



## UN BIODIVERSITY CONFERENCE

Investing in biodiversity for people and planet

**COP 14** - CP/MOP9 - NP/MOP3  
Sharm El Sheikh, Egypt, 2018



# ***Communications Strategy and Activities for the Convention on Biological Diversity***

- Presentation of the main lines of our communications strategy
- Will include references to work that took place during the year
  - Cambridge Conservation Dialogues
  - Bogis-Bossey Dialogues
  - 25<sup>th</sup> anniversary celebrations
  - WWF – Connect2Earth Campaign
  - International Day for Biodiversity
  - United Nations Biodiversity Conference 2018

## *Strengths*

- The Convention on Biological Diversity is the key international convention for the conservation, sustainable use of biodiversity and the fair and equitable sharing of the benefits from the use of genetic resources.
- Biodiversity is included in a number of important international policy framework including the 2030 Sustainable Development Agenda
- Awareness of biodiversity is increasing in some cases, in particular, the concepts around biodiversity are becoming increasingly recognised:
  - species at risk, pollinators, diversity in diets and foods, alien invasive species.



Food and Agriculture Organization of the United Nations

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## Biodiversity

Biodiversity is essential for food security and nutrition. Thousands of interconnected species make up a vital web of biodiversity within the ecosystems upon which global food production depends.

With the erosion of biodiversity, humankind loses the potential to adapt ecosystems to new challenges such as population growth and climate change. Achieving food security for all is intrinsically linked to the maintenance of biodiversity.

**Latest**

Multi-stakeholder Dialogue on Biodiversity Mainstreaming across Agricultural Sectors

**FAO's role in biodiversity**

Healthy ecosystems are essential to increase resilience and agricultural production in the face of change.

**Key facts**

- Of the 8800 known livestock breeds, 7 percent are extinct

Sustainable Development Goals Knowledge Platform

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## SUSTAINABLE DEVELOPMENT GOAL 15

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

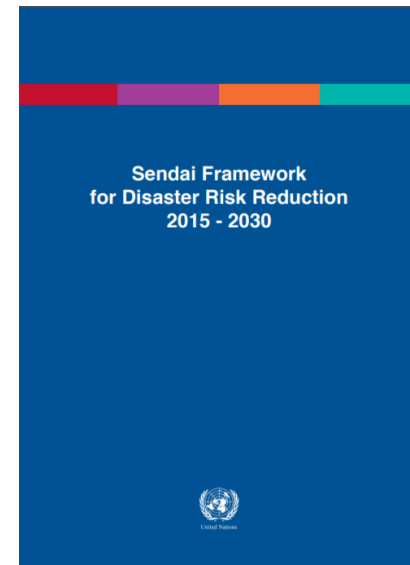
PROGRESS & INFO (2018) PROGRESS & INFO (2017) PROGRESS & INFO (2016) TARGETS & INDICATORS

### PROGRESS OF GOAL 15 IN 2018

Protection of forest and terrestrial ecosystems is on the rise, and forest loss has slowed. That said, other facets of terrestrial conservation continue to demand accelerated action to protect biodiversity, land productivity and genetic resources and to curtail the loss of species.

