

Communication, Education and Public Awareness

A refresher for Biodiversity Experts

Why CEPA?

- **To share information/to teach a new idea/new skill**
- **To change perceptions or improve an image**
- **To motivate people to take up an action**
- **To share ideas and plans**
- **To learn what others think**
- **To make sure others know what we are doing**
- **To get stakeholder ownership/cooperation**
- **To change people's behaviour**
- **To “influence” policy**

Using CEPA to Address Biodiversity Issues

- Address and solve a biodiversity problem with communication as **sole instrument**
[farmers using pesticide that is polluting the river]
- As a **supporting instrument** where communication is used in conjunction with other interventions/incentives
[eradicating an invasive species]
- The problem requires other instruments and measures and communication has **no role**

Effective Communication...

...has clear objectives as to what we want to change in knowledge, attitudes, and behavior.

...is about messages, messengers, the choice of media and the tone of voice.

...uses jargon-free messages that motivate rather than switch people off

...considers the appropriate media and tone of voice of to gain attention of the specific audience

Planning Communication – understand the situation

1. Clarify the **conservation** goals and objectives

Planning Communication – Understand the Situation

2. Conduct an **audit**

*Can communication (CEPA) help? What do
you want to achieve through CEPA?*

Planning Communication – Establish Communication Objectives

3. What do you want to achieve?

Planning Communication – identify
target audience(s)

4. Who can help achieve the objectives?
Who might hinder implementation?

Planning Communication – identify the messages

5. What does the audience need to know/do?

Planning Communication – identify the channels

6. How does the audience get information?
Who do they trust? (Who don't they trust)

Planning Communication – identify the tools and tactics

7. How will you frame the message to resonate with the audience?
8. What products will you develop?

Planning Communication – being realistic

7. What is your budget, timeline and do you have the right resource people?
8. What partners do you have?

Planning Communication – indicators

9. How will you monitor and evaluate the communication interventions?

Using Communications in Biodiversity Mainstreaming

- Many different audiences (sectors)
- Many different needs and “entry points”
- Conservation ideas may be a “turn off”
- Very specific communication channels are needed depending on the audience (policy briefs, chief advisors, cabinet submissions...community discussions, media)
- Media and civil society have specific roles in gaining political will