



## Convention on Biological Diversity

Distr.  
GENERAL

CBD/COP/DEC/15/14  
19 December 2022

ORIGINAL: ENGLISH

CONFERENCE OF THE PARTIES TO THE  
CONVENTION ON BIOLOGICAL DIVERSITY  
Fifteenth meeting – Part II  
Montreal, Canada, 7-19 December 2022  
Agenda items 9C and 13C

### DECISION ADOPTED BY THE CONFERENCE OF THE PARTIES TO THE CONVENTION ON BIOLOGICAL DIVERSITY

#### 15/14. Communication

##### *The Conference of the Parties*

1. *Adopts* the communications strategy to support the implementation of the Kunming-Montreal Global Biodiversity Framework contained in the annex to the present decision;
2. *Decides* to renew the mandate of the Informal Advisory Committee on Communication, Education and Public Awareness<sup>1</sup> until 2030, with members nominated by Parties, considering regional balance, and indigenous peoples and local communities, and ensuring continued representation of youth organizations and other relevant organizations;
3. *Requests* the Informal Advisory Committee on Communication, Education and Public Awareness to (a) further develop action-oriented key messages of the communications strategy to inform and mobilize action from all actors, private and public, (b) revise the communications strategy to align it with decision 15/4 on the Kunming-Montreal Global Biodiversity Framework, and (c) advise the Executive Secretary regarding the implementation of the communications strategy in accordance with the timeline set out in the annex to the present decision;
4. *Encourages* Parties and invites all stakeholders to share and make use of the communications messages through relevant media channels and social media, especially action-oriented messages, in order to inform and mobilize action from all actors, private and public, and to endeavour to mobilize adequate human and financial resources to carry out these tasks;
5. *Invites* other international organizations, businesses, civil society and other relevant stakeholders to support the implementation of the communications strategy;
6. *Welcomes* the efforts by Parties, other Governments, indigenous peoples and local communities, and stakeholders to foster wide public support for a strong Kunming-Montreal Global Biodiversity Framework;
7. *Requests* the Executive Secretary:
  - (a) To convene, subject to the availability of resources, one in-person meeting of the Informal Advisory Committee on Communication, Education and Public Awareness during each intersessional period, and meetings through virtual means when needed;

<sup>1</sup> Decision VII/24, paragraph 4(ii); decision VIII/6, para. 9.

(b) To support the implementation of the communications strategy for the Kunming-Montreal Global Biodiversity Framework, with advice from the Informal Advisory Committee on Communication, Education and Public Awareness;

8. *Also requests* the Executive Secretary, within available resources and in coordination with Parties and stakeholders, to support the range of communications activities needed for the following initiatives in the upcoming biennium:

(a) Continue to work on the activities listed in the note by the Executive Secretary,<sup>2</sup> including the annual celebrations of the International Day for Biological Diversity, the CEPA Fair, the development of social media and communication platforms for engagement with stakeholders and partners, and further develop these activities;

(b) Continue to develop corporate communications for the Secretariat, including support for a dynamic and growing use of social media, traditional media outreach, continued work to redesign the website, and development of new and ongoing communications campaigns;

(c) Update the programme of work on communication, education and public awareness for the Convention on Biological Diversity, in collaboration with the Informal Advisory Committee on Communication, Education and Public Awareness, and develop further guidance for implementation at the national, subnational and local levels;

(d) Submit a progress report on activities (a) and (b) above, and the updated programme of work on communication, education and public awareness for the Convention on Biological Diversity, for consideration by the Subsidiary Body on Implementation at its fourth meeting and for subsequent consideration by the Conference of the Parties at its sixteenth meeting.

---

<sup>2</sup> CBD/SBI/3/9.

*Annex***COMMUNICATIONS STRATEGY TO SUPPORT THE IMPLEMENTATION OF THE KUNMING-MONTREAL GLOBAL BIODIVERSITY FRAMEWORK****I. BACKGROUND**

1. In decision [14/34](#), the Conference of the Parties decided that the post-2020 global biodiversity framework should be accompanied by an inspirational and motivating 2030 mission as a stepping stone towards the 2050 Vision of living in harmony with nature, which would be supported by a coherent, comprehensive and innovative communication strategy.

2. The present document sets out the communications strategy to support the implementation of the Kunming-Montreal Global Biodiversity Framework and is meant to complement decision [XIII/22](#) on a framework for a communications strategy.

**II. COMMUNICATION, ACCESS TO INFORMATION, AND AWARENESS**

3. The importance of communication and awareness for the achievement of the 2050 Vision for biodiversity was highlighted in Aichi Biodiversity Target 1: “By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.” As noted in *Communication, Education and Public Awareness (CEPA): A Toolkit for National Focal Points and NBSAP Coordinators*,<sup>3</sup> public awareness is “a first step in developing understanding and concern, to help people know of the issue, to make the issue part of the public discourse or put the issue on the agenda”. In turn, education “develops understanding, clarifies values, develops attitudes of concern for the environment and develops the motivation and skills to act for the environment”.

4. There is obvious evidence of progress over the course of the decade 2011–2020, as reported, for instance, in the fifth edition of the *Global Biodiversity Outlook*<sup>4</sup> and in the awareness tracker of “On the Edge Conservation”.<sup>5</sup> Other recent reports and initiatives also show increases in awareness:

(a) The “Biodiversity Barometer” of the Union for Ethical BioTrade (UEBT) found that, in the core group of countries surveyed in 2020,<sup>6</sup> 78 per cent of respondents said that they had heard about biodiversity, up from 67 per cent in 2010;<sup>7</sup>

(b) The recent “Eco-Wakening” report by the Economist Intelligence Unit<sup>8</sup> shows a dramatic rise in the number of people concerned about nature loss, with the most dramatic growth in concern occurring in emerging and developing economies;

5. The rate of the increase identified in these reports is heterogeneous and not monitored in all countries. This apparent increased awareness has also not translated into actions sufficient to reverse biodiversity loss, as evidenced by the failure to achieve the Aichi Biodiversity Targets. The changes required to solve the challenge of biodiversity loss make it necessary for this increase in awareness to be matched by actions by all people, be they decision makers in the policy domain, investors, consumers, businesses, citizens, educators or others.

