



Communicating Biodiversity

Bringing Science to Life

Keith Wheeler

Chair, IUCN Commission on Education
and Communication (CEC)



- Commission on Education and Communication (CEC) global volunteer network, more than 700 members
- Driving change for the co-creation of sustainable solutions through strategic communication, learning and knowledge management in IUCN and the wider conservation community.



- The Opportunity: making biodiversity science relevant to the public, *Frits Hesselink*
- The New message: Branding Biodiversity for the public and policy makers, *Laurie Bennett*
- In Practice: Driving action globally (IYB), *David Ainsworth*
- Working with the CEC: Bringing campaigns to life, *Florence Clap*
- Plenary questions to panel and closing remarks



The Opportunity: making biodiversity science relevant to the public

CEC side event on CEPA

Frits Hesselink
Nagoya, 20 October 2010



The Conservation challenge

- Biodiversity is the basis of our life, economy....
- Unprecedented loss of species and ecosystems....
- Urgency for real action by politicians, business and the public....

- Too much noise of other messages....
- Financial crisis and Climate Change get all the attention....
- Private sector, politicians don't see the economic value....
- We need more research.....



The communication challenge

- Focus on written media and scientific content
- Messaging: *“Here are our findings, read it and believe it!”*
- Resistance against ‘spin’ & contempt for lighthearted fun of communication
- No attention for the role of communication in transition and change processes
- Scientists want to control every detail of messaging in a campaign, even against the advice of advertizers or marketeers



We don't need more research, we need better PR!

- Facts only speak for themselves when you talk to your peers or students
- Scientists do not realize that they have to make their case to non-scientists
- Only a few non-scientists have an interest in biodiversity, the overwhelming majority not
- PhD is not a guarantee for credibility: people only believe someone they know or someone they like
- Majority of people only take in 'substance' after you arouse them in 'heart-guts-loins'



Recent findings of APA research

- Uncertainty reduces frequency of green behavior
- People don't believe risk messages of scientists
- People don't believe their actions really matter
- People believe changes can be made later
- Habits are extremely resistant against change



How to better inform the public?

- Arouse interest by touching people
- Words have literal meanings and associative connotations
- Don't try to be complete, be simple and personal
- Use compelling stories that illustrate substance
- Use senders with 'appeal'
- PR, style, presentation do really matter



3 Recommendations for CBD

1. **CAPACITY:** Make a substantial investment – comparable with that in BD research - in building CEPA capacity among Parties
2. **INTEGRATION:** Integrate communication expertise and capacity in BD research, conservation and policy initiatives right from the inception phase
3. **TRUST:** After a briefing on the science, give the final say to communication experts to plan communication strategies, formulate biodiversity messages and carry out campaigns.



