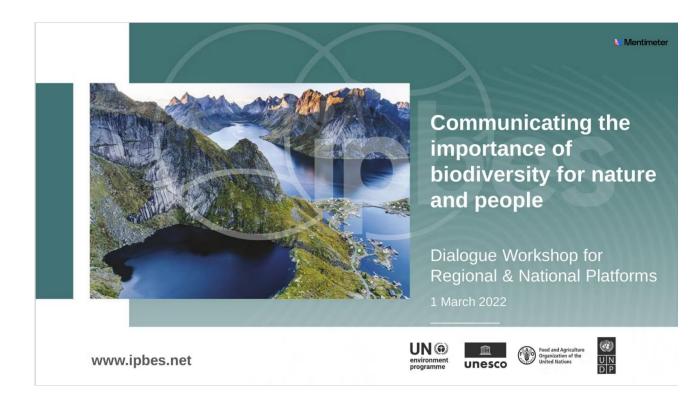
Not all at once, but BIT by BIT

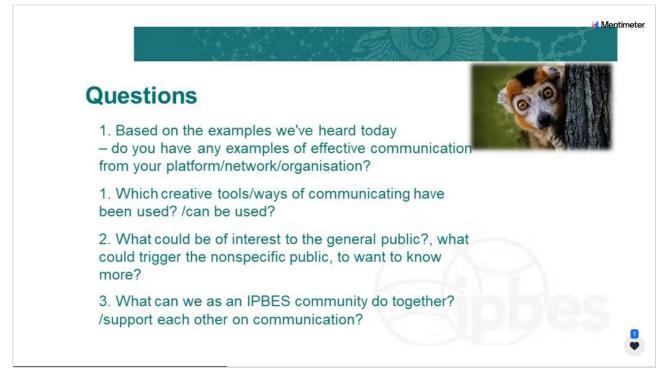
- What is it, that you want people to know?
- What is it, that makes your friends and families or imagined indifferent people listen?

Your possibilities on Social Media

- Create your own posts
- Read articles about your research field
- Read the comments and learn, what the public thinks and how they can be convinced
- Write your own comments or retweets, share your knowledge

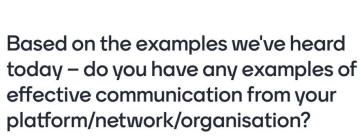
Annex 4: IPBES/TF/CBG/WSP/2022/3/Other/3 – Knowledge shared in group-discussions (Mentimeter).





Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

Summary sheets	Workshop	Relay on nationa media
BE campaign #togetherforbiodiversity	Website pages	#ensemblepourlabiodiversite Belgium ensemblepour la biodiversité.be
I like the Videos of the World Economic Forum on Linkedin and I could imagine, this cold be a good example for IPBES	Yes, we have a good example of effective communication with the Brazilian Thematic Report on Pollination and Pollinators	Infographics and videos for different audiences on the importance of biodiversity and ecosystem services.









Mentimeter

Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

Development of a logo (e.g. for ONet)	Yes we have examples of effective communication	Aligning comms with an existing policy discussion /event and not creating a standalone event
The German IPBES Coordination Office organizes a national ipbes forum just a few weeks ahead of an IPBES plenary to nform about ongoing IPBES work and	Factsheets on IPBES results	Webinars are mostly used over the last two years
exchange views with national stakeholders in preparation of the negotiations.	Organize short, targeted online meetings fosusing on a specific output, such as explaining how to submit comments to	We have over 100 biodiversity partners to
Biodiversity contests	IPBES documents as a government/institution/priveate person. Audience: West African NFPs & other stakeholders (WABES/CABES projects)	work with. We use social media, newsletters and featured web articles to enhance internal communication of each other's works and their latest updates (which also go to external audience).

Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?