6. Extensive scientific evidence shows that being aware of the problem of biodiversity loss is not sufficient. In order to achieve the goals and targets of the Kunming-Montreal Global Biodiversity Framework and promote sustainable development and lifestyles in harmony with nature, supporting

<sup>3</sup> <https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf>.

<sup>4</sup> Secretariat of the Convention on Biological Diversity (2020). *Global Biodiversity Outlook 5*. Montreal.

<sup>5</sup> <https://ontheedge.org/impact/sentiment-tracker>.

<sup>6</sup> Brazil, France, Germany, United Kingdom of Great Britain and Northern Ireland, and United States of America.

<sup>7</sup> <http://www.biodiversitybarometer.org/#uebt-biodiversity-barometer-2020>.

<sup>8</sup> [https://wwfint.awsassets.panda.org/downloads/an\\_ecowakening\\_measuring\\_awareness\\_engagement\\_and\\_action\\_for\\_nature\\_final\\_may\\_2021\\_.pdf](https://wwfint.awsassets.panda.org/downloads/an_ecowakening_measuring_awareness_engagement_and_action_for_nature_final_may_2021_.pdf).

mechanisms, including communication, must be differentiated for each stage and tailored for specific target-groups and their life circumstances (e.g., youth, political decision makers, the socially vulnerable and high-income earners). Communication must be used to more effectively strengthen the interlinkages between biodiversity and the 2030 Agenda for Sustainable Development and its Sustainable Development Goals, to highlight the importance of addressing the social, economic and environmental dimensions of sustainable development. This has implications for any communications strategy in support of the Kunming-Montreal Global Biodiversity Framework.

7. The communications strategy will need to raise awareness and trigger change. The strategy needs to be designed in such a way as to build up content gradually and allow data-sharing among people deploying the strategy in the short term, while developing ongoing research and evaluation in the medium and long term. This process should focus on better understanding of social actors, their intentions, attitudes and norms, as well as their beliefs, perceptions and choices. This understanding should be used to monitor success and adjust the strategy as time goes on.

8. The Kunming-Montreal Global Biodiversity Framework provides an occasion for renewed and updated communication, building on the achievements of the United Nations Decade on Biodiversity and in the context of the United Nations Decade of Action to deliver the Sustainable Development Goals. Communications management will require an ongoing understanding and evaluation of the state of achievement of the Framework, and it will need to reflect the relationship between climate change and biodiversity. This process will facilitate the creation of content for the communications strategy, while providing continuity and support to ongoing initiatives and to the monitoring of results.

### **III. SCOPE AND PURPOSE OF THE STRATEGY**

9. The strategy is meant to be used for communications efforts by the Executive Secretary, and to support communications efforts by all others, including Parties, indigenous peoples and local communities, stakeholders, United Nations system actors and others:

(a) By providing a structure for coordination and collaboration among relevant actors; increased and magnified effectiveness is the goal;

(b) As initial guidance to inform the development of specific strategies and action plans at the global, regional, national and subnational levels, by political decision makers, social entrepreneurs, businesses, citizens, youth, and by indigenous peoples and local communities, as appropriate;

(c) To promote awareness in support of the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of benefits arising from the utilization of genetic resources, and transformative change towards the 2050 Vision for biodiversity;

10. The communications strategy will need to be implemented and further developed in a participatory, iterative and flexible manner, assisted by experts in communication, and other relevant disciplines, including a strong participation of indigenous peoples and local communities, women and youth. Its further development should be led by advice and consultations at the international level, led by the Executive Secretary, which then inform further consultations. Throughout the consultations, the active participation of indigenous peoples and local communities, education experts, youth, and representatives of various socioeconomic and sociocultural backgrounds is important, as is the need to ensure the full incorporation of intra- and intergenerational, intercultural and gender considerations. At the global level, immediate to long-term adjustments of the strategy will be coordinated through an open-source coordination mechanism, outlined below.

11. The communications strategy will be kept under review by the Conference of the Parties, with input from the Informal Advisory Committee on Communication, Education and Public Awareness, and other relevant processes.

12. The elements for such a review would be as follows:

(a) A meeting of the Informal Advisory Committee on Communication, Education and Public Awareness, to be held after the fifteenth meeting of the Conference of the Parties, to elaborate the final details of the communication strategy;

(b) A biennial evaluation of the activities that have been carried out, seeking to identify best practices, changes in awareness, impact and effectiveness, to be reviewed by the Subsidiary Body on Implementation;

(c) Identification of new areas for communication and learning, or the need to adjust existing strategies;

(d) Track communication, education and awareness-raising activities against progress on targets, goals and the 2030 mission;

(e) Identification of new actors or partners to be approached;

(f) Identification of resource needs.

13. Parties are invited to start implementing the elements of the Kunming-Montreal Global Biodiversity Framework relating to communication in an expeditious manner. To this end, Parties are invited to integrate communications components into their national biodiversity strategies and action plans (NBSAPs) while updating them in line with the Framework, or to develop national or regional communications strategies that support the goals below.

