



Convention on  
Biological Diversity

# Fourth Global Biodiversity Communications Forum (GBCF-4) 22- 23 November 2021 (Virtual meeting)

Discussions on a 2022 communication and outreach strategy for the  
run up to CBD COP-15.2 and beyond

## Aim and Programme

WWF and the CBD Secretariat co-convened the 4<sup>th</sup> Global Biodiversity Communications Forum (GBCF-4) in the lead up to 2022 and the CBD COP-15.2. The focus and objectives of the fourth global forum were:

- (i) To review the impact of communications activities in 2021
- (ii) To share best practice examples of campaigns and/or tools that have supported communications work including monitoring tools and metrics, mainstreaming of biodiversity communications into the business sector, and communications with non-digital and indigenous communities
- (iii) To share and seek final input on the CBD Communications Strategy before it will be submitted into the GBF process in late November
- (iv) To plot and share details of key events and communications plans by different organizations

The global forum is a key element of WWF Germany's project "Scaling up Biodiversity Communication for Achieving Aichi Target 1" ([Summary here](#) and additional information on [CBD's website](#)). The project aims to raise awareness on the values of biodiversity and the steps people can take to conserve and use it sustainably. It contributes to the joint work of WWF and the CBD Secretariat under the Memorandum of Understanding (MoU), which was signed in November 2016.

This event will support the implementation of CBD's "[Framework for a Communications Strategy](#)", adopted at COP-13 in Cancun, Mexico in 2016, and COP-14 decision on [Communication](#), adopted in Sharm El-Sheikh in 2018.

### **Target audience**

Communication experts and campaign managers of globally operating organizations: civil society organizations, institutions, UN bodies, youth, academia, business etc.; many of them already organized in the “Biodiversity Communications flotilla”. See Annex 2 for full list of participants.

### **Arrangements**

The GBCF-4 was held virtually through the online conference platform “GotoMeeting” with moderation done by the organizers with support of Tanja Frantovic (EC) and Andrea Morales (GYBN).

### **Organizers**

- David Ainsworth, Information Officer, Secretariat of the Convention on Biological Diversity, [david.ainsworth@cbd.int](mailto:david.ainsworth@cbd.int)
- Dr. Christine van Deuren, Project Director international Biodiversity Communications and Policy, WWF Germany, [Christine.vanDeuren@wwf.de](mailto:Christine.vanDeuren@wwf.de)
- Donna Rankin, CBD Project Manager, WWF International, [drankin@wwfint.org](mailto:drankin@wwfint.org)
- Gerrit Öhm, Biodiversity Communication Officer, WWF Germany, [gerrit.oehm@wwf.de](mailto:gerrit.oehm@wwf.de)

## **Day 1: Evaluation of campaigns/products**

**Number of participants: 71 (full list of participants in Annex 2)**

### **Topic 1: Welcome and brief introduction to the practicalities and objectives of the GBCF-4 (David Ainsworth)**

- Presenting updated changes of the CBD Communications Strategy and discussing them

#### **1.1 Recent developments & momentum:**

- As of this time, 130 countries and the EU have endorsed at least one of the three political coalitions (High Ambition Coalition, Leaders’ Pledge, Ocean Alliance).
- Several reports and initiatives that demonstrate rising awareness of the risks of biodiversity loss
- High number of commitments from the first part of COP-15 plus extensive media coverage of COP-15, especially in China, but also globally
- Final text of COP-26 referred to the importance of biodiversity
- [Aggregator update: here](#)

#### **1.2 Update on #COP15 and #ForNature hashtags (Michelle Hahn-Baker, CBD).**

- Total hashtag reach (18<sup>th</sup> Nov 2020 - 18<sup>th</sup> Nov 2021) #COP15: 5.2 billion, #ForNature: 5.1 billion, notable peak around Biodiversity Day in May (936 million) and CBD COP Part 1 in October 2020 (5.5 billion)
- High reach of #COP15 most likely due to usage by very influential accounts, two of the most influential posts by channels with a high followership from China mainland (no high engagement, but channels with high followership), most of the other countries with the highest reach are from the anglosphere

### 1.3 Update on #UnitedForBiodiversity hashtag (Gilles Doignon, EU Environment).

- Total reach of #UnitedforBiodiversity is > 30 million (in 2021), often used together with #COP15 and #ForNature) and increasingly also used from users outside of the coalition
- Campaign is carried out in several languages, which increased the reach significantly; especially in Instagram reach shows a lot of growth.
- Other campaigns by EC leading up to COP15: #PollinatorPark on pollinating insects and #TheGreenTrack, together with GYBN

### 1.4 Reflections on the communication activities presented by the flotilla group:

- bandwagon effect is very important (demonstrated by COP-15 part 1 in Chinese media)
- lack of engagement and reach in some world regions, e.g., in parts of Africa and Asia; our social media now is very Western based/focused; need to reach out in other languages to expand reach in non-English speaking countries, although there are staffing issues related to this
- Currently there is a limitation with PR agencies, as climate change is much more mainstream and sells better; We should also build on COP-26 work by identifying its key influencers
- There is a value in engaging influencers with micro or mezzo followings, as they generally have more committed audiences; some industries also present opportunities, such as fashion and cosmetics

## Topic 2: Best practice campaigns/activities that have supported the Aichi 1 Communications target (*Moderator: Dr. Christine van Deuren, WWF Germany*)

### Objectives:

- Review of communication campaigns and activities, which have contributed to the Aichi target 1 during the last decade (plus 1 more year)
- Showcasing best practice examples how communication campaigns and activities have promoted the objective of the Aichi Target 1, and how they can support the implementation of the post-2020 GBF during the next decade
- A special focus of this day is on the role of Youth, IPLCs and the private sector, which also play an important role in the revised communication strategy for 2022
- Presenting a science-based concept to assess biodiversity awareness and willingness to change behavior worldwide

### **2.1: Roadmap for youth engagement in the post-2020 GBF**

*(Led by Swetha Strabhashyam, GYBN)*

- 2020 – 2021: regional youth consultations on the post-2020 GBF and global trainings with thousands of participants; focus on human rights-based approaches and transformative education, global dialogues as follow-up
- youth leadership dialogues on campaigns they would create going forward
- strikes online and outside, including FFF; policy advocacy and building pressure with policy briefings and #ForNature Manifesto
- Three-week takeover of the @UNBiodiversity Instagram account with #StopTheSame campaign with a reach of 9.1 million in 112 countries
- The work by GYBN showcases the importance of the mobilization of local stakeholders – digital impressions are not enough to scale up biodiversity awareness and promote behavioral change in a sustainable and long-term way. A combination of digital and non-digital communication is necessary to embed society and policy-makers

### **2.2: How to catalyze business leadership to drive policy ambition on nature**

*(Led by Lucy Coast, Business for Nature)*

- Business for Nature is a coalition to mobilize businesses to become advocates for greater policy ambition as part of international frameworks such as the new post-2020 GBF, to achieve both business leadership as well as business momentum for biodiversity
- It needs an integrated response for a nature-positive, net zero and equitable future, taking account climate, nature, and sustainable development
- Webinars (including with the negotiators), briefings, placing of CEOs at several influential events
- Different approaches are needed to support the transformation of our economic and financial systems: many approaches are focusing on best practice and knowledge sharing. BfN is showing a new way to work with the businesses sector: engaging and mobilizing them to become agencies to advocate for greater policy ambition instead of only voluntary contributions from the private sector, as part of international frameworks such as the post-2020 GBF

