

biodiversity **works**
for **nature** for **people** for **ever**



Biodiversity Communication in the Netherlands

comBIO: towards a government wide communication strategy on biodiversity

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Presentation

Background

comBIO

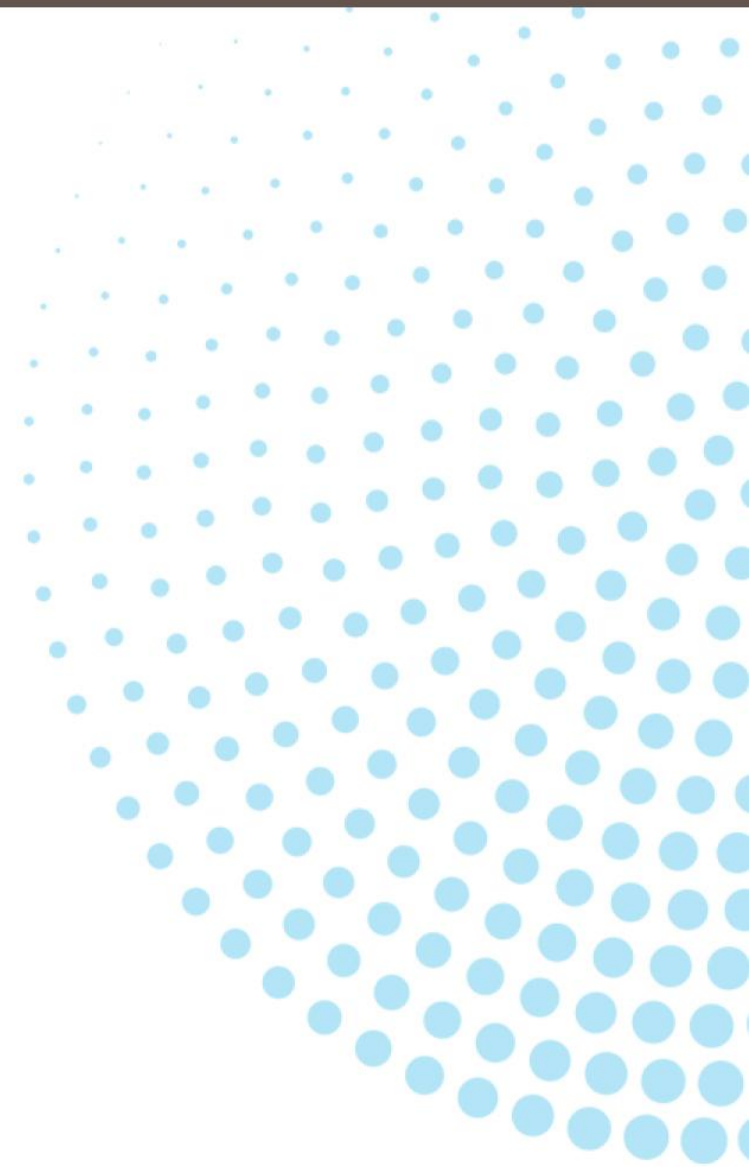
Results year 1

Actions year 2-3

Challenges

Communication examples

Discussion



Background

Biodiversity is of vital importance, ecosystem services are at risk and action is required of society as a whole

