

Communication on NBSAPs

The importance of having a good **communication strategy** for National Biodiversity Strategies and Action Plans.

Presented at the Training Workshop for National Focal
Points

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What do you do with the NBSAP?

- NBSAP issues are meant to be **communicated to** all stakeholders
- **NBSAP Action plans** are meant for implementation

Why are communication, education and public awareness so important?

- Education + awareness raising = **Marketing the product**
- Communication is the key for **gaining support** for implementing activities
- Biodiversity needs to become **an urgent priority nationally and locally** in order for the actions of NBSAPs to be implemented.
- **Therefore** : This will require a solid communication, education and **public awareness strategy** for the national NBSAP.

Question!!!

Did you have **a solid plan/strategy** for marketing the issues in your NBSAP??

What steps need to be taken in developing a communication strategy about issues in NBSAPs?

- *Setting/ Knowing the basic issues*
- Assess your **resources**
- Identify **target groups**
- Identify **partners**
- Choose the **medium**
- Identify the **result**
- Monitor **performance**

A: Setting/ Knowing the basic issues

- Think about communication from the **beginning of the process**-Have a strategy
- What are the **key issues** to be communicated?
- **Who is responsible** for causing them?
- **Why** are they important for the audience?
- What are the **solutions**?

B. Assess your resources

A communication strategy requires a budget

1. Each **activity** will need to be costed
2. Is a **full time communications expert** necessary?
Ideally a person trained in public relations and media
3. Or salary for any **full-time or part-time staff or consultants.**
4. Or **share human resources** with other related departments working on NBSAP-relevant tasks.
 - ❖ Which NGO's are active in biodiversity issues in the country
 - ❖ Are there active lobbying groups?

C. *Identify target groups*

- For the key issues to be communicated – **which are the target groups?**
- For example: The target group may **be affected by a certain biodiversity issue**, they may be responsible for the problem, or they may be **in the position to influence the opinions or behaviour of others**.
- Target groups could be fishermen or farmers, policy makers, government officials, schoolchildren, industry etc.
- It is likely that a communications strategy linked to a country's NBSAP will need to address **multiple target audiences**.
- Research on how these groups obtain their information is essential

D. Identify partners

Communication in co-operation with **partner organizations** and through **intermediaries** can have the following advantages:

1. It can be more **economical**.
2. Intermediaries/partners can **have databases with addresses** and figures of the target groups.
3. Intermediaries can have support from a large audience or can have **grass root support**.
4. Intermediaries can have a reliable, **solid image** for the target group and authority based on expertise.
5. Some potential partners include **NGOs, academics, teachers, businesses, community organizations, coalitions, watchdog groups, local chiefs, etc.**
6. Identifying potential partners and securing their support early in the development of the communications strategy is important.

E. Choose the medium

1. What are the points of access to this particular audience - **mass media, community organizations, trade publications, church groups, special interest magazines, the web, etc.?**
2. For example, **the Internet** may reach a worldwide audience but could be limited
3. Do not limit the media, however use the most useful **such as radio, feature stories, entertainment, specialty magazines, web sites, bus signs, meetings organized by local administration to reach grassroot communities;**
4. **E-mail networks** especially for civil society groups, organized special lectures for professionals, **special lunches for private sector**, and even household food products such as breakfast cereals or milk cartons carry messages.
5. As for news, realize that journalism is constrained by a set of values that **look for controversy, heroes and villains, urgency, proximity, celebrity**, and similar factors that can skew your message.

Question!!!

How do you make **NBSAP stories hot?**

Choose a real practical aspect- such as:

- drying rivers- to address **deforestation**
- Polluted lake affecting **fishing community**
etc

F. Identify the result

- **Some examples of communication, education and public awareness targets include:**
 - Increase in the percentage of schoolchildren who know what biodiversity is and understand its importance
 - Increase in community support for a marine protected area
 - More frequent consumer choice of products that have been sustainably harvested
 - Increased consideration of biodiversity issues in government **sectoral strategies**
 - Each of these targets should include **a specific date for its achievement**. Some may be achieved in a year, others in five years time, and some may take even longer than that. In most cases, communication alone will not be enough for a target to be achieved, but will be a component of a broader strategy.

G. Monitor the performance

- Evaluation is aimed at **assessing the effects** of your communication efforts.
- Secondly by evaluating it **becomes clear which methods are most effective and most efficient.**
- Furthermore, you learn how you can organize and manage the communication process more **effectively in the future.**
- The results of an **evaluation will point out which** future steps are necessary.

What kinds of publicity activities can garner broad societal support for the implementation of NBSAPs?

- The key is to have **a role for everybody to play**.
- For example- **managing a backyard or local park**, or otherwise contributing at a local, regional, national or international level.
- Involving **communities, NGOs, private sector, corporate sector, scientists and the general public in NBSAP implementation creates a sense of ownership**. This ownership is important for keeping biodiversity in the public consciousness

What kind of fundraising strategies can be used for implementing the communications strategy (from country internal sources)?

- Ideally, the **national budget** for implementing NBSAP priority activities should also allocate money for implementing the communication strategy.
- It is therefore important that **a realistic budget** for the communications strategy has been prepared and presented as part of the overall funding requirements for the NBSAP.
- Resources between **related projects might be shared**. For example, an already funded sustainable tourism initiative might be expanded to include biodiversity awareness raising. An existing public education programme at a local park or zoo could be revamped to educate school children about biodiversity.

Fundraising cont'd

- Much of the success of fundraising depends on **building relationships**. -With donors and others
- Prospective donors are those who care about the cause of biodiversity, and have come to believe that the NBSAP is an essential tool for achieving national biodiversity goals. **Maintaining visibility and a long-term relationship** with such donors is an important fundraising strategy.
- **Organizing special events** can raise funds and increase the visibility of NBSAP priorities. Some examples of special events include shows of children's artwork, benefit auctions, musical performances, donors' dinners etc.
- Speaking tours tailored for different of groups- **chambers of commerce, civic and community** organizations, service clubs, churches etc.
- Similarly, the business and corporate sector can be reached through activities such as **business lunches, talks in business social events**, etc.
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Question!!

Is your NBSAP still on the shelve or have you communicated it to those who need to hear- to garner support for implementing the action plan??.