



CEPA for NBSAPs

3 points to remember

CEC CEPA Experts

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The NBSAP Convention on Biological Diversity

Communication Strategy

- Importance of Communication, Education and Public Awareness
- Steps in developing Communication strategy about issues in NBSAPs and national reports
 - Set your goal; Assess your resources; Identify target groups; Identify partners; Choose the medium; Identify the result; & monitor the performance.
- Implementation of Communication strategies
 - Pre testing the strategy; choosing the messenger; considering the language of communication.
- Publicity materials that can garner support for NBSAP implementation from the private sector, NGOs, etc
- Fundraising strategies for the implementation of the communication strategy



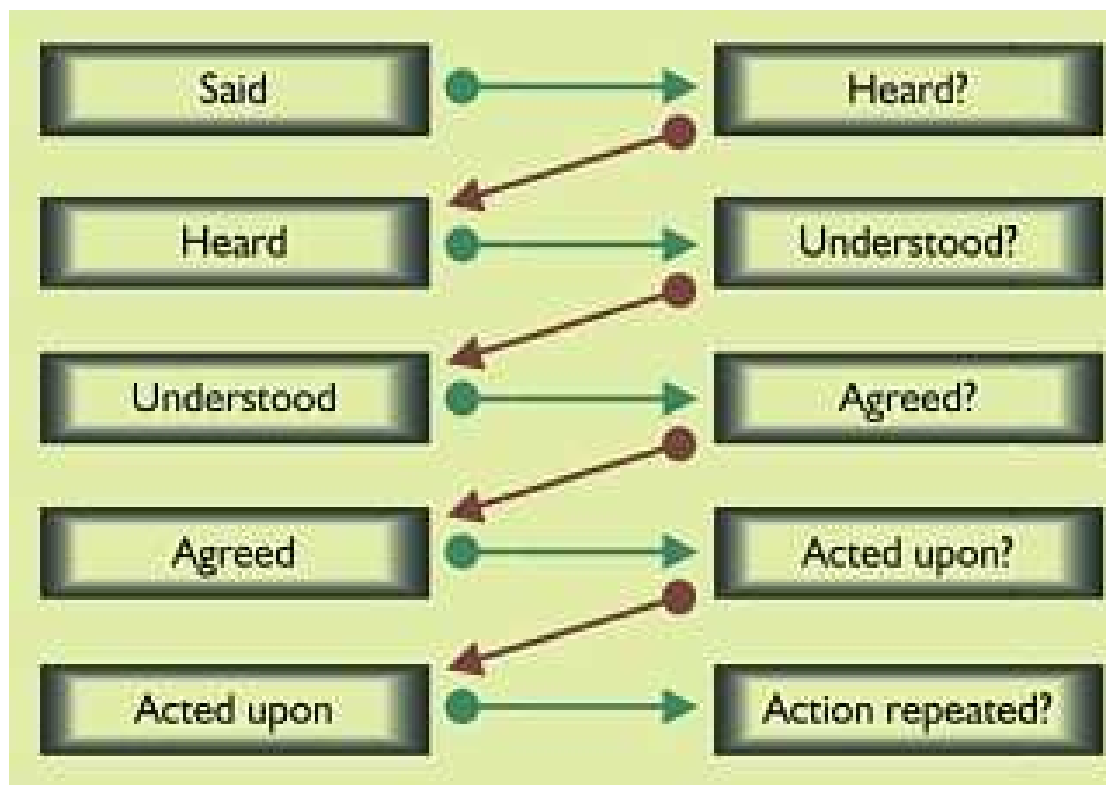
Like the video "Love not Loss" suggests, showcase success, what we have not what we've lost

What one thing must they remember about you and your issue?

Have a clear, specific call to action: "Can you help me plant some trees?"