Biodiversity is not a well known issue in NL

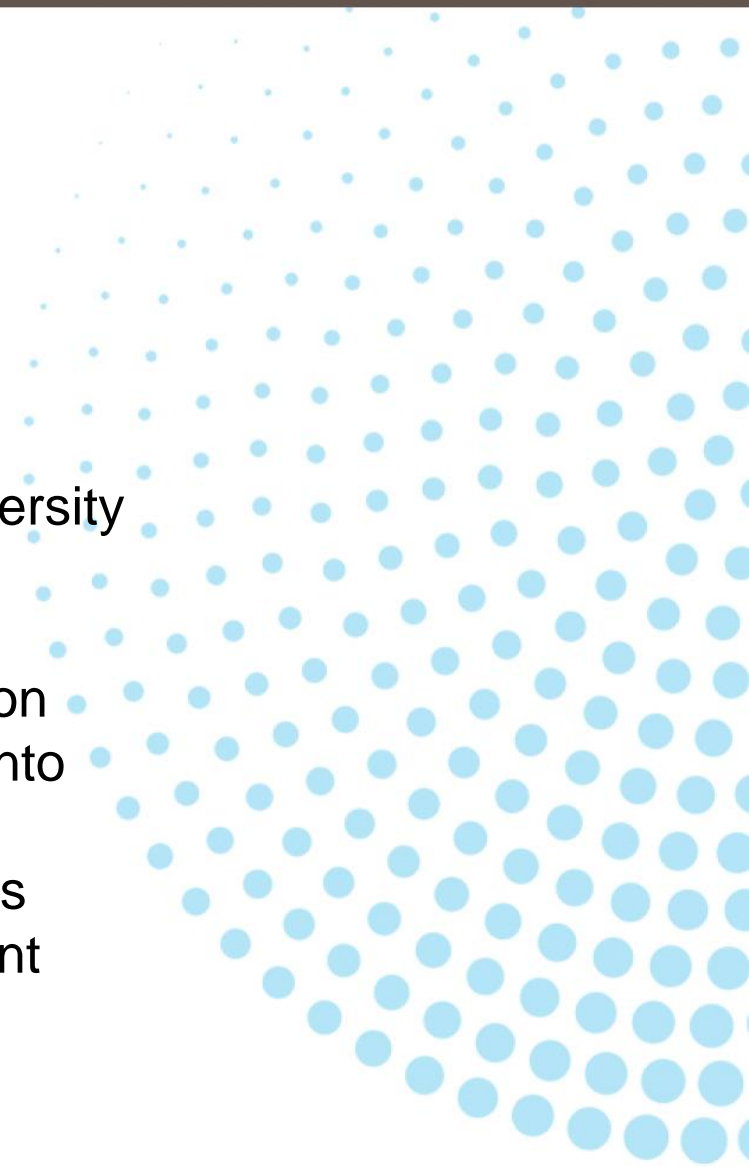
When it comes to biodiversity in society as well as government there are many different perceptions and conflicting interests...



Background

Communication may:

- Create awareness of the value of biodiversity
- Create awareness of the seriousness of the problem
- Provide information on government action
- Enhance the integration of biodiversity into policy fields
- Offer action perspectives to stakeholders
- Create partnerships between the different societal stakeholders



Background

To be (more) effective in bringing the message across the Dutch government realised it needs to speak with one voice, one message

→ create one national CEPA strategy

comBIO: communication on biodiversity, national and international, government wide

comBIO

Initiative of national government:

- Agriculture, Nature, Food Quality
- Housing, Environment and Spatial Planning
- Foreign Affairs