Branding Biodiversity

Laurie Bennett
CEC Side Event
Nagoya 2010





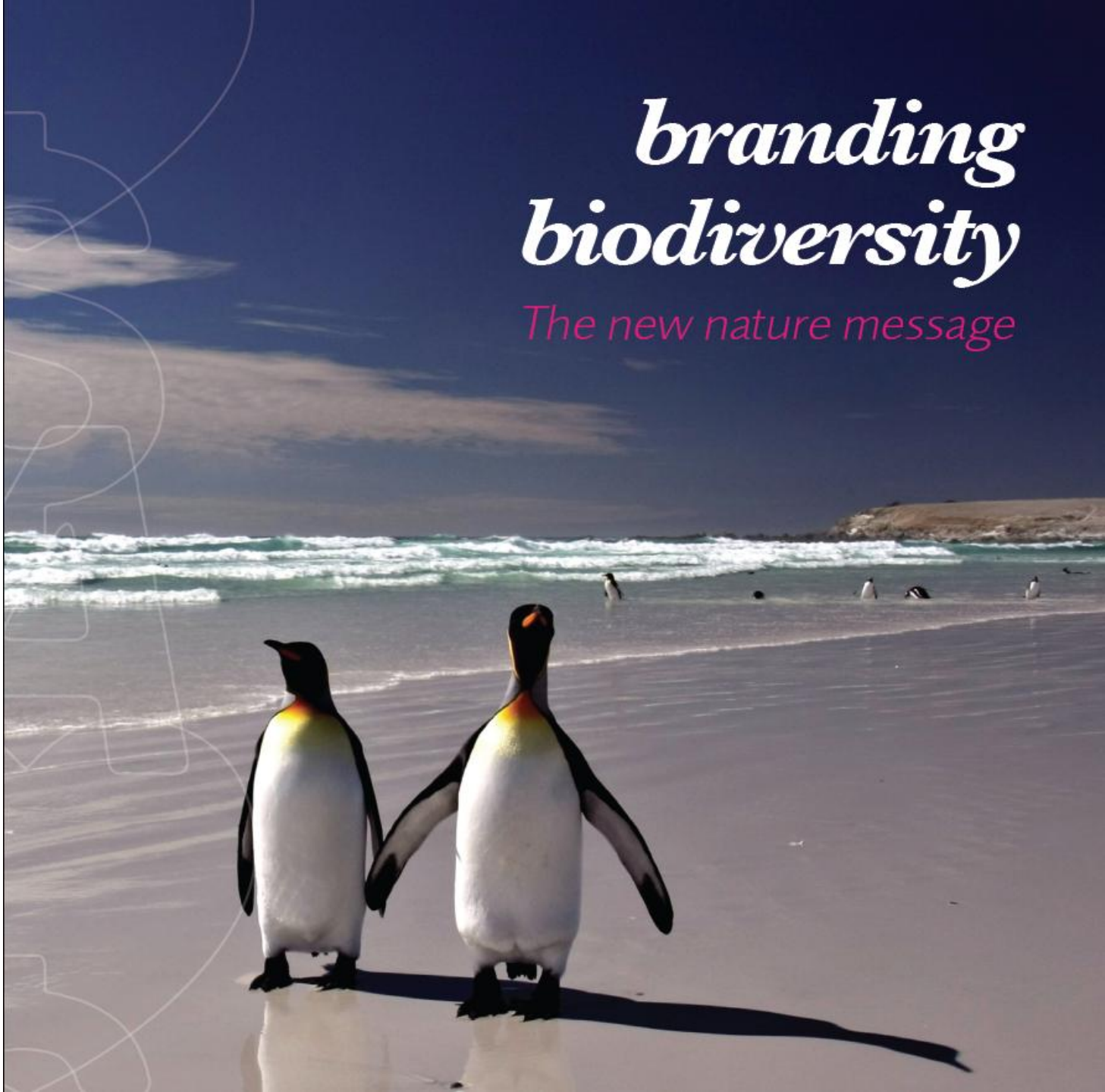




2010 International Year of Biodiversity

branding biodiversity

The new nature message





I resent the creation of a world in which beauty is a reminder of what we're losing, rather than a celebration of what we've got.

- Ben Elton



loss

Messages based on extinction. 'Biodiversity' and 'extinction' are almost automatically communicated together. From the Red List to the plight of the rainforest, the 'biodiversity loss' message is everywhere. It is rare that any plant, animal or ecosystem is mentioned by campaigners, policy makers or the media without an 'under threat' disclaimer.



Save or delete?



love

Messages based on awe and wonder. From nature documentaries to posters of dolphins on teenagers' walls, our abiding fascination, wonder and deep connection with nature is powerful. The Love message is used by advertisers, therapists, artists and campaigners alike, because awe for nature captures our imagination, and our attention.



