

**Intergovernmental Science-Policy  
Platform on Biodiversity and  
Ecosystem Services**Distr.: General  
8 January 2018

English only

**Plenary of the Intergovernmental Science-Policy  
Platform on Biodiversity and Ecosystem Services****Sixth session**

Medellin, Colombia, 18–24 March 2018

Item 5 of the provisional agenda\*

**Report of the Executive Secretary on the implementation  
of the first work programme for the period 2014–2018****Implementation of the communications and outreach strategy and  
the stakeholder engagement strategy****Note by the secretariat**

1. In decision IPBES-3/4, on communications, stakeholder engagement and strategic partnership, the Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) took note of the communications and outreach strategy and requested the secretariat, subject to the availability of funds, to undertake the activities described in the initial implementation plan set out in the appendix to the strategy. An update on that implementation was noted by the Plenary in decision IPBES-4/4.
2. In decision IPBES-3/4, the Plenary also welcomed the revised draft stakeholder engagement strategy and requested the secretariat to undertake activities to implement it in collaboration with an open-ended network of stakeholders. In decision IPBES-4/4 (section II), the Plenary requested the Executive Secretary to collaborate with the open-ended networks of stakeholders, to undertake the activities set out in the initial implementation plan of the stakeholder engagement strategy and to finalize the institutional arrangements needed to establish such strategic partnerships.
3. Subsequent reporting by the secretariat on progress on communications activities and stakeholder engagement, outlined in documents IPBES/5/9, IPBES/5/INF/15 and IPBES/5/INF/16, was noted by the Plenary at its fifth session (IPBES/5/15, section VI H).
4. The annex to the present note sets out information on the further implementation of the communications and outreach strategy (part I) and on the implementation of the stakeholder engagement strategy (part II). The annex is presented without formal editing.

\* IPBES/6/1.

## Annex

### Part I

## Implementation of the communications and outreach strategy

### I. Day-to-day communication

1. *Updated visual identity guidelines.* Premised on the earlier approval by the Bureau, of updated specifications for the use of the IPBES logo, typography and color palette (see IPBES/5/INF/15), the secretariat, with the support of a professional branding agency, has updated the IPBES visual identity guidelines, which were approved by the Bureau at its 9<sup>th</sup> meeting. These updated visual identity guidelines are presented, for the information of the Plenary, in appendix I.
2. *Website.* One of the consequences of the budget reductions agreed by the Plenary at its 5th session was the cancellation of the planned comprehensive audit of the IPBES website, which would have reviewed its structure and functionality, to help determine the scope of work in the next phase of website development. The secretariat, has, however, completed a substantial redevelopment of the website – including, among others, its migration to a new, more secure cloud-based server; the creation of significant new functionality in support of IPBES administrative work, policy support tools, communities of practice and stakeholder networks; a much-improved search mechanism; updated content; the streamlining of key IPBES databases for better data collection and analysis and a more intuitive user-interface. The addition to the secretariat of a new G-5 information systems assistant in 2018 will create additional capacity to accelerate and intensify this process of website improvement.
3. *IPBES acronym.* To give effect to the extension by the Bureau of the scope of the IPBES logo use policy to include requests for authorization of the use of the IPBES acronym by third parties in their names, the secretariat has established guidelines on the use of the IPBES acronym in the name of third-party organizations, reflected for the information of the Plenary in appendix II.
4. *Videos.* Two new IPBES outreach videos have been professionally produced in 2017 – a six-minute video on the IPBES Assessment of Pollinators, Pollination and Food Production, and a four-minute video on the IPBES Assessment of Scenarios and Models of Biodiversity and Ecosystem Services. Both videos have been subtitled in all six of the official United Nations languages, to increase their reach and impact, and both are also available as shorter, stand-alone segments for use on social media platforms. The secretariat is also working with a professional video agency to produce ‘B-roll’ video material to amplify the reach of the five IPBES assessments that are planned to be launched at the sixth session of the Plenary, as well as 16 short video clips for use on social media to further promote the launches and uptake of the assessments. There will also be two further outreach videos produced by mid-2018 – a five-minute video on the IPBES land degradation and restoration assessment and a seven-minute video on the four IPBES regional assessments, to support the regional, subregional and national events to promote uptake of the assessments. Both will be subtitled in all six official United Nations languages and both will also be available as shorter, stand-alone segments for use on social media platforms.
5. *Multilingual outreach.* Although the official working language of IPBES is English, to increase the reach and impact of IPBES’s communications, the secretariat has piloted in 2017 a number of multilingual outreach products and messages in all six official languages of the United Nations. The ‘What is IPBES?’ information brochure, the new outreach videos and the IPBES message ‘primers’ have, for instance, been produced in all six languages, as have a number of official notifications and calls. This commitment to multilingualism in communications and outreach will be continued in 2018, resources permitting.
6. *Social media.* Informed by a comprehensive 12-month integrated digital communication and outreach strategy, IPBES has seen exponential growth from the start of May 2017 in terms of its social media footprint, engagement and influence, and is well on-track to meet and significantly exceed its annual targets. Detailed information about this performance is set out in appendix III.

## 7. *Traditional media.*

(a) All IPBES media contacts have now been consolidated into a central online media database, to facilitate maintenance and ease of use. These have also been greatly expanded by the secretariat in 2017, from just over 1,000 contacts in January to more than 2,800 by December, through new research, close collaboration with key IPBES strategic partners and the assistance of a professional public relations firm.

(b) Focusing on the exploration of joint opportunities relating to the planned launch of five new assessments at the sixth session of the IPBES Plenary, collaboration on traditional and social media outreach with IPBES partners and advocates has been widely expanded in 2017. With a concentration on IPBES's four core United Nations partners, stakeholder networks and key strategic allies, bilateral and multilateral discussions have achieved new levels of agreement on mutual support and promotion – especially with regards to the five assessments planned to be launched at the sixth session of the Plenary and the global assessment of biodiversity and ecosystem services.

(c) Access to comprehensive social and traditional media monitoring facilities has been secured by the secretariat, with real-time ‘breaking news’ alerts now in place for immediate action on communications risks and opportunities, daily and weekly summaries of both IPBES-specific mentions and developing news that relates to the IPBES work programme and global, regional and national-level access to online, print and broadcast news in a range of languages.

