



Communication,
Education and
Public Awareness
CEPA Fair

First Global Biodiversity Communications Forum CBD CoP 14 - Sharm El-Sheikh/Egypt 18 November 2018

THE ROLE OF COMMUNICATION CAMPAIGNS TO INCREASE AWARENESS ON BIODIVERSITY AND NATURE

WWF and the CBD Secretariat will convene the First Global Biodiversity Communications Forum at CBD COP-14 in Sharm El-Sheikh on 18th November 2018. Communication experts are invited to discuss ways and means to scaling up biodiversity communication to achieve Aichi Target 1 of CBD's Strategic Plan 2011-2020. This event will also support the implementation of CBD's "Framework for a Communication Strategy" (<https://www.cbd.int/doc/decisions/cop-13/cop-13-dec-22-en.doc>), adopted in Cancun, Mexico in 2016.

Strategic and thematic campaigns are the thematic focus of the first global forum. The specific objectives are:

- Present different campaigns which aim to raise awareness for biodiversity and nature.
- Discuss best practice examples of campaigns from various organisations.
- Exchange views on most suitable formats for communication campaigns.
- Discuss performance of campaigns and tracking of outreach and impact.

Target groups of the global forum are communication managers and campaign developers.

The global forum is part of WWF's project "Scaling up Biodiversity Communication for Achieving Aichi Target 1" ([Summary](#) here). The project contributes to the joint work of WWF and the CBD Secretariat under the Memorandum of Understanding (MoU), which was signed in November 2016.

Time	Topic and speaker
10.00 – 10.20 h	Welcome and opening of the forum Günter Mitlacher & Christine van Deuren, WWF Germany David Ainsworth, Secretariat of the Convention on Biological Diversity
10.20 – 10.30 h	Welcome address Dr. Christiane Paulus, Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety - BMU
10:30 – 11:00 h	WWF's engagement in Achieving Aichi Target 1 Sudhanshu Sarronwalla, WWF International
11.00 – 11.20 h	NATURE IS SPEAKING – Nature is Speaking – Are We Listening? – Julia Roberts is MOTHER EARTH - Rowan Braybrook, Conservation International
11:20 – 11:40 h	FARMING FOR BIODIVERSITY Ann-Kathrin Neureuther, RARE Daniela Borja, Communications Manager, Red Semillas, Ecuador Jony Girma, General Manager, Apis Agribusiness, Apis Agribusiness
11.40 – 12.00 h	FOOD WASTE WARRIORS Peter McFeely, WWF International
12.00 – 12.20 h	FOOD FOR EVER - Raising awareness for the conservation and use of agricultural biodiversity Rodrigo Barrios, Food Forever Campaign
12.20 – 12.40 h	Experience with the FOOD FOR EVER campaign - Cooking up diversity for a more sustainable, resilient and delicious future Cierra Martin, Croptrust
12.40 – 13.00 h	Messages from Marco Lambertini, WWF International Dr. Cristiana Paşca Palmer, Executive Secretary of the CBD Ambassador Roger Milla, Cameroon
13.00 – 14.00 h	Lunch break
14.00 – 14.20 h	WILD FOR LIFE - Making Wildlife Crime Personal to make a movement Niamh Brannigan, UN Environment
14:20 – 14:40 h	NATURE CONNECT PROGRAMME & BIODIVERSITY IS US - Nature Connect Grants Programme Gavrielle Kirk-Cohen, World Association of Zoos and Aquariums
14.40 – 15.00 h	CITIES WITH NATURE - A journey to reconnect urban communities with nature Thea Buckle, ICLEI
15.00 – 15.20 h	PLANT FOR THE PLANET - How to plant a Trillion Trees for Climate, Development and Biodiversity Louis Motaal, Climate Justice Ambassador, Verena Ordemann, Plant-for-the-Planet

15.20 – 15.40 h	PANORAMA – Solutions for a Healthy Planet Promoting learning from success in conservation and sustainable development, Marie Fischborn, IUCN
15.40 -16.00	panel set up
16.00 h	STRATEGIC COMMUNICATION AND TRANSFORMATIONAL CHANGE Dr. Cristiana Paşca Palmer, Executive Secretary of the CBD
16.00 – 17.00	Panel discussion THE ROLE OF CAMPAIGNS IN SCALING-UP ENGAGEMENT OF BILLIONS OF PEOPLE TO TRIGGER TRANSFORMATIONAL CHANGE Moderator: David Ainsworth, Secretariat of the Convention on Biological Diversity
17.00 – 17.20 h	CAMEROON CELEBRATES 25 YEARS OF ACTION FOR BIODIVERSITY Priscilla Song, Ministry of Environment, Protection of Nature and Sustainable Development, CBD National Focal Point
17.20 - 17.40 h	PERSPECTIVES FOR EARTH HOUR 2019 AND THE CAMPAIGN CONNECT2EARTH Sudhanshu Sarronwalla, WWF International
17.40 – 18.00 h	Chair’s Conclusions Günter Mitlacher & Christine van Deuren, WWF Germany
18:00 h	Closing of the event
18.15 – 19.30 h	Aichi Poster Vernissage A vernissage launching the exhibition of Aichi Posters showcasing progress made towards the achievement of the Aichi Biodiversity Targets by Parties and different entities Secretariat of the Convention on Biological Diversity, GIZ, GeoMedia
19.30 h	Side meeting of communication experts to discuss future collaboration as follow-up to the meeting in Cambridge on 13 th April and the first Global Biodiversity Communications Forum in Sharm El-Sheikh

The event is one of the activities of the IKI project “Scaling-up Communication for Achieving Aichi Target 1”

Günter Mitlacher
guenter.mitlacher@wwf.de
 Director International Biodiversity
 Policy and CBD Focal Point
 WWF Germany
 Mobile: + 49 151 188 55 000

Christine van Deuren, PhD
christine.vandeuren@wwf.de
 Project Manager International
 Biodiversity Communication and
 Policy, WWF Germany
 Mobile: +49 151 188 54183

Supported by:



based on a decision of the German Bundestag

With funding from the International Climate Initiative (IKI)