



Regional Workshop For Central Asia
on Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011

CEPA session

Istanbul, 19. October 2011 (Day 3)

Tina Trampuš, IUCN CEC member



“The way we communicate is fundamental to success of biodiversity conservation!”

(Laurie Bennett, member of IUCN CEC)

Beside **WHAT** are we communicating,
we should also ask ourselves:
HOW are we doing it, what **STYLE** we use.



NBSAPs – lessons learned (Day 1) - **Strong points:**

- Project leader is an **important person** in the government
- Consultation **group of experts** reached **agreement** on what is biodiversity
- Strategy **and** sustainability (green) development program
- Scientists, academics **join** the planning team – strategy used as a **reference** point.
- **External help** from international experts.



NBSAPs – lessons learned (Day 1) - **Weak points:**

- Important stakeholders **not included** in the process (civil society, local people)
- Process **inside** the government department
- A lot of feedback from other ministries – they **didn't understand** the concept of CBD - we had to push **to convince them** of the importance of biodiversity
- **Lack** of awareness and understanding from civil society
- “I'm not **the author** of the strategy but...”
- Strategi is an '**isolated**' document.



Regional Workshop For Central Asia on Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011,
Tina Trampuš, IUCN CEC

Lack of PUBLIC AWARENESS. Why bother?
7 billion people are out there,
“waiting” to become aware and take action!





Tipping points

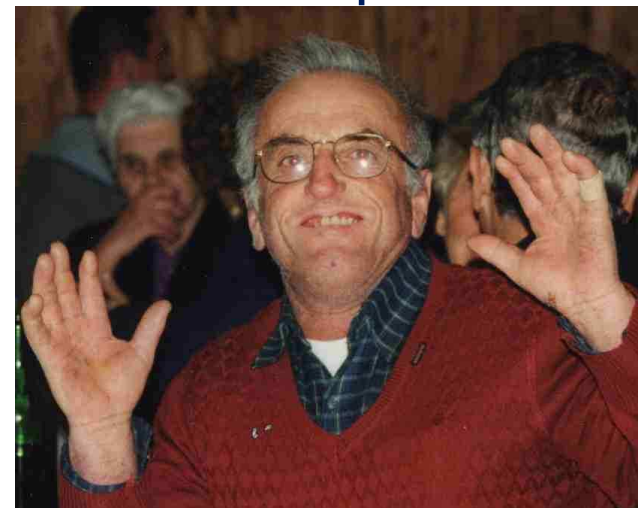
Ecosystem degradation:

Danger to reach the tipping point and not be able to go back, to restore the ecosystem.



Efficient Communication:

Opportunity to reach the tipping point and never want to go back to the 'old' communication practice.





Regional Workshop For Central Asia on
Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011,
Tina Trampuš, IUCN CEC

Strategic plan and Aichi Targets – **CEPA words**:

- Aware
- Integrated, incorporated
- Implemented
- Managed
- Participatory
- (Traditional) knowledge respected
- Shared
- Mobilization
- Agreed process



**Action
Harmony**



Regional Workshop For Central Asia on
Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011,
Tina Trampuš, IUCN CEC

*Best time for planting a tree was 20 years ago.
Second best time is NOW.*

(Chinese proverb)

Communicate NOW.





Regional Workshop For Central Asia on
Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011,
Tina Trampuš, IUCN CEC

- Revising the NBSAP = opportunity to implement strategic communication.
- Audience > Messages > Means:
 - TEEB – economic valuation for better decision making,
 - Interviews, focus groups, workshops, brochures...
- Messages:
 - Action for Biodiversity. Towards a society in **Harmony** with Nature.
 - **Love**. Not loss. (*video*)



Regional Workshop For Central Asia on
Updating NBSAPs,
Istanbul, Turkey, 17-20 October 2011,
Tina Trampuš, IUCN CEC

CEPA for Beginners

3 points to remember

CEC CEPA Experts

Frits Hesselink (Netherlands), Keith Wheeler (USA), Laurie Bennett (UK), Wendy Goldstein (Australia), Marta Andelman (Argentina), Jinie Dela (Sri Lanka), Gillian Martin-Mehers (Switzerland)



1. Know your audience

(Знайте свою аудиторию)

General public is different from decision makers in government or business (*Широкая общественность отличается от лиц, принимающих решения в правительстве или бизнесе*)

Define your objectives: knowledge – attitudes – behaviour (*Определите свои цели: знания - отношение – поведение*)