(d) The results of these efforts are already evident. Since the start of 2017, IPBES has been mentioned more than 970 separate times in online news sources, in 26 languages and more than 75 countries – all this in a period when no new assessments have been launched. This equates to an aggregate online potential reach of more than 800 million people, with an advertising value equivalency (online only) in excess of \$7.6 million. A single recent Reuters article, about the new IPBES message ‘primers’, was published in at least ten countries by 24 separate news organizations. A recent article by the IPBES Chair, promoting the ongoing IPBES assessments, was published in 24 countries, in the print editions of eight different newspapers and online at more than 23 news sites – with potential online reach of more than 4.6 million people. Regularly updated details of IPBES media coverage can be accessed online at <https://goo.gl/k4bF3J>

## II. Preparations for the launch of assessments in 2018

8. Informed by the key learnings from the launch of the first two IPBES assessment reports in 2016, the secretariat, supported by specialist media and public relations professionals (as described in IPBES/5/9), has been working extensively in 2017 to plan, prepare and begin the early implementation of promotional and outreach activities to maximise the reach and impact of the planned launch in March 2018 of the four IPBES regional assessment reports on biodiversity and ecosystem services, as well as the assessment report on land degradation and restoration.

9. The specific activities to promote the importance of these five assessment reports, including their key messages and policy options (once approved by the Plenary), to the media and decision makers, have been clustered into three distinct phases – before, during and after the approval of the assessment reports by the Plenary. An overview of the three-phase approach and some of the specific activities planned to be undertaken in each of the three phases was noted by the MEP and Bureau at their ninth meetings, and is presented for the information of the Plenary in appendix IV.

10. A central element of the first (‘Pre-Launch’) phase is the set of message ‘primers’ - one each for the four regional assessments, one for the assessment of land degradation and restoration, as well as a sixth general primer with information about all the assessments. To increase their reach and impact, the primers have also been translated into the five other official United Nations languages. The primers are short briefing documents that provide key information about each of the assessments, designed to help decision makers, stakeholders, media and other interested parties understand the scope, scale and significance of the assessments – but not to preview any of the draft key messages. The general primer and the primer on land degradation and restoration are available in all six languages, with the four regional assessment primers available in those languages most relevant to the respective region. The general primer is presented, as an example of these texts, for the information of the Plenary in appendix V. The full set of primers and all of the translated versions can be accessed on and downloaded from the IPBES website at [www.ipbes.net/ipbes-6-primers](http://www.ipbes.net/ipbes-6-primers)

## Part II

### Implementation of the stakeholder engagement strategy

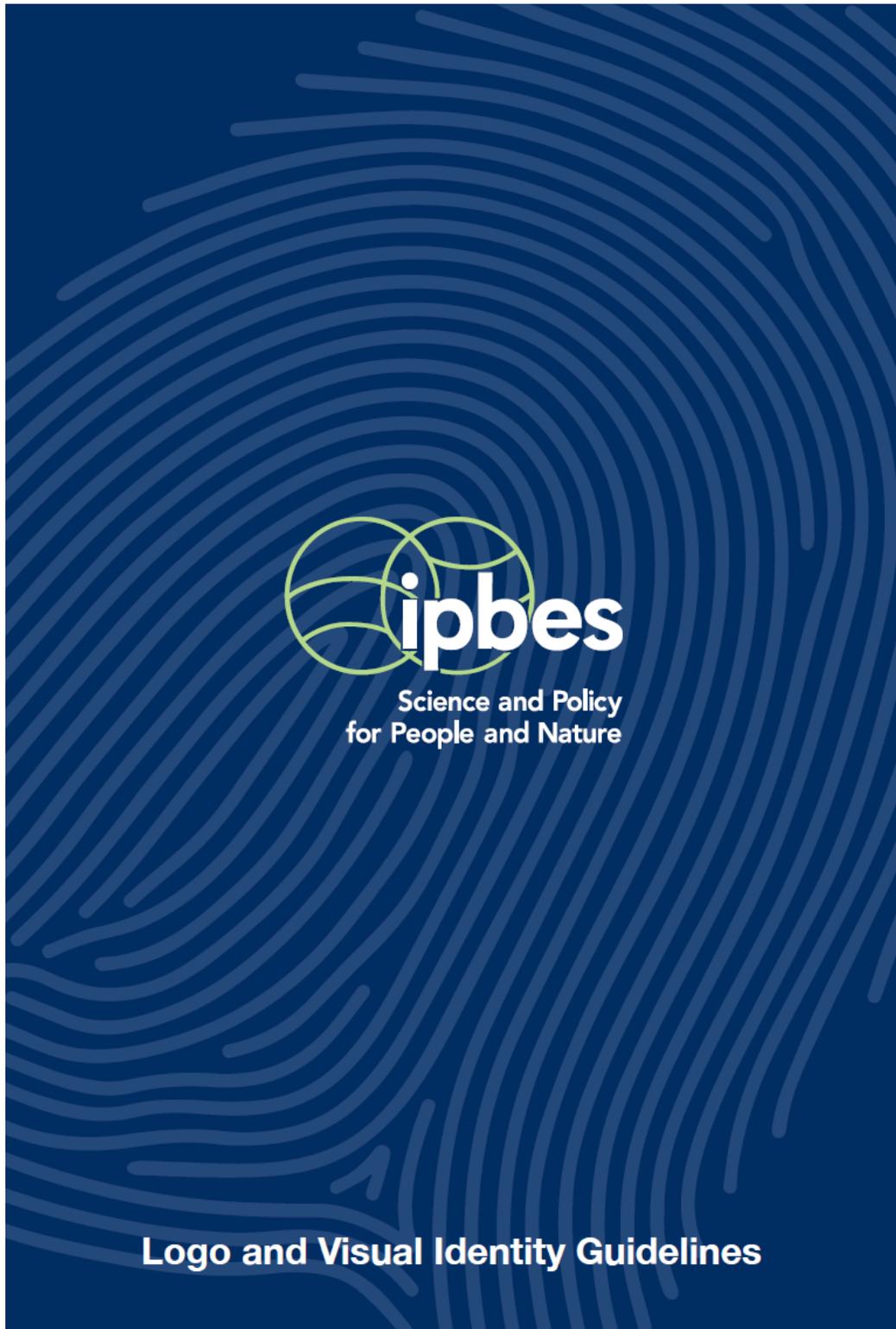
11. Progress was made in 2017 regarding institutional arrangements necessary to facilitate collaboration on implementation of the stakeholder engagement strategy between the secretariat and open-ended networks of IPBES stakeholders (decision IPBES-4/4). These include, among others, the guidelines on the use of the IPBES acronym in the names of third-party organizations (reflected in appendix II) and the creation, on the IPBES website, of additional architecture to support the hosting and maintenance of the online presence of such networks, their inter-network collaboration, as well as their integration into the newly-established IPBES communities of practice