Use messages that are memorable, keep them short, simple and snappy. stick

Create word of mouth – give people the tools to pass the message on



It is an assumption that information alone leads to change of behavior



3. Be strategic

Set an example for others to follow and let others tell the story

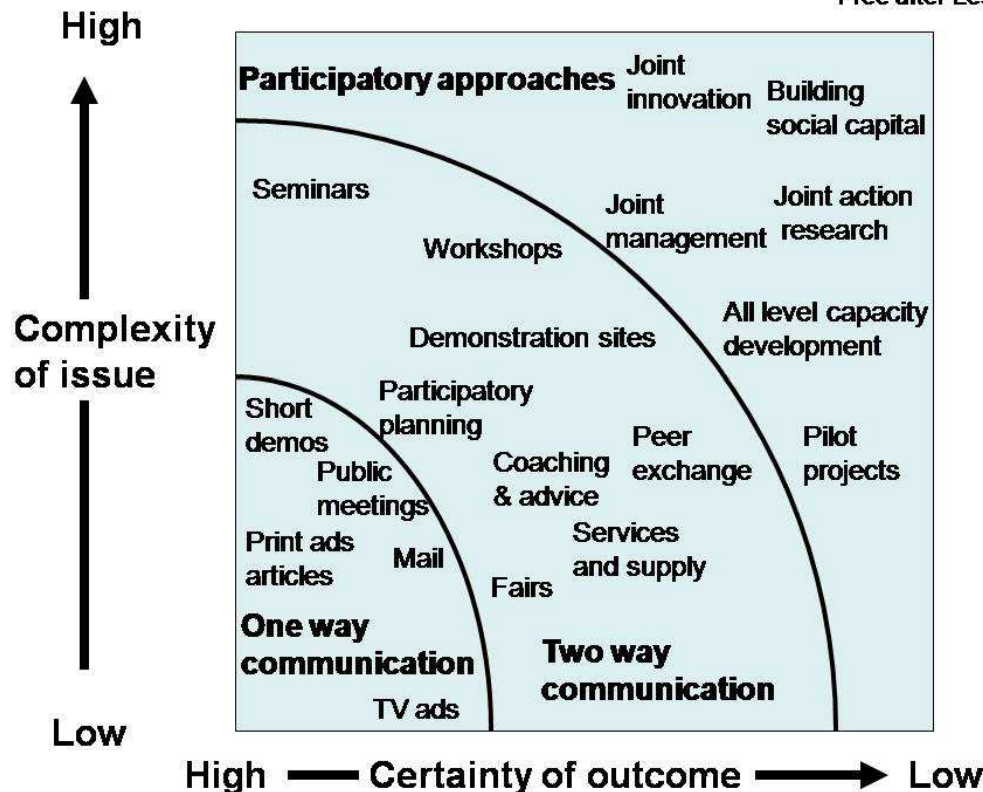
Always integrate communication right from the start of your projects

Be creative – explore different channels that suit your objective and audience best

Hire the right external expertise, find relevant people to partner with

Always (pre)test and evaluate

Free after Les Robinson



The choice of communication means depends on audience, objectives, messages and context



CEPA Resources

CEPA toolkit – CBD, IUCN CEC

<http://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>

Guide to Participatory Action Planning – Ramsar, IUCN CEC

http://www.ramsar.org/pdf/outreach_actionplanning_guide.pdf#9

Branding Biodiversity, Futerra

http://www.futerra.co.uk/downloads/Branding_Biodiversity.pdf

Sell the Sizzle, the new climate message, Futerra

<http://www.futerra.co.uk/downloads/Sellthesizzle.pdf>

IUCN Commission on Education and Communication

<http://www.iucn.org/cec/>

CEPA Specialty Group, IUCN CEC (with links to the CEPA Toolkit in English, French and Spanish)

http://www.iucn.org/about/union/commissions/cec/cec_specialty_groups/cec_cep_specialty_group/

You learn something new every day (blog on learning and facilitation) <http://welearnsomething.blogspot.com/>

The Art of Positive Change (blog on CEPA and behaviour change) <http://cepatoolkit.blogspot.com/>

'Love. Not Loss.' = video

<http://www.youtube.com/watch?v=BvldwOezreM>

