

**Intergovernmental Science-Policy
Platform on Biodiversity and
Ecosystem Services**

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**Plenary of the Intergovernmental Science-Policy
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Item 8 (a) of the provisional agenda*

**Communications and stakeholder engagement:
communications and outreach strategy****Update on the communications and outreach strategy,
including the policy on the use of the Platform's logo
(deliverable 4 (d))****Note by the secretariat**

The annex to the present note sets out further details on the communications and outreach strategy presented in document IPBES/3/15 in response to decision IPBES-2/9. Section I provides additional information on the communication campaigns envisaged during the launch of the assessment reports, which would correspond to a period of heightened interest in the work of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, while section II contains the policy on the use of the Platform's logo. In its decision IPBES-2/9, the Plenary adopted the logo and requested the Platform's secretariat, in consultation with the Bureau, to develop and implement a policy for its use. Accordingly, the secretariat has prepared such a policy, which has been approved by the Bureau and is set out in the annex to the present note for the information of participants. The annex is presented without formal editing.

* IPBES/3/1.

Annex

Update on the communication and outreach strategy

I. Launch of assessment reports: products and timelines

1. The launch of assessment reports will be a period of heightened interest in the Platform's work from the media, policy makers and other stakeholders. The Platform's key strategic objectives at these periods of heightened activity would be to: (1) maintain a powerful, accurate and sustained press coverage; (2) co-ordinate and control messaging strictly within bounds of IPBES reports being "policy relevant, not policy prescriptive"; and (3) meet the requests made by end users - especially policy makers, scientific and technical experts in government and private sector to hold seminars, briefings or meetings.

2. An increase in outreach activities would require an efficient deployment of existing resources. As noted in the working document "Draft communications and outreach strategy" (IPBES/3/15), in order to be effective and impactful, it is recommended that the Platform appoint a communications consulting firm a few months prior to the launch of the assessment reports to handle the increased level of activities and products that would need to be developed and disseminated. This suggestion is also in line with similar practices adopted by the Intergovernmental Panel on Climate Change (IPCC), which has received help from communications consulting firms during peak periods. Such an appointment could be covered by the communications budget allocated for each assessment and it would only take effect during the peak periods before, during and after the launch of assessment reports. This communications consulting firm could work under the supervision of the Bureau and MEP and in collaboration with the communications officer of the secretariat.

3. In early 2016, two assessments reports will be launched: (1) the thematic assessment of pollination and pollinators associated with food production and (2) the methodological assessment of scenarios and modelling of biodiversity and ecosystem services. More assessments reports will follow. There will be a short period, likely lasting three months, of sustained and concentrated interest in each of the reports all over the world. It is essential that IPBES be well prepared for this.

4. The elements of the IPBES outreach strategy and media campaign could be divided as follows:

5. Products:

- Publications: Print copies of assessment reports, summaries for policymakers, technical summaries and synthesis report would need to be developed as well as a web-version of all reports and their translations.
- Supporting materials: (1) Graphics would improve understanding of findings among policymakers, media and other non-specialists unfamiliar with scientific terminology; (2) Powerpoint presentations could be created to support speakers during events; (3) Fact sheets could be distributed to secure balance of messaging; (4) Website modifications to architecture and design would be required; (5) Backgrounders and media kits could be developed answering the following questions: What is the IPBES? What does it do? Who runs it? How is it organised? Who funds it? Such backgrounders could help journalists write their stories; (6) A speaker list would need to be agreed to support outreach activities. There should be a list of speakers for each region of the world.
- Derivative products: More user-friendly derivative products based on assessment reports, such as a fact sheets that answers questions asked frequently by policymakers could be produced. Given how carefully the language in the assessment reports is crafted, the text of derivative products should be approved by the co-chairs or other key authors to ensure the language is consistent with the assessments. Because the expert groups disband after release of their reports, any derivative products may need to be created as the assessments reach approval.

1. Outreach:

- Dedicated conference: An IPBES-branded conference or series of conferences following the synthesis reports would open up substantial opportunities to provide insight into the reports to the broadest audience.

- Special events, briefings and side events: The secretariat could seek to secure ‘special events’ at major global meetings, regional conferences and relevant conferences, with a view to securing in-session briefings in different regions and different key audiences. Side events at major sessions of MEAs could also target a variety of groups, including heads of state, chief executives of private companies, journalists, NGOs, academic societies, etc.
- Speaker opportunities: These events could be an efficient means of generating awareness. The secretariat could take a more active role in promoting IPBES representatives as speakers at relevant conferences and events.
- Online question and answer sessions with experts: These could be effective means of outreach for audiences that cannot attend major events and conferences. The sessions could be organized on the IPBES website or on Twitter.