12. As a result of the finalization of these arrangements, the Open-ended Network of IPBES Stakeholders (formerly the IPBES Open-ended Stakeholder Network) has notified the secretariat of its willingness to adopt and abide by the new guidelines, its intention to accept the invitation of the secretariat to host its online presence on the IPBES website and its progress in moving ahead with the formal creation of the Network.

13. The phased implementation of the stakeholder engagement strategy (IPBES/5/INF/16) had specified that, in 2017, the roll-out of the third phase would focus on filling the ‘gaps’ identified in the stakeholder needs analysis survey, with specific concentration on underrepresented and unrepresented stakeholder categories. Some of the envisaged elements of the roll-out, such as the “roadshow” elements for members of the MEP and Bureau and selected experts, proved unfeasible in light of the reduced budget agreed by the Plenary at its fifth session. The efforts of the secretariat, with technical in-kind support by the International Union for the Conservation of Nature (IUCN) and a number of interns, have instead focused on data-mining the existing set of IPBES social media ‘followers’ and ‘fans’ to identify prospective organizations and individuals who had not yet engaged as registered IPBES stakeholders and who could be approached to consider such registration and engagement. This process is ongoing.

## Appendix I

### Updated IPBES visual identity guidelines



# Logo and Visual Identity Guidelines

## Contents

1. Logo
2. Typography
3. Colour Palette
4. Visual Identity

# IPBES Visual Guidelines

## 1. Logo

The **IPBES Logo** is available either with or without the strapline, and in five different colour versions:

**GREEN** for use on light, full colour backgrounds

**BLUE** for use on light, full colour backgrounds

**MONO** for use on light backgrounds in single or limited colour work

**REVERSED** for use on dark, full colour backgrounds

**WHITEOUT** for use on dark backgrounds in single or limited colour work

The logo must not be distorted, dismantled, or used on a background which would reduce its impact.



IPBES Logo GREEN

IPBES Logo BLUE

IPBES Logo MONO



IPBES Logo REVERSED



IPBES Logo WHITEOUT



**Clear Space**, equivalent to the ascender of the 'b', should be allowed around the logo where possible, in order to preserve its impact. For the strapline version of the logo, the clear space measurement is taken from the baseline of the strapline.



This clear space allocation is included in the artboards of the logo files.

# IPBES Visual Guidelines

## 2. Typography

---

**Helvetica Neue** is widely used and has a good selection of weights, the most common of which are shown here. If not available, then other versions of Helvetica, or Arial can be used as a substitute, although they may not have as many available weights.

### Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Helvetica Neue Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

### Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Helvetica Neue Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

### Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### *Helvetica Neue Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

# IPBES Visual Guidelines

## 3. Colour Palette

CMYK, RGB, Pantone and Web Colours

### Primary Colours



**Primary Blue**  
C100 M68 Y0 K54  
R0 G46 B95  
Pantone 648  
#002e5e



**Primary Green**  
C48 M11 Y98 K70  
R65 G81 B13  
Pantone 574  
#341510d



**Primary Grey**  
C56 M41 Y54 K32  
R103 G108 B95  
Pantone 417  
#676b5e



**Primary Light Green**  
C32 M0 Y59 K0  
R192 G216 B134  
Pantone 366  
#bfd786

### Secondary Colours



**Yellow**  
C0 M20 Y100 K5  
R245 G197 B0  
Pantone 7406  
#f5c400



**Orange**  
C0 M45 Y100 K0  
R245 G156 B0  
Pantone 137  
#f59c00



**Dark Orange**  
C0 M80 Y100 K10  
R215 G73 B12  
Pantone 1665  
#d6490b



**True Red**  
C16 M100 Y77 K6  
R195 G0 B47  
Pantone 200  
#c3002f



**Plum**  
C30 M100 Y70 K30  
R142 G23 B47  
Pantone 202  
#8e172f



**Purple**  
C100 M68 Y0 K54  
R0 G46 B95  
Pantone 269  
#552873



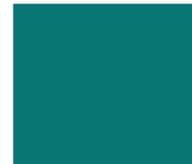
**Medium Purple**  
C70 M70 Y0 K0  
R0 G128 B192  
Pantone 2665  
#6758a2



**Mid Blue**  
C95 M25 Y0 K10  
R0 G128 B192  
Pantone 7461  
#007fc0



**Medium Teal**  
C80 M0 Y40 K20  
R0 G148 B144  
Pantone 3272  
#009390



**Teal**  
C85 M30 Y50 K20  
R2 G16 B115  
Pantone 7718  
#017473



**Spring Green**  
C60 M15 Y100 K15  
R110 G149 B40  
Pantone 370  
#6d9427



**Medium Green**  
C45 M0 Y75 K10  
R149 G186 B91  
Pantone 374  
#002e5f



**Dark Grey**  
C20 M0 Y0 K80  
R72 G81 B86  
Pantone 7540  
#485155



**Light Grey**  
C0 M3 Y0 K30  
R198 G195 B196  
Pantone 420  
#c5c2c4

# IPBES Visual Guidelines

## 4. Visual Identity

The visual identity of IPBES uses the logo along with background motifs that reflect key elements of biodiversity and the work programme of IPBES.