*One touch of nature
makes the whole world kin.*

-William Shakespeare

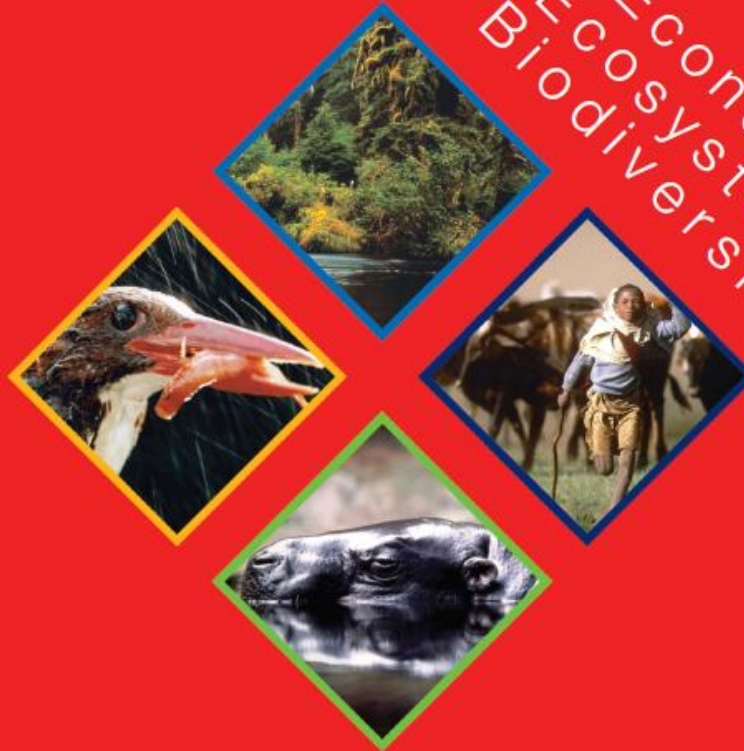


need

Messages based on economics. A more recent message is the tangible economic value of biodiversity. From indispensable ecosystem services like soil nutrition or tourism revenue, to the trillions of dollars that biodiversity 'gifts' agriculture, pharmaceuticals and other industries every year. Our society and economy needs biodiversity.



The Economics & of Ecosystems & Biodiversity



A QUICK GUIDE TO
TEEB FOR LOCAL AND REGIONAL POLICY MAKERS

A



action

Messages asking for action. Biodiversity conservation requires people to do things. Action messages ask people to do something, whether it's to plant a tree, build a bee hive, sign a petition or donate money to a conservation charity.

Type of action

Example

Activist

Make yourself heard.

Supporter

Be part of a movement.

Doer

Help nature directly.

Employer

Multiply your impact.

Consumer

Make decisions in your daily life.

Write to MP, go on a demo, run an event because it's vital to demonstrate political will for change.

Join a group, sign a petition, give money, wear a badge. Visible support builds social proof for change.

Put up a bird or bee box, grow wildflowers, adopt an animal. You can make a difference in your own back yard.

Raise money, join a business group, develop a strategy. Your business impact can be huge.

Buy 'biodiversity friendly' goods and services, avoid buying and wasting more than you need. Your credit card is powerful.



less loss

Kill the extinction message. Loss generates apathy, not action.



more love

Celebrate our love of nature. It is the most powerful driver of public behaviour.



balance need

Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.



add action

Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.





 + **A** = **public**
love *action* *change*



\$ + **A** = **policy change**
need *action*



personalise

Keep your message personal. Use affinity to pets, familiar local species and local pride, and link action to daily lifestyles.



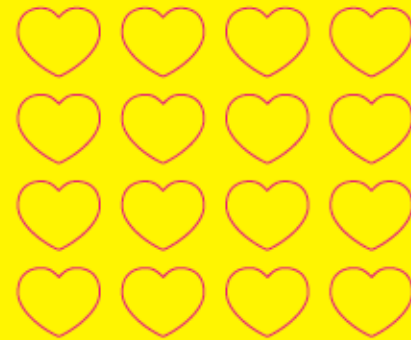
humanise

People matter most to the majority of your audience. Don't be afraid of anthropomorphising biodiversity, or accepting that people want to conserve nature because it makes them feel good.



publicise

Promote what we've got, not what we've lost. Make conservation actions and their results visible and high status. Have more fun conserving nature, and tell everyone you're doing it.





**KEEP
CALM
AND
CARRY
ON**





GET
EXCITED
AND
CHANGE
THINGS





thank
you

laurie@futura.co.uk



Worldwide Celebrations

More than 1000 events in 147 countries, and counting...





Japan



France



ŒIL DE LYNX
LaBiodiversiteCestMaNature.org





Canada



Belgium





Biodiversity
WE ARE ALL IN THIS TOGETHER



European Union

YouPEC 2010



From Egypt to Saudi Arabia...