14. Table 1 outlines some of the timelines for activities under the strategy.

**Table 1. Timeline for activities**

<i>Date</i>	<i>Executive Secretary</i>	<i>National level</i>
As soon as possible following the fifteenth meeting of the Conference of the Parties	<p>Convene a meeting of the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC) to update the present strategy for consideration by the Subsidiary Body on Implementation at its fourth meeting and to develop further guidance for implementation at the national, subnational and local levels</p> <p>Create website</p> <p>Convene informal coordination mechanism for regular coordination</p> <p>Communicate a voluntary guidance document</p>	<p>Encourage existing and/or establish new national and subnational partnerships to deliver the activities of the strategy.</p> <p>Endeavour, as appropriate, to integrate relevant actions from the communications strategy in their planning and reporting mechanisms.</p>
2022–2024	Create international partnerships in support of the strategy	

<i>Date</i>	<i>Executive Secretary</i>	<i>National level</i>
By the fourth meeting of the Subsidiary Body on Implementation, to be negotiated by the Conference of the Parties at its sixteenth meeting (2024) <sup>9</sup>	In collaboration with CEPA-IAC and other relevant actors, review and report on activities and their impact, and further update the strategy, if needed	Endeavour, as appropriate, to integrate relevant actions from the communications strategy in their planning and reporting mechanisms.
By the fifth meeting of the Subsidiary Body on Implementation, to be negotiated by the Conference of the Parties at its seventeenth meeting (2026)	In collaboration with CEPA-IAC and other relevant actors, conduct mid-decade review and report on activities and their impact, update the communications strategy based on advice from the Conference of the Parties	Report on activities in the seventh national report, if appropriate during the biennium, and share relevant information through the CHM, national Bioland CHM sites and adjust as appropriate.
By the sixth meeting of the Subsidiary Body on Implementation, to be negotiated by the Conference of the Parties at its eighteenth meeting (2028)	In collaboration with CEPA-IAC and other relevant actors, review and report on activities and their impact, and update the communications strategy based on advice from the Conference of the Parties	Endeavour, as appropriate, to integrate relevant actions from the communications strategy in their planning and reporting mechanisms.
By the seventh meeting of the Subsidiary Body on Implementation, to be negotiated by the Conference of the Parties at its nineteenth meeting (2030)	Create final report on activities, including any observed changes in the perception of biodiversity conservation to contribute to the second stocktaking	Endeavour, as appropriate, to integrate relevant actions from the communications strategy in their planning and reporting mechanisms.

#### IV. GOALS

15. Communication, education and awareness-raising efforts in the context of this strategy need to support actions throughout the whole of society towards the Kunming-Montreal Global Biodiversity Framework. Overall, the strategy is meant to support the realization not only of the 2030 mission, but also of the 2050 Vision for biodiversity.

16. Enhancing communication, education, and awareness on biodiversity and the uptake of the Kunming-Montreal Global Biodiversity Framework by all actors is essential to achieve its effective implementation and behavioural change, and to promote sustainable lifestyles and biodiversity values, including by:

(a) Increasing awareness, understanding and appreciation of the knowledge systems, diverse values of biodiversity and nature's contributions to people, including ecosystems functions and services and traditional knowledge and worldviews of indigenous peoples and local communities as well as of biodiversity's contribution to sustainable development;

<sup>9</sup> Tentative dates, to be determined by the Conference of the Parties.

(b) Increasing awareness on the importance of conservation and sustainable use of biodiversity and of the fair and equitable sharing of the benefits arising from the utilization of genetic resources for sustainable development, including improving sustainable livelihoods and poverty eradication efforts and its overall contribution to global and/or national sustainable development strategies;

(c) Raising awareness among all sectors and actors of the need for urgent action to implement the Framework, while enabling their active engagement in the implementation and monitoring of progress towards the achievement of its goals and targets;

(d) Facilitating understanding of the Framework, including by targeted communication, adapting the language used, level of complexity and thematic content to relevant groups of actors, considering their socioeconomic and cultural context, including by developing material that can be translated into indigenous and local languages;

(e) Promoting or developing platforms, partnerships and action agendas, including with media, civil society and educational institutions, including academia, to share information on successes, lessons learned and experiences and to allow for adaptive learning and participation in acting for biodiversity;

(f) Integrating transformative education on biodiversity into formal, non-formal and informal educational programmes, promoting curriculum on biodiversity conservation and sustainable use in educational institutions, and promoting knowledge, attitudes, values, behaviours and lifestyles that are consistent with living in harmony with nature;

(g) Raising awareness on the critical role of science, technology and innovation to strengthen scientific and technical capacities to monitor biodiversity, address knowledge gaps and develop innovative solutions to improve the conservation and sustainable use of biodiversity.

17. Within this context, the following are the main goals of the communications strategy:

**Goal A – Increase understanding, awareness and appreciation of the different visions and approaches to achieve sustainable development and the multiple values of biodiversity, including the associated systems of knowledge, values and approaches used by indigenous peoples and local communities**

18. This goal continues to support the work conducted under Aichi Biodiversity Target 1 during the previous decade but has important distinctions. This goal will require some of the following activities to support its realization:

(a) Recognition and awareness-raising of different visions, approaches and knowledge systems, including those of indigenous peoples and local communities to live in harmony with nature and, as recognized in some cultures and countries, Mother Earth;<sup>10</sup>

(b) Creation of awareness-raising campaigns that show the values of biodiversity;

(c) Products and research that integrate and communicate the values of biodiversity represented in the traditional knowledge and practices of indigenous peoples and local communities;

(d) Support to media and film projects that create multimedia stories and narratives about biodiversity and its values;

(e) Development and/or distribution of education content to education institutions to help spread the values of biodiversity;

(f) Revision of education curricula to include biodiversity values and the importance of a reconnection with nature;

---

<sup>10</sup> See decision XIII/29.