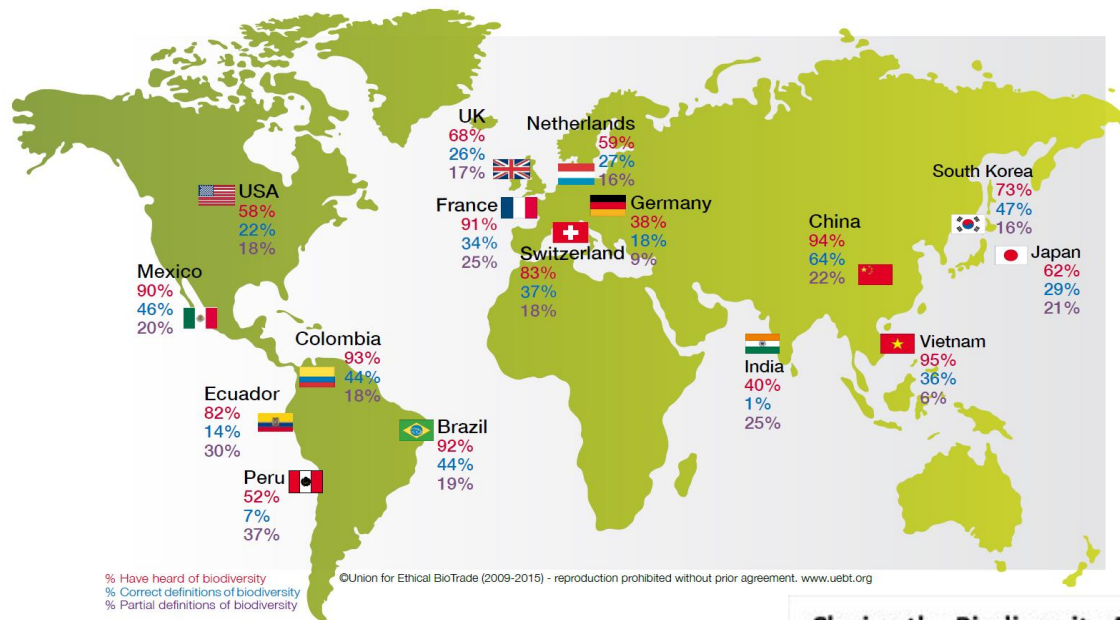
GOAL 15 WILL BE REVIEWED

HIGH-LEVEL POLITICAL FORUM ON SUSTAINABLE DEVELOPMENT



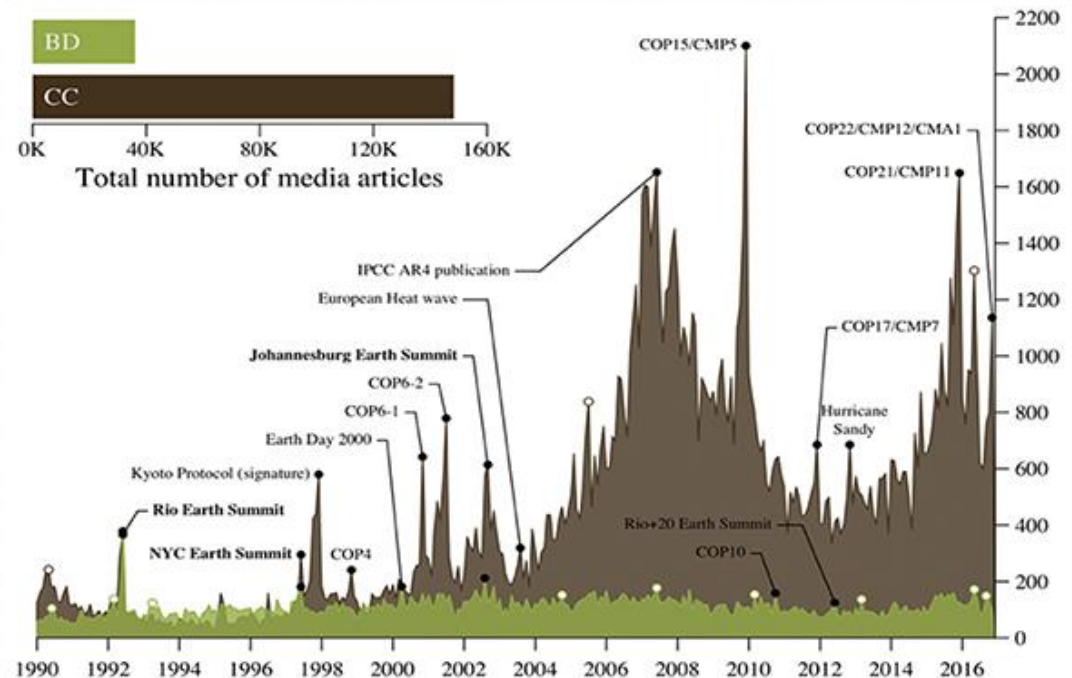
## ***Weaknesses***

- The Convention on Biological Diversity has not achieved the political prominence needed to achieve its goals.
- Despite the growth in awareness, biodiversity does remain a domain best known by a specialized community of technical experts and greater efforts are needed to mainstream the concept into the work of other communities and productive sectors.
- Implementation of the Convention is not advanced across all the Aichi Targets