2. Media:

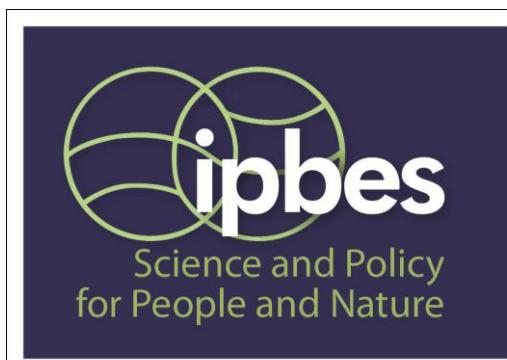
- Rapid response plan: It would be essential for IPBES to be able to respond, in a coordinated and timely manner and with an appropriate tone, to any criticisms and concerns that may arise. Key objectives of this plan would be to protect the reputation of the IPBES and that of the scientists involved. A rapid response policy could consist of: (1) guidelines on who can speak on behalf of the Platform under different circumstances including a list of authorized people adopted by the Bureau or the Plenary; and (2) a process for devising responses to media comments, as well as clarifying roles and responsibilities at times when a rapid response to urgent queries or criticism might be needed.
- Spokespersons: The Chair and Vice-Chairs of the Bureau are the lead spokespersons for the Platform as a whole but, besides them, MEP Co-Chairs, Bureau and MEP members, the Secretariat, the Co-Chairs of task forces, Co-Chairs, Coordinating Lead Authors (CLAs) and Lead Authors (LAs) of assessment reports and national focal points might also be involved in communication activities and asked to speak on behalf of the Platform. For example, CLAs and LAs might often be the most appropriate people to speak on their area of science and may be requested by the Chair or the Vice-Chairs to talk to the media or represent the IPBES at conferences. Therefore, guidelines would need to be developed to identify who could speak on IPBES’ behalf and keep messages within the bounds of IPBES reports and mandates to be policy relevant and not policy prescriptive. For example, IPBES spokespeople, especially those holding the most senior positions, would need to refrain from public statements that could be interpreted as advocacy and compromise the IPBES’ reputation for neutrality. In addition, while IPBES spokespersons would be expected to speak publicly about the assessment reports, they would need to be careful in this context to avoid personal opinions, as the opinion of an IPBES representative could be interpreted as the official IPBES position, regardless of how the representative voices his or her views.
- Media training: It would be important to provide media training to IPBES co-chairs, authors or experts who will be asked to speak to the media not only about the content of the assessment reports but also the process used to generate them. Those who will represent the IPBES in an official capacity would benefit from specific guidance on how to speak on behalf of the IPBES versus speaking in other capacities.
- Lists of influential media: The media, whether specialist (scientists, industry) or mainstream (policymakers) could support, drive and influence broader perceptions of the reports. An official list of 20-30 key media would need to be agreed, supported by UNEP, UNDP, UNESCO and FAO communications professionals. The media that need to be approached are those specializing in science and nature, multi-lingual news agencies (Reuters, Associated Press, etc.), global news networks (CNN, BBC, etc.), as well as experienced journalists at national media. If necessary, second-tier media could be added to this list.
- Media monitoring: Investment in a media monitoring system would be very useful, so that IPBES is well informed of emerging issues in the media, and can respond in a timely fashion.

- Marketing: Building up to the campaign, embargoed press release could be sent to the media, informing them about any tele or press conferences and providing lists of IPBES scientists that could be available for interviews. The social media could also be used to make announcements before the launch of the campaigns.
- Mailing lists: Mailing lists of government officials could be sought from UNEP, UNDP, UNESCO and FAO.
- Press conferences: Events for journalists in different regions would increase interest in the findings of assessment reports.
- Interviews: Requests for interviews should be forwarded to communications professionals who could block out times with interviewees for each launch in advance, and schedule interviews according to a Media organisation's priority in the key media list.
- As it will be the first one to be launched, the fast-track thematic assessment on pollination and pollinators could be used as an example for the activities and products needed prior, during and after each assessment report. The following timeline of activities could be used as a model for the launch of the assessment reports that will follow.

Activities prior, during and after the launch of the fast-track thematic assessment on pollination and pollinators	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016
Publications						
Supporting materials						
Derivative products						
Dedicated conference						
Special events, briefings, side events						
Speaker opportunities						
Online Q&A sessions with experts						
Rapid response plan						
Spokespersons						
Media training						
List of influential media						
Media monitoring						
Marketing						
Mailing lists						
Press conferences						
Interviews						

II Policy for the use of the IPBES logo

- The IPBES' logo (hereinafter referred to as the "Logo"), is the visual identifier and official seal of the Platform. It was adopted by IPBES-2 in Antalya, Turkey, in 2013. The policy for its use has been prepared by the Secretariat and approved by the Bureau.