### **2.3: Engagement with IPLCs and knowledge sharing with offline communities**

*(Led by Tom Dixon, Forest Peoples Programme)*

- Human rights, including land and territorial rights must be considered in promoting biodiversity conservation, specifically of those who live apart from western society and have been managing their territories sustainably for centuries
- For biodiversity communicators, it is important to know the nature concept of IPLCs (Indigenous People, Local Communities) where nature, culture and people are inseparable, and that management of biodiverse rich territories by IPLCs are the most efficient and economical way to preserve biodiversity
- FPP mostly focused on policy outcomes and engaging with press and media
- It is recommendable to find new and innovative ways to include representatives of IPLCs in policy and public communication campaigns and reach tailor communication activities to the need of IPLCs (e.g., sharing information and news about global and national policies in time)

#### **2.4: Assessing Awareness for Biodiversity** *(Led by Dr. Andreas Mues, Federal Agency for Nature Conservation Germany)*

- Scientific based method of assessment of biodiversity awareness that takes cultural differences into account and can therefore be used worldwide, to develop adequate policy and successful communication campaigns and activities
- Studies are being conducted with the new social indicator in 11 countries in November 2021 (Brazil, China, Colombia, Germany, India, Indonesia, Kenya, Peru, Mexico, South Africa and Vietnam). The results will be released during the CBD COP 15.2. (10 countries by WWF) and in summer 2022 (Germany by FANCG)
- For biodiversity policy makers and communicators, it is essential to have knowledge about the biodiversity awareness level of their target groups, and what drives them to change behavior or what triggers the willingness to change behavior
- The target 21 about “Outreach, awareness and uptake” of the first draft of the post2020-GBF currently promotes awareness as a key factor for the implementation of the post2020-GBF. During the 3. OEWG, many parties suggested to also mention that biodiversity awareness is also essential to behavioral change

#### **Topic 3: Presentation of the CBD Comms Strategy Document, its use & submission process** *(David Ainsworth, CBD)*

- First version of the strategy document was presented to SBI, now open to revision by the flotilla group before it will be presented in Geneva.
  - Communication, awareness and behavior change: Incorporates the notion of communication for behavior change
  - Goals: Aligned with Section “K” of the post 2020 GBF
  - Measuring progress: Points out the need for regular reports
  - Open-Source Coordination Mechanism, channels, multipliers, positions the flotilla as a form of a coordination mechanism, potentially suggests that flotilla transitions to a body for the post 2020 GBF communication work
- Find a way to introduce the Parties more into the work that we do in the flotilla and find ways for them to have roles
- Need to link this with the monitoring and verification framework, which implies that we need to bring these two strategies together
- Resources: need governments to agree to mobilize funds, but also have voluntary resources
- Message progress: should be looking at regular reports to give us status updates

## **Day 2: Evaluation of campaigns/products**

**Number of participants: 66 (full list of participants in Annex 2)**

#### **Topic 1: Brief reflections on the first day of the GBCF** *(David Ainsworth, CBD and Christine Van Deuren, WWF)*

- Influencer engagement will be very important going forward

- Engagement with IPLCs: bring more organizations into the flotilla to cover regions in Africa and Asia
  - Regional languages must be taken into account (currently most materials are still in English)
  - Through the collaboration and cooperation of the flotilla, enormously high levels of reach can be achieved
  - In order to achieve similar results as the climate agenda, we need to strengthen collaboration with local organizations and invest into the mobilization of local stakeholders
- The monitoring of people's awareness and intentions alongside digital metrics can give us greater insight into target groups and influence our campaigns

Brief reflections on the first day by the flotilla group:

- We might want to explore engaging with the Climate Cardinals, which is an international youth-led NGO that works to make climate materials more accessible by translating them into other languages
- We should think about more precisely about what we need and what we want to change when it comes to nature-positive behavior changes (attitudes? Social norms?) and consider cultural aspects when addressing different countries
- We need to identify what our real priorities as a flotilla and how we can reach them

**Topic 2: Flotilla work for a maximum impact towards CoP15** (*Moderators: Andrea Morales, GYBN and Tanja Franotovic, European Commission*)

Flotilla members present how they built on their communication achievements and give an insight into selected communication campaigns and activities plans for the timeframe between January and May 2022.

**Session 1: Presentation on Leaders' Pledge and Nature Positive Work, as well as COP26 momentum** (*Scott Edwards, WWF and Joanna Benn, The Nature Conservancy*).

- "Nature positive by 2030" = proposed global goal for nature and support the Climate's Convention's net zero emissions by 2050 goal
- Supported by a growing number of organizations, businesses, and governments.
- **Leader's Pledge for Nature** commits to reverse biodiversity loss by 2030; Core governments support the framing, "Nature positive by 2030" (G7 2030 Nature Compact: "our world must not only become net zero, but also nature positive")
- #TheRaceIsOn is a global multi-stakeholder communication campaign, supported by the Leader's Pledge for Nature governments, business groupings and civil society, to drive ambition and action in nature through to the biodiversity and climate COPs and beyond, into a "Decade of Action"

**Session 2: UNEP plans** (*Michael Alexander, UNEP*)

- Proposing a robust communications plan leading up to, during and post CBD COP 15.2, highlighting the key challenges, identifying the opportunities contained within, and presenting the solutions that can complement the implementation of the post-2020 GBF
- Communication strategy with three phases of content:

- “Countdown to CBD COP”: series of short virtual events, each focusing on one of the 4 x key goals of the post-2020 GBF, with high level speakers
- During CBD COP: UNEP could seek to organize a side event where a publication can be launched, showcasing solution features in the “Countdown to COP” series and live reporting
- Post CBD COP: Countdown to COP becomes Countdown to 2030 with a monthly release of a content piece tying into one of the 4 x goals

**Session 3: Reshaping our future through CitiesWithNature** (*Michelle Preen & Thea Buckle, ICLEI Cities Biodiversity Centre*)

- Creation of an online action platform #ForNature to inspire, connect and recruit cities and regions to protect nature
- Shows how cities and regions contribute to the SDGs
- Cities and regions can commitment to specific actions to protect nature and shows the progress / dashboard over the achieved results

**Session 4: Earth Hour +CBD CoP PR stunt idea** (*Donna Rankin, WWF International*)

- Earth Hour one of the largest grassroots movements, an awareness raising campaign, big success in 2021!
- EH 2022 will be a moment to raise awareness of COP15 ahead of it
- Continue to flood the online space and rise media attention due to Covid 19 limitation of offline actions and build up on the momentum of CBD CoP 15.2 to build noise around this moment
- Theme: “Shape our future” to show everyone has the chance and power to make a difference, emotive "hero" spotlight video with activation of people
- For CBD COP 15, Part 2 a PR Stunt is planned in 12 countries with a projection of relevant images (national relevant animals, plants or ecosystems) created by thousands of faces from people around the globe taking action for nature (spoken up on social media, petitions, joint hashtags, etc.)

**Session 5: #TheGreenTrack and #StopTheSame** (*Kevin Lunzalu and Andrea Morales, GYBN*)

- #StopTheSame Youth Wave is a new campaign and a continuation of #StopTheSame in form of action waves: from the Crest (GYBN chapters undertake regional actions) to the Wave through (a chapter supports other chapters campaigns) to the Wavelength (the period between the different actions)
- “On the Green Track” campaign in the EU is executed through the wave system in a youth-by-youth approach, to empower and mobilize young people to talk about global policies related to nature and biodiversity and debate out future of the EU



## **Session 6: Ocean's work** "From Paris to Palau to Portugal" (*Justin Kenney, UN Foundation*)

- One Ocean Summit (early 2022 in France), Our Ocean Conference (February 2022 in Palau), bringing countries, NGOs, businesses together to make/to act on commitments
- UN Ocean Conference co-hosted by the Governments of Kenya and Portugal end June/early July
- Current policy discussions regarding the Oceans are
  - negotiations around a High Seas Treaty,
  - debates in the WTO about fisheries, deep sea mining

The Geneva meetings in January, review of the agenda and identification of the communications opportunity and recap (*David Ainsworth, CBD Secretariat*)