## Two views of biodiversity awareness

### Closing the Biodiversity Action Gap



## *Opportunities*

- Biodiversity is being recognized as an element of solutions to sustainable development challenges.
  - 2030 Agenda for Sustainable Development, the Sendai Framework for Disaster Risk Reduction, the Paris Agreement on Climate Change.
- The discussions on mainstreaming at the UN Biodiversity Conference in Cancun, and the 2018 UN Biodiversity Conference in Egypt are opportunities for reaching out to governmental and private sector actors in key productive sectors
- Biodiversity is being highlighted in the context of urban issues. The ICLEI Urban Congress of 2018 highlighted biodiversity and its role in sustainable urban development.
- The work of FAO is increasingly focusing on the role of biodiversity for delivery on food security issues in a context of a changing climate.
- There is a growing interest by a variety of actors at the international level in raising the profile of biodiversity such as the World Economic Forum.

## ***Threats***

- **Implementation of the Strategic Plan for Biodiversity 2011-2020** is proceeding at a rate which will not result in the achievement of the Aichi Biodiversity Targets without additional efforts. The shortcomings in such achievement may be considerable and could have a negative impact on the credibility of the Convention process.
- **Fiscal constraints** for national governments around the world threaten to reduce the resources available for biodiversity conservation which would negatively impact implementation of the Strategic Plan for Biodiversity.
- Other issues in the sustainable development agenda may be prioritized in a way that does **not allow for synergies with the biodiversity agenda**, thus diverting attention and resources.

## ***Key goals for communication between now and 2020***

- Raise the awareness and knowledge of biodiversity and the Convention on Biological Diversity;
- Communicate the urgency to combat biodiversity loss;
- Communicate the status of implementation of the Strategic Plan for Biodiversity 2011-2020 and the urgency for Parties to carry out any additional actions needed to achieve the targets;
- Guide the conversation by Parties and others on the negotiation of the post 2020 target;
- Mainstream biodiversity into the discussions of new audiences and sectors, emphasising on the contribution of biodiversity to important global issues including climate change, food and water security, health and sustainable development; and
- Provide tools for communication capacity for Parties as they seek to realise the strategic plan.

## Messaging

New messaging frameworks need to be developed and implemented with high-impact activities. Capacity building is needed, including toolkits for messaging for Parties and stakeholders. Note that messaging will be for a variety of target groups, and different contexts and therefore all messages will need to be adapted for specific audiences. According to Decision XIII/22, any messaging should communicate three principles, listed below:

- a. Communicate the connections of people to biodiversity*
- a. Highlight the 2050 vision of the Strategic Plan for Biodiversity 2011-2020*
- a. Messages should clearly show the linkages between biodiversity and other sustainable development issues, with a focus on the Sustainable Development Goals*

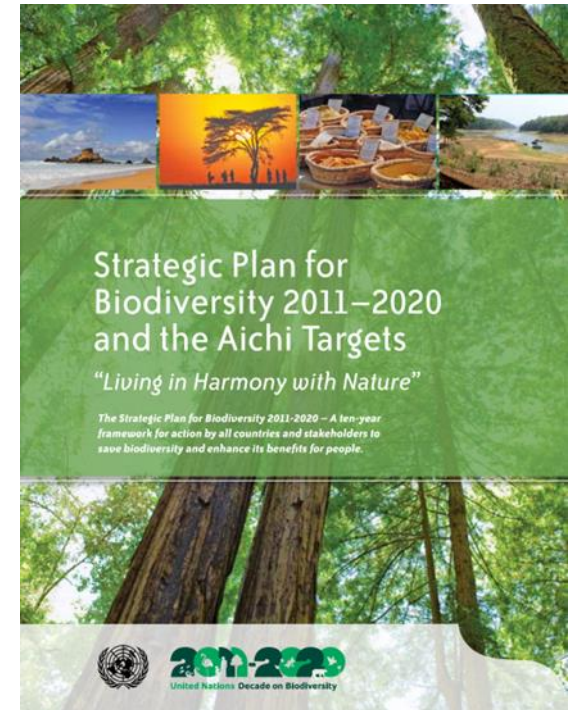
# Communicate the connections of people to biodiversity, building on the following principles:

- people are connected to biodiversity in almost all aspects of their lives;
- biodiversity is being lost and there are benefits from safeguarding it; and
- people need to act urgently to halt the loss of biodiversity and they can do so in their daily lives in some very specific ways.



