



Communications@IUCN

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UNESCO's world heritage sites
A danger list in danger

In its care for precious places, the UN cultural agency is torn between its own principles and its members' wishes; the principles are losing ground

Aug 26th 2010 | from the print edition Tweet 7 Like



OSF

WHEN an archipelago famed for its flora and fauna is deemed to have escaped from

The Economist **Subscribe today** and receive...

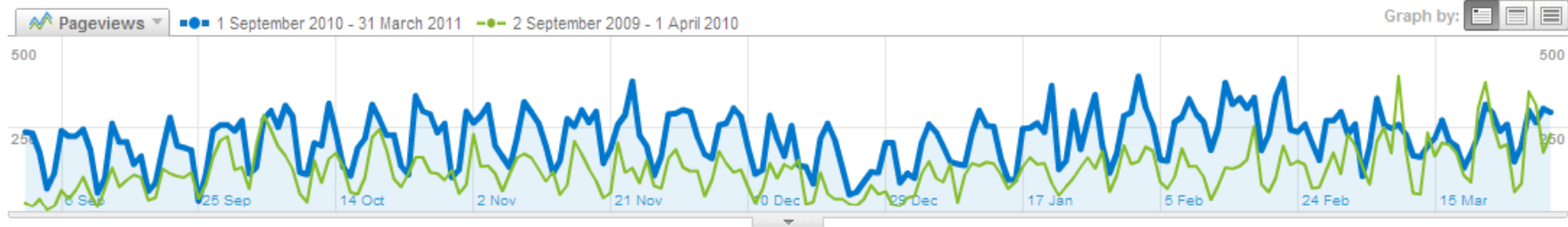
and like good news for anyone with an interest in the
UNESCO's recent clean bill of health for the Galapagos islands
of the people who care passionately about the place

>From Sept 2010 to March 2011: +77% increase in Pageviews since last year, mainly thanks to Protected Area of the day being promoted on iucn homepage and social media.

>Protected Area of the Day landing page 2nd most viewed content!
Protected Area of the Week: 25% of total programme Pageviews!
 Most viewed are Machu Picchu story ; Kamchatka; and Galapagos

Top Content

1 Sep 2010 - 31 Mar 2011
 Comparing to: 2 Sep 2009 - 1 Apr 2010



1,019 pages were viewed a total of 46,402 times
 Filtered for pages containing "about/work/programmes/pa/"

Content Performance

Views: [Grid] [List] [Table] [Chart] [Print]

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	£ Index	
46,402 Previous: 26,197 (77.13%)	35,782 Previous: 19,130 (87.05%)	00:01:30 Previous: 00:01:19 (13.68%)	59.03% Previous: 51.37% (14.91%)	29.73% Previous: 22.79% (30.45%)	\$0.00 Previous: \$0.00 (0.00%)	
Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	£ Index
1. /about/work/programmes/pa/						
1 September 2010 - 31 March 2011	6,040	4,636	00:01:05	31.85%	16.29%	\$0.00
2 September 2009 - 1 April 2010	5,337	3,887	00:00:51	20.19%	10.81%	\$0.00
% Change	13.17%	19.27%	29.28%	57.76%	50.69%	0.00%
2. /about/work/programmes/pa/pa_nadav/						