**The primary motif** is the fingerprint watermark to show the bi-directional linkages, interaction and impact of people and nature.

### PRIMARY MOTIF



Motif on white background  
100% of Primary Blue

Motif on white background  
100% of Primary Green

**The secondary motifs** represent the three level of biological diversity - ecosystems, species and genetics. For each of these there is a specific watermark motif: for ecosystems, a sketch of network connections; for species: an Ammonite shell, and for genetics, a double helix.

### ECOSYSTEMS



Motif on white background  
100% of Spring Green

### SPECIES



Motif on white background  
100% of Mid Blue

### GENETICS



Motif on white background  
100% of Primary Grey

# IPBES Visual Guidelines

## 4. Visual Identity

The primary motif is to be used on Primary Blue and Primary Green backgrounds.



Background – 100% of Primary Blue  
Motif – 80% of Primary Blue



Background – 100% of Primary Green  
Motif – 80% of Primary Green

The secondary motifs used for the first application of the visual identity backgrounds were Spring Green for ecosystems, Mid Blue for species, and Primary Grey for genetics (as shown in the examples). However, the motifs can be used with any of the other secondary colours as backgrounds as long as the colours do not clash. Some possibilities for these are shown after the fifth session of the IPBES Plenary examples.

### ECOSYSTEMS



Background – 100% of Spring Green  
Motif – 80% of Spring Green

### SPECIES



Background – 100% of Mid Blue  
Motif – 80% of Mid Blue

### GENETICS



Background – 100% of Primary Grey  
Motif – 80% of Primary Grey

These motifs, both primary and secondary, can be used for general and event-specific collateral. These motifs can be accompanied by photographs that reflect the areas of ecosystems, species (plants and animals) and genetics (genetic diversity within species).



Background – 100% of Dark Orange  
Motif – 80% of Dark Orange



Background – 100% of Medium Purple  
Motif – 80% of Medium Purple



Background – 100% of Teal  
Motif – 80% of Teal



Background – 100% of True Red  
Motif – 80% of True Red



Background – 100% of Medium Teal  
Motif – 80% of Medium Teal

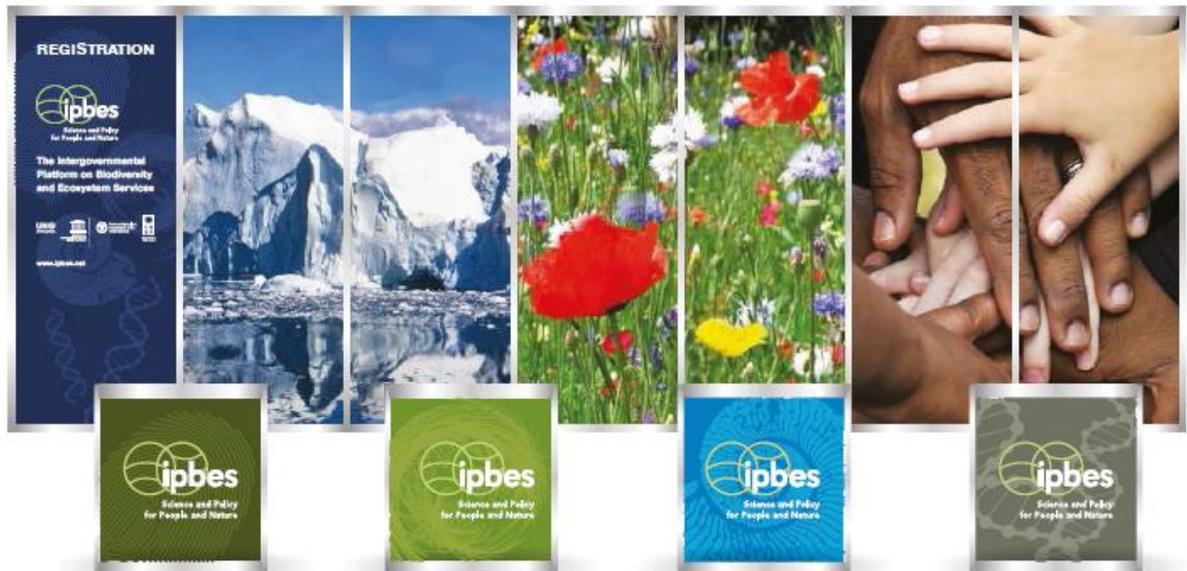


Background – 100% of Plum  
Motif – 80% of Plum

# IPBES Visual Guidelines

## 4. Visual Identity

Below are examples of collateral for the fifth session of the IPBES Plenary (IPBES-5).