- Geneva meetings (12-28 January 2022) are very complex, all of the matters of SBSTTA, SBI and OEWG will be taken up during these meetings
- Pre-event communications opportunities
  - OP-Eds: Should have some ready to launch (Just before Christmas/ First week of January), one planned of CBD and BRS Convention on Pollution
  - Press Release of the CBD Secretariat: will be very process oriented, so other options would be good; Organizations should seek interviews with the media
- Comms opportunities during the sessions:
  - Possible virtual press conferences could be an opportunity for advocacy
  - due to high demand, we should assume that only one side event will be available for comms, maybe a separate one for the observer organizations
  - Social Media activations: Linked to other campaigns
  - Op-Eds and other media: Line up

## **Topic 3: Next steps going forward in the frame of the CBD CoP 15.2:**

- Define what should be achieved up to the CBD COP 15 part 2
- Define metrics to track up to that point
- Decide steps on leading up to common activities within the flotilla
- Please add your events to the [spreadsheet](#)
- Next steps towards CBD COP-15.2 will be discussed within the next 3 Flotilla meetings before Christmas

## **Key conclusions and outcomes**

### **Influencers**

- Agreement on the importance of influencers, but possible difficulties to share them across organizations in a database and different views on risks connected to the use of influencers
- An additional focus on micro influencers and influencers from a wider variety of countries are ways to both increase the reach and make communication material



more accessible (e.g., through a more committed audience or bridging language barriers)

- Identification of influencers from the Climate COP26 and engagement for the nature cause

#### **Representation of indigenous and local people:**

- More representatives of IPLC's are needed in the flotilla
- Current Flotilla group still has potential for development:
  - to allocate time and money to produce assets in different languages,
  - to educate ourselves, get involved and bring into comms work
- To reach out to local and non-digital audiences - GYBN posed the question of how to address digital inequality

#### **Metric for measuring attitudes and behaviors:**

- Deep interest in this subject within the flotilla group and raised several follow-up questions: How do we progress this work? Can this be written into post-2020 GBF comms monitoring framework? How do we engage parties in working towards a universal measurement model? How do we fund?
- Request that this will be discussed on 17 & 19 January in Geneva

#### **Key objectives for the flotilla for 2022:**

- While all members will continue to pursue their own goals for their own organizations, common activities and goals should be defined
  - keep this simple and ideally limited to three goals
  - considering both mass public and policy/advocacy communication.
  - We should continue to integrate climate, nature, and SDG agenda
- Many countries are revising both their climate and nature NDCs simultaneously. How do we ensure this work is seen as one rather than separate tasks? How can the flotilla work better with our counterparts in climate like the Global Commons Alliance? Do we need to consider Climate CoP27 in our objectives for next year?

#### **Target group specific communication**

- To reach broader target groups with our assets / messages, translation in other languages of materials is very important to make them inclusive. The volunteer translators of Climate Cardinals could possibly help with this
- Target group specific communication campaigns must be developed (regional, demographic, wealth, etc.)
- Content and messages must be downgraded to a laymen level for public audiences as CBD CoP isn't very well known within mass public; differentiated messages / content due to target group (general public vs. politicians)
- Communication initiatives should focus on behavior change, not just problem awareness.
- Also, the education sector must be included in the communications strategy

**Contact:**

Christine van Deuren, PhD

Project Director International Biodiversity Communication and Policy.

[christine.vandeuren@wwf.de](mailto:christine.vandeuren@wwf.de)

Gerrit Öhm

Biodiversity Communication Officer

[Gerrit.oehm@wwf.de](mailto:Gerrit.oehm@wwf.de)

Caroline Hübenbecker

Project Manager

Biodiversity Communication

[Caroline.huebenbecker@wwf.de](mailto:Caroline.huebenbecker@wwf.de)

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## Annexes

### 1. Agenda

Items	Objectives
22.11.2021 Monday	
<b>Day 1: Evaluation of campaigns/products</b>	
<p>Welcome and introduction <i>Moderation: David Ainsworth, CBD</i></p>	<p><b>Topic 1:</b> Welcome and brief introduction to the practicalities and objectives of the GBCF-4</p>
<p>Introduction to the topic of Day 1: Overall sense of the momentum built to date for the biodiversity agenda including, inter alia  <i>Moderation: David Ainsworth, CBD</i> <i>Hashtag Uptake: Gilles and Michelle Hahn-Baker</i></p>	<p>Status quo Momentum (financial, political, social)  Status quo Aggregator tool  In a question session, participants were asked about directions they wish to take this.</p>
<p>Session on practice campaigns/activities that have supported the Aichi 1 Communications target  <i>Moderator: Christine van Deuren, WWF</i>  <i>Facilitator: Mateusz Banski CBD</i>  <i>Note-takers: CBD Note-taker / Gerrit + Donna</i></p>	<p><b>Topic 2:</b> To influence and guide 2022 communications planning and the CBD Communications Strategy</p> <p><b>Session 1:</b> <b>Roadmap for youth engagement in the post-2020 GBF</b> <i>Led by Swetha Stotrabhashyam, GYBN</i></p> <p><b>Session 2: How to catalyze business leadership to drive policy ambition on nature</b> <i>Led by Lucy Coast, Business for Nature</i></p> <p><b>Session 3: Engagement with IPLCs and knowledge sharing with offline communities</b> <i>Led by Tom Dixon, Forest Peoples Programme</i></p> <p><b>Session 4: Assessing Awareness for Biodiversity</b> <i>Led by Dr. Andreas Mues, Federal Agency for Nature Conservation</i></p>
<p>Presentation of the CBD Comms Strategy Document, its use &amp; submission process, changes and updates made to the CBD Communication Strategy designed to guide the parties on their approach to biodiversity communications over the coming decade  <i>Moderator: David Ainsworth, CBD</i></p>	<p><b>Topic 3:</b> Final chance to review and refine strategy before it is submitted into GBF process on 30th Nov 2021</p>

<p><i>Note-takers: CBD Note-taker / Gerrit Öhm and Donna Rankin</i></p>	
<p>Review and wrap up of day 1</p>	
<p>23.11.2021 Tuesday <b>Day 2: Assessment of Aichi Target 1</b></p>	
<p>Recap of Day 1 and Setup of Day 2 <i>Moderator: David Ainsworth, CBD</i></p>	<p><b>Topic 1:</b> Brief reflections on the first day of the GBCF (CBD)</p>
<p>Share and review plans for key lead-up events to CoP15 Part 2  <i>Moderator: Andrea Morales, GYBN and Tanja Franotovic, European Commission</i></p>	<p><b>Topic 2:</b> Inform flotilla members of each other's plans and consider how they can all work for maximum impact towards CoP15</p>
<p><i>Note-takers: CBD Note-taker / Gerrit + Christine</i></p>	<p><b>Session 1:</b> Leaders Pledge / Nature Positive work + CoP26 momentum <i>Led by Jo Benn, TNC and Scott Edwards, WWF Int</i></p> <p><b>Session 2:</b> UNEP plans with highlighted challenges, opportunities and solutions connected to each of the milestones under the 4 goals outlined in the post-2020 Global Biodiversity Framework <i>Led by Michael Alexander, UNEP</i></p> <p><b>Session 3:</b> Reshaping our future through CitiesWithNature <i>Led by Michelle Preen &amp; Thea Buckle, ICLEI Cities Biodiversity Centre</i></p> <p><b>Session 4:</b> Earth Hour +CBD CoP PR stunt idea <i>Led by Donna Rankin, WWF International</i></p> <p><b>Session 5:</b> #TheGreenTrack and #stopthesame <i>Led by Kevin Lunzalu, GYBN</i></p> <p><b>Session 6:</b> Oceans work "From Paris to Palau to Portugal" <i>Led by Justin Kenney, UN Foundation</i></p> <p><b>Session 7:</b> The Geneva meetings in January. Review of the agenda and identification of the communications opportunity <i>Led by David Ainsworth, CBD Secretariat</i></p>
<p>Discussion of next steps <i>Moderator: David Ainsworth, CBD Secretariat</i></p>	<p><b>Topic 3:</b> Next steps going forward (CBD).</p>