RESPONSE  BILITY ALLIANCE



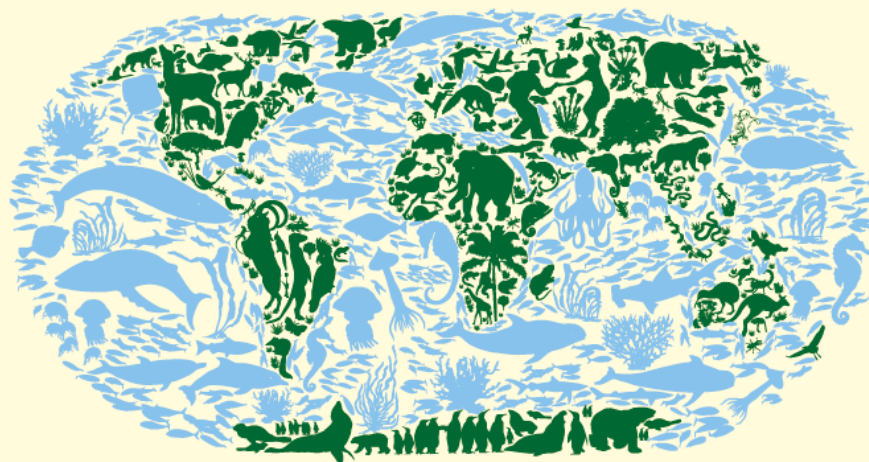


Algeria, Cameroon, Ghana and Ivory Coast





เทศกาลภาพยนตร์วิทยาศาสตร์เพื่อการเรียนรู้ครั้งที่ 6
เราอบความรู้สู่ความบันเทิง



16 - 30 November 2010



Cambodia, Indonesia,
the Philippines and
Thailand



United Nations Environment Programme
environment for development

About UNLP News Centre Multimedia Publications L-Calendar Awards Employment

Biodiversity

2010 International Year of Biodiversity

is the Variety of Life on Earth

Highlights: About 1.9 million species have been identified. But scientists estimate that there are 10 million more species waiting to be discovered.

Save Biodiversity and... Stay Healthy, Boost the Economy, Stay Inspired, Combat Climate Change

Watch: UNEP's work, I like Frogs! (Diving in life)

2010 International Year of Biodiversity More Videos

BIODIVERSIDAD MEXICANA

BIODIVERSIDAD ECOSISTEMAS ESPECIES GENES

USOS

CORRIDOR REGION PAIS PLANETA



Websites

NATURAL HISTORY MUSEUM

2010 International Year of Biodiversity

Home | What is IYB? | News | What's on | Views | Get involved | Do one thing | Success stories | Partners | Media | Education

What is IYB?

2010 has been declared the International Year of Biodiversity by the United Nations – the year that celebrates the diversity of life on Earth, including every plant, animal and micro-organism.

In the UK, IYB has over 200 partners ranging from universities, media organisations and museums to theatre companies and artists.

They have come together to promote the understanding of biodiversity during the International Year of Biodiversity.

This year is your chance to learn more about the rich tapestry of life around you, discover why it's important for a healthy environment and get involved in monitoring and conserving your local wildlife.

Poppies and margots © WPL, Fot. Jelen

Find out more about why biodiversity matters.

What is IYB?
Biodiversity matters
Benefits of biodiversity
Key dates

Useful links
Convention on Biological Diversity 2010
IUCN Countdown 2010
The Economics of Ecosystems and Biodiversity (TEEB)
2010 Biodiversity Indicators Partnership
IUCN Red List Species of the Day
Natural England Species of the Week
Natural History Museum Species of the Day

생물다양성은 생명 생물다양성은 우리의 삶

생물다양성의 책 소개 | 기념사업 | 뉴스센터 | 자료실

2010 생물다양성의 해

생물다양성: 모든 생명체는 다양성이야 2010년 생물다양성의 해를 축하합니다

생물다양성: 모든 생명체는 다양성이야

생물다양성의 책 소개

기념사업

뉴스센터

자료실

Species of the Day

2010 생물다양성의 해



Sign Up

International Year of Biodiversity 2010 is on Facebook

Sign up for Facebook to connect with International Year of Biodiversity 2010.



