

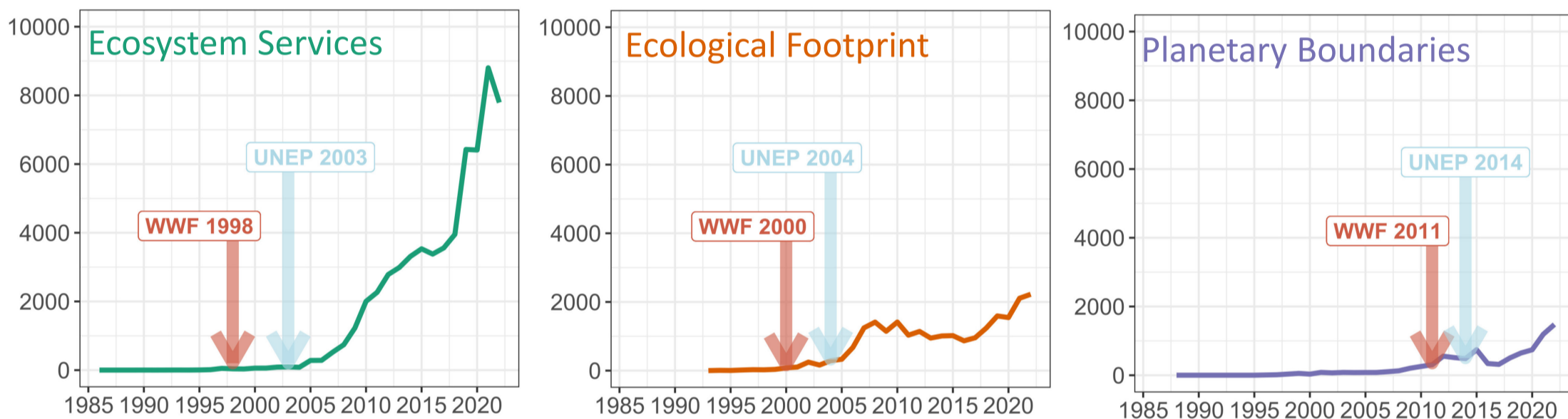
Increased Usage of the Terms, Ecosystem Services, Ecological Footprint & Planetary Boundaries, in Mainstream Media over a 25-Year Period (1986-2022)

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Communication Success: Uptake of Sustainability Concepts/Terminology from the World Wildlife Fund (WWF) *Living Planet Report* and the United Nations Environment Programme (UNEP) *Our Planet Magazine* to Mainstream Media

Background: Three key sustainability terms, Ecosystem Services, Ecological Footprint, and Planetary Boundaries, in Mainstream Media were quantified. Graphs also show the year that these terms first appeared in two public facing publications, *Living Planet Report* (World Wildlife Fund – WWF) and *Our Planet Magazine* (United Nations Environment Programme – UNEP).

Three key sustainability terms have been increasingly used in print and online mainstream media, with Ecosystem Services being the most commonly used term.



Methods

All analyses were performed in R v.4.1.2 (R Core Team 2022). WWF and UNEP policy documents were downloaded in PDF form, prepared for analysis using optical character recognition and tokenized or separated into word pairs. The terms "ecosystem service*", "ecological footprint*" and "planetary boundar*" were queried in the policy documents and media. Media queries were conducted using Factiva (<https://www.dowjones.com/professional/factiva/>) and restricted to English-language media content only†.

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Limitation: UNEP data spans only 2003-2017.

Key Message 8:

Transformative change needed to address the global biodiversity crisis relies on shifting away from predominant values that currently over-emphasize short term and individual material gains, to nurturing sustainability-aligned values across society



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†van Vierssen Trip. (2023). Applying Mixed Methodologies to Inform Urban Conservation: Policy, Knowledge and Behaviour at the Interface of Nature and Society. [PhD Thesis – to be defended September 2023]. York University.

IPBES 10 Category 2: Uptake or Impact Story Category

IPBES (2022). Methodological Assessment Report on the Diverse Values and Valuation of Nature of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Balvanera et al. Background to KM 8: Understanding how values are formed, changed and eroded helps policymakers identify options to achieve decision outcomes that better align with sustainability objectives