Videos from Biodiversa funded projects (some have over 3000 views): https://www.youtube.com/channel/UCw0p o9oiUGUEEJ04VApuWTw

national eNewsletter on IPBES

Our Facebook page grew to have more than 30k followers. We post our events, announcements, and general biodiversity info and get good engagement with our audience

Switzerland: when the COP12 will be held, we will work with a local tv-station to get the audience involved for the topic

Communication in multiple languages

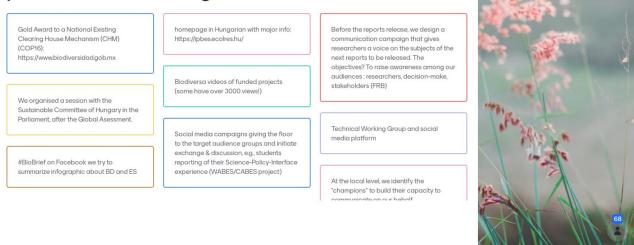
Burkina Faso/WABES project: yes; Faceto-face workshop, virtual workshops, We are also very active on Facebook, tweeter. Other means used are emails, mobile phone communication, Website, Newsletter

We have also used podcasts and short news that can be uploaded in websites and network pages.

Better use of media



Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?



Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

live webinars that launch assessments / reports

National network with IPBES experts in Mexico to share calls and exchange views: https://dgcii.conabio.gob.mx/ipbes_mexico /index.php

Website to foster biodiversity knowledge for children and teachers, including activities, games, videos, songs, among others: https://www.paismaravillas.mx We have created a communication ecosystem based on our webpage Biodiversidad mexicana wwwbiodiversidad.mx. Every year we organize biodiversity week (or month), a nature photo contest and a children's drawing contest which are intertwined to the web

We have build a very good relations with media reporters, by always helping them to get the information to them or the contact with the right scientist. Videos including interviews during workshops, events... example with our youtube channel CEBioS dgd https://www.youtube.com/channel/UCp9IY I9IsQjYugUFddS904Q

We developed the digital platform Enciclovida www.enciclovida.mx which produces webpages on the fly gathering scientific information and citizen science information for over 100,000 species, directed to the general public.

toe://www.1001pourlabiodiversita.ba



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Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

We have developed a lot of materials regarding agrobiodiversity, including a TV program. Food is the part of biodiversity	policy brief
that is closest to people and Mexico is home to many domesticated species and wild relatives of plants.	Series of webinars on Facebook: https://www.facebook.com/search/ ?q=conabio
contest	video map projection
stakeholder workshops	
	regarding agrobiodiversity. Including a TV program. Food is the part of biodiversity that is closest to people and Mexico is home to many domesticated species and wild relatives of plants.



Based on the examples we've heard today – do you have any examples of effective communication from your platform/network/organisation?

success stories	policy briefs	world cafe
world cafe	graphic recording	



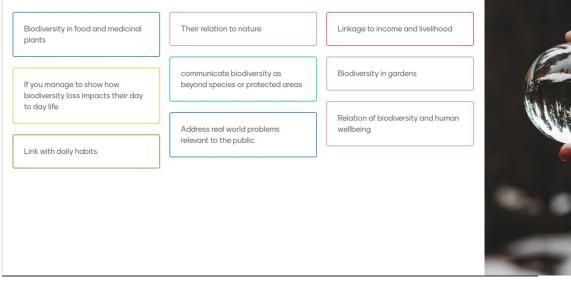
Which creative tools/ways of communicating have been used? /can be used?





67

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?



What could be of interest to the general public? What could trigger the nonspecific public, to want to know more? By showing them how nature is recreation & health Biodiversity and health every where around them Local biodiversity risk of extinction of species the relation to the climate-change: you need nature and it's ecosystem to deal with this crisis Everyday actions for biodiversity Local biodiversity Biodiversity and climate change . What could be of interest to the general public? What could trigger the nonspecific public, to want to know more? Biodiversity an health Bees. How they can concretely help histories of food and varieties that involve & link with children and Biodiversity underpining Ecosystem future generations in the Services you used to be eaten communication Why not We were directly asked to develop Link between biodiversity and a "flowering calendar" for pollinators. We have developed this climate with our national IPBES experts. .