Develop your communication in dialogue with your audience – understand their barriers and motivations to change (*Развивайте свои связи в диалоге с аудиторией - понимая их мотивы и барьеры для изменений*)

Realize that people take decisions based on emotion rather than on rational decisions (*Поймите, что люди принимают решения, основываясь на эмоциях, а не на рациональных решениях*)

Behavior change is based on personal experiences and social groups (*Изменение поведения основывается на личном опыте и социальных группах*)



Each audience is different in getting their attention, interest, desire, action (AIDA)



2. Use plain language messages

Like the video 'Love. Not Loss.' suggests, showcase success, what we *have not* what we've lost (Как видео 'Love. Not Loss.' предполагает, демонстрируйте успехи, то, что у нас есть, а не то, что мы потеряли)

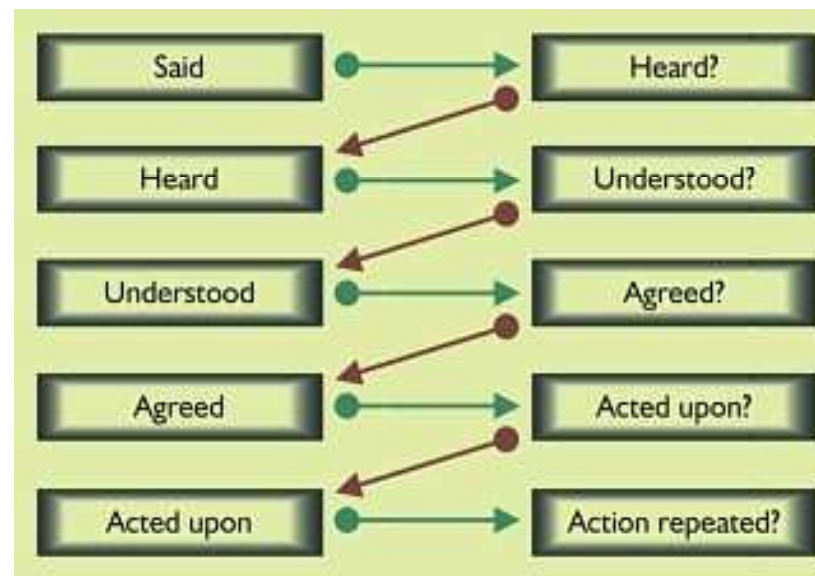
What one thing must they remember about you and your issue? (Какая самая главная мысль/факт которую они должны запомнить о Вас и вашей проблеме/вопросе?)

Have a clear, specific call to action: "Can you help me plant some trees?" (Иметь четкий, конкретный позыв к действию: "Можете ли вы помочь мне посадить деревья?")

Use messages that are memorable, keep them short, simple and snappy (Используйте сообщения которые запомнятся, будут короткими, простыми и энергичными)

Create word of mouth – give people the tools to pass the message on (Передовать знания методом из уст в уста - дать людям инструменты, чтобы передали сообщение дальше)

(Используйте простой язык для вашего сообщения)



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



3. Be strategic

(Будьте стратегичны)

Set an example for others to follow and let others tell the story (*Покажите пример для подражания для других*)

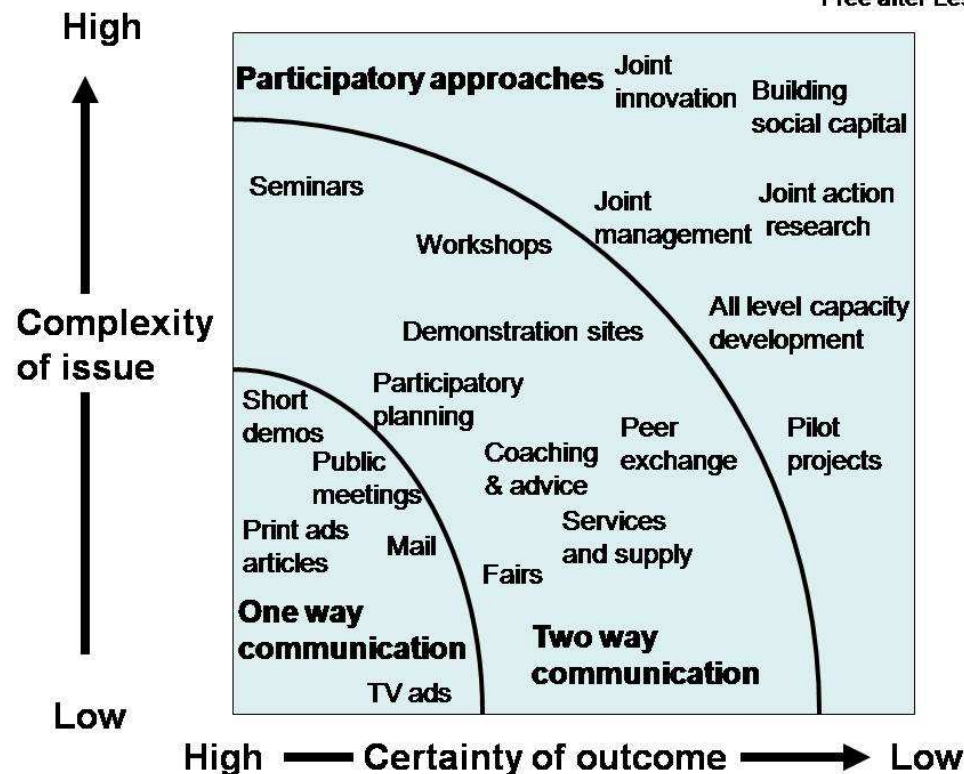
Always integrate communication right from the start of your projects (*Всегда интегрируйте коммуникации с самого начала ваших проектов*)

