

ipbes

The 9th session of the IPBES Plenary Stakeholder Day

Communication, Report Launches &
Stakeholder Engagement

Rob Spaul
IPBES Head of Communications

#IPBES9





Communication



Communication

- **Traditional Media**

- >17,000 online articles in 2021 (145 countries, 46 languages)
- Coverage by more than 8,100 media outlets
- Compared to 2018: 6,553 articles (126 countries, 37 languages)
- IPBES-IPCC Workshop Report: Accessed >70,000 times on website

- **Social Media**

- Total social media impressions in 2021: 163.9 million vs 41 million in 2020
- Growth: Facebook (55%) Twitter (40%) LinkedIn (95%) Instagram (29%)
- Spanish (111% on Twitter & 359% on Facebook)
- French (138% on Twitter & 234% on Facebook)

- **Impact Tracking**

- >400 impacts tracked (www.ipbes.net/impact-tracking-view)

- ***Nature Insight* Podcast**

- Season 2: >21.5k downloads (Feb-Apr)
- 61st Place in Global Top 200 Science Podcasts





Report Launches



Report Launches

- **#SustainableUse of Wild Species**
 - Expected approval: Afternoon of Thu, 7 July
 - Media launch: 13:30 (CEST) Fri, 8 July – view online: www.bit.ly/SUALaunch
 - Please help spread the word: #SustainableUse
 - Please help to find uptake opportunities
- **#ValuesAssessment**
 - Expected approval: Afternoon of Sat, 9 July
 - Media launch: 14:00 (CEST) Mon, 11 July – view online: www.bit.ly/VALaunch
 - Please help spread the word: #ValuesAssessment
 - Please help to find uptake opportunities
- **Information ‘Primers’**
 - 4-page briefing notes on scope, scale & significance
 - English, French, Spanish & German
 - www.bit.ly/IPBES9Primers
- **Social Media Assets**
 - www.bit.ly/IPBES9Trello





Stakeholder Engagement



Stakeholder Engagement

- **Collaboration with IUCN**
 - Reconfirmed & updated in July 2021 – 2nd Amendment to 2016 MoU
 - Replacement secondee: Laure Denos
 - Coordination & management of #IPBES9 Stakeholder Day
- **Collaboration with ONet & IIFBES**
 - New Facilitation Team
 - New Social Science & Humanities Subgroup
 - New quarterly meetings with secretariat
- **Stakeholder Engagement Consultant**
 - Second half of 2022
 - Augment Stakeholder Engagement capacity – especially uptake events
- **Extension of Stakeholder Dialogues & Outreach**
 - On Assessments and approaches
 - Focus on expanding private sector organised engagement



ipbes

#IPBES9

**THANK
YOU!**