## ***Highlight the 2050 vision of the Strategic Plan for Biodiversity 2011-2020:***

- Time for action is now to ensure that by 2050, humanity will value, conserve, restore and wisely use biodiversity in a way that maintains ecosystem services;
- Actions by individuals, organizations, businesses and governments should be sustainable. The results are that biodiversity is able to sustain a healthy planet and deliver essential benefits for all people; and
- Achieving sustainable development at the national level requires integration of biodiversity into these activities.



***Messages should clearly show the linkages between biodiversity and other sustainable development issues, with a focus on the Sustainable Development Goals:***

- Biodiversity and ecosystem services contribute directly to human well-being and development priorities;
- Biodiversity is the foundation of many economic activities;
- Consideration of biodiversity and ecosystems will be essential as countries embark on the implementation of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals at national levels.



## ***Messages should urge target audiences to take action.***

- messages should provide specific actions that the target group can take to safeguard biodiversity and that there is guidance provided on how to take action.
- messages also need to be linked and anchored to the political processes of the Convention such as the current strategic plan, the negotiations of the upcoming strategic plan.
- messages and campaigns should be sensitive to the values of the target audience and should express biodiversity and actions to conserve and sustainably use it in the context of these values. Therefore, audience research is a key element to any message customization.

Because **global audiences are varied**, it is through a network of **partners** that messaging can be made relevant for different target groups around the world. important to work with partners who will have a fairly high degree of autonomy in the delivery of their messages. This means that messages need to be “**open source**” and able to be customised.

This will ensure that messages are confirmed and adjusted to fit context.

- The International Year of Biodiversity in 2010
- Connect2Earth and Earth Hour
- NatureForAll



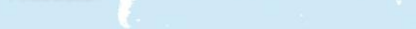
[connect2earth.org](http://connect2earth.org)

# IF YOU CAN'T REUSE IT, REFUSE IT

## HOW IS PLASTIC USED?



## WHERE IS PLASTIC PRODUCED?



## DID YOU KNOW? THE BASICS



We buy 1 million plastic bottles every minute



Every year, we use 17 million barrels of oil to produce plastic bottles for our water



In 2016, 480 billion drinking bottles were sold worldwide



Plastic makes up 10% of all of the waste we generate



Every year the world uses 500 billion plastic bags



In the last decade, we produced more plastic than in the whole last century



50% of the plastic we use is single-use or disposable

## WHAT PLASTIC HAVE YOU PICKED UP ON THE BEACH?

Cutlery, straws and stirrers

Cotton buds

Sweet wrappers

Crisp packets

Sanitary applicators

Cigarette butts

Food containers

Cups and lids

Balloons and balloon sticks

Drink bottles

Plastic bags



Pressure your municipality to put in place deposit schemes



Refuse disposable plastic



Refuse single-serving packaging



Find innovative ways to replace single-use plastic in your everyday life



Choose reusable lunch bags



Bring your own coffee mug



Redesign and innovate: make plastic products easier to recycle



Improve waste collection, sorting and reprocessing



Scale up the adoption of reusable plastic packaging



Establish a global plastics protocol



Create viable markets for recycled plastics



Put in place deposit schemes



Establish clear regulatory frameworks for biodegradable plastics

## BREAK UP WITH DISPOSABLE PLASTIC!

#BEATPLASTICPOLLUTION



WORLD ENVIRONMENT DAY



UN environment

WWW.CLEANSEAS.ORG • WWW.WORLDENVIRONMENTDAY.GLOBAL

GET INVOLVED

## Join the global game of #BeatPlasticPollution tag!

Be part of the worldwide movement to clean up the planet

PLAY TAG

FIND AN EVENT

REGISTER YOUR EVENT

JOIN OR ORGANIZE A CLEANUP

## Let's Clean Up!

UN Environment has teamed up with Litterati, a data science company that has created a powerful tool to help people to clean up the planet.

LEARN MORE



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# Cambridge Conservation Initiative Dialogues: messaging to different groups

***Communicating the science*** – there is a lack of understanding of biodiversity among the public. The science, however, provides a clear link between human activity and biodiversity and identifies key areas for action (e.g. biodiversity management provides 30% of the climate change solution).

***Communicating to the private sector*** – businesses act in support of nature when it impacts their bottom line and supports the achievement of business goals. New appealing narratives that make transformation possible in all sectors are needed.