2010 International Year of Biodiversity

Biodiversity is life
Biodiversity is our life

This is the official IYB Page

44,296 People Like This



Favorite Pages

6 of 15 Pages [See All](#)



International Year of Biodiversity 2010



Wall Info **Get Involved!** Green the Blue Photos Discussions >>

International Year of Biodiversity 2010 + Others

Just International Year of Biodiversity 2010



International Year of Biodiversity 2010 Over 3000 children and youth aged 6 to 20 years of age from over 60 countries submitted artwork to the international biodiversity art contest launched by the Secretariat of the Convention on Biological Diversity (CBD), the Food and Agriculture Organization of the United Nations (FAO), the World Association of Girl Guid...

[See More](#)



The winners of the Biodiversity Challenge Badge (2010)

13 new photos

October 8 at 6:37am · [Comment](#) · [Like](#)

[Cris Cayetano, Rizka Amalia, Irina Hernandez Margalli and 220 others](#) like this.

Agoes Salim All of these designs are colorful and represent the biodiversity. It's so difficult for me to decide a choice
October 8 at 7:07am · [Flag](#)

Vijay Adolkar excellent work
October 8 at 7:17am · [Flag](#)

Angela Marcela Hernandez Arbelaez are pretty!
October 8 at 9:02am · [Flag](#)

Mohd Sani A R What a wonderful world of creative mines,arts n colours....awesome choices!!!!it do represent human nature as a hole...well done n congrats! to all participants n judges n organisers.
October 8 at 5:10pm · [Flag](#)

Anshu Shrivastava What a creativity. Very good judgment. Thumbs up to all
Saturday at 12:46am · [Flag](#)

Hina Khan Superb work. Congratulation to winners and organizers to organize this with ultimate goal to inspire the world to Safe Biodiversity resultantly safe life.
Saturday at 1:19am · [Flag](#)





377 Official Partners have organised more than 1000 IYB activities





Biodiversity is life
Biodiversity is our life

IYB logo has been translated into:

Malay
Basque
Calatan
Croatian
Dutch
German
Greek
Hindi
Hungarian
Italian
Japanese
Korean
Maldivian

Maori
Norwegian
Persian
Portuguese
Polish
Romanian
Slovak
Slovene
Swedish
Turkish
Urdu
Traditional Chinese





For more information on the
International Year of Biodiversity

IYB2010@cbd.int
www.cbd.int/2010
www.facebook.com/iyb2010



WORKING WITH THE CEC : BRINGING CAMPAIGNS TO LIFE

CEC side event on CEPA

Florence CLAP
French Committee of IUCN and CEC member

Nagoya, 20 October 2010





The IUCN french Committee



- **unique partnership** : 2 ministries + 13 public organisations + 40 NGO + more 250 voluntary scientists and experts
 - **unique platform for dialogue and expertise**, with local authorities and private companies.
 - **2 main missions** : to respond to biodiversity issues in France + to promote French expertise at international level
 - **7 programmes** : biodiversity policies, protected areas, species, ecosystem management, education & communication, overseas, and international actions.
- => assessments, recommendation, management of projects to develop new policies, knowledge, for biodiversity.**



Presentation of the french CEC

- **40 organization.** Presidency and CEC National Activator ensured by the Nicolas Hulot Fondation.
- **undertakes actions to promote education and raise awareness about biodiversity, in order to enable behaviours, actions and policies to evolve.**
- work of the CEC :
 - national, festive event : **“la Fête de la Nature”** (Festival of nature).
 - **national action plan specific on CEPA**
 - IYB => **public appeal and a campaign called: “Biodiversity is my nature”**.



A French campaign
to raise awareness
about the importance of
biodiversity

Biodiversity is my nature : www.LaBiodiversiteCestMaNature.org



GAI COMME UN PINSON
LaBiodiversiteCestMaNature.org



FORT COMME UN LION
LaBiodiversiteCestMaNature.org



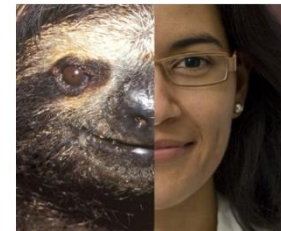
TRÈS HOVETTE
LaBiodiversiteCestMaNature.org



OURS MAL LÉCHÉ
LaBiodiversiteCestMaNature.org



RUSÉ COMME UN RENARD
LaBiodiversiteCestMaNature.org



PARESSEUX
LaBiodiversiteCestMaNature.org



- Mission of CEC = Tool to **meet the challenge lauched by the UN (IYB)**
- Objective = **strengthen the awareness** of the global public **on the importance of preserving biodiversity** and the threats facing it.
- Target = **global public** (private sector and local authorities as well)

=> Campaign developed and animated by the **French committee and 5 NGO members of IUCN.**



First time that NGO's allies to conduct a public awareness campaign on biodiversity.