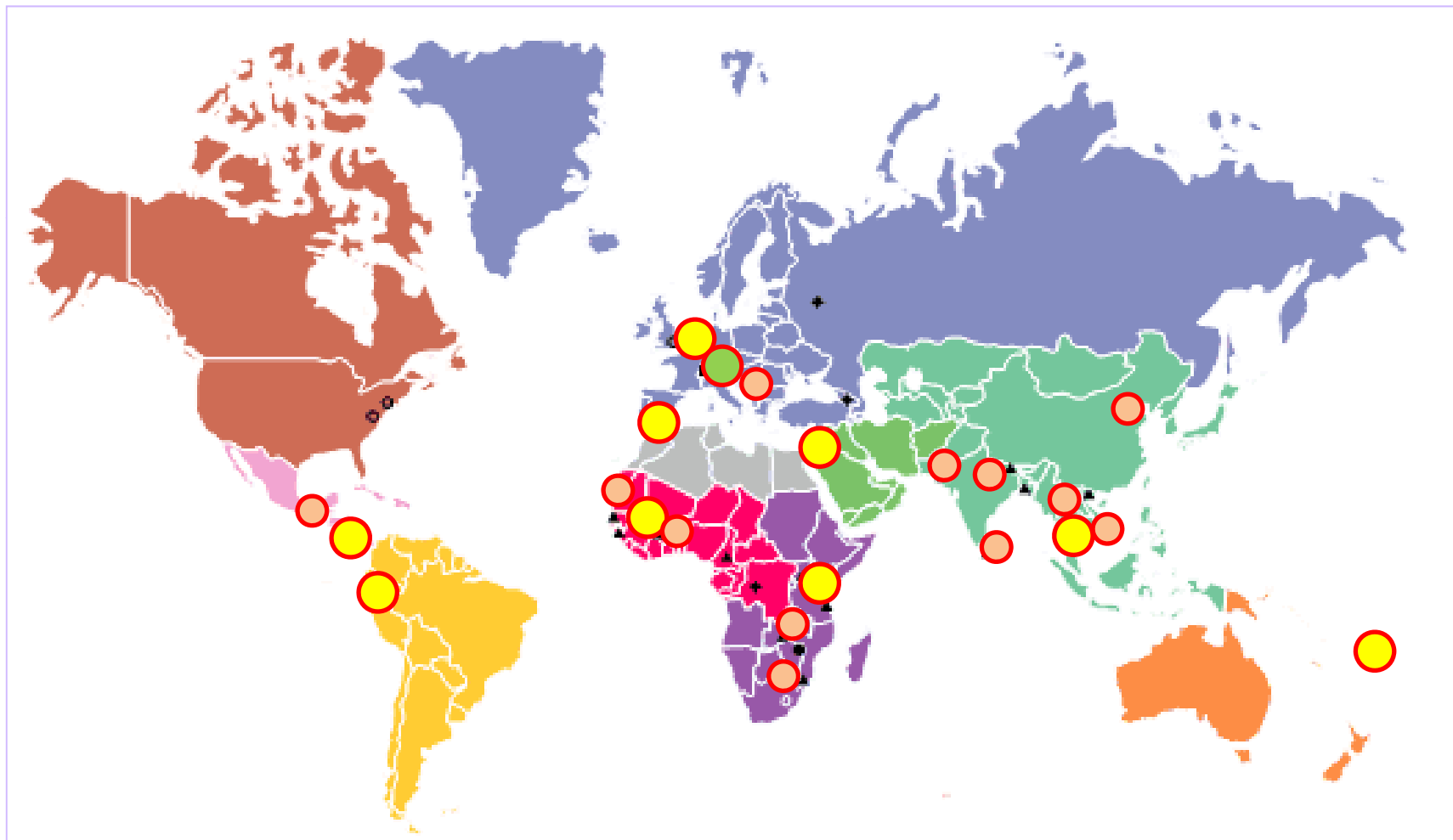
COMMUNICATIONS @ IUCN

- To influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.