- The Platform's logo is to be used on all official Platform documents and communication materials. The logo may be used with or without the catch-line

“Science and Policy for People and Nature”, on a dark blue or white background, as appropriate, and alongside the logos of UNEP, UNDP, UNESCO and FAO.

- This policy aims to protect the Platform’s branding identity from inappropriate and unauthorized use. Authorizing the use of the Logo is the prerogative of the IPBES Bureau and Multidisciplinary Expert Panel (MEP), which empower, by delegation, the IPBES Secretariat to authorize such use to other bodies. No other entity has the authority to grant the use of the Logo.
- The Logo is intended for official use only and may not be used by third-party persons or organizations without prior written consent of the IPBES Secretariat. In no event, shall it be used in a manner that disparages or discredits the Platform’s brand identity.

3. Types of authorization:

- UN agencies involved in the Platform’s administration (UNEP, UNESCO, UNDP, FAO) may use the Logo in official documents pertaining to the Platform’s work.
- Organizations that have been selected to support the Platform’s work, such as the Technical Support Units (TSUs), may also use the Logo but only in official documents pertaining to the Platform’s work. Official documents sent by TSUs on behalf of IPBES should include the IPBES logo and the logos of the four UN agencies at the header of the official document. A smaller version of the TSU logo may be placed at the bottom of the document.

4. Partnerships: In case of partnerships, it would need to be determined whose visual identity should be used – the IPBES or the partner’s.
5. The Logo can only be used in cases where IPBES is the lead partner. To determine if IPBES is the lead partner, the aspects that need to be taken into consideration are: (1) Does IPBES own most or all of the intellectual property? (2) Is IPBES the lead organizer? If any of the above applies, IPBES is the lead partner and any communications can use the Logo with appropriate acknowledgement of partners.
6. If none of the above applies, the Logo must not be used. In this scenario, the IPBES involvement is to be acknowledged through clear articulation that IPBES is a contributing partner.
7. If work is co-funded by IPBES and a partner, it shall be determined on a case-by-case basis by all parties involved as to who is the ultimate leader and whose visual identity shall be used. If it is agreed to present a partner’s logo, and it is appropriate to do so, this logo is to be positioned so it is clear that IPBES is the lead party. The Logo shall occupy leading position alongside the logos of the four UN agencies, with the partner logos appearing at the bottom of the layout. No partner logo is to appear adjacent to the Logo. Partner logos are not to be larger than the Logo.
8. Stakeholders, contributors and third-party affiliates maintaining relations with IPBES: As distinct and autonomous entities, stakeholders, contributors and other third-party affiliates may be limited to specific, approved uses of the Logo only if they have received the Platform’s advance written consent. Third parties can only use the Logo within the parameters outlined below:
 - Organizations that have contractual arrangements with IPBES for a specific activity, event or project may also use the Logo but only in relation to the specific activity, event or project. Organizations that use the Logo under a contractual arrangement are required to report to the IPBES Secretariat on the use of the Logo each time it is used.
 - Except as provided within this policy, third parties may not use the Logo as part of their own logo.
 - Stakeholders, contributors and affiliates shall not use the Logo in publications and documents without the express prior written approval of the IPBES Secretariat in each case.
 - Third parties may be permitted to use the Logo only in the context of activities promoting the IPBES work programme, but not in any manner that suggests or implies that the IPBES

has endorsed or approved of the activities, products and/or services of third parties, or that the IPBES is the source of any such activities, products and/or services.

- Any use of the Logo suggesting or implying a certification or seal of approval for activities, services and/or products is prohibited.
 - Any use of the Logo as a permanent graphical element of stationery, business cards, or other variably utilized print materials is also prohibited.
 - In no event will authorization of the Logo be granted for commercial or promotional purposes.
 - IPBES reserves the right to request the immediate removal of its Logo from unauthorized websites or products.
9. Requests for use of the Logo for any reason whatsoever, whether or not in association with other logos, must be addressed to secretariat@ipbes.int. If permission for use of the Logo is granted, instructions for its placement and display, including related disclaimers, must be strictly adhered to. The visual presentation, duration and scope of the authorization must also be respected. Third parties who wish to use the Logo should provide a sample of their document, publication and/or website, as well as details on the full document, publication and/or website (name, context and purpose, planned publication date and intended audience).
10. Letterhead:
- The same rules apply for the IPBES's letterhead, which may only be used by Bureau and MEP members, as well as by the IPBES Secretariat and TSU staff for official purposes pertinent to the Platform's work programme.