(g) Promotion of reconnection with nature through formal and informal education, in line with Sustainable Development Goals 4.7 and 12.8 to promote sustainable lifestyles and ensure that people have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

**Goal B – Raise awareness among all actors of the existence of the goals and targets of the Kunming-Montreal Global Biodiversity Framework and progress made towards their achievement**

19. Awareness-raising needs to be linked to transformations of intentions and actions. The goal mandates a broad range of communications actions to support the visibility of the Framework at all levels, and its relevance to all stakeholders. It also supports ongoing efforts to show progress, and to highlight implementation that provides inspiration for further action towards the 2050 Vision for biodiversity.

20. Communications also need to promote additional actions related to those goals and targets of the Framework where there has not been sufficient progress. Communications should promote positive results-driven action by supporting efforts in a positive way, offering cautions as to the consequences of failure, or demonstrating ways in which action in other domains can be emulated to produce progress towards the mission.

**Goal C – Develop and promote platforms and partnerships, including with media, educators and civil society, to share information on successes, lessons learned and experiences in acting for biodiversity**

21. Data on these should be made available in a format that can be easily accessed by media and educators, both traditional and online, and then processed for media articles and educational resources. Partnerships with media outlets and educators that are experts in this regard are important ways forward. Data sources and the rationale for all indicators should be easily available and explained in both technical and non-technical ways and linked to the monitoring framework.

22. Communications related to the monitoring element should be aligned with national reporting periods.

23. Other actors should be encouraged to publish reports that support lessons learned or successes, where appropriate in coordination with the Executive Secretary.

24. Joint communication actions with the Harmony with Mother Earth Interactive Dialogue of the General Assembly of the United Nations may be sought to enhance the outreach and visibility of the Kunming-Montreal Global Biodiversity Framework.

25. Collaboration is needed to promote and develop ways to integrate biodiversity into the education system in order to equip and empower learners with the knowledge, skills, values and attitudes to act for biodiversity and the planet, building on synergies with Sustainable Development Goals 4.7 and 12.8. This can be done by creating and promoting “learning ecosystems” connecting families, schools, community actors, public-facing institutions such as zoos, aquariums, museums, botanical gardens and libraries, and businesses and non-governmental organizations (NGOs), which allow for direct translation of biodiversity awareness and knowledge into action on the ground.

26. It is also possible to promote personal and societal transformative action in learners of all ages by providing them with the tools to design new sustainable systems and ways of living. Educational work needs to be coordinated with the United Nations Educational, Scientific and Cultural Organization (UNESCO), to assist in engagement with educators in formal, informal and non-formal settings.

**Goal D – Demonstrate the relevance of the Kunming-Montreal Global Biodiversity Framework to poverty eradication, climate change, land degradation, human health, human rights, equity and sustainable development**

27. Communication efforts will show the interlinkages between biodiversity and a variety of key issues:

(a) The Sustainable Development Goals. The close linkage of the Convention and its Kunming-Montreal Global Biodiversity Framework with the goals of the 2030 Agenda for Sustainable



Development<sup>11</sup> will be an important point for realizing synergy in messaging. The close alignment of these two agendas will make this a more straightforward effort, highlighting the importance of sustainable use and of access and benefit-sharing for poverty eradication efforts;

(b) It will be important to develop messaging on the relationship between climate change and biodiversity and the synergies between the Kunming-Montreal Global Biodiversity Framework and the commitments adopted under the United Nations Framework Convention on Climate Change, its Kyoto Protocol and the Paris Agreement, in line with their respective mandates. The messaging may also include ecosystem-based approaches to climate change and collective action, including those by indigenous peoples and local communities;

(c) Similarly, the strategy will need to show how the work under the Kunming-Montreal Global Biodiversity Framework contributes to the United Nations Convention to Combat Desertification. Links with land degradation neutrality as well as the goals of the United Nations Decade on Ecosystem Restoration will be highlighted.

28. The importance of marine and coastal areas will also need to be captured, including synergy with the United Nations Decade of Ocean Science for Sustainable Development<sup>12</sup> and the United Nations Convention on the Law of the Sea, for the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction.

29. Human health and biodiversity also represent a key area in which the contribution of implementation of the framework needs to be highlighted, taking into account health-biodiversity linkages, including the contribution of the One Health approach and other holistic approaches.

30. Human rights and biodiversity is another area for messaging, including by drawing upon elements in resolution 76/300, adopted by the United Nations General Assembly, on the human right to a clean, healthy and sustainable environment.

## V. AUDIENCES

31. Given the global audience for the Convention, it is important to identify audience segments and to link communications with each of these to the different goals of the strategy and design messages accordingly, taking into account cultural differences in terms of tone and visuals. For the audience groups below, it is important to note that they will be both audiences receiving messages and groups that transform and/or transmit messages to other subsidiary target groups.

32. Note that some of these audiences are multipliers of the messages and will need to adapt the strategy to their needs. Other audiences are the objects of communications activities.

### A. Parties to the Convention on Biological Diversity and its Protocols and other relevant multilateral environmental agreements

33. The Convention is implemented at the national level by national Governments, and therefore the work of the Executive Secretary for this audience is to provide tools for use by focal points to the Convention and its Protocols as they develop their strategies to reach out to ministries and government departments and build regional or national communication and education coalitions. This is to ensure mainstreaming of biodiversity into the work of other sectors, including formal, non-formal and informal education.

34. Subnational governments, cities and other local authorities that plan, coordinate, regulate, monitor and enforce patterns of production and consumption will need to deliver on the biodiversity targets set out in the Kunming-Montreal Global Biodiversity Framework. It is at the local level where subnational governments and other local authorities, including cities, have the demonstrated capacity to undertake

<sup>11</sup> General Assembly resolution [70/1](#).