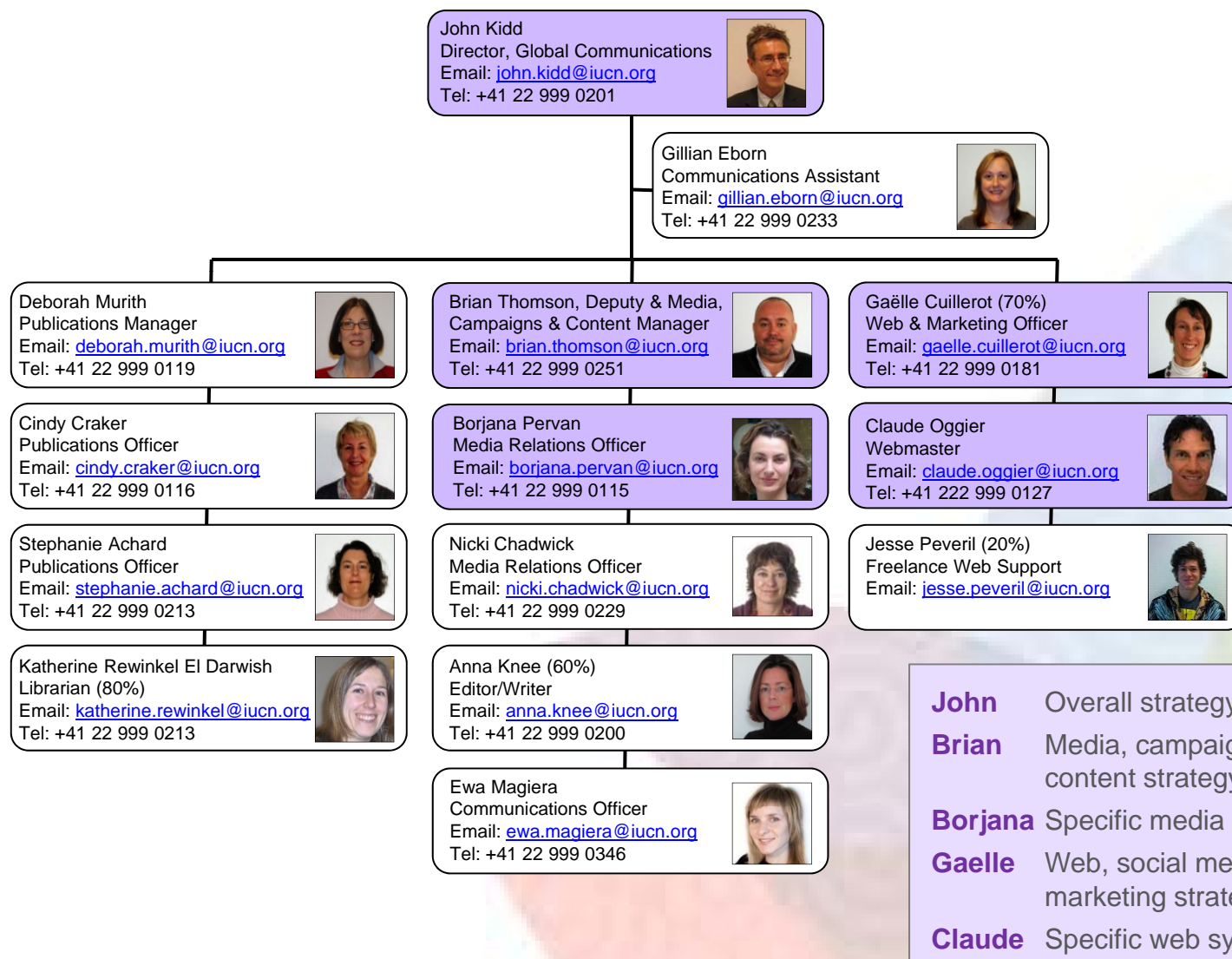
1. COMMUNICATIONS @ IUCN

Around the world: A network of 30 communicators in the regions and four programme communicators in HQ



COMMUNICATIONS @ IUCN

Global Communications Unit – Gland – Key focal points for KOC



MEDIA

Media @ IUCN:

- 15,000+ articles in 2010
- 22,000+ in 2008-Congress
- 2,000+ journalists in media list
- Media relations team
 - Advice, trainings
 - Communication focal points for IUCN Programmes
 - Media coverage reporting
 - Press releases, advisories
 - Fact sheets, b-roll, video
 - Articles, features, interviews
 - Press events, trips

EDITION: U.S. INTERNATIONAL

CNN

Home Video NewsPulse ^{BETA} U.S. World Politics Justice Entertainment Tech Health

updated 4:17 a.m. EST, Mon January 5, 2009

World's corals reefs are vanishing, report says

STORY HIGHLIGHTS

- The world has lost
- Climate change, ov
- In some parts of Inc

Next Article in Techno

By Matthew Knight
For CNN

LONDON, England (CNN) – The world has lost almost one-fifth of its coral reefs according to a new report released by the International Union for Conservation of Nature (IUCN).



Compiled by the Global Coral Reef Monitoring Network, the report has brought together the work of researchers from 15 countries with data stretching back 20 years.

It's not just climate change -- which raises ocean temperatures and increases seawater acidification -- which is damaging reefs. In some parts of the world overfishing, pollution and invasive species are proving equally harmful.

