

Stakeholder Engagement Strategic Communications



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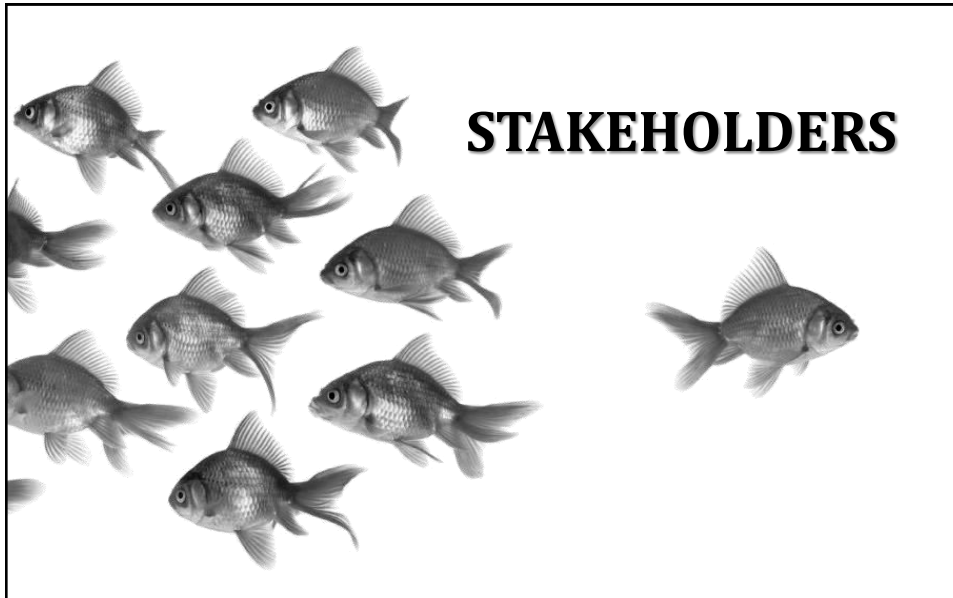
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'Love. Not Loss.' [video]

available at <http://www.youtube.com/watch?v=BvldwOezreM>



STAKEHOLDERS

- Stakeholders is groups of people who have certain interests on an issue being developed.
- The interest of stakeholders is drove by their involvement to the issue such as :
 - those whose **permission** need to be asked,
 - those who **directly affected** by the issue,
 - those who **indirectly affected** by the issue, and
 - those who can **influence** the process or the outcome.

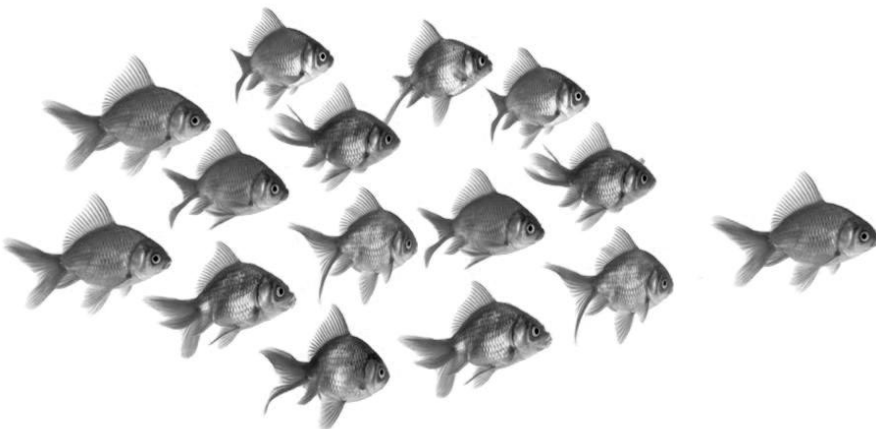
WHY?

- The issue of environment and sustainable development **affected** human life.
- At the other hand, people also has the ability to **influence** the outcome of environmental and sustainable development issues.
- The problem is: each individual has the right to develop their own **perception**; and therefore each individual responses towards certain issue can be vary.

SEGMENTING: THREE TIERS

- Primary Stakeholders
 - Whose **permission**, approval or financial support do I need to reach my goal?
 - Who is **directly affected** by my plan or activity?
- Secondary Stakeholders
 - Who is **indirectly affected** by my plan or activity?
- Tertiary Stakeholders
 - Who is not involved or affected, but can **influence** opinions either for or against?