<sup>12</sup> See General Assembly resolution 72/73, para. 292.

implementation and ensure transformative change. They are both an important audience, but also essential transmitters of information to their residents.

35. Parties should shape national versions of communication and education activities to support access to information and awareness that is consonant with the policies needed to implement the Kunming-Montreal Global Biodiversity Framework at the national level. Therefore, all the messaging and structure will need to be aligned with national priorities.

## **B. Specialized audiences of the Convention**

36. While Parties are the primary focus of the Convention, there are a number of other actors and stakeholders that provide supportive roles to Parties or also have a role to play in the implementation of the Convention. Because these actors are not Parties, communications addressed to them will have a different character. At the same time, when these actors carry out supportive activities at the national or regional level, they may be included in these campaigns.

37. United Nations system partners that are involved in the work of the Convention, as well as other regional organizations, are also important. These actors will not only transmit the work of the Convention to others, but also will use the opportunity to promote their own work and its relevance to the sustainable development agenda. Lessons are to be learned from previous United Nations campaigns such as #GenerationRestoration, #CleanSeas, #DontChooseExtinction, etc. The United Nations Department of Global Communications will be invited to create a biodiversity communications group, which will work with the Executive Secretary to coordinate communications across the system. The Communications Division of the United Nations Environment Programme (UNEP) will also be invited to create a dedicated communications focal point. UNESCO will be invited to contribute its expertise in education, science and culture.

38. Multilateral environmental agreements, both those directly related to biodiversity and those that deal with other issues, will be important multipliers and places for coordination. To this end, the Joint Liaison Group of the Rio Conventions and the Liaison Group of Biodiversity-related Conventions<sup>13</sup> should be invited to ensure that communication is a permanent item on their annual agendas and focal points should be named.

39. Natural history and science museums, botanical gardens and national protected areas systems, and zoos and aquariums are other groups whose work is key to the Convention, both in terms of specific conservation actions and research and in raising awareness about biodiversity. Bringing together these institutions and organizations, as well as research centres and universities, natural reserves and protected areas visitor centres, and museums can help show the importance of nature for humanity.

40. Large international NGOs that have national chapters are also important stakeholders for work. They can retransmit the messages of the strategy and can provide models of reference for promoting good practices related to conservation, sustainable use and equitable sharing of benefits. The Secretariat and the Parties to the Convention have an extensive history of working with such organizations.

41. The finance and business communities are extremely important audiences to target with communications efforts. As important users of biodiversity and ecosystem services whose operations have direct and indirect impacts on biodiversity, the ability of business to support sustainable consumption and production will be crucial for the achievement of the goals of the Convention. In this context:

(a) The linkage of biodiversity conservation and sustainable use for environmental, social and governance (ESG) criteria is important;

---

<sup>13</sup> The Convention on Biological Diversity, the Convention on the Conservation of Migratory Species of Wild Animals, the Convention on International Trade in Endangered Species of Wild Fauna and Flora, the International Treaty on Plant Genetic Resources for Food and Agriculture, the Ramsar Convention on Wetlands, the World Heritage Convention, the International Plant Protection Convention and the International Whaling Commission.

- (b) A strong basis for communication is the business and financial case for biodiversity action;
- (c) The role of business as a user of genetic resources in the context of the Nagoya Protocol on Access and Benefit-sharing is also an important element;
- (d) Existing business-led initiatives, business associations, coalitions and networks will be key multipliers to reach out to these audiences.

42. Global, regional and national organizations that are dealing with or responsible for education and learning, like environmental education, education for sustainability, nature education, education for conservation and sustainable use, and global education, play a key role in learning. Therefore, education organizations, from schools to universities, but also permanent and continuing education institutions, authorities and decision makers are relevant stakeholders in achieving the goals of the Convention.

### **C. Indigenous peoples and local communities**

43. It is very important to work with indigenous peoples and local communities to ensure communication of their role in the conservation and sustainable use of biodiversity, recognizing different visions and approaches in relation to nature and Mother Earth, as appropriate, and to show how their activities contribute to the implementation of the Convention and other biodiversity-related conventions based on their own systems of knowledge. In this regard, communication should enable indigenous peoples and local communities to share their perceptions of nature and Mother Earth, and to highlight their traditional knowledge and practices related to the conservation of biodiversity in the context of regional and national implementation of the Convention.

44. The work of indigenous peoples and local communities should also be seen as an important source for practices and educational approaches for the conservation and sustainable use of biodiversity, and the fair and equitable sharing of benefits arising from the utilization of genetic resources. In this regard, communication should seek to celebrate, promote and communicate different visions and approaches, traditional systems of knowledge related to the conservation and sustainable use of biodiversity at the local, national, regional and global levels, including living well and in harmony with Mother Earth. This should be done in coordination with indigenous peoples and local communities representatives and through consultation with the view of obtaining prior and informed consent, free, prior and informed consent, or approval and involvement of indigenous peoples and local communities, and with respect for the terms of use for all traditional knowledge and practices.

45. In this regard, the global and national strategies should work to develop components of this strategy, including tools and messages that can be translated into indigenous and local languages and contexts.

### **D. Women**

46. As women are key stakeholders in both conservation and sustainable use of resources, special focus should be made in mainstreaming gender in all engagements. The work in the communication strategy should complement and draw upon the Gender Plan of Action adopted under the Convention on Biological Diversity in decision 15/11. The United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) is an important actor with which collaboration and coordination can be undertaken at the international level. Gender considerations need to be mainstreamed in all materials and messages.