EDITORIAL



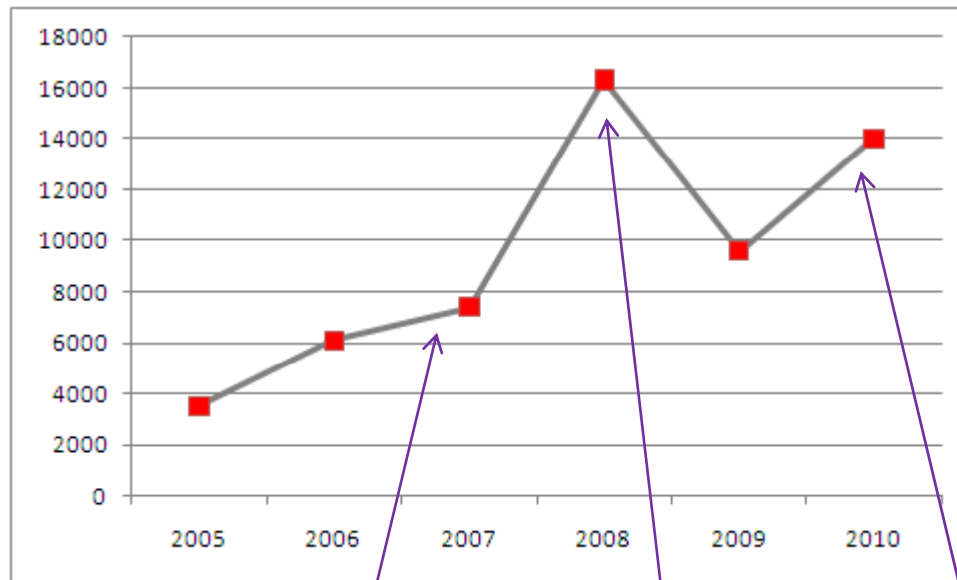
Biodiversity Is Our Life

Julia Marton-Leleuvre is the director general of the International Union for Conservation of Nature, Gland, Switzerland.

2010 IS THE INTERNATIONAL YEAR OF BIODIVERSITY, IN RECOGNITION OF LIFE ON EARTH. EIGHT years ago, more than 190 countries agreed, through the United Nations Convention on Biological Diversity, to reduce biodiversity loss by 2010. This October, the Convention will meet in Nagoya, Japan, to evaluate progress and agree on new biodiversity targets for the world. Shortly before that, the UN General Assembly will address the biodiversity crisis for the first time. It is clear from many indices of biodiversity that the world has failed to meet the 2010 target.

MEDIA

- Historical 2005 → 2010
 - Media coverage (total)



Doubled number
of media relations
officers

Congress
(and approx 300K
additional media
relations budget)

International Year
of Biodiversity

MEDIA

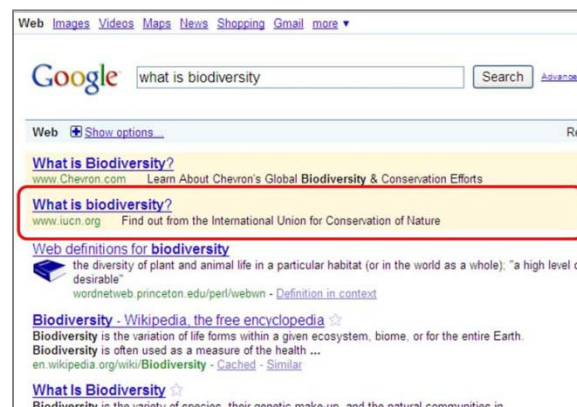
- IUCN – current target international media; value of coverage –ex. Al Jazeera more than 1 million USD
 - AFP
 - Al Jazeera
 - AP
 - BBC
 - Bloomberg
 - CNN
 - DPA
 - EFE
 - El Pais
 - Financial Times
 - Fox/Sky/Star News
 - IHT
 - Kyodo News Service
 - Le Monde
 - National Geographic
 - New Scientist
 - Reuters
 - Xinhua
 - The Economist



WEB & SOCIAL MEDIA

Web @ IUCN:

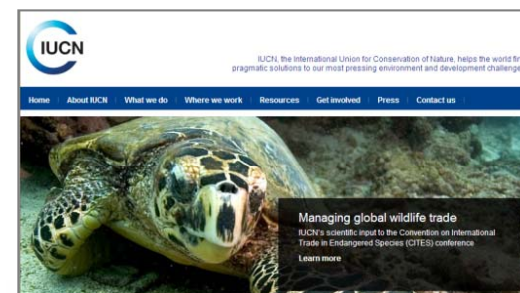
- www.iucn.org - 1.6 million+ unique visitors in 2010
- 6,000+ pages
- Multiple languages
- Facebook – 12,000+
- Twitter – 8,000+
- YouTube
- Flickr
- GreenTV