Registration panels and desks

# IPBES Visual Guidelines

## 4. Visual Identity



Pull up banners

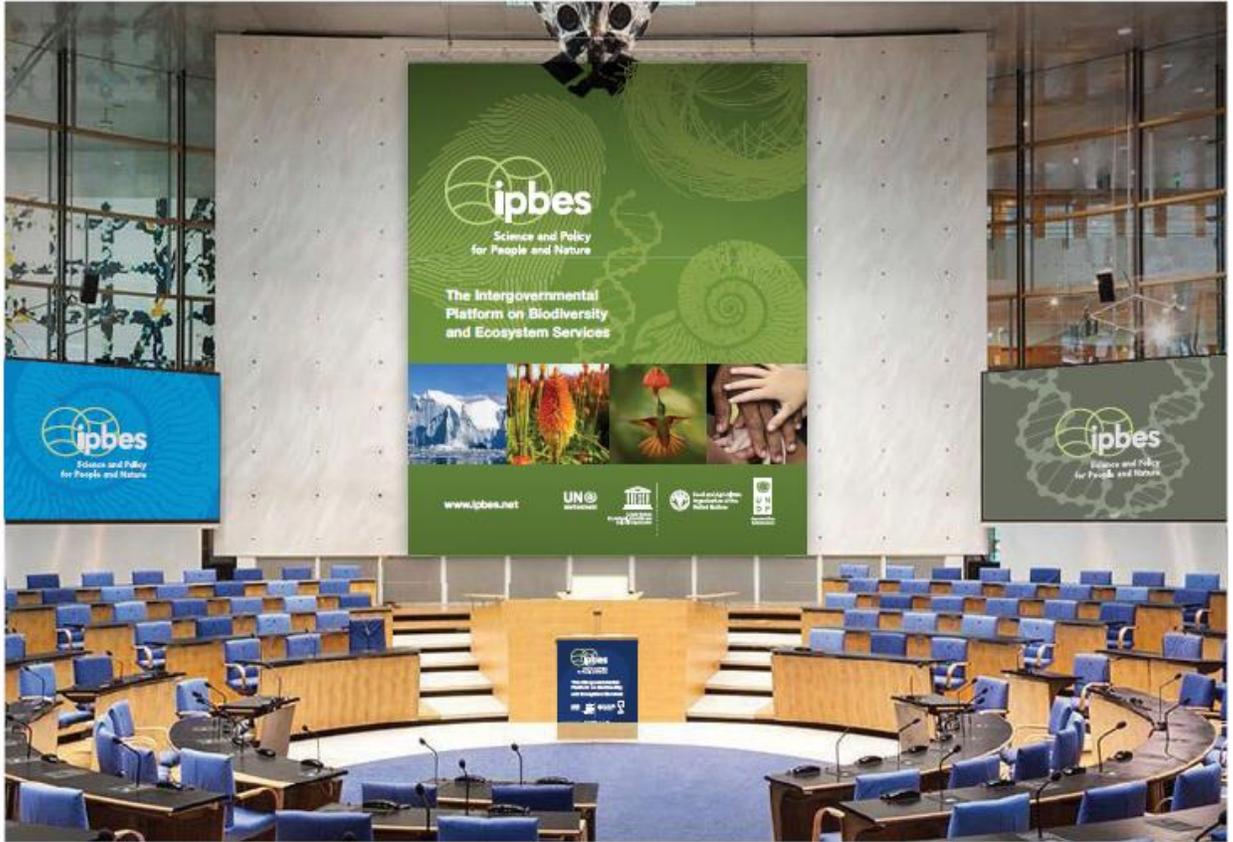


Posters

# IPBES Visual Guidelines

## 4. Visual Identity

The primary fingerprint and the other three motifs can be used together either with the dark green or dark blue colours.



Plenary Hall backdrop



IPBES Secretariat, UN Campus  
Platz der Vereinten Nationen 1, D-53113 Bonn, Germany  
[secretariat@ipbes.net](mailto:secretariat@ipbes.net)  
[www.ipbes.net](http://www.ipbes.net)

## Appendix II

### **Guidelines on the use of the IPBES acronym in the name of third-party organizations**

The acronym “IPBES” stands for “The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services”.

The IPBES acronym is an integral part of the IPBES brand, and will be widely promoted for general use, publicity and interaction by whole IPBES community.

IPBES reserves all rights, however, to the use of its acronym as part of the name/s of any and all third-party organizations, institutions and groups.

Only the IPBES secretariat, acting on behalf of the IPBES Bureau, may grant permission for the IPBES acronym to be used as part of the name/s of any and all third-party organizations, institutions and groups. Such permission may only be given in writing, by the Executive Secretary of IPBES.

Applications for the use of the acronym as part of the name/s of any and all third-party organizations, institutions and groups must be received in writing, and will only be granted by the secretariat, if the organization, institution or group is demonstrably aligned with the mission of IPBES, poses little or no reputational risk to the IPBES brand, and is both able and willing to substantively contribute to the deliverables of the IPBES work programme over an extended period.

Any organization, institution or group wishing to apply for such authorization must agree that they and all their members will act in the best interests of the IPBES brand, specifically that they:

Will not warrant, represent or imply that any product, publication, service or opinion is that of IPBES, unless it is issued by the IPBES secretariat, without alteration, interpretation or elaboration.

Will not enter into any agreements or contracts and will not incur any liabilities on behalf of IPBES.

Will not associate or imply association of IPBES with any other third-parties – especially those which may have a commercial or political purpose. This specifically includes association by visual branding or juxtaposition on all materials, printed, electronic and otherwise.

Will not grant or imply IPBES’s endorsement of any product, publication or service.

Will not bring the IPBES brand into disrepute.

If, at the sole discretion of the IPBES Executive Secretary, any of the above guidelines are breached, authorization for the use of the IPBES acronym as part of the name/s of any and all third-party organizations, institutions and groups can be immediately revoked, by written notice to that party. Any and all resulting costs and/or liabilities will be entirely to the account of the third party.

## Appendix III

### IPBES social media performance

Social media performance, across all social media platforms, is normally measured in terms (a) numbers of social media ‘followers’ and ‘fans’ (b) ‘reach’ reflected by total impressions/number of times posts and updates are viewed/accessed (c) ‘engagement’ as evidenced by either the average percentage of fans/followers who interact with every post/update or the total number of such interactions (d) ‘conversions’ – the number of times users have completed a desired action/activity (such as clicking through to the IPBES website from social media).

In May 2017, the IPBES secretariat, working with a professional social media firm, began the implementation of a comprehensive 12-month integrated digital communication and outreach strategy. Part of this strategy was the adoption of social media performance targets for the period to May 2018. The performance against these specific targets, to the start of December 2017, is reflected below.

#### (a) Numbers of social media ‘followers’ and ‘fans’

##### Facebook

Baseline (May 2017): 1139 fans, 1100 follows

Target (May 2018): 2400 fans (111% increase), 2200 follows (100% increase)

**Actual performance (to Dec 2017): 2102 fans (85% increase), 2167 follows (97% increase)**

##### Twitter

Baseline (May 2017): 6393 followers

Target (May 2018): 10,000 followers (56% increase)

**Actual performance (to Dec 2017): 8,169 (28% increase)**

##### LinkedIn:

Baseline (May 2017): 0 followers (no IPBES page)

Target (May 2018): 250 followers

**Actual performance (to Dec 2017): 194 followers**

##### YouTube:

Baseline (May 2017): 110 subscribers

Target (May 2018): 350 subscribers (219% increase)

**Actual performance (to Dec 2017): 210 subscribers (91% increase)**

##### Instagram:

Baseline (May 2017): 72 followers

Target (May 2018): 300 followers (317% increase)