### **E. Youth**

47. Youth, including their organizations and representatives, are both key audiences and powerful partners in creating and delivering the activities of a communications strategy. These important actors can be reached via work through United Nations system-wide activities related to youth, including YOUNGO,<sup>14</sup> through the Global Youth Biodiversity Network and its national chapters, and through other initiatives, such

---

<sup>14</sup> <https://youngoclimate.org>.

as the United Nations Decade on Ecosystem Restoration and the United Nations Secretary-General Youth Advisory Group on Climate Change.

#### **F. The public**

48. While it is true that the audience for communications is a global one and should encompass everyone, it is also clear that the notion that a single public to whom all messages could be directed is overly simplistic and hides some important differences between audience segments. The so-called “public” is a number of different audience segments distinguished by country, culture, gender, socioeconomic level, education, experience, age, and languages, each requiring a targeted approach.

49. The most important segmentation for the public remains at the national level. An understanding of biodiversity, environmental functions and ecosystem services and their relevance to the general public is very much shaped by national and subnational circumstances and national “narratives” about people and nature and how biodiversity provides them with values. Therefore, attempts to engage the public need to be crafted at the national level, based on an overarching narrative.

50. Important ways to reach the public are through awareness campaigns, education and the media – radio, television and print forms, and social media in particular. In this way, the media should be seen as a multiplier and a channel, as is indicated below.

51. It is important to involve the arts and cultural sector, to stimulate new forms of creativity and human imagination that can promote the kind of transformational change needed. Art and new cultural paradigms can become powerful tools for the transformation of intentions.

#### **G. The media**

52. The varied platforms, organizations and representatives of the media are key. Media from all regions must be addressed. The large “wire services”, national newspaper chains, and large media conglomerates need to be engaged. Media partnerships should be explored at the international and national levels. The work of such partnerships could include creation of a package of regular news features and capsules; and creation of a shared library of “B-roll” footage, with open-source rights.

53. Engagement with journalist associations that focus on biodiversity and other environmental issues should be a priority, including the Earth Journalism Network and the Society of Environmental Journalists. In working with journalists, particular emphasis should be given to working with journalists that represent indigenous peoples and local communities, youth and women.

54. In addition to news organizations, work with film and television production organizations should be explored. Work should be done to encourage the production of films for television and streaming platforms that highlight the different issues under the Kunming-Montreal Global Biodiversity Framework. In exchange for coverage, agencies can be given freedom to use branding from the Framework. Important global production houses, such as Amazon, BBC Natural History, Disney Nature, Icon Productions, National Geographic and Netflix, should be explored. In addition, regional production houses should be approached, among others.

55. Film festivals should be encouraged around the world. Jackson Wild (formerly the Jackson Hole Wildlife Film Festival), the International Wildlife Film Festival and Wildscreen could have films about the Kunming-Montreal Global Biodiversity Framework. Other international and regional film festivals in all United Nations regions should be encouraged to create categories of films relating to action that support nature. The possibility of holding a film festival at each meeting of the Conference of the Parties should be considered. A film festival to coincide with the annual celebrations of the International Day for Biodiversity should also be considered.

### **VI. BRANDING**

56. The Kunming-Montreal Global Biodiversity Framework should be accompanied by a clear global brand that is extendable to other contexts (national, subnational, local), with easy terms for use and

licensing. Branding can be presented according to the dimensions of brand voice, identity, promise, values, targeting and positioning, as shown in table 2.

**Table 2. Elements for branding**

Voice	The Kunming-Montreal Global Biodiversity Framework is the effort and wishes of the global community to realize a future of life in harmony with nature.
Identity	The visual look, including palette, logo, fonts and visual rules, will need to reflect the voice, the variety of life, and include human representations and align with cultural preferences. The identity should be used throughout the period of implementation of the Kunming-Montreal Global Biodiversity Framework.
Promise	The 2050 Vision for biodiversity and the 2030 mission represent the promise of the brand.
Values	The brand values will reflect the objectives of the Convention and the principles of the United Nations.
Targeting	As the overall reach of the Kunming-Montreal Global Biodiversity Framework is global, there will need to be specific articulations of the brand for different audiences.
Positioning	The Kunming-Montreal Global Biodiversity Framework will be presented as a framework relevant to multiple initiatives on biodiversity, supportive of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals, the United Nations Decade of Action to deliver the Sustainable Development Goals, the United Nations Decade on Ecosystem Restoration, the biodiversity-related conventions, the United Nations Framework Convention on Climate Change and the United Nations Convention to Combat Desertification

57. The creation of the brand will be done after the adoption of the Kunming-Montreal Global Biodiversity Framework. It will be led by the Executive Secretary, in consultation with the Informal Advisory Committee on Communication, Education and Public Awareness, the United Nations Department of Global Communications, the UNEP Communications Division, and the open-source coordination mechanism articulated below. A marketing company with global reach should be contracted to assist in this.

## **VII. OPEN-SOURCE COORDINATION MECHANISM, AND CHANNELS AND MULTIPLIERS**

58. While the broad outlines of the strategy will be kept under review as per the terms of reference outlined in section III above, implementation of the communications strategy at the global level will best be realized through an open-source coordination mechanism. Such a mechanism needs a low cost of participation, with members free to participate in some elements and not others. The principle of open source should govern the products shared by the group, with inclusivity, transparency and neutrality as important elements.

59. Participation in the mechanism will be voluntary, open to all actors who commit to transparent participation and adherence to the principle of open-source work, and who will contribute to the implementation of the Kunming-Montreal Global Biodiversity Framework. Representatives of national and subnational governments are encouraged to participate, as are representatives of intergovernmental organizations, NGOs and other civil society actors, business, youth, indigenous peoples and local communities, and women. The mechanism will not have formal decision-making power.