CAMPAIGNS & DIRECT MARKETING

Campaigns & direct marketing @ IUCN

- IUCN Focus
 - Monthly, generally linked to key events
 - Covers wide range of products
 - Web, media, events, video, newsletters
- Campaigns
 - Love, sex and biodiversity
 - Countdown, Ambassadors
 - Congress
 - Many others: SOS
- Direct marketing-newsletters
 - Conservation Made Clear
 - Union Pulse, Building Bridges
 - E-Newsletter system
 - IUCNconnect



OBJECTIVES, AUDIENCES, MESSAGES

- Communication objectives
 - Position Congress Rio+ 20, CBD, UNFCCC → visibility of theme, issues, busy year:
 - IUCN profile → visibility of the Union
 - IUCN mission, Programme → change in the world
 - Nature +
- Target audience
 - general 'informed' public



CONGRESS WEBSITE CONTENT

Objectives:

- Comprehensive portal for general informed public and delegates

Action plan

- Repository of all information about Congress, what this is, themes, who can attend, how to get there, events, news, videos, reports...
- 'Live Congress' to allow people who cannot attend to follow sessions
- Easy access to results and resources

The screenshot displays the IUCN website interface for the 2008 World Conservation Congress. The header features the IUCN logo and navigation links: Home, About IUCN, What we do, Where we work, News & resources, Get involved, Press, and Contact us. A search bar is located in the top right corner. The main content area is titled "The IUCN World Conservation Congress" and includes a sub-header "The 2008 World Conservation Congress" with the date "Barcelona, 5-14 October 2008". Below this, there is a section for "Congress resource centre" and a "Forum" section. The website also features a sidebar with various navigation options such as "2008 World Conservation Congress", "News", "About", "Forum", "Members' Assembly", "Elections", "Resolutions and Recommendations", "Accreditation", "Congress Committees", "Contacts", "To and in Barcelona", "Attend", and "Other important reports and news from Barcelona". The main content area includes a "Congress resource centre" section with a "Forum" sub-section and a "Members' Assembly" sub-section. The "Forum" section includes a "Forum Resource Centre" and "Learn the issues" link. The "Members' Assembly" section includes "Resolutions and Recommendations", "Election results", "Speeches", "Proceedings of the Members' Assembly", and "Revised Statutes and Regulations". The "Other important reports and news from Barcelona" section includes "Congress evaluation report", "Greenhouse Gas emission assessment for 2008 Congress", "All news", "IUCN TV", "IUCN Radio", and "Photos".

MEDIA Congress 2012

- Themes and story ideas
 - Korean and international issues
 - Biodiversity, ecosystems, water, marine, forests, deserts, climate change etc
 - Economy, energy, poverty, jobs, society, health, art, leisure, food etc
- Media partnerships
 - VIP media – 10-15 target journalists
 - TV, print, on-line partnerships – pro-bono ad space for promotion
- **Getting journalists to Jeju**
 - Incentives
 - Travel support
 - Media training programmes – TV, print




MEDIA Congress 2012

- During Congress
 - Print, radio and video reports
 - Daily newspaper
 - Web updates and live streaming
 - Host broadcaster studio, editing, satellite/OB
 - Reuters-IUCN Media Awards
 - Media Centre
 - Press conference room
 - Media lounge, Media working area
 - IUCN, ROK/Jeju communication offices
 - Video/TV, radio and print editing offices
- Working together
 - Sharing content
 - Coordinating media relations
 - Managing Media Centre





7. EVENTS

- Promotion of Congress, theme, potential delegates, media at key events:
 - International Year of Forests (ongoing 2011)
 - International Decade of Biodiversity Launch (May 2011, Tokyo)
 - IUCN regional member forums in 2011 (June-Sept 2011, various)
 - UNCCD (Oct 2011, Changwon)
 - UNFCCC (Dec 2011, Durban)
 - Rio+20 (June 2012, Rio de Janeiro)
 - Regular IUCN events and press releases up to Congress
 - eg Red List, climate change, marine, forests etc
 - Other local and regional events around the world
 - ROK and Jeju events – in Korea and abroad
- 

CELEBRITIES & AMBASSADORS

- IUCN Goodwill Ambassadors
 - Use existing and new IUCN ambassadors for Congress
 - Revising strategy – ambassadors, conservation patrons
 - Targeting several major celebrities
 - Targeting several "conservation" ambassadors or patrons
- Working with Republic of Korea ambassadors
- Other VIPs to Congress
 - Political, business, science, commentators – part of Forum Programme
 - Explore high level opportunities