## 2. Participants

**103** people attended the Forum (including 4 organizers from WWF and CBD).

**52** people attended both days.

**71** people attended day 1.

**66** people attended day 2.

### Organizers

<b>WWF</b> Christine van Deuren Donna Rankin Gerrit Öhm	<b>CBD Secretariat</b> David Ainsworth
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**Participants on both days (52):**

Abbie Pearce (TRAFFIC)  
Aisha Shahbaz  
Alexandre Rafalovitch (CBD)  
Andreas Mues  
Arianna Flores Corral  
Audrey Timm  
Carly Siege  
Caroline Hübenbecker (WWF)  
Christabel Clark (FAO)  
Christina van Deuren (WWF)  
Corinne Brunois  
Dan Shepard  
Danielle Shaw  
David Ainsworth (CBD)  
David Thomas (Capitals Coalition)  
Donna Rankin (WWF)  
Elisa Mannes  
Frances Jenner (FPP)  
Gemma Bowkock (Capitals Coalition)  
Gavrielle Kirk-Cohen (WAZA)  
Gerrit Öhm (WWF)  
Gilles Doignon (EC)  
Ingrid Coetzee (ICLEI CBC)  
Jean Francois Desmarais  
Johan Hedlund  
Johanna Benn

Johanna Riege  
Justin Kenney (CI)  
Justine Lancelin  
Kasia Popiolek (IPBES)  
Laura Fuller  
Liliana Medina Toro (CEC)  
Lucy  
Manoel Giffoni (UNESCO)  
Marie Touchon (ICRI)  
Mateusz Banski  
Michael Alexander (UNEP)  
Michelle Hahn-Baker  
Michelle Preen (ICLEI CBC)  
Nelly  
Noelle Kumpel  
Scott Edwards (WWF)  
Sean Southey  
Sophie Hall (Ramsar)  
Swetha Stotra Bhashyam (GYBN)  
Tamara Richards  
Terry Collins  
Thea Buckle (ICLEI)  
Tobias Dierks (GIZ)  
Tom Dixon (FPP)  
Will Richard (IUCN)  
Yose Cormier

**Participants on day 1 (71):**

David Ainsworth, CBD  
Abbie Pearce  
Aisha Shabaz  
Alexandre Rafalovitch (CBD)  
Andrea Chavarri (GLF)  
Andreas Mues  
Arianna Flores Corral  
Audrey Timm  
Carly Siege  
Caroline Hübenbecker (WWF)  
Cecilia Antonini  
Christabel Clark  
Christian Schwarzer (GYBN)  
Christine van Deuren (WWF)  
Corinne Brunois  
Dan Shepard  
Danielle Shaw  
David Thomas (Capitals Coalition)  
Denise Martinez Breto  
Donna Rankin (WWF)  
Elisa Mannes  
Emily Corcoran  
Eva Gurria  
Frances Jenner FPP  
Gavrielle Kirk-Cohen (WAZA)  
Gemma Bowcock (Capitals Coalition)  
Gerrit Öhm (WWF)  
Gilles Doignon (DG ENV)  
Indigo Janka  
Ingrid Coetzee (ICLEI CBC)  
Jean Francois Desmarais  
Jessica Brown  
Joana Benn  
Johan Hedlund  
Johann Doll (GIZ)

Johanna Riege  
Justin Kenney (CI)  
Justine Lancelin  
Kasia Popiolek (IPBES)  
Laura Cenge  
Laura Fuller  
Liliana Medina Toro (CEC - IUCN Commission  
on Education and Communication)  
Lucy  
Manoel Giffoni (UNESCO)  
Marco Vollmar (WWF)  
Marie Touchon (ICRI)  
Mateusz Banski  
Mathilde Hourticq  
Melissa Matthews (TRAFFIC)  
Michael Alexander (UNEP)  
Michael Storey (IUCN)  
Michelle Hahn-Baker  
Michelle Preen (ICLEI CBC)  
Miranda Davies  
Nelly  
Noelle Kumpel  
Rachel Gartner  
Rob Spaul (IPBES)  
Sara Guiliani  
Scott Edwards (WWF)  
Sean Southey  
Sophie Hall (Ramsar)  
Swetha Stotra Bhashyam (GYBN)  
Tamara Richards  
Terry Collins  
Thea Buckle (ICLEI)  
Tom Dallison (ICRI)  
Tobias Dierks (GIZ)  
Tom Dixon (FPP)  
Will Richard (IUCN)  
Yose Cormier



**Participant on day 2 (66):**

Abbie Pearce (TRAFFIC)  
Andrea Morales (GYBN)  
Andreas Mues  
Afshaan Shafi  
Aisha Shahbaz  
Alexandre Rafalovitch (CBD)  
Arianna Flores Corral  
Audrey Timm  
Burness Communications  
Carly Siege  
Caroline Hübenbecker (WWF)  
Cecilia Antonini  
Christabel Clark (FAO)  
Christina van Deuren (WWF)  
Corinne Brunois  
Dan Shepard  
Danielle Shaw  
David Ainsworth (CBD)  
David Thomas (Capitals Coalition)  
Donna Rankin (WWF)  
Dora Alvarez  
Elisa Mannes  
Frances Jenner (FPP)  
Franziska Bäckemo (WWF)  
Gavrielle Kirk-Cohen (WAZA)  
Gemma Bowcock (Capitals Coalition)  
Georgie O Farrill (CEC)  
Gerrit Öhm (WWF)  
Gilles Doignon (EC)  
Ingrid Coetzee (ICLEI CBC)  
Jean Francois Desmarais  
Jelke Brandehof (Eurosité)  
Johanna Benn

Johan Hedlund  
Johanna Riege  
Justin Kenney (CI)  
Justine Lancelin  
Kasia Popiolek (IPBES)  
Kevin Lunzalu  
Laura Fuller  
Lilah Gaafar  
Liliana Medina Toro (CEC)  
Lucy  
Maggy Fox  
Mateusz Banski  
Manoel Giffoni (UNESCO)  
Marie Touchon (ICRI)  
Michael Alexander (UNEP)  
Michelle Hahn-Baker  
Michelle Preen (ICLEI CBC)  
Nelly  
Noelle Kumpel  
Patrick Tonissen (CEC)  
Scott Edwards (WWF)  
Sean Southey  
Sophie Hall (Ramsar)  
Susan Tonassi  
Swetha Stotra Bhashyam (GYBN)  
Tamara Richards  
Tanja (DG ENV, EC)  
Terry Collins  
Thea Buckle (ICLEI)  
Tobias Dierks (GIZ)  
Tom Dixon (FPP)  
Will Richard (IUCN)  
Yose Cormier



### 3. Plenary chat

#### GBCF4 - Day 1

11:18 PM

Corinne Brunois to Everyone

For coalitions: Should we add the Deforestation one from last COP26 - esp if other countries listed?

11:21 PM

Donna Rankin (WWF) to Everyone

Is there a website/document Corinne do you know? Where they list out the countries who committed?

11:22 PM

Rob Spaul (IPBES) to Everyone

<https://ukcop26.org/glasgow-leaders-declaration-on-forests-and-land-use/>

11:22 PM

Corinne Brunois to Everyone

through UNFCCC?

[Michelle starts her presentation]

11:23 PM

Rob Spaul (IPBES) to Everyone

But again a warning against characterising this as a commitment to end deforestation - the nuance vs. net zero forest loss is important

11:23 PM

Donna Rankin (WWF) to Everyone

Thank you Rob - we can add it to the aggregator

11:23 PM

Gilles Doignon DG ENV to Everyone

will comment this <https://keyhole.co/>

11:26 PM

Donna Rankin (WWF) to Everyone

I suspect it also got used more in China?