THE CAMPAIGN TOOLS

2 major inputs :



1. A **public appeal** for solidarity around biodiversity
2. A **campaign** to raise awareness : *What's your nature?* : biodiversity portraits
 - Innovative
 - Attractive maner



PUBLIC APPEAL

www.LaBiodiversiteCestMaNature.org

BIODIVERSITY: PEOPLE LIVING IN HARMONY WITH NATURE
AN ABSOLUTE PREREQUISITE FOR LIFE ON THIS PLANET.

OUR HEALTH AND WELL-BEING DEPEND ON BIODIVERSITY.

BIODIVERSITY ALLOWS US TO BREATHE, EAT, DRINK, CREATE, CONSUME, INNOVATE, ETC.

We thought we could control nature and exploit its resources indefinitely, but we have a greater impact on other forms of life on Earth than any species has had before, and we are nearing the limit of what the planet can stand.

The disappearance of species and natural environments cannot continue at the current rate. Our ability to safeguard biodiversity for future generations is of vital importance.

We have the power – if we want to use it – to take action for change and build a new future.

We have to recognise that we are all part of biodiversity and depend on it. Whether it be for food, consumption, production, leisure activities or travel, we should, both individually or collectively, make the connection between our daily activities and their impact on nature.

BY SIGNING AND PASSING ON THIS APPEAL, I UNDERTAKE TO PLAY MY PART AND BECOME A BEARER OF THE MESSAGE: "BIODIVERSITY IS MY NATURE".

I ASK ALL POLITICIANS, AT BOTH NATIONAL AND LOCAL LEVELS, AS WELL AS ECONOMIC AND SOCIAL DECISION-MAKERS, TO GET INVOLVED AND TO WORK TOWARDS CONSERVING AND RESTORING BIODIVERSITY.

To mark the International Year of Biodiversity, join all those who believe that biodiversity awareness should be a major collective cause.

The following NGOs have organised the appeal:



Sign the "BIODIVERSITY IS MY NATURE" appeal today on
www.LaBiodiversiteCestMaNature.org



Supported by
the United
Nations





HOW TO BRING CAMPAIGNS TO LIFE ?

IMPLEMENTATION OF THE CAMPAIGN

Creation of a website :

1. Sign the appeal on the website
2. Create your own biodiversity portrait and share it on the Facebook fan page
3. Learn about what is biodiversity => pamphlet



"Each of us can work to his level. Saving biodiversity requires effort from all of us."



JE CRÉE MON PORTRAIT


RUSSÉ COMME UN RENARD
CURIEUX COMME UNE FOVINE
TÊTU COMME UNE MULE
ŒIL DE LYNX
À CHEVAL SUR LES PRINCIPES
FORT COMME UN LION
J'AI LE BOURDON
PAS FOLLE LA QUÊPE
GAI COMME UN PINSON
CERVEILLE DE MOINEAU
TRÈS HOVETTE
LENT COMME UNE TORTUE
À FLEUR DE PEAU
J'AI LA PÊCHE
J'AI LA PATATE
YEUX DE BICHE

CRÉER MON EXPRESSION
EXPRESSION AU HASARD





HOW TO BRING THE CAMPAIGN TO LIFE ?

1. Find **strong ambassadors of biodiversity** already known by the global public, to do their portrait
2. Find **media partnership**
3. Strong **mobilization on social networks**: creating a community around the campaign
4. Strong **field actions** : campaign tailored to local pressing festival

5. Strong **mobilization skills and networks of partner NGOs**



THANK YOU FOR
YOUR
ATTENTION



RE TOMBER SUR SES PATTES COMME UN CHAT

LaBiodiversiteCestMaNature.org





Questions, comments?



Thank you

For more information on IUCN CEC:

- CEC Booth CEPA Fair
- IUCN Stand
- www.iucn.org/cec
- cec@iucn.org