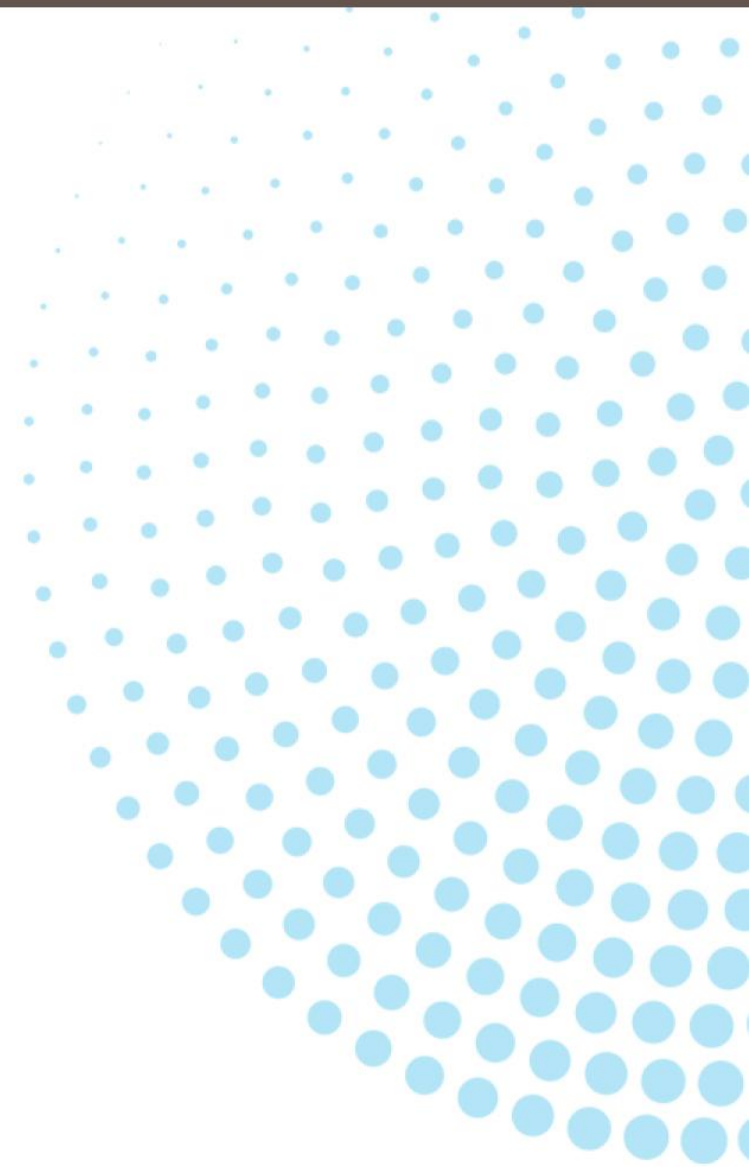
Period: 2006-2009

Implementation:

NovioConsult Van Spaendonck

CREM

Pauw Sanders Zeilstra Van Spaendonck



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Objectives

1. Raising public awareness, enhancing involvement of and offering action perspectives to societal stakeholders
2. Increasing coherence and inter-ministerial cooperation on government wide biodiversity communication

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How?

By creating a coherent communication strategy through the analysis of:

- biodiversity policy and (perceived) roles of stakeholders
- target groups: attitude, action perspectives and the role of communication in the mix of instruments
- senders and messages
- opportunities government communication

Action plan - Back office/ front office model

Results year 1

Key message on Biodiversity, approved by 'all' ministries and tested in a panel of citizens

Conference on Biodiversity and Climate Change: NGOs, national government and universities

Recommendation on the continuation of Countdown 2010, strategy for local authorities

Improved coherence governmental websites on biodiversity and the Dutch CHM website

Results year 1

Inventory of biodiversity tools for companies
(action perspective)

Development of an on-line biodiversity scan for
companies with operations abroad
(involvement Ministry of Economic Affairs)

Launch of a web-based networking tool for biodiversity
professionals www.bio-wie.nl

Launch of the new Biodiversity Policy Program

THE DUTCH GOVERNMENT'S KEY MESSAGE BIODIVERSITY

Biodiversity *is* of vital importance!

Life on Earth exists in a variety of forms. Whether one is talking about the smallest bacteria, fungi and plants or the largest animals, the tropical rainforests or the Dutch pastures, every form of life, every ecosystem and every genetic variation is unique and irreplaceable.