11:40 PM

Doll, Johanna GIZ to Everyone

Just a comment: I always struggle with longer hashtags - especially on Twitter because of the space limitation there.

11:40 PM

Gilles Doignon DG ENV to Everyone

we know but it works! also the concept of "biodiversity" understood more and more

11:41 PM

Gilles Doignon DG ENV to Everyone

Michelle, you can add the translations of #ForNature (FR ES PT etc)

11:41 PM

Dierks, Tobias GIZ to Everyone

Think about so-called micro and mezzo influencers. Lower numbers and thus more committed audience.

11:43 PM

Donna Rankin (WWF) to Everyone

we always lack the tracking of non-English hashtags - be good to address this in discussions

11:47 PM

Doll, Johanna GIZ to Everyone

Have you thought about sending out tweets at the CBD also in other languages than English?

11:47 PM

Gilles Doignon DG ENV to Everyone

social media only tip of iceberg and no twitter/facebook/Instagram/Linkedin in China: we need to focus first on press, tv, radio

11:48 PM

Arianna Flores Corral to Everyone

TikTok?

11:48 PM

Mirko Montuori to Everyone

Weibo, WeChat could be used too - FAO works on these channels and is looking for contents to be shared.

11:48 PM

Gilles Doignon DG ENV to Everyone

good news is that India joined High Ambition Coalition for nature!

11:49 PM

Tom Dixon (FPP) to Everyone

A good point on influencers, and indeed the UK govt has done several policy u-turns this year alone due to influencers!

11:49 PM

Rob Spaul (IPBES) to Everyone

Do the Meltwater metrics include or exclude print media? Many/most MW accounts are online coverage only and it might be worth looking at the extra costs to extend the monitoring to include print too

11:49 PM

Arianna Flores Corral to Everyone

CBD is working with a lot of micro influencers for their Instagram takeovers....maybe we can also start with a database?

11:50 PM

Joanna Benn to Everyone

seems we need to track the greatest influencers from CoP26 particularly on the nature track/action and then create a short list of ones that can help with the CBD too

11:50 PM

Andreas Mues to Everyone

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0159885> Big Data Sensors of Organic Advocacy: The Case of Leonardo DiCaprio and Climate Change  
Eric C. Leas , Benjamin M. Althouse, Mark Dredze, Nick Obradovich, James H. Fowler, Seth M. Noar, Jon-Patrick Allem

11:50 PM  
Arianna Flores Corral to Everyone  
So we can mobilize some whenever necessary?

11:50 PM  
michelle hahn-baker to Everyone  
We do have a list of everyone who has done an IG takeover for us. I'm happy to make this available and it might be useful for identifying influencers

11:52 PM  
Manoel Giffoni (UNESCO) to Everyone  
One of our most successful posts in UNESCO concerning Biodiversity has been a photo of Angelina Jolie in the framework of the Women for Beens project, in partnership with Guerlain

11:52 PM  
Manoel Giffoni (UNESCO) to Everyone  
As we are talking about cosmetics and influencers

11:52 PM  
Tom Dixon (FPP) to Everyone  
And how did the climate movement get one of the world's foremost proponents of biodiversity - David Attenborough!

11:53 PM  
Mirko Montuori to Everyone  
For influencers, it would be great to put together a policy, consistent with current UN guidelines. Happy to discuss this along with other FAO colleagues if deemed relevant.

11:54 PM  
Lucy to Everyone  
Also if we're trying to get more reach in other countries, we should look at influencers by region/country too

11:54 PM  
Arianna Flores Corral to Everyone  
Mirko, can you share those guidelines?

11:55 PM  
Joanna Benn to Everyone  
my point is exactly that - there are spreadsheets of influencers pulled together for all the nature commitments from numerous orgs - including attenborough - the key will be the narrative from CoP to CoP... and how they build

11:56 PM  
Rob Spaul (IPBES) to Everyone  
Influencers (at all levels) are excellent amplifiers of course - but part of our work on this needs to look at associated risks as well. One of these is that influencers quite often miss nuances or outright get the science/messaging wrong (Greta is actually a good case in point)

11:56 PM  
Dierks, Tobias GIZ to Everyone

@Tom Well, I gave an example regarding influencers - focusing on those that are directly related to the "everyday people" and their way of life. Explicitly those not already engaged in the field of biodiversity. Sir Attenborough has always been a media person, since decades with a focus on environment/nature.

11:57 PM

Mirko Montuori to Everyone

I do not have access to the UN guidelines, but FAO recently reviewed theirs based on the UN ones. I will check with colleagues and get back to you via David.

11:57 PM

Gilles Doignon DG ENV to Everyone

exactly Joanna, for CoP26 aficionados, narrative could be we need successful CoP15 now, before CoP27

12:00 AM

Arianna Flores Corral to Everyone

Thanks Mirko! And agree with Rob! That is why I think it would be a good exercise to start with a database with influencers that could amplify our type of work. One example for Instagram...filmmakers that also have a scientific background....

12:00 AM

Corinne Brunois to Everyone

If we want to mainstreaming, we need to push for de-siloing and converging...?!?

12:07 AM

Gerrit Öhm, WWF Germany to Everyone

<https://www.menti.com/dtd6f9wjwf>

12:07 AM

Dierks, Tobias GIZ to Everyone

@arianna - exactly. Any campaign involving influencers needs a careful assessment of influencers. In particular when talking about those not being "Greta" or "Sir Attenborough".

12:09 AM

Rob Spaul (IPBES) to Everyone

@Tobias - mostly agreed but there are organisations on the Flotilla that cannot easily afford to miss the nuances - imagine for a moment the ramifications for CBD secretariat if associated with an influencer that drives a massively engaging message on the importance of a single apex target for BD of 30x30 (for instance) - or someone who chooses to drive the message that science says we are in the middle of the 6th mass global extinction (which it does not). The point being that simplification does help mobilization but sometimes at the cost of credibility

12:11 AM

Arianna Flores Corral to Everyone

Agree @Dierks :)! That is why if any of us has good experience with some influencers, we should share. Then we can be sure - or as sure as we can be- that we won't get someone like Rob's example :P

12:18 AM

Dierks, Tobias GIZ to Everyone

@Rob, unfortunately I got to go. Yes, I am aware of these reputation challenges. Without any doubt. I guess, the influencers I am talking about are more "useful" for on-the-ground campaigns. Either way, careful assessment is crucial.

12:20 AM

Corinne Brunois to Everyone

How to get these companies and CEOs to also engage/mobilise their employees and clients to join other more individuals coalitions (Voice for the planet, youth manifesto...)? Could it be possible?

12:22 AM

Donna Rankin (WWF) to Everyone

Maybe we could create an easily accessible "fact bank" for influencers (easier said than done I am sure)?

12:25 AM

Gilles Doignon DG ENV to Everyone

#BusinessNatureSummit 30 non/1 dec

<https://twitter.com/BfNCoalition/status/1453693232378957825>

12:26 AM

Gerrit Öhm, WWF Germany to Everyone

<https://www.menti.com/ajq2g7bzpu/o>

12:26 AM

Lucy to Everyone

Here is our consultation: <https://www.businessfornature.org/news/business-policy-consultation-2021>

It is aimed at business but we'd be happy for you to complete it - no need to answer all questions if you don't want to

12:28 AM

Tamara Richards to Everyone

How are you linking with work of CBD business programme?