STRATEGIC COMMUNICATIONS



1. KNOW YOUR AUDIENCE

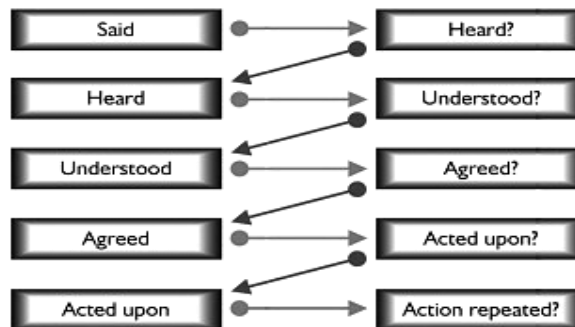


Each audience is different in getting their attention, interest, desire, action

KNOW YOUR AUDIENCE

- General Public is different from decision makers in government or business
- Define your objectives: knowledge – attitudes – behavior
- Develop your communication in dialogue with your audience – understand their barriers and motivations to change
- Realize that people take decisions based on emotion rather than on rational decisions
- Behavior change is based on personal experiences and social groups

2. USE PLAIN LANGUAGE MESSAGES



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

USE PLAIN LANGUAGE MESSAGES

- Like the video “Love not Loss” suggests, showcase success, what we have not what we’ve lost
- What one thing must they remember about you and your issue?
- Have a clear, specific call to action: “Can you help me plant some trees?”
- Use messages that are memorable, keep them short, simple and snappy. Stick
- Create word of mouth – give people the tools to pass the message on

today's message

What messages are people already receiving on biodiversity?
We've split today's messages on biodiversity into four clear varieties. The question is: does the biodiversity brand need them all?



loss

Messages based on extinction. “Biodiversity” and “extinction” are almost automatically communicated together. From the Red List to the plight of the rainforest, the “biodiversity loss” message is everywhere. It is rare that any plant, animal or ecosystem is mentioned by campaigners, policy makers or the media without an “under threat” disclaimer.



love

Messages based on awe and wonder. From nature documentaries to posters of dolphins on teenagers’ walls, our abiding fascination, wonder and deep connection with nature is powerful. The Love message is used by advertisers, therapists, artists and campaigners alike, because awe for nature captures our imagination, and our attention.



need


Messages based on economics. A more recent message is the tangible economic value of biodiversity. From indispensable ecosystem services like soil nutrition or tourism revenue, to the trillions of dollars that biodiversity “gifts” agriculture, pharmaceuticals and other industries every year. Our society and economy needs biodiversity.





action

Messages asking for action. Biodiversity conservation requires people to do things. Action messages ask people to do something, whether it's to plant a tree, build a bee hive, sign a petition or donate money to a conservation charity.




the formula

 + **A** = public change
love *action*

 + **A** = policy change
need *action*



what to say

 less loss <small>Kill the extinction message. Loss generates apathy, not action.</small>	 more love <small>Celebrate our love of nature. It is the most powerful driver of public behaviour.</small>
 target need <small>Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.</small>	A add action <small>Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.</small>

3. BE STRATEGIC

Free after Les Robinson

High

↑

Complexity of issue

↓

Low

Participatory approaches

Seminars	Workshops	Joint innovation	Building social capital
		Joint management	Joint action research
	Demonstration sites		All level capacity development
Short demos	Participatory planning	Coaching & advice	Peer exchange
Public meetings	Mail	Fairs	Services and supply
Print ads			
articles			
TV ads			

One way communication **Two way communication**

High → **Certainty of outcome** → Low

The choice of communication means depends on audience, objectives, messages and context

BE STRATEGIC

- Set an example for others to follow and let others tell the story
- Always integrate communication right from the start of your projects
- Be creative – explore different channels that suit your objective and audience best
- Hire the right external expertise, find relevant people to partner with
- Always (pre)test and evaluate

YOU CALL IT CHANGE?

vision	skill	incentives	resources	Action plan	=	change
?	skill	incentives	resources	Action plan	=	confusion
vision	?	incentives	resources	Action plan	=	anxiety
vision	skill	?	resources	Action plan	=	gradual change
vision	skill	incentives	?	Action plan	=	frustration
vision	skill	incentives	resources	?	=	false start

So..., What Next ?



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_group/cec_cepa_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>



Communication, Education and Public Awareness (CEPA)

A Toolkit for National Focal Points and NBSAP Coordinators



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THANK YOU.



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