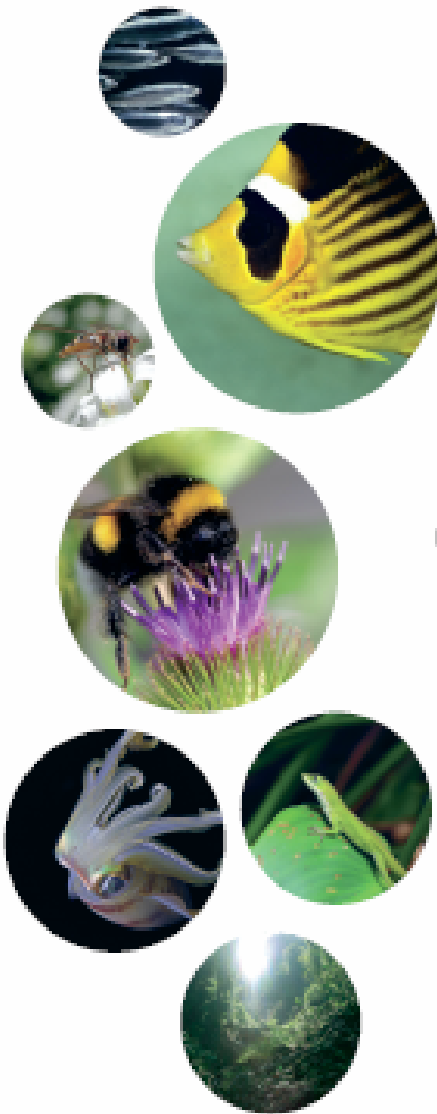
This vast variety of life forms is what we call biodiversity.

Many forms of life on Earth are dependent on one another. For humans it would also be impossible to exist without other organisms. Diversity plays an important role in this. Besides its aesthetic value, biodiversity is also useful and even essential for mankind. Not only does it provide us with clean water, fertile soils and a stable climate, but it also supplies food and raw materials for housing, clothing, fuel and medicines. These natural resources make human existence possible and form the basis for our prosperity. Biodiversity contributes to peoples' quality of life and their well-being.

Biodiversity has become seriously threatened as a result of global climate change, increasing consumption, pollution, the introduction of alien species and overexploitation of natural areas and resources. Plant and animal species are disappearing and ecosystems are being disrupted. Clean air and water, fertile soils and a stable climate can no longer be taken for granted.

This especially affects poorer people in developing countries because they are often directly dependent on the products that forests and the land provide, but it is also a concern for the developed world. Damage to biodiversity and exhaustion of natural resources ultimately threaten the existence of all people.

This calls for a change! The Dutch government has placed sustainable use and greater knowledge of biodiversity and natural resources high on the agenda. It has taken the initiative to develop effective national and international policies. However, the responsibility for this does not just lie with the government. An effective approach to this vitally important issue is only possible if government, citizens, companies and societal organisations share responsibility and collaborate closely with one another.



Actions year 2-3

Policy overview: what are our objectives & what do we expect from each target group (incl. government)?

Target-group analysis: attitude towards biodiversity, action perspectives and (potential) role of communication

Overview of senders and their messages

Communications strategy for the government
Back office / front office



Actions year 2-3

Promotion of the key-message on biodiversity

'Translation' of the key message to the different target groups

Development of one biodiversity website of the national government

Communication-activities supporting biodiversity policy priorities

Challenges

Consensus building is a slow process... biodiversity communication strategy brings together different organizations (cultures) with different opinions

‘Think before you do’ versus ‘doing instead of talking’

Effectiveness of communication depends on the other instruments in the instrument mix

Effectiveness of communication depends on a coherent policy and the example by government (GPP)

Challenges

Who should be the messenger: the government?
Or NGO's or civil society?

Biodiversity is a complex abstract concept. Action
perspectives are often concrete and local.

How to bridge the gap?

Always communicate the puzzle or just the pieces?

A focus on ecosystem services?

What about intrinsic value?

Examples

At the same time there is a lot of communication on Biodiversity

Some CEPA examples financed by the Dutch Government...