12:31 AM

Joanna Benn to Everyone

would love to see that - re plans for OEWG and what others are planning

12:31 AM

Doll, Johanna GIZ to Everyone

You can register here for the European Business and Nature Summit:

[https://ec.europa.eu/environment/biodiversity/business/ebns/index\\_en.htm](https://ec.europa.eu/environment/biodiversity/business/ebns/index_en.htm)

--BREAK--

12:45 AM

Arianna Flores Corral to Everyone

Are we getting the PPTs? :)

12:49 AM

Christine van Deuren, WWF to Everyone

getting the permission by the panellist, we will share the ppts

12:50 AM

Justin Kenney (CI) to Everyone

The 80% number is used a lot. What is more a more accurate number?

12:54 AM

Rob Spaul (IPBES) to Everyone

At least a quarter of the global land area is traditionally owned, managed, used or occupied by indigenous peoples. These areas include approximately 35 per cent of the area that is formally protected, and approximately 35 per cent of all remaining terrestrial areas with very low human intervention.

12:55 AM  
Rob Spaul (IPBES) to Everyone  
[https://ipbes.net/sites/default/files/inline-files/ILK\\_KeyMessages\\_IPBES\\_GlobalAssessment\\_final\\_ENGLISH\\_lo-res.pdf](https://ipbes.net/sites/default/files/inline-files/ILK_KeyMessages_IPBES_GlobalAssessment_final_ENGLISH_lo-res.pdf)

12:55 AM  
Corinne Brunois to Everyone  
and what's the figure if you compare to paper parks?

12:55 AM  
Lucy to Everyone  
Hi Tom, thanks so much for this. We do include people in all our communications but I feel like it needs more 'depth' - particularly for us around the role of business and how they can shift their practices to help protect communities. We only have 1 or 2 'strong examples' of what this looks like at the moment but think we need more

12:56 AM  
Gerrit Öhm, WWF Germany to Everyone  
<https://www.menti.com/okhwyxuwev>

1:02 AM  
Tom Dixon (FPP) to Everyone  
Again, apologies that my co-presenters weren't able to make it today - I know they tried, but the communities they were in didn't allow for connection in the end. But I think this is a key point of how we include communities within our discussions!

1:04 AM  
Liliana Medina Toro (CEC-IUCN) to Everyone  
It was a wonderful presentation to share the Indigenous and Local Communities perceptions about nature, which is a key start point to understand some of the publics of interest involved in our communications.

1:11 AM  
Alexandre Rafalovitch (CBD) to Everyone  
In which node in here is Greta's impact?

1:12 AM  
Arianna Flores Corral to Everyone  
Super interesting Andreas! Where can we get more information? Can you please share your email?

1:15 AM  
David Ainsworth to Everyone  
excellent!!! Thanks Andreas - what is the date for release of the data and the results?

1:15 AM  
Rob Spaul (IPBES) to Everyone  
Well done Andreas! Tremendously useful contribution to the discussions

1:17 AM  
Andreas Mues to Everyone  
Thank you! Data for Germany will be published in spring 2022, international data in the summer 2022

1:17 AM  
Gerrit Öhm, WWF Germany to Everyone  
<https://www.menti.com/mw6ro4kff5>



1:17 AM

Noelle Kumpel to Everyone

Belatedly coming back to thank Tom for his presentation, and to apologise that I missed most of it but would love to watch back as this is an important area to work together on. To note though that the IPLC lands conserving 80% of biodiversity stat seems to come from a rather old, non-peer-reviewed World Bank report which we think is questionable. From a recent article I wrote on the BirdLife website (<https://www.birdlife.org/news/2021/02/01/putting-people-and-rights-at-the-heart-of-conservation/>): "As shown in our recent Birds and Biodiversity Targets report, one-fifth of the entire area of the Important Bird and Biodiversity Area (IBA) network (which comprises the majority of Key Biodiversity Areas identified to date) falls within lands managed by Indigenous Peoples or for which they have tenure rights. This means there are considerable opportunities for traditional knowledge, innovations and practices of IPLCs to be integrated into the conservation of these sites. We are therefore working to ensure that the role and rights of indigenous peoples and local communities as stewards and defenders of nature is recognised, protected and supported. This is important both to ensure conservation outcomes – which should also benefit IPLCs, who rely on a healthy natural environment – and to safeguard IPLCs from any potential adverse impacts of conservation policies."

1:18 AM

Corinne Brunois to Everyone

Will you be able to demonstrate/document what has triggered the behavioral change in all the studied countries ?

1:19 AM

Noelle Kumpel to Everyone

IBAs also contain 9% of the world's terrestrial carbon stocks and overlap with 12% of priority areas for restoration so a clear win-win to bring IPLCs and KBAs together for nature and climate :)

1:19 AM

Gilles Doignon DG ENV to Everyone

is there info about IPLCs land versus ocean?

1:19 AM

David Ainsworth to Everyone

given these release dates, how can we integrate this into the post 2020GBF?

1:19 AM

Andreas Mues to Everyone

andreas.mues-at-bfn.de

1:19 AM

Corinne Brunois to Everyone

will you make presentation in Geneva?

1:21 AM

David Ainsworth to Everyone

Can I comment here?

1:22 AM

Corinne Brunois to Everyone

This will probably help us in fine tuning the stepwise approach of the comms strategy.

1:23 AM

Tom Dixon (FPP) to Everyone

@Noelle, thanks for that, and yes agreed on the win-win. Look forward to discussing more, but I think this is what I'm particularly encouraged by, i.e. the coming together of ALL of our conservation messaging across the flotilla.

1:24 AM

Corinne Brunois to Everyone

yes would be powerful to have it asap :-) especially with countries analysis.

1:24 AM

Doll, Johanna GIZ to Everyone

Do you also look at the attitude-behaviour gap ?

1:29 AM

Andreas Mues to Everyone

Dear Johanna, the attitude-behavior gap is an important topic, what I tried to show you on the last slide is that knowing the explanatory psychological variables is not the same like shaping or changing behavior.

1:29 AM

Gilles Doignon DG ENV to Everyone

David, can you confirm this will be discussed on 17 & 19 January in Geneva?

1:38 AM

Manoel Giffoni (UNESCO) to Everyone

How are you going to establish base lines?

(David A. answered)

1:39 AM

Manoel Giffoni (UNESCO) to Everyone

I'm sure you will, but please share the presentations :-)

1:40 AM

Gilles Doignon DG ENV to Everyone

we need to consult policy colleagues, deadline for comments?

1:41 AM

Corinne Brunois to Everyone

Do you want us to comment on the file ? Google drive?

1:43 AM

Gilles Doignon DG ENV to Everyone

3 political coalitions not mentioned, to keep neutrality I presume

1:47 AM

Corinne Brunois to Everyone

but you do mention the aggregator I think so this is where to mention the coalitions > whole of society mobilization

1:47 AM

Gilles Doignon DG ENV to Everyone

indeed

1:50 AM

Donna Rankin (WWF) to Everyone

here is a google link open for comments -

<https://docs.google.com/document/d/16IaE41UwBmvxOfDagmiyj6Ae6K6nz4Zz/edit?usp=sharing&ouid=107945679763943416518&rtpof=true&sd=true>

1:53 AM

Liliana Medina Toro (CEC-IUCN) to Everyone

It could be an option to add the work made by Andreas as annex in case someone want to go deeper on that information.

## **GBCF4 - Day 2**

Tom Dixon (FPP) to Everyone

Hear hear!