Be creative – explore different channels that suit your objective and audience best (*Будьте изобретательны - изучите различные варианты, которые подходят вашей цели и аудитории лучше всего*)

Hire the right external expertise, find relevant people to partner with (*Вовлечь подходящих внешних экспертов, подобрать людей для партнёрства*)

Always (pre)test and evaluate (*Всегда (предварительно) проверить и провести оценку*)

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)

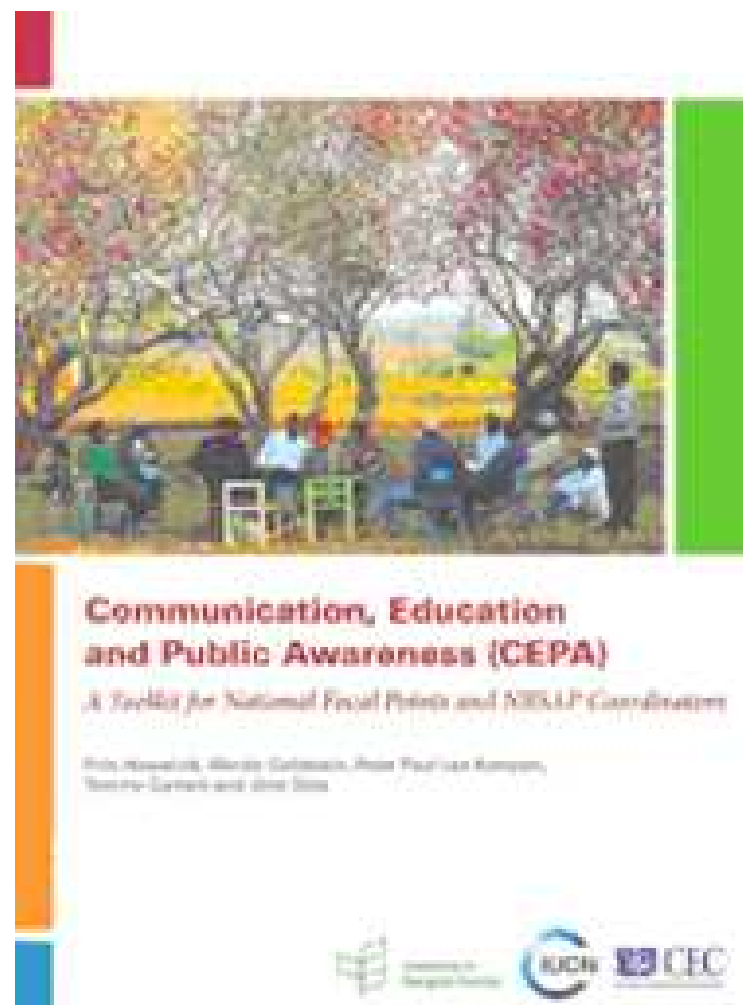
http://www.iucn.org/about/union/commissions/cec/cec_specialty_groups/cec_cep_specialty_group/

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>





My personal communication checklist:

- Listen first!
- Share positive examples.
- Bring it from the head (rational) to the center of the body (emotions).
- Help people discover how they can help instead of preaching on what is wrong.
- Engage more people and less paper.
- Be people oriented + simple + strategic.

You can e-mail me: tina.trampus@zrsvn.si





PHOTOS

