

**CBD COP 11 IUCN CEC CEPA Fair Side Event, 10<sup>th</sup> October 13:00 – 15:00**  
**‘Communicating Biodiversity: How to Tell a Love Story’**

*Schedule version 23 September 2012*

**Overall objectives of the side event ‘Communicating Biodiversity: How to Tell a Love Story’:**

- Provide practical guidance and examples of positive communication about nature and nature-based solutions amongst the conservation community
- Showcase ‘Love Not Loss’ and ‘How to Tell a Love Story’ and involve people in sharing examples of personalising, humanising and publicising nature and discuss how this approach can support implementation of the Strategic Plan for Biodiversity and particularly Aichi Target 1
- Showcase IUCN Commission on Education and Communication (CEC) as a global biodiversity communication expert network

Total time available 2 hours (practically will be closer to 1 hour 30 minutes)

<b>Time</b>	<b>Session</b>	<b>Presenter</b>
Beforehand	<b>Play funny animal films, Love stories recorded at IUCN WCC</b>	
10 minutes	<b>Introduction to the side event</b> <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Overview of session and IUCN CEC</li> <li>• Introduction of panel</li> </ul>	Nancy Colleton (Moderator)
10 minutes	<b>Look back to Nagoya, CBD COP 10</b> <ul style="list-style-type: none"> <li>• Adoption of Strategic Plan for Biodiversity</li> <li>• Target 1 on awareness of biodiversity</li> <li>• Looking towards the UN Decade on Biodiversity</li> <li>• Launched ‘Love. Not Loss’ (show film)</li> </ul>	David Ainsworth
10 minutes	<b>How to Tell a Love Story – The next step</b> <ul style="list-style-type: none"> <li>• How do we take the ‘Love Not Loss’ approach and apply it in a practical sense (show ‘How to Tell a Love Story’ film)</li> <li>• Reinforce the three principles in the story: personalise, humanise, publicise</li> </ul>	Rod Abson
10 minutes	<b>Love story Example 1</b> <ul style="list-style-type: none"> <li>• Rare – example from a different region to the ones shown in the film</li> </ul>	Rare (to be confirmed)
10 minutes	<b>Love story Example 2</b> <ul style="list-style-type: none"> <li>• Community based story with widespread promotion and attention from India</li> </ul>	Local Indian example (to be confirmed): Vedharajan Balaji, OMCAR Foundation; Or Centre for Environmental Education
35 – 45 minutes (depending on time available)	<b>Discussion in group (either large group or smaller ‘knowledge cafe’ style if appropriate) e.g.:</b> <ul style="list-style-type: none"> <li>• Does anyone wish to share an example of how positive communications have helped achieve conservation results?</li> </ul>	Nancy Colleton

	<ul style="list-style-type: none"> <li>• Does anyone have examples of personalising nature, humanising nature or publicising nature that has helped achieve conservation results?</li> <li>• How can we get the 'Love Not Loss' message out to more people?</li> <li>• How can this approach support NBSAPs at a national level?</li> <li>• How can this approach support the implementation of Target 1 and other targets of the Strategic Plan for Biodiversity?</li> </ul>	
5 minutes	<p><b>Closing remarks</b></p> <ul style="list-style-type: none"> <li>• Summary and thank you</li> <li>• Where to go for more information and to tell your own 'love story', <a href="http://www.iucn.org/cec">www.iucn.org/cec</a> #lovenotloss (twitter) <a href="mailto:cec@iucn.org">cec@iucn.org</a></li> </ul>	Nancy Colleton