***Communicating to political decision-makers*** – requires a pragmatic approach to build a political movement that identifies key moments in time for organized actions with partners and political leaders around the world. A new communication language aligns political asks with actions that support the mainstream media in reporting on the movement.

## ***Cambridge Conservation Initiative Dialogues: some suggestions regarding campaigns***

- There is a narrow window of opportunity leading up to 2020 to change public perceptions of biodiversity and to spark a transformation. Communication efforts must go beyond awareness-raising to enable behavioural change or “enhancements”. The key is to communicate the impact of individuals’ daily lives and choices on nature.
- A narrative change, utilizing the power of storytelling, is needed to inspire the hearts and minds of individuals – the focus should be on communicating solutions for concrete actions.
- A “flotilla” of partners is needed to communicate a coherent message that inspires a sense of urgency, builds on individual organizational strengths and networks and makes use of complementarity. Common biodiversity messaging must be at the heart of this mandate.
- Elements for a successful campaign – contains a clear, overarching objective; identifies decision-maker and the causes they care about; prepares a timeline of political moments and a target date; provides messaging for those political moments and audiences; and “tactics” for concrete actions.



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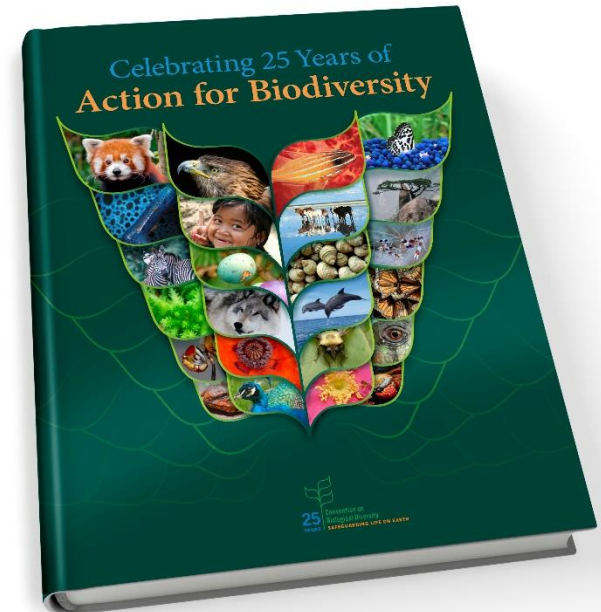
Investing in biodiversity for people and planet

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- A focus will be on mainstreaming of biodiversity in crucial economic sectors, such as energy and mining, infrastructure, manufacturing and processing as well as health. These sectors are set to expand massively in the coming decades; how this take place will have major implications for sustainable development and biodiversity.
- It is the last opportunity for countries to accelerate efforts to meet the 20 global “Aichi Biodiversity Targets” by 2020.
- The Conference will also set the path to develop the next global biodiversity framework post 2020.



- The conference takes place during the 25<sup>th</sup> year of the Convention on Biological Diversity will also mark its twenty fifth year of existence. Accomplishments during this time include:
  - Development of global work programs covering most of the earth's biomes;
  - The world has agreed on protecting considerable percentage of the land and oceans of our world (17 and 10% respectively);
  - Governments have set the frameworks for an array of cross-cutting issues, including climate change, restoration and incentive measures;
  - Two supplementary protocols to the Convention, the Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing, have been established;
  - 2010 governments and other actors adopted the Strategic Plan for Biodiversity 2011-2020, with its 20 Aichi Biodiversity Targets;
  - Most countries have also gone through the process of formalizing their national biodiversity strategies and action plans.



#IntIBiodiversityDay

#BiodiversityDay

#Biodiversity25years



193,200 reach (campaign)



130,000 impressions



2,237 likes (3 posts)

@UNBiodiversity

View the full report online >

**UN Biodiversity Conference**  
**High Level Segment**  
**“Investing in Biodiversity for People and Planet”**  
Sharm El-Sheikh, 14-15 November 2018

“In order to make the necessary shift, the importance of biodiversity needs **to be understood and acted upon by relevant decision makers**. Government policies and business practices need to adopt measures and approaches that recognize the value of biodiversity for economic and social prosperity. A central means to achieving this shift is to **take actions to mainstream and integrate biodiversity in relevant economic sectors**, as well as in cross-cutting national policies. These kinds of actions are often referred to as **“biodiversity mainstreaming”**, which is generally understood as ensuring that biodiversity, and the services it provides, are appropriately and adequately **factored into the policies and practices that impact it.** “

