Communicating the NBSAP mainstreaming imperative





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What are the take home messages?

- 1. <u>Effective</u> 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".

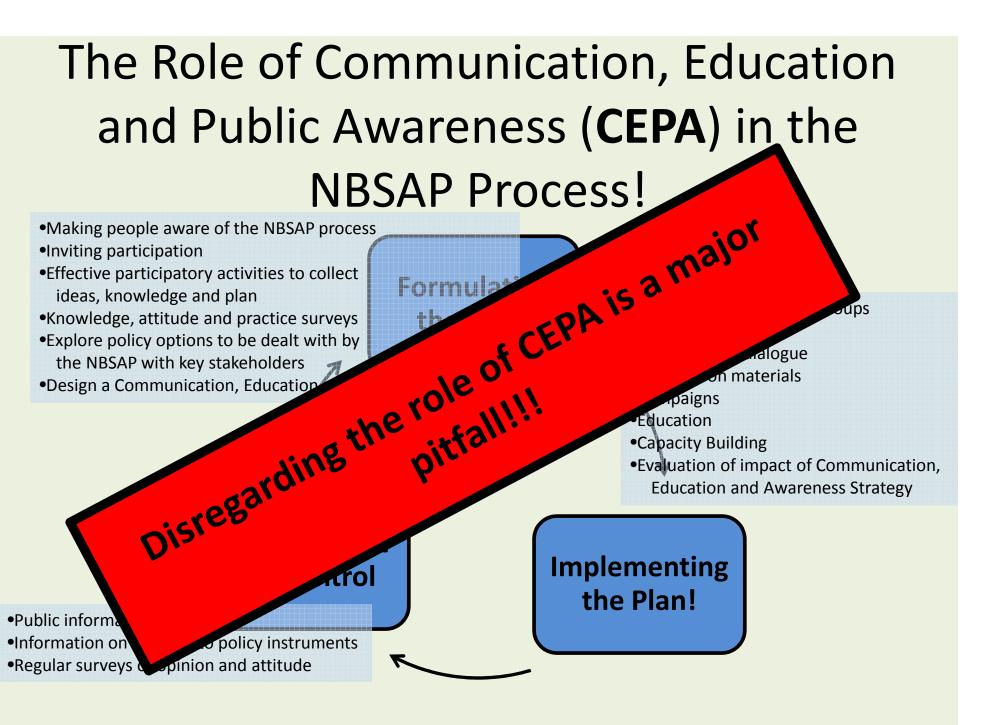
During this development, the **Ministry of Mines** comes across a substantial **Phosphate deposit** in one of these areas. **No one** at the Ministry of Mines is **aware of the NBSAP** nor has an understanding of the importance of ecosystem services. The mining potential will create, in the **short term**, 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**.



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. <u>Effective</u> communication opens doors towards the NBSAP having an impact!
- 2. Effective communication is a two-way street!
- 3. Internal communication first before external!
- 4. Analyse and understand your audience!