9:05 AM

Gilles Doignon EC to Everyone

we will discuss synergies with our colleagues from other departments, eg DG INTPA (= UNDP inside EC)

9:10 AM

Justin Kenney (CI) to Everyone

Momentum

9:10 AM

Donna Rankin (WWF) to Everyone

measurement metrics :)

9:10 AM

Lucy to Everyone

Coordination=impact

9:10 AM

Gilles Doignon EC to Everyone

now it is time for nature/cop 15

9:10 AM

Tom Dixon (FPP) to Everyone

Integration

9:10 AM

Gemma Bowcock (Capitals Coalition) to Everyone

Inclusivity

9:10 AM

Audrey Timm to Everyone

Collective impact

9:11 AM

Corinne Brunois to Everyone

pooling resources and capacity

9:11 AM

Justin Kenney (CI) to Everyone

Ambition to Action

9:11 AM

Cecilia Antonini to Everyone

Inclusivity

9:11 AM

Gerrit Öhm, WWF Germany to Everyone

accessibility of social media material

9:11 AM  
Corinne Brunois to Everyone  
monitor progress

9:11 AM  
Corinne Brunois to Everyone  
beyond social media

9:11 AM  
Audrey Timm to Everyone  
Shared skills

9:11 AM  
Abbie Pearce [TRAFFIC] to Everyone  
Learnings from COP26 - how can we bolster our integrated messages.

9:11 AM  
Joanna Benn to Everyone  
clear goals and timelines

9:11 AM  
Sophie Hall (Ramsar) to Everyone  
Tracking delivery of ambition, pledges

9:11 AM  
Donna Rankin (WWF) to Everyone  
+1 Abbie :)

9:12 AM  
Gilles Doignon EC to Everyone  
we are #UnitedforBiodiversity, wink wink

9:12 AM  
Corinne Brunois to Everyone  
tie in with climate crisis

9:12 AM  
Corinne Brunois to Everyone  
Drill down to countries

9:12 AM  
Corinne Brunois to Everyone  
and Infra national levels

9:13 AM  
Corinne Brunois to Everyone  
local/regional flotilla group ?

9:13 AM  
Donna Rankin (WWF) to Everyone  
celebrate success

9:13 AM  
Michelle Preen (ICLEI CBC) to Everyone  
Integration has improved #ForNature

9:13 AM  
Laura Fuller to Everyone

As you said. The translation of materials is very important to make this inclusive. Climate Cardinals is an international youth-led NGO who makes the climate movement more accessible to those who don't speak English but providing translation by thousands of volunteers around the world. It was founded by Sophia Kianni who is the Secretary General's Youth Advisory Group on Climate Change.<https://www.climatecardinals.org/>

9:14 AM  
Corinne Brunois to Everyone  
reward mechanisms for nature-positive behavior changes ?

9:16 AM  
Justin Kenney (CI) to Everyone  
hand raised

9:16 AM  
Andreas Mues to Everyone  
budget and staff for target group specific communication campaigns

9:19 AM  
Joanna Benn to Everyone  
i was just on a UK government/NGO wrap up re cop 26 - they are also looking at how to link things up for 2022 both in a policy and comms way

9:19 AM  
Corinne Brunois to Everyone  
maybe ensuring that we promote testimonials expressing the rewards of such nature-positive behavior changes

9:25 AM  
Corinne Brunois to Everyone  
David, will you share all ppts?

9:26 AM  
David Ainsworth to Everyone  
yes - I shared ppts from yesterday. I am resuming that people got them.

9:26 AM  
David Ainsworth to Everyone  
\*assuming

9:26 AM  
Noelle Kumpel to Everyone  
Yes, thank you for those, David :)

9:34 AM  
Lucy to Everyone  
Great set of resources v helpful.

9:41 AM  
Gilles Doignon EC to Everyone  
UN Ocean conference Lisbon, June/July 22

9:42 AM  
Donna Rankin (WWF) to Everyone  
lovely to have you Andrea :)

9:43 AM  
Lucy to Everyone  
Jo/Scott- thanks for the presentation - really helpful. What do you think we can build on from COP26 going into COP15? Successes / failures (?!)

9:43 AM  
Corinne Brunois to Everyone  
Crucial indeed to have a joint message to link the twin crises .....Nature-positive by 2030 to (contribute) stay within the 1,5 degrees limit...The Race is on.... > messages to be added to the message house in the coms strategy probably

9:46 AM  
Gilles Doignon EC to Everyone  
#OurOcean conference Palau/US announced on 16/17 feb!  
<https://www.ourocean2020.pw/>

9:55 AM  
Terry Collins to Everyone  
Great idea and initiative, Michael

9:56 AM  
Michael Alexander (UNEP) to Everyone  
Thanks for your time, everyone. My email is michael.alexander@un.org if anyone is interested in discussing it further! And apologies that our ideas are quite 'half-baked' at present, but we're very open to ideas/suggestions/straight up criticism as you see fit...!

9:56 AM  
Gilles Doignon EC to Everyone  
Countdown events interesting! Ladies and gentlemen, this Thursday = 5 months and 151 days until 25 April

9:57 AM  
Donna Rankin (WWF) to Everyone  
love your ideas Michael :)

10:00 AM  
Kasia Popiolek (IPBES) to Everyone  
Loved the Cities With Nature campaigns this year! Thanks for the great assets & materials

10:01 AM  
Michelle Preen (ICLEI CBC) to Everyone  
Thanks for amplifying our messages and resources Kasia!

10:02 AM  
Christine van Deuren, WWF to Everyone  
interesting monitoring platform

10:03 AM  
Gilles Doignon EC to Everyone  
excellent, we will inform cities under the European Green City Accord  
[https://ec.europa.eu/environment/green-city-accord\\_en](https://ec.europa.eu/environment/green-city-accord_en)

10:04 AM  
Ingrid Coetzee-ICLEI CBC to Everyone  
Thanks Gilles and happy to engage with you if you need more information.

10:05 AM  
Thea Buckle to Everyone  
Thanks, Andrea :D

10:06 AM  
Corinne Brunois to Everyone  
Thanks Thea :-)

10:08 AM  
Andrea Morales\_GYBN to Everyone

Q to Thea, is this platform would be available in different languages?

10:09 AM

Michelle Preen (ICLEI CBC) to Everyone

I already added something into the Comms Strategy on the Action Platform David ;)

10:09 AM

David Ainsworth to Everyone

Excellent Michelle!

10:10 AM

Lucy to Everyone

Thanks for the helpful presentations have to duck off apologies. Lucy

10:11 AM

Donna Rankin (WWF) to Everyone

agree with what David said!

10:12 AM

Corinne Brunois to Everyone

Could we even think about localising a bit the visualisation (funding permitting)?

10:14 AM

Corinne Brunois to Everyone

Maybe we need to allow for messages testing in key countries?

10:15 AM

Joanna Benn to Everyone

so to get back to my point - what are actually trying to do - encourage laggard countries to be bolder? Getting specific text approved in the framework?

10:15 AM

Joanna Benn to Everyone

increase understanding and action for nature by specific actors?

10:16 AM

Andreas Mues to Everyone

What about linking our (CBD) goals with SDG's, and communicate the links?

10:20 AM

Noelle Kumpel to Everyone

Related to this point, I was going to ask where the 'equitable' part of 'equitable, carbon-neutral, nature-positive' had gone... speaks to the focus yesterday on rights and IPLCs as another key need for both GBF and climate action to work, and work fairly...

10:21 AM

Joanna Benn to Everyone

it's still there - all in the message house

10:22 AM

David Ainsworth to Everyone

got it

10:22 AM

Noelle Kumpel to Everyone

OK - though seems less of a headline now? Though understand the need to be snappy too...

10:23 AM

Corinne Brunois to Everyone



we probably need to clarify if we use the wording carbon-neutral, net-zero, climate proof... as well

10:24 AM

Swetha to Everyone

snappy should not come at the cost of diluted messages. I wonder how we can make a balance

10:29 AM

Joanna Benn to Everyone

<https://nature4climate.org/nature-positive/>

10:29 AM

Joanna Benn to Everyone

we made a short video - might help - it's pretty succinct

10:32 AM

Scott Edwards (WWF) to Everyone

I would suggest net-zero for stakeholder audiences: 'an equitable, nature-positive, net-zero emissions world'

10:40 AM

Noelle Kumpel to Everyone

Would also flag, as something we're focused on, that following the UN Human Rights Council's resounding recognition of the human right to a healthy environment on 8 October, we are aiming for an UNGA resolution to make it a universal right in March, which would be well-timed in terms of this triumvirate of goals and getting a strong focus on this in the GBF and NDCs as two key priorities for next year... Not the only aspect of 'equitable', but a strong part of it, together with SDGs of course...