# ON THE POST 2020 PROCESS: A NEW DEAL FOR NATURE

At this meeting, governments are expected to adopt an ambitious process to develop the next global biodiversity framework post 2020 for adoption in Beijing, China, in fall of 2020. While the scope and content of the post-2020 global biodiversity framework will be agreed over an almost two-year consultative period I believe that some things are already apparent:

The framework will need to do ten things:



## Science can help forge a new deal for nature

Posted on: May 21, 2018



**Christiana Pascua Palmer**

Executive Secretary of the Secretariat of the Convention on Biological Diversity

Keywords: Biodiversity | #GlobalCommons



1. bring about a **transformational change** in the ways humans interact with biodiversity.
  - *position biodiversity as the infrastructure supporting life on Earth, including human life.*
2. **consistent** with, and **supportive** of, the **Sustainable Development Goals**.
3. mobilize broad **societal engagement** to achieve accelerated and sustainable transformations
  - *including indigenous peoples and local communities, civil society, the business sector, youth and academia.*
4. **catalyze global action** on biodiversity.
5. create a sense of **political urgency** and mobilize multi-stakeholder partnerships accountable for their actions

6. **build on existing processes**, including the Strategic Plan for Biodiversity 2011-2020,
  - *but also further define tools, financial models and points of reference to build the case.*
7. make use of **the best available knowledge**, including the natural and social sciences, local, traditional and indigenous knowledge,
  - *best practices and the lessons learned that need to be scaled and accelerated.*
8. recognize that human, biological, and economic systems are **interconnected**
  - *interconnected measures and solutions are required to find a sustainable balance.*
9. **reach beyond** the traditional conservation community.
  - *active engagement of those sectors who depend on biodiversity but which also negatively impact it*
10. **facilitate policy coherence** across sectors, integrated planning (spatial, financial, infrastructure, sustainable development etc.) that fully considers the contribution by and possible impacts on biodiversity.

# IPBES Assessments and Global Biodiversity Outlook 5

- Important to highlight and promote the results of both assessments
- Key scientific underpinnings for future action
  - The progress made towards achieving each of the Aichi Biodiversity Targets, including a final assessment;
  - The impact of this progress on the positioning towards realisation of the 2050 Vision of the Strategic Plan;
  - The ways that implementation of the Strategic Plan and progress towards the Aichi Targets contributes to the 2030 Agenda for Sustainable Development ;
- The challenges that remain to be addressed, including implications for the possible adoption of a follow up to the Strategic Plan for Biodiversity 2011-2020
- IPBES Global Assessment 2019
- Global Biodiversity Outlook 5 – 2020
  - Main report Launch
  - Regional launches



## Deliverable 2(c): Global assessment on biodiversity and ecosystem services

IPBES is to perform regular and timely assessments of knowledge on biodiversity and ecosystem services and their interlinkages at the global level. Also addressing an invitation by the Conference of the Parties of the Convention on Biological Diversity (CBD) to prepare a global assessment of biodiversity and ecosystem services building, inter alia, on its own and other relevant regional, subregional and thematic assessments, as well as on national reports.

The overall scope of the assessment is to assess the status and trends with regard to biodiversity and ecosystem services, the impact of biodiversity and ecosystem services on human well-being and the effectiveness of responses, including the Strategic Plan and its Aichi Biodiversity Targets. It is anticipated that this deliverable will contribute to the process for the evaluation and renewal of the Strategic Plan for Biodiversity and its Aichi Biodiversity Targets.

A workshop was held to develop the scope of the global assessment in October 2014, in Bonn, Germany. Experts of this scoping workshop further developed the scope of the global assessments, which is to be considered by the fourth session of the IPBES Plenary.



## ***Asks of this group:***

- Contribution to a global campaign that will generate the groundswell needed for the success of the 2020 conference
- Communicating how accomplishments for your activities are related to the Strategic Plan
- Coordination of messaging for International Days in 2019 and 2020
- Ways that the heads of the Biodiversity Related conventions can send out common messages and statements
- Support for the IPBES Assessments in 2019 and the Global Biodiversity Outlook in 2020
- Plans for common activities and celebrations at COP 15