

Open Webinar: Integrating Media and Communications in National Ecosystem Assessments

19 November 2024

14:00 – 15:30 PM GMT

Register here:

https://us06web.zoom.us/webinar/register/WN_pZo8sFNOTBKnxmI5K_jUKA

Organised by the National Ecosystem Assessment Initiative at UNEP-WCMC

Concept Note and Agenda

As of 5 November 2024

Background

The Convention on Biological Diversity's (CBD) Communication, Education, and Public Awareness (CEPA) programme highlights the critical role of public awareness, which is essential to achieving behavioural change, and promoting sustainable lifestyles and biodiversity values. The CEPA programme has supported the implementation of the CBD by actively informing, educating and involving citizens and stakeholders. Given the complex nature of biodiversity science and policy, and its connection with human well-being, it is important to reach citizens and stakeholders through engaging, well-targeted and straightforward communications on the significance of biodiversity. Without an awareness of the importance of biodiversity to human well-being, citizens and stakeholders are unlikely to know what actions are needed to conserve and sustainably use biodiversity.

National ecosystem assessment teams around the world devise a range of communication, education, and awareness interventions that show the multiple values of biodiversity and ecosystem services. Media and Communications activities planned and implemented by assessment teams support the overall goals of a national ecosystem assessment. This includes campaigns to raise expectations to ensure the participation of experts and arouse the interest of key stakeholders during the assessment process.

When an ecosystem assessment is conducted in an inclusive and participatory manner, assessment teams promote stakeholder cooperation and engagement. They create awareness and understanding of approaches to living in harmony with nature by Indigenous Peoples and local communities. Additionally, they ensure the assessment is included in the agenda of other actors including civil society organisations and the media.

Moreover, with the finalization of a national ecosystem assessment comes the challenge of developing a strategy and action plan focusing on condensing and simplifying the findings and key messages in a way that would facilitate their understanding and use by the different stakeholders at all levels (from local communities to high-level government decision-makers). This could involve a number of actions including i) the creation of a web portal and digital tools; ii) designing infographics for the dissemination of content; iii) strategic outreach with key government stakeholders such as through science-policy-society dialogues; iv) awareness-raising campaigns and use of biodiversity and environmental thematic networks.

To support assessment teams in communicating the outcomes of national ecosystem assessments, UNEP-WCMC developed the [Communications Toolkit for National Ecosystem Assessments](#) in collaboration with international partners from the Biodiversity and Ecosystem Services Network ([BES-Net](#)).

In this webinar, audiences will learn about the toolkit, and experiences and lessons learned from partner countries in integrating media and communications in their assessments.

National ecosystem assessments are an up-to-date, comprehensive, and critical synthesis of knowledge on biodiversity and ecosystem services, and their linkages to people. They lay out the status of biodiversity, drivers of change, and the implications for those relying on it. The knowledge base that is produced provides evidence for decision-makers to formulate and improve policies, and inform governance and management actions in support of the [Framework's Targets](#).

Objectives

The webinar aims to:

- Present an overview of the Communications Toolkit for National Ecosystem Assessments.
- Share experiences of partner countries to integrate media and communications in their national ecosystem assessment process.

Target Audience

This webinar is organised as part of the Sub-Global Assessment Network ([SGAN](#)) and is relevant to assessment practitioners and experts, as well as policymakers, researchers, civil society and private sector representatives, and media and communication professionals engaging with biodiversity and ecosystem services.

Date and Time

Tuesday, 19 November 2024 from 14:00 – 15:30 PM GMT

Event format and registration

This virtual webinar will be held on Zoom in English with live French and Spanish interpretation. Access to the online event will be provided to all pre-registered participants. Please register for the event here:

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Proposed Agenda

90mins

Time	Session	Moderator/Speaker
5'	Welcome and Introduction to the Webinar	Noor Noor (Moderator – UNEP-WCMC)
5'	Webinar Housekeeping	Mel Hanley Events Officer, UNEP-WCMC
5'	Opening Remarks	Natasha Ali Deputy Head of Policy, UNEP-WCMC
10'	National Ecosystem Assessments in a Nutshell	Fabiana Spinelli Programme Officer, UNEP-WCMC
20'	Integrating Media and Communications in National Ecosystem Assessments An overview of the Communications Toolkit for National Ecosystem Assessments	Pratik Tandon Communications Officer, National Ecosystem Assessment Initiative, UNEP-WCMC

30'	Country Experiences: (1) Malawi (2) The Dominican Republic	Alice Kammwamba Project Manager, Malawi National Ecosystem Assessment Sésar Rodríguez Project Manager, Dominican Republic National Ecosystem Assessment
10'	Question & Answer session	Moderated by UNEP- WCMC
5'	Closing remarks	Juanita Chaves Senior Programme Officer, UNEP-WCMC

Contact

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