**Actual performance (to Dec 2017): 190 followers (164% increase)**

#### (b) ‘Reach’ – total impressions

##### Facebook

Baseline (May 2017): 25,000/year (300% increase)

Target (May 2018): 100,000/year

**Actual performance (to Dec 2017): 230,000/year (820% increase)**

##### Twitter

Baseline (May 2017): 680,000/year = 56,700/month

Target (May 2018): 900,000/year = 75,000/month (32% increase)

**Actual performance (to Dec 2017): 1,008,000/year = 84,000/month (47% increase)**

LinkedIn:

Baseline (May 2017): 0 (no IPBES page)  
Target (May 2018): 20,000  
**Actual performance (to Dec 2017): 24,060**

YouTube:

Baseline (May 2017): 4,474/year = 373/month  
Target (May 2018): 10,000/year = 833/month (123% increase)  
**Actual performance (to Dec 2017): 9,095 (year to date) = 1,300/month (249% increase)**

Instagram:

Baseline (May 2017): 0 (no statistics available)  
Target (May 2018): 2,000/year  
**Actual performance (to Dec 2017): 4,600 (year to date)**

(c) **Engagement**

Facebook

Baseline (May 2017): 500 / month  
Target (May 2018): 2000 / month (300% increase)  
**Actual performance (to Dec 2017): 2,219/month (344% increase)**

Twitter

Baseline (May 2017): 0.8%  
Target (May 2018): 1.5% (88% increase)  
**Actual performance (to Dec 2017): 1,6 % (100% increase)**

LinkedIn:

Baseline (May 2017): 0 (no IPBES page)  
Target (May 2018): 1800  
**Actual performance (to Dec 2017): 558 (year to date)**

YouTube:

Baseline (May 2017): 39 likes, 73 shares, 20,575 minutes ‘watch time’ per year  
Target (May 2018): 150 likes, 200 shares, 40,000 minutes ‘watch time’ per year  
**Actual performance (to Dec 2017): 77 likes, 126 shares, 23,493 minutes watch time (year to date)**

Instagram:

Baseline (May 2017): 107  
Target (May 2018) 300 (180% increase)  
**Actual performance (to Dec 2017): 492 (360% increase)**

(d) **‘Conversions’ (‘Traffic’ to IPBES website from social media sources)**

Baseline (May 2017): 5,658/year  
Target (May 2018): 7,000/year

**Actual performance (to Dec 2017): 2,768 (year to date)**

Given that the improvements highlighted above have occurred during a period in which IPBES has not launched any new assessment reports and in which the focus has been on preparations for the planned launches of the assessments at the sixth session of the Plenary, in addition to which the actual performance figures are still a quarter of a year from the specified deadline for the social media targets, it seems more than likely that the targets will be achieved.

## Appendix IV

### Three-phase approach to outreach on IPBES assessments

#### Background

IPBES aims to launch five assessment reports in 2018 – four regional assessments of biodiversity and ecosystem services (for Africa, the Americas, Europe and Central Asia and for Asia-Pacific) and an assessment of land degradation and restoration. The planned approval of these reports, is a valuable opportunity to raise awareness of and appreciation for the key messages of the assessments among decision makers, as well as to enhance the credibility and brand of IPBES.

To achieve these aims, a series of communications and outreach activities will be implemented by the secretariat, clustered broadly into three distinct phases: before, during and after the approval of the assessments by the Plenary, targeted for March 2018 at its sixth session (IPBES-6).

#### Strategic objectives

1. Communicate to decision makers, through traditional and social media, as well as through strategic partners and third-party allies and advocates, the importance of and key messages from the five assessments;
2. Develop lasting relationships with leading journalists and influencers, globally and regionally, to encourage both advocacy for and coverage of these and future IPBES assessments; and
3. Increase the credibility and reputation of IPBES as the authoritative ‘go-to’ source for policy-relevant information about the state of knowledge on biodiversity and ecosystem services.

#### Overview of activity phases

Phase I (Pre-Launch) – Has already started and will continue to the start of IPBES-6. The purpose of this phase is to build support and awareness among priority audiences so that they promote and support the assessments – without communicating any substance from the draft reports, focusing instead on their scope and importance vis a vis the SDGs, Aichi Biodiversity Targets, the Paris Agreement on climate change and major current events/dialogues.

Phase II (Launch) -- Focuses on the media launches and key messages of the assessments, planned to be at IPBES-6, and all related communications activities.

Phase III (Post-Launch) – Begins after the launches and involves regional and subregional events to promote uptake of the assessment reports and to maintain and build on the impact generated from the launches.

#### Scope/indicative activities per phase<sup>1</sup>

##### Phase I (“Pre-Launch)

- a. Compilation of contact lists of key media, influencers and communications hubs – global and region-specific.
- b. Crafting of message ‘primers’ for each assessment and one for all five as a group – focused on their scope and significance, not the substance of the draft reports.
- c. Translation of key outreach materials into the six United Nations official languages.
- d. Initial spokesperson training for 20 official spokespersons – covering each of the assessments and across all six United Nations official languages.
- e. Targeted media and influencer briefings – not primarily to generate media coverage in this phase but to increase the probability of influential and accurate coverage/promotion once launched.
- f. Media and influencer ‘save the date’ style notifications and reminders.

<sup>1</sup> Not exhaustive – and resource dependent.

- g. Leveraging IPBES participation in major conferences/summits/events to reinforce/extend the messaging outlined in the primers.
- h. Ally/advocate development – IPBES strategic and collaborative partners, stakeholders, think-tanks, scientific & environment focused associations/organizations, regional science media centers etc.
- i. A comprehensive social media campaign, using the primers as the basis for content creation.
- j. Establishment of traditional and social media monitoring to establish baselines for tracking and review of outreach progress/success.