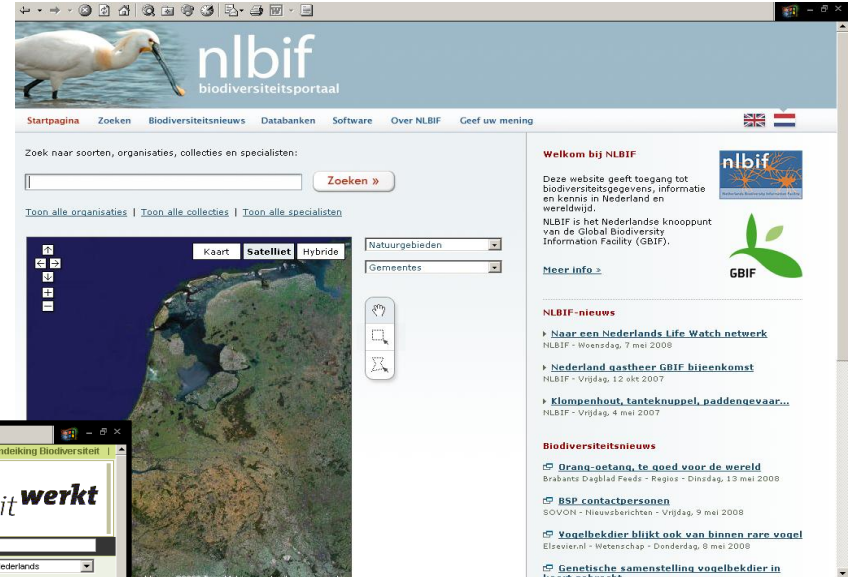


Communication

www.bezoekerscentrum.net
target: visitor centers



www.bio-wie.nl
targets: biodiversity
Professionals



www.nlbif.nl
targets: scientist



www.biodiv.netherlands.chm.nl
targets:

Education

www.wonderweb.nl
target: primary schools



www.codenamefuture.nl
targets: secondary schools

Public Awareness

COUNTDOWN
2010

Regeringen hebben toegezegd biodiversiteitsverlies in 2010 te stoppen
Countdown 2010 helpt deze woorden om te zetten in daden

Countdown 2010 NL
Nieuws Kalender Missie en Doelstellingen De 2010 Doelstelling
Wat kunt U doen?
Teken de Verklaring Bedrijven Burgers Overheden Internationale campagne
Initiatieven in Nederland
Hoeksche Waard Provincie Noord-Brabant VRCN: Biodiversiteit Netwerk Biodiversiteit werkt in de regio Andere initiatieven
Informatie over Biodiversiteit
Nederland Europa
Wie wij zijn
Stuurgroep Adviesraad Internationale Secretaats Contact



Countdown 2010 NL

Gezond voedsel en medicijnen, frisse lucht en schoon water, bescherming tegen natuurrampen en het genieten van een bossawandeling in de lente: zonder biodiversiteit is ons leven nauwelijks voor te stellen en een stuk onaangenaam. Biodiversiteit is in feite de verzamelaar voor de grote verscheidenheid aan micro-organismen, dieren- en plantensoorten.

Omdat we steeds meer gebruik maken van ecosystemen (bossen, moerassen, zeeën) en natuurlijke rijkdommen, gaat biodiversiteit verloren in een alarmend tempo. We zien nu al dat ecosystemen ontregeld raken, en dat dit negatieve gevolgen heeft voor menselijk welzijn. Deze gevolgen zullen toenemen als we geen actie ondernemen om biodiversiteit te beschermen en duurzaam te gebruiken.

Daarom hebben de Europese landen in 2001 afgesproken om het biodiversiteitsverlies in 2010 te stoppen. Om mee te helpen deze doelstelling te behalen, is in 2004 de Europese Countdown 2010 campagne gestart.



In 2005 hebben de Ministeries van Landbouw, Natuur- en Voedselkwaliteit, het Ministerie van Volkshuisvesting, Ruimtelijke Ordening en Milieu, de provincie Brabant, het RUCN Nederlands Comité, en het Europees Centre for Nature Conservation afgesproken om de Europese Countdown 2010 Campagne.

