

Communicating the NBSAP mainstreaming imperative



What are the take home messages?

1. Effective communication is key to NBSAP impact!
2. Effective communication is a two-way street!
3. Internal communication first before external!
4. Analyse and understand your audience!

The fictitious case of Nilia....

Example 1:

Nilia has just developed her NBSAP. As part of **Aichi Target 5** *“By 2020, the rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero, and degradation and fragmentation is significantly reduced”*, Nilia’s **NBSAP** has a target **“Identify areas of importance to the integral function of ecosystem services by 2014”**.

During this development, the **Ministry of Mines** comes across a substantial **Phosphate deposit** in one of these areas. **No one** at the Ministry of Mines is **aware of the NBSAP** nor has an understanding of the importance of ecosystem services. The mining potential will create, in the **short term**, 1000 jobs and **contribute significantly to the economy**. However, the **ecosystem services** here are so important, that their **degradation** due to mining would contribute to the **direct loss of human lives** in years to come, and in the long-term cause breakdowns in livelihoods of people who are indirectly **dependent** on these ecosystem services.

The fictitious case of Otumbi....

Example 2:

Otumbi has just developed her **NBSAP** and, also under **Target 5**, has developed a target stating **“Increase protected areas by 10% by 2018”**.

As part of this national target, the **Ministry of Environment** decides to make a **state nature reserve** to protect its forests and biodiversity. However it includes a **settlement of people** who were previously accustomed to go to the forest for their **hunting and fishing**. The day the forest becomes legally part of the nature reserve, the local people **have to stop** this activity. This means that they lose any possibility to supply their families with forest products which are important for their **families' income**.

The Role of Communication, Education and Public Awareness (CEPA) in the NBSAP Process!

- Making people aware of the NBSAP process
- Inviting participation
- Effective participatory activities to collect ideas, knowledge and plan
- Knowledge, attitude and practice surveys
- Explore policy options to be dealt with by the NBSAP with key stakeholders
- Design a Communication, Education and Awareness Strategy

Formulating the Plan

Disregarding the role of CEPA is a major pitfall!!!

- Public information campaigns
- Education materials
- Education campaigns
- Education
- Capacity Building
- Evaluation of impact of Communication, Education and Awareness Strategy

Implementing the Plan!

- Public information campaigns
- Information on policy instruments
- Regular surveys of opinion and attitude

Control

Question 1: What types of messages are most powerful in CEPA strategies?

- a. Shock messages (warning of doom if nothing is done)
- b. Positive messages of hopeful aspirations
- c. Just giving scientific facts without contextualising

Question 2: What do you consider most effective when negotiating around targets with stakeholders?

- a. Listening to their points of view and visions
- b. Educating the stakeholders on the importance of biodiversity
- c. Not budging on your targets


Question 3: Why would you think 'internal communication' (i.e. within your ministry) should come before 'external communication'?

- a. We need to come to a common understanding first on our messages
- b. External communication is much more difficult


Question 4: What would be effective messages to politicians who have the power to make decisions?

- a. Only the scientific proof
- b. Message should touch on what is a priority for them


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How to go about planning for a CEPA strategy for your NBSAP....

Entry points	Objectives	Focus of activities
Use CEPA as a policy instrument to implement the NBSAP	Agenda setting and building support in various sectors; creating an enabling environment for biodiversity	Stakeholder engagement and mainstreaming

What are the take home messages?

1. Effective communication opens doors towards the NBSAP having an impact!
2. Effective communication is a two-way street!
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