#### Phase II (“Launch”)

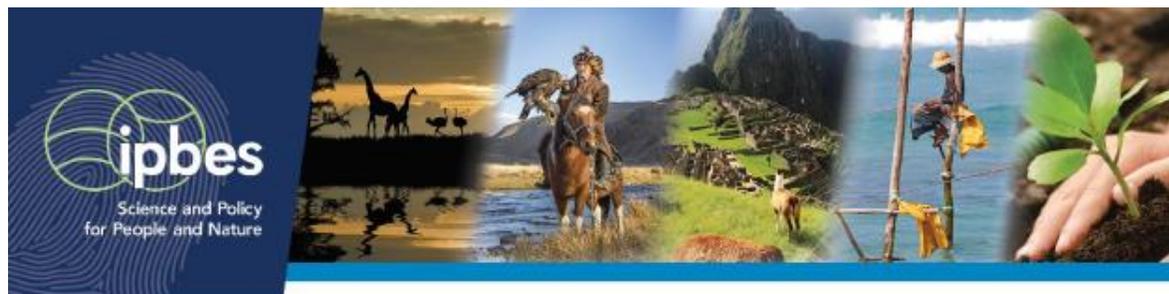
- a. Comprehensive spokesperson training for up to 60 official spokespersons – covering each of the assessments and across all six United Nations official languages.
- b. Finalization and (following Plenary approval) issuing of the strictly embargoed media releases for the approved assessments (including links to high-definition photographs and video “B-roll” material).
- c. Strictly embargoed media interviews (following Plenary approval of each assessment) for a very limited selection of leading global and regional journalists (embargo to be lifted at the start of the media conferences to launch each approved assessment).
- d. Two webcast media conferences – one for the launch of the four regional assessments and one for the launch of the land degradation and restoration assessment.
- e. Ongoing media interviews (global and regional).
- f. Live and ongoing social media coverage.
- g. IISD/Earth Negotiations Bulletin reporting.

#### Phase III (“Post-Launch”)

- a. Finalization of electronic and printed versions of the laid-out summaries for policymakers (SPMs) for the five assessments in English.
- b. Finalization of two professional outreach videos – one for the land degradation and restoration assessment (five minutes in length) and one for the four regional assessments (seven minutes with separate three-minute versions for each of the four regions).
- c. Finalization of all other electronic and printed outreach material and related marketing collateral for the five assessments.
- d. Additional media/spokesperson training/refresher courses as needed.
- e. Events hosted by members, strategic partners, stakeholders, allies and advocates in each of the four regions to promote the uptake of the assessments, with support where feasible from as many of the assessment co-chairs, CLAs, authors, MEP and Bureau from that region, as possible. These events to be implemented as part of the rolling plan on capacity building, with support from the IPBES communications team.
- f. Ongoing events by individual authors (at their own institutions and at other events) to promote/build momentum.
- g. Leveraging IPBES participation in major global and regional development events/summits.
- h. Ongoing articles and letters (science and mainstream journals and media) by authors to build on the assessments.
- i. Summary report on campaign highlights, lessons learned and analysis of coverage.
- j. Ongoing social and traditional media campaign to highlight key impacts of the five assessments on policy and decision making.

## Appendix V

### Phase 1 message ‘primers’ - example



#### Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

##### Five Major New IPBES Assessment Reports: A General Primer

The world's biodiversity is being lost and nature's contributions to people are being degraded, which undermines human wellbeing.

The success of humanity's efforts to reverse the current unsustainable use of our irreplaceable natural assets and heritage requires the best-available evidence, comprehensive relevant policy options and committed, well-informed decision makers. The IPBES assessment reports serve these ends, by providing the credible peer-reviewed information needed for informed decision-making.

- 5 Forthcoming landmark science-policy assessment reports nearing completion – will be launched in March 2018
- Best-available evidence for decision makers to make informed decisions balancing the needs of people and nature
- Prepared by 550+ leading international experts from 100+ countries
- 3 Years in development, at a total cost of more than US\$6 million
- 4 Assessment reports to evaluate biodiversity & nature's contributions to people in four world regions
- 5th Assessment report focusses on regional and global land degradation and restoration
- Will evaluate progress (or lack thereof) on Aichi Targets & Paris Agreement & implications for SDGs
- Will also project likely interactions between people and nature for decades into the future

In March, 2018, representatives of 127 Governments will receive, for approval, five landmark assessment reports describing the state of knowledge about biodiversity, ecosystems and nature's contributions to people.

Prepared by more than 550 leading international experts from more than 100 countries, working with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), the evaluations cover four world regions — the Americas, Asia and the Pacific, Africa, and Europe and Central Asia, i.e. the whole world except Antarctica and the open oceans. The reports are scheduled for public launch in Medellín, Colombia at the 6th annual session of the IPBES Plenary (#IPBES6) in March 2018.

A fifth IPBES assessment report, also due to be approved and launched at the same meeting, examines land degradation and restoration, both regionally and globally.

IPBES is the global science-policy platform tasked with providing the best-available evidence to inform better decisions affecting nature - by Governments, businesses and even individual households. IPBES is often described as 'the [IPCC](#) for biodiversity'.

The findings of the five IPBES reports will also be key inputs to a new comprehensive IPBES global assessment report on biodiversity and ecosystem services, due for release in 2019, the first such evaluation since the authoritative 2005 Millennium Ecosystem Assessment.

In addition, the assessment reports will evaluate lessons learned and progress (or the lack thereof) on the Strategic Plan for Biodiversity 2011–2020 and its [Aichi Biodiversity Targets](#), the [Paris Agreement on climate change](#), and the implications for the United Nations [Sustainable Development Goals](#) (SDGs), as well as other global environmental agreements. The reports will also provide vital information for setting biodiversity targets for the period after 2020.

**Biodiversity and nature’s contributions to people underpin the economies, livelihoods, food security and quality of life of people everywhere.** This is why public policies, business decisions and even individual lifestyle preferences can threaten or support nature’s contributions to people and the sustainable future we want. **Keeping ecosystems resilient, and safeguarding our planet’s variety of life, is fundamental to poverty eradication, human health and well-being.**

Three years in development, at a total cost of about US\$5 million, the four IPBES regional assessment reports have involved over 550 experts from more than 100 countries, who have reviewed several thousand scientific papers, Government and other information sources, including indigenous and local knowledge. The aim is to arrive at conclusions about each region’s land-based, freshwater and coastal biodiversity, as well as the state of ecosystem functioning and nature’s contributions to people.