10:41 AM

Noelle Kumpel to Everyone

I'm afraid that having pushed that out there, I need to head to another meeting! But will see if possible to rejoin before the end... Many thanks all

10:52 AM

Michelle Preen (ICLEI CBC) to Everyone

Great overarching message Donna! We can make great links to "Reshaping our Future through CitiesWithNature" :D

10:56 AM

Christine van Deuren, WWF to Everyone

Are the data of most of the flotilla members feeded into the aggregator?

10:59 AM

Corinne Brunois to Everyone

Question: wildlife/species image !?!? A rather people and nature image? Or images linking nature/climate ?

11:03 AM

Corinne Brunois to Everyone

Shape our future theme...It could be a good link also to the UNEP visualisation initiative.

11:03 AM

Gilles Doignon EC to Everyone

Donna are u working with <https://projectingchange.io/> ? was at cop 26, with Joel Sartore nat geo photo ark

11:07 AM

Donna Rankin (WWF) to Everyone

thanks Gilles, no, i havent spoken to them but thanks for the suggestion. Perhaps i can pick up with you after?

11:08 AM

Justin Kenney (CI) to Everyone

World Surf League campaign (We Are One Ocean) could be a great partner with this campaign <https://www.worldsurfleague.com/posts/492435/world-surf-league-delivers-we-are-one-ocean-petition-to-united-nations>

11:10 AM

Swetha to Everyone

that's a great idea thank you Justin

11:10 AM

Gilles Doignon EC to Everyone

GYBN friends go to the Our Ocean Youth Leadership Summit 2022!

<https://www.heysuccess.com/opportunity/Our-Ocean-Youth-Leadership-Summit-2022-38937>

11:10 AM

David Ainsworth to Everyone

World Surf League has just finished an instagram takeover on UNBiodiversity.

11:13 AM

Swetha to Everyone

oh nice ! can you share there contact with us

11:15 AM

Gilles Doignon EC to Everyone

<https://twitter.com/SOAlliance> was involved in 2017, dunno if still organisers

11:17 AM

Andrea Morales\_GYBN to Everyone

Hello, you can check more about The Green Track Call for events:

[https://ec.europa.eu/environment/thegreentrack\\_en](https://ec.europa.eu/environment/thegreentrack_en)

11:23 AM

Gilles Doignon EC to Everyone

<https://www.un.org/en/conferences/ocean2022>

11:25 AM

Justin Kenney (CI) to Everyone

<https://www.un.org/en/conferences/ocean2022>

11:25 AM

Corinne Brunois to Everyone

One Ocean summit in Brest right ?

11:26 AM

David Ainsworth to Everyone

yes please do fill this excel sheet out! - Donna, do you have that URL available to add to the chat!

11:28 AM

Donna Rankin (WWF) to Everyone

[https://docs.google.com/spreadsheets/d/1k7FLy6hFWYcE\\_YeY7qZzzHICSj-IPan2E\\_v9RKBmJFM/edit#gid=0](https://docs.google.com/spreadsheets/d/1k7FLy6hFWYcE_YeY7qZzzHICSj-IPan2E_v9RKBmJFM/edit#gid=0)

11:29 AM

Michelle Preen (ICLEI CBC)to Everyone

Would be great to get the cities where the Earth Hour projections are to join CitiesWithNature ;)

11:29 AM  
Michelle Preen (ICLEI CBC) to Everyone  
If they are not already signed up

11:30 AM  
Donna Rankin (WWF) to Everyone  
yes Michelle - let's chat !

11:31 AM  
Ingrid Coetzee-ICLEI CBC to Everyone  
Great Donna & Michelle

11:34 AM  
Gilles Doignon EC to Everyone  
Donna, will you partner with earth day, 22 April?

11:35 AM  
Gilles Doignon EC to Everyone  
David, is this the final slogan < competition?

11:36 AM  
Donna Rankin (WWF) to Everyone  
not partner formally, but we have worked with them in the past - one year we kicked off a 30 day action plan that started on EH and ended on Earth Day - we will talk to them again for 2022 :)

11:46 AM  
Ingrid Coetzee-ICLEI CBC to Everyone  
David when is co-chairs reflections doc being released

11:46 AM  
Terry Collins to Everyone  
When the co-Chairs' reflections document be released to Parties, will it also be press released? And roughly when will Draft 2 be released?

11:46 AM  
Ingrid Coetzee-ICLEI CBC to Everyone  
Also when will scenario note be releases

11:46 AM  
Manoel Giffoni (UNESCO) to Everyone  
Will you share the comms contacts for the interviews? :-)

11:46 AM  
Corinne Brunois to Everyone  
1000... seems now to be very limited number

11:47 AM  
Gilles Doignon EC to Everyone  
as for CoP15 phase 1, @UNBiodiversity should be reference account

11:47 AM  
Corinne Brunois to Everyone  
Who's going from the flotilla?

11:48 AM  
Liliana Medina Toro (CEC-IUCN) to Everyone

Great intervention Tobias

11:49 AM  
Corinne Brunois to Everyone  
Good idea Tobias for Geneva.

11:50 AM  
Tom Dixon (FPP) to Everyone  
@Corinne - 1000 does seem limited - we could take up to 10% of that from the Flotilla if we all went!!!!

11:50 AM  
Arianna Flores Corral to Everyone  
Including arts too.... like the event we had at COP David, on how arts can help us forge a new relationship with nature, feel related, feel nature...

11:53 AM  
Corinne Brunois to Everyone  
Then a discussion on the specific GBF coms strategy following this behavior change analysis presentation...?!

11:54 AM  
Gilles Doignon EC to Everyone  
with UNESCO?

11:55 AM  
Michelle Preen (ICLEI CBC)to Everyone  
Corinne, Ingrid has had to leave the call but she will likely be going to Geneva

11:56 AM  
Swetha to Everyone  
can we do protests or marches outside the venue ?

11:56 AM  
Arianna Flores Corral to Everyone  
:)

11:57 AM  
Swetha to Everyone  
ok . got it 😊

11:57 AM  
Swetha to Everyone  
yes! we will send it over

Donna Rankin (WWF) to Everyone  
sounds good to me - let's use Wed calls :)

12:00 PM  
Gerrit Öhm, WWF Germanyto Everyone  
Sounds good to me, too.

12:00 PM  
Tamara Richards to Everyone  
Good idea.

12:00 PM  
Michelle Preen (ICLEI CBC)to Everyone  
Thanks for the opportunity to be part of this!

12:01 PM  
Tom Dixon (FPP) to Everyone  
Thanks everyone for some great sessions!

12:01 PM  
Arianna Flores Corral to Everyone  
Thank you! Very interesting! Please share the PPTs :)

12:01 PM  
Andrea Morales\_GYBN to Everyone  
Thanks to everyone!

12:01 PM  
Gavrielle Kirk-Cohen | WAZA to Everyone  
Thanks everyone!

12:01 PM  
Liliana Medina Toro (CEC-IUCN) to Everyone  
Many thanks!

12:02 PM  
Frances Jenner FPP to Everyone  
Thanks everyone!

12:02 PM  
Justin Kenney (CI) to Everyone  
Nice to spend time with you all--such a great group. Thanks to our hosts and organizers.

12:02 PM  
Corinne Brunois to Everyone  
Thanks Christine, Donna, David.

12:02 PM  
Gilles Doignon EC to Everyone  
153 days to go, let's do this!