60. At the national level, Parties will be free to create mechanisms as appropriate. These mechanisms should be inclusive and transparent and should ensure the full and effective participation of all relevant actors and stakeholders, including indigenous peoples and local communities, youth, and women.

#### **A. Social media**

61. The strategy will need to take advantage of existing social media and new technologies. An exhaustive list of the technologies to use is not appropriate, given that the platforms for these vary across regions and that the pace of change in the field of social media is such that certain platforms are rendered irrelevant over time. Nevertheless, implementation of this strategy should seek to incorporate the most up-to-date platforms and technologies, including through corporate partnerships. The security of data, and protection of all rights to privacy of users, as covered in different legislation, needs to be taken into account.

62. A list of agreed hashtags and common tagging words needs to be created, for each platform, to properly aggregate conversations in support of the Kunming-Montreal Global Biodiversity Framework. These should be aligned with the messaging outlined in table 3 and translated into other languages. This list should be created by the first coordination meeting, immediately after the fifteenth meeting of the Conference of the Parties.

63. Partnerships with social media organizations, such as Google, Meta, WeChat, Weibo, Twitter and LinkedIn, should be secured, with the goal of highlighting the messages and progress of the Kunming-Montreal Global Biodiversity Framework in campaigns and other promotions.

#### **B. Events**

64. Events represent important communications opportunities, where messages can be disseminated to a variety of audiences, in a setting which is usually media-rich and of interest to a variety of communities. These include, among others, the meetings of the following:

- (a) The Conference of the Parties to the Convention on Biological Diversity;
- (b) The Conference of the Parties to the United Nations Framework Convention on Climate Change;
- (c) The Conference of the Parties to the United Nations Convention to Combat Desertification;
- (d) The Intergovernmental Oceanographic Commission of UNESCO;
- (e) The Conference of the Parties to the other biodiversity-related conventions;
- (f) The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES);
- (g) The United Nations General Assembly;
- (h) The United Nations High-level Political Forum on Sustainable Development;
- (j) The United Nations Environment Assembly;
- (k) The World Economic Forum;
- (l) The G7 and G20.

65. National events that may be related to the biodiversity agenda, but are distinct from it, represent important communications opportunities as well. National cultural celebrations or celebrations of independence could also be used to show the linkages of biodiversity with national identity.

66. International days of the United Nations and others also represent important events during which the work of the Convention can be noted and celebrated. For these international days, messaging should be aligned in a way that shows how implementation of the Convention can contribute to the goals for each day. Some of the most important days to consider include the following: World Wetlands Day, World Wildlife Day, World Water Day, International Day of Forests, International Women's Day, World Health Day, Earth Hour, Oceans Day, Earth Day, Mother Earth Day, Earth Overshoot Day, World Environment Day, World Day to Combat Desertification, World Cities Day, World Soil Day and World Food Day.

67. The International Day for Biological Diversity, celebrated on 22 May of each year, should also be an extremely important event for any communications. Guided by the theme determined by the Executive Secretary, national-level actors should use the day as an opportunity to articulate national visions and responses.

### **C. Champions, Messengers of Peace and Goodwill Ambassadors**

68. A programme of “Champions for the Kunming-Montreal Global Biodiversity Framework” should be created that celebrates successes and inspiring actions in support of the Framework. The Champions programme should have awards, for example for individuals, youth, organizations, businesses, and governments. The programme would declare awards annually on the International Day for Biodiversity. A sponsor which could offer financial resources for the award should be identified, as should a global media partner. The prizes would be awarded according to the recommendations by a panel that includes representatives of UNEP, the Food and Agriculture Organization of the United Nations, the United Nations Development Programme (UNDP), IPBES, and the World Economic Forum, among others, as well as the Executive Secretary. Nominations would be delivered to the Executive Secretary.

69. The United Nations should be invited to create a Messenger of Peace for the Kunming-Montreal Global Biodiversity Framework, and also to name Goodwill Ambassadors for each of the United Nations regions to support the Kunming-Montreal Global Biodiversity Framework. These Ambassadors will provide support and messages for the Framework.

### **D. Website in support of the Kunming-Montreal Global Biodiversity Framework**

70. A dedicated website should be established, with a unique URL and identity, consistent with the branding above. This would be different from the main website of the Convention with the aim of reaching a global audience. Such a website would reflect efforts to capture audiences and directing them to the resources tailored to their needs. The website would be linked to matching social-media campaigns.

71. This would require early and ongoing focus on search engine optimization, accessibility, social media campaigns alignment, analytics, and bidirectional interoperability with other information sources both within the Convention (main Convention website, national and central clearing-house mechanisms, and others), through InforMEA, and with both institutional and thematic partners. Country-specific mailing lists may need to be developed.

72. The website can also serve as the media hub for reusable media material, including both public and partner-only resources. Such resources can also include links to exhibitions of museums, botanical gardens and zoos and aquariums.

## **VIII. KEY MESSAGING**

73. Messaging for the Kunming-Montreal Global Biodiversity Framework needs to be consistent with previously developed messaging, in line with decision XIII/22. This includes the messaging for the 2050 Vision for biodiversity, the 2030 Agenda for Sustainable Development and its Sustainable Development Goals, the United Nations Decade on Ecosystem Restoration, the United Nations Decade of Action to deliver the Sustainable Development Goals, the United Nations Decade of Ocean Science for Sustainable Development, the conclusions of the fifth edition of the *Global Biodiversity Outlook*, the second edition of the *Local Biodiversity Outlooks*, and the overall messaging for the Convention.

74. Messaging needs to be evidence-based and scientifically credible, drawing upon the work of IPBES and its global assessments, among others. It also needs to be consistent with different knowledge systems, including the relevant traditional knowledge systems of indigenous peoples and local communities.

