

Logical Steps in NBSAP Communication Strategy

Define objectives of communication in NBSAP

Consult CBD Guidance and CEPA Training Module

Enlist all stakeholders (exhaustive list)

Classify whole population (stakeholders) into Groups

Level – 2 Stratification within each Group

Perform statistical sampling (reliable sample size)

Keep coordinates with PIC, serve as nuclei for iteration

Develop thematic material for awareness + exposure

Use the most appropriate means of communication

e.g. Impacts, Eco-region,
Roles, Levels

e.g. social, economic levels

Feedback