In deze campagne ondernemen burgers, organisaties en bedrijven samen actie. Het is tijd om **woorden in daden** om te zetten.

Doe mee met Countdown 2010

Download hier de brochure

www.countdown2010.nl

Target: local and regional government
business and NGOs



www.biodiversiteitgeeftjelevenkleur.nl

Target: general public

Biodiversiteit werkt

Biodiversiteit werkt
Een handreiking voor burgers, overheden en bedrijven

Biodiversiteit is niet alleen leuk en mooi, maar vooral ook nuttig. U kunt op tal van manieren uw voordeel doen met biodiversiteit en de ontwikkeling ervan een steuntje in de rug geven. Velen zijn u al voorgegaan: hun werk kan als voorbeeld dienen. In deze handreiking vindt u van alles over biodiversiteit en hoe u er zelf mee aan de slag kunt als burger, gemeente, provincie, waterschap of bedrijf. In uw eigen tuin, in uw eigen gebied of in uw eigen sector. De belangrijkste boodschap is: ontdek de mogelijkheden en doe mee! Kort gezegd: biodiversiteit werkt!

burger

bedrijf

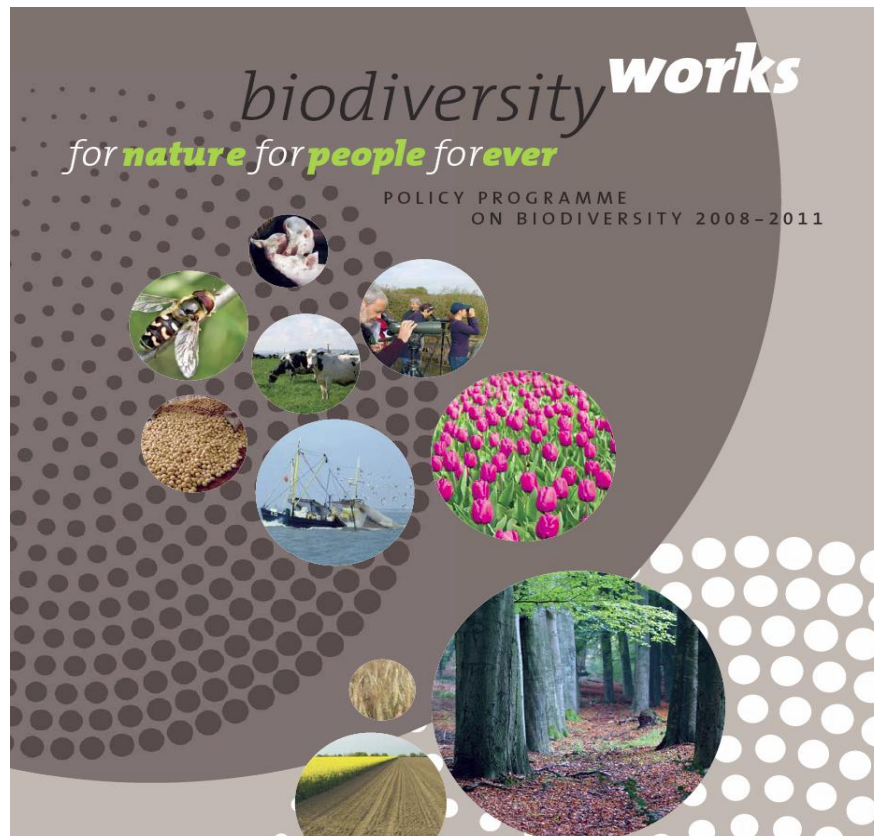
overheid

[Naar boven](#)

www.vrom.nl/biodiversiteitwerkt

target: general public, business, local and regional government

The Dutch Government's New Policy Programme on Biodiversity



Thank you for
your
attention!

More info:

www.crem.nl

broer.w@crem.nl



biodiversiteit **werkt**
voor **natuur** voor **mensen** voor **altijd**

Room for Discussion

broer.w@crem.nl