75. Messages need to be adapted and translated into indigenous and local languages, with resources made available for this purpose.

76. Communicating the importance of awareness and change to promote sustainable development and lifestyles in harmony with nature will be a key element to support the implementation of the Kunming-

Montreal Global Biodiversity Framework. In order to foster transformative change, key messages will take into account scientific evidence, and, at the national level, they may also address norms, attitudes and consumption choices.

77. Elements for messaging will be the following:

(a) Overall, messages should communicate general elements about the connections of people to biodiversity and show how people are connected to biodiversity in almost all aspects of their lives;

(b) Messages should promote immediate action to halt and reverse biodiversity loss, and encourage action by stakeholders in the context of the Kunming-Montreal Global Biodiversity Framework as a means to achieve this goal;

(c) The messages should also highlight the longer time horizon, including the 2050 Vision for biodiversity,<sup>15</sup> and the 2030 Agenda for Sustainable Development, and should include linkages to climate-related targets;

(d) The importance of applying a human rights-based approach for achieving the 2050 Vision for biodiversity;

(e) Messages should also link the goals of the framework with specific national development priorities, as well as with the important roles of local and subnational governments in delivering said priorities, demonstrating how achieving sustainable development at the national level requires integration of biodiversity into these activities;

(f) Specific messages and campaigns should be sensitive to the values of the target audience and should express biodiversity and actions to conserve and sustainably use it in the context of these values. Therefore, audience research is a key element to any message customization;

(g) Messages need to be translated into indigenous and local languages, including a sensitivity to the social and cultural context in which local languages are embedded;

(h) Messages need to be gender-inclusive and in line with the principles of the Gender Plan of Action;<sup>16</sup>

(i) The message structure presented in table 3 below is meant to suggest the direction of messages. An overall umbrella set of messages which could apply to public mobilization and advocacy campaigns, is suggested to be used by all actors;

(j) Sector-specific messages will be tailored for specific audiences. These will be developed by organizations which are engaged with these sectors;

(k) The messaging structure will also pursue the principle of “open source” campaign, which maintains core messaging, but also permits different organizations to customize this under their own brand. These messages are also meant to have an iteration designed for national and subnational levels;

(l) Parties, subnational governments, cities and local governments and other relevant organizations are invited to hold national workshops for the creation of messages.

---

<sup>15</sup> Conference of the Parties, decision [X/2](#).

<sup>16</sup> Decision 15/11.



**Table 3. Themes for messaging**

<b>Top-line message:</b> By acting for nature/biodiversity, we can all create a just, healthier and more sustainable world		
<b>General theme</b>	<b>Public message</b>	<b>Policy message</b>
We need to halt and reverse biodiversity loss and ensure sustainable development for all	To be determined (TBD)	TBD
Nature/biodiversity is essential for our survival on the planet. It matters for our prosperity, happiness and well-being and for sustainable development	TBD	TBD
Nature/biodiversity has intrinsic value as well as multiple other values	TBD	TBD
The nature/biodiversity crisis poses a threat to humankind and needs to be addressed urgently and in a coherent manner	TBD	TBD
Innovative approaches to the conservation and sustainable use of biodiversity hold the key to support poverty eradication efforts	TBD	TBD
Protecting nature should leave no one behind	TBD	TBD
The world needs to cooperate to tackle the loss of nature	TBD	TBD
Action for people underpins action for biodiversity	TBD	TBD
Plans to affect the future of our planet need to be fair, inclusive and equitable	TBD	TBD
Economies and societies need transformational change to achieve sustainable development and lifestyles in harmony with nature	TBD	TBD
Our relationship with nature/biodiversity can increase the risk of infections and spread of diseases of zoonotic origin	TBD	TBD
Immediate action is required to protect the health of our people and planet	TBD	TBD
We are all accountable for our actions to protect the planet	TBD	TBD
Living well and in harmony with Mother Earth, aimed at the conservation and sustainable use of biodiversity	TBD	TBD

## **IX. MEASURING PROGRESS**

78. The assessment of progress for the strategy needs to be linked with progress in achieving the goals and targets of the Kunming-Montreal Global Biodiversity Framework, as well as traditional metrics for

reach and impact. Assessment also needs to capture important changes over time and to assess progress towards access to relevant information, and increased awareness and willingness to act for biodiversity.

#### **A. Campaigns, and media reach**

79. At the global level, partners to the coordination mechanism should report results of campaigns, and media reach (including social media reach), to the Executive Secretary. Initiatives can be captured by an aggregator tool, such as the People for our Planet Aggregator.<sup>17</sup>

80. At the national level, Parties to the Convention should also gather the above data for inclusion in their national reporting.

#### **B. Linkage with the targets**

81. The strategy will communicate progress in the implementation of the Kunming-Montreal Global Biodiversity Framework using the agreed-upon set of indicators under the monitoring and reporting framework.<sup>18</sup> Innovative and multi-channel ways of communicating the information will be developed, with modalities suitable for different Parties.

82. Reports by other bodies and organizations should also provide additional outreach on progress. The WWF *Living Planet Report*, the publications of the World Economic Forum, the *Human Development Report* published by UNDP, and the UNEP *Global Environment Outlook* could all devote issues, during the period of the Kunming-Montreal Global Biodiversity Framework, to results under the Framework.

### **X. RESOURCES**

83. Resources will be needed to support the Executive Secretary and at the national level, with an important focus on the needs of developing countries, especially small island developing States, and economies in transition. The level required will be determined as the communications strategy is further elaborated.

---

<sup>17</sup> <https://www.cbd.int/article/people-for-our-planet-aggregator>.

<sup>18</sup> Decision 15/5.