The reports will evaluate the status of biodiversity and nature’s contributions to good quality of life in each region and their respective subregions, describing current status and trends, as well as their links to drivers of change and threats, identifying policy-relevant issues affecting them. The analyses will start by looking back several decades and then project likely interactions between people and nature for decades into the future, based on different decision pathways.

Each regional assessment report will address:

- How biodiversity, ecosystem functions and nature’s contributions to people affect economies, livelihoods, food security and good quality of life. In other words: **why is biodiversity important?**
- The status, trends and potential future dynamics of biodiversity, ecosystem functions and nature’s contributions to people, which affect their contributions to economies, livelihoods and human well-being. In other words: **are we making progress or are we still destroying biodiversity and undermining human wellbeing?**
- The pressures driving changes in biodiversity and nature’s contributions to people. In other words: **what are the threats to biodiversity?**
- The actual and potential impacts of policies and actions on the contributions of nature to sustainable economies, livelihoods, food security and good quality of life. In other words: **what policies and governance structures can lead to a more sustainable future?**
- Priority gaps in knowledge.

The IPBES assessment report on land degradation and restoration, will identify threats to land-based ecosystems, offering evidence from around the world and a range of best-available solutions to reduce the environmental, social and economic risks and impacts of land degradation. It will **help all decision makers to make more informed choices about how to halt and reverse land degradation.**

### Structure of the five IPBES assessment reports

Each IPBES assessment report will begin with a concise Summary for Policymakers (SPM), highlighting the most important and policy-relevant (not prescriptive) findings and policy and governance options. The SPMs will be based on a set of six chapters (eight for the land degradation assessment report), described below, providing all the technical support for the key messages of the SPMs:

1. Policy-relevant questions & themes per region and subregion as well as methods and approaches of the assessment
2. Nature's contributions to people and good quality of life
3. Status, trends and near future dynamics of biodiversity and ecosystems
4. Direct and indirect drivers of change in nature in the context of different perspectives on quality of life
5. Analysis of possible interactions between the natural world and society in the long term
6. Options for governance, institutions and decision-making – especially on the SDGs, Aichi Targets and Paris Agreement

To ensure the highest-possible levels of credibility and policy-relevance, the IPBES assessment reports have been reviewed extensively by hundreds of external experts, including Governments, scientists and decision makers, practitioners and the holders of indigenous and local knowledge.

The assessment reports will be presented with the widest spectrum of decision makers in mind, including Government and business leaders, civil society groups, indigenous peoples, women's groups and even individual households, with detailed information, including easy-to-understand infographics and maps.

TIMELINE	
<i>January 2015</i>	Scoping report established the parameters of the assessments.
<i>May - June 2016</i>	External experts, including Governments, reviewed first draft of the assessment chapters, with review comments incorporated into the subsequent drafts by IPBES experts.
<i>May - June 2017</i>	External experts, including Governments, reviewed the second drafts of the assessment chapters and the first drafts of the summaries for policymakers. These comments are being reviewed and will be incorporated into the final drafts by IPBES experts.
<i>March 2018</i>	Negotiation by member States at IPBES-6 Plenary session of final text of the summaries for policymakers of the five assessment reports in Medellín, Colombia, followed by their public launches.

Launch venue: IPBES-6, Intercontinental Hotel, Medellín, Colombia; March 17-24, 2018.

For breaking news, the latest announcements, calls for experts and more, [register today as an IPBES stakeholder](http://www.ipbes.net/stakeholders): [www.ipbes.net/stakeholders](http://www.ipbes.net/stakeholders)

To be added to the [IPBES media distribution list](#) for alerts, releases and announcements please send your email address to [media@ipbes.net](mailto:media@ipbes.net) with the subject line: Subscribe

## About IPBES

With 127 member Governments, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) is the global body that assesses the state of biodiversity and nature's contributions to people, in response to requests from decision makers.

Chaired by Sir Robert Watson, the mission of IPBES is to strengthen policy and decisions through science, for the conservation and sustainable use of biodiversity, long-term human wellbeing and sustainable development.

The IPBES secretariat, led by Executive Secretary Anne Larigauderie, is hosted by the German Government and located on the UN campus in Bonn. More than 1000 scientists worldwide contribute to the work of IPBES on a voluntary basis. They are nominated by their Governments or organisations, and selected by the IPBES Multidisciplinary Expert Panel.

For more information contact: [media@ipbes.net](mailto:media@ipbes.net) [www.ipbes.net](http://www.ipbes.net)

### Follow IPBES:

[www.ipbes.net](http://www.ipbes.net)

Twitter: [@IPBES](https://twitter.com/IPBES)

[www.facebook.com/IPBES](https://www.facebook.com/IPBES)

[www.youtube.com/ipbeschannel](https://www.youtube.com/ipbeschannel)

[www.linkedin.com/company/ipbes](https://www.linkedin.com/company/ipbes)

[www.instagram.com/ipbes/](https://www.instagram.com/ipbes/)

Access All the IPBES Assessment Report Message Primers Online at: [www.ipbes.net/ipbes-6-primers](http://www.ipbes.net/ipbes-6-primers)

General Primer: [www.ipbes.net/sites/default/files/downloads/general\\_message\\_primer\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/general_message_primer_en.pdf)

Land Degradation and Restoration: [www.ipbes.net/sites/default/files/downloads/ldr\\_primer\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/ldr_primer_en.pdf)

Europe and Central Asia: [www.ipbes.net/sites/default/files/downloads/eca\\_assessment\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/eca_assessment_en.pdf)

Asia-Pacific: [www.ipbes.net/sites/default/files/downloads/asia\\_pacific\\_assessment\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/asia_pacific_assessment_en.pdf)

Africa: [www.ipbes.net/sites/default/files/downloads/africa\\_assessment\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/africa_assessment_en.pdf)

The Americas: [www.ipbes.net/sites/default/files/downloads/americas\\_assessment\\_en.pdf](http://www.ipbes.net/sites/default/files/downloads/americas_assessment_en.pdf)