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

To know about issues that affect their wellbeing (pollution with	Ecosystem services concept	
water security and food security).	how anyone can contribute to restore nature.	
include positive stories		
Health/well-being	Demonstrate the downsides of contrary actions	
	their wellbeing (pollution with plastics, climate change, loss of water security and food security). include positive stories	their wellbeing (pollution with plastics, climate change, loss of water security and food security). how anyone can contribute to restore nature. include positive stories Demonstrate the downsides of contrary actions

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

By showing them faces, portrait of person who are changing their habits

Depend on the type of the targets. For youth, quises related to biodiversity, climate change etc, will trigger interest.

observation of species in their own garden, and reporting on an app: citizen science show the impact of insects to almost everything - and what one can do to protect / help them

economic risks of biodiversity loss

start from cute biodiversity and then introduce the incredible diversity of life Recommendations on how to conserve and sustainably use biodiversity

Not being negative but talking about solutions

Financial gains



67

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more? More positives messages in general show the beauty of it, let the How can an ordinary citizen protect ("not all is lost" type) people realise, how sad a world biodiversity with vanished nature-diversity would be Small, interesting items. Not general citizen science iNaturalist "clever" things. Relating to their daily issues Nature's potential to mitigate and sustainable use of biodiversity adapt to climate change Show the importance of the species to the ecosystem and if they lost what will affect people. 67 -

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

start from attractive species	show what is left in a food store if bees do not exist	Food and biodiversity	
include charismatic species	Personal costs of biodiversity loss	Dollars	
Biodiversity and food security	Dependance and benefits from biodiversity	Sustainable consumption	
			-
			6

What could be of interest to the general public? What could trigger the nonspecific public, to want to know more?

Content for young people : school, universities...

So far IPBES has made a lot of good media I have learned a lot and also translate some in my language. different scales of problems and solutions, different opportunities to try new activities, experiments Create some cute characters/mascots to represent biodiversity.



What can we as an IPBES community do together? /to support each other on communication?

Maintain the momentum Create a communication Share sucess network communication tools Linked people / organization talking in the an online place to share Develop joint capacity same langage communication material building materials retweet and like each sharing sessions like this Follow each others social other in social media :) media & amplify!



What can we as an IPBES community do together? /to support each other on communication?

inspire each other	No regression no backsliding	communication network
communication through social media	Have a beer.	Share what works well & adapt to the national audience
More sessions like this :-)))	feedback on tools	common campaigns



What can we as an IPBES community do together? /to support each other on communication?

Communication tools sl workshop le Keep the focus

Wine is also fine

share good & not so good practices & lessons learned

Make visible the best practice projects from all

Establishing easier rules

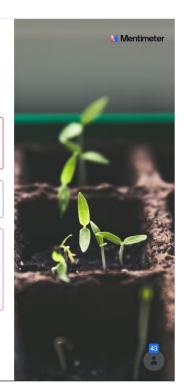
for partnerships to benefit from the capacities of

over the world.

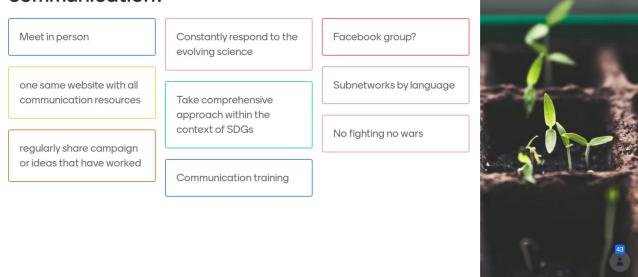
A global communication network

Or wine!

preparing communication / language elements with session like this before report release



What can we as an IPBES community do together? /to support each other on communication?



What can we as an IPBES community do together? /to support each other on communication?

regional network	l also enjoy gin and tonic ;- D	Use 2nd partof COP15 as a common target for a word campaign
sharing materials	join events	
Love each other		organize regional workshops on common themes



Mentimeter