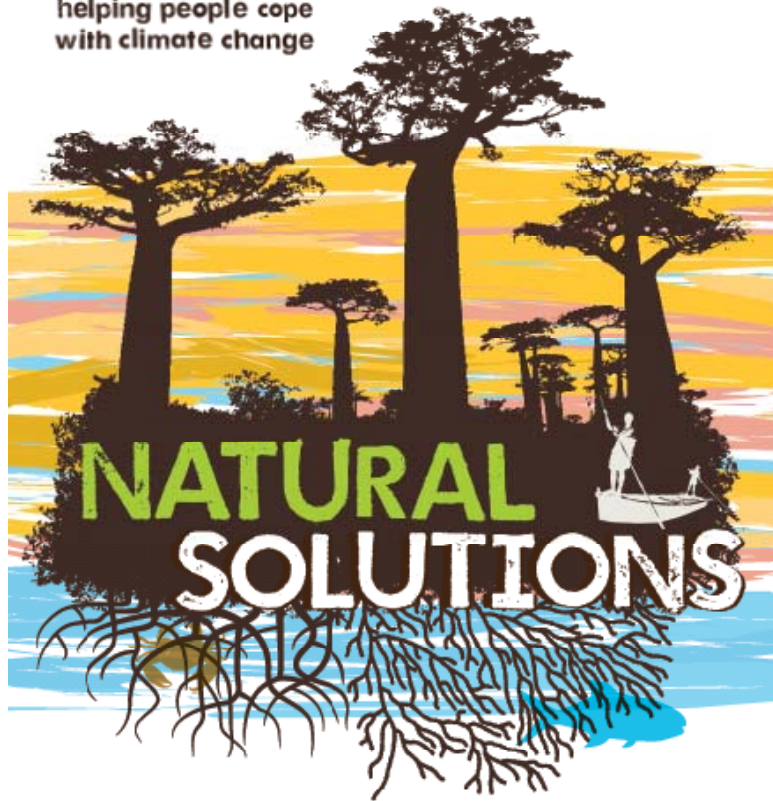


protected areas
helping people cope
with climate change



TAKING ACTION:

COMMUNICATING AND INFLUENCING

Nik Lopoukhine, Fritz Hesselink (CEC), Susana Calvo (CEC), Delwyn Dupuis, Nigel Dudley, Jamie Irving, Dan Laffoley (working groups input)

Observations from a CEC perspective

- Much information on context, structure organization of projects; very little concrete examples proving the added value of PA in CC mitigation and adaptation
- Is this the information that will change the attitude of the CC community? How exciting is our information for them? How well does our information fit the CC scenarios?
- Collected valuable information in a publication, but will the publication change the attitudes? Stern preface is “gold”.
- How credible are our words outside our communities: natural solutions, helping people to cope with CC? Words not only have a dictionary meaning but also a psychological associations (the latter are more important in communication). So do our images (book cover???) and its lay-out.



More CEC observations

- What do we want?
 - Update PA community
 - Influence the CC negotiation process?
- It is difficult in communication to have to different objectives in the same communication tool
- All projects seemed to be situated in the PA community, there were no examples of cross sectoral cooperation with the CC community. Even in the summit they were absent.
- There is a danger to be perceived as CC opportunists



CEC Reflections

- Communication:
 - Something you do in 5 minutes or a two-way process? Communication always implies a transaction.
 - Communications has been used differently
 - Instruction-information-advertizing-PR-mass media-surveys-lobbying-stakeholder dialogue-consensus building-demonstration-community theater-music-education-etc.
 - These are different disciplines

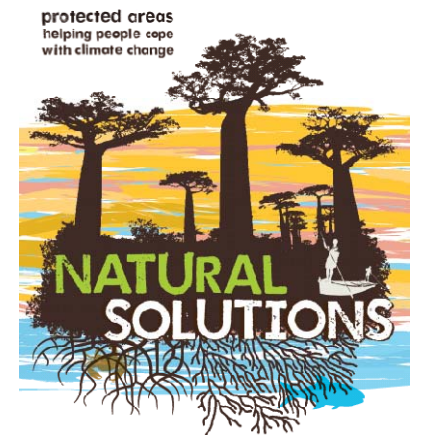


Communication

Knowledge

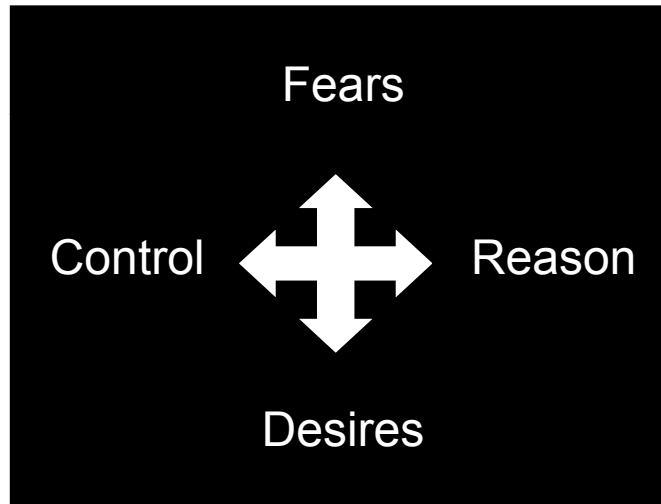


Change

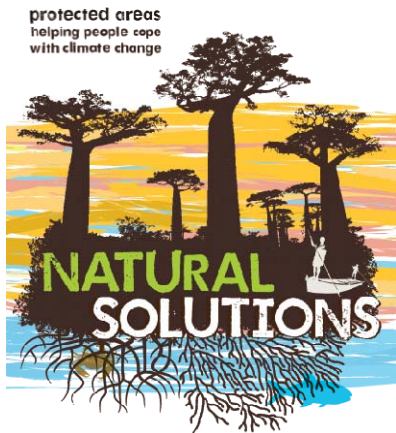


Psychology

Knowledge



Change



Communication is a process

Communication process

- Did we listen and identify what are the needs of the CC community for which we have an answer?
- Do we know how they perceive us, what are the blockages so that they may not even open our publication? What is our image? How do they perceive the brand PA?
- Do we know what media are the best to use towards the climate change community?
- How solid is the proof of our proposition in their perception?



Opportunities short term

Creating word of mouth to influence policy makers:

- Short text on Summit on IUCN website.
- Article in IHT, focusing on the role of ecosystems and BD in mitigation and adaptation to CC. Not mentioning PA, but signed by WCPA Chair.
- Article mailed to all WCPA members to send it to policy makers in their country.



Opportunities short term

- WCPA website:
 - photos illustrating examples of adaptation and mitigation in PA with one line of explanation.
 - page with photos and testimonials of Summit participants on PA and CC. The testimonial finishes the sentence: “for me the most important I learned in this Summit on PA and CC, is:”, (Name).



Opportunities long term

Two way communication:

- Start a working group with CC experts exploring mutual interests and added value,
 - e.g. to link CC projections at the national and site level with PA management, looking at medium term assessing CC impact on ecosystem processes.
- Explore with CEC the links between CC, security and PA.
- Explore dialogue with the forest community



Communication considerations

- ▶ **Objective** – “Natural Solutions” (publication and campaign) becomes a brand and vehicle for securing a global understanding of PAs’ contribution in addressing climate change.
- ▶ **Outcome** – Ecosystem Based Adaptation, with protected areas as a cornerstone, is adopted globally as a contribution to helping people cope with climate change
- ▶ **Audience (who is to be targeted)**
 - ▶ **Usual partners** – PACT2020, BINGO CEOS, WCPA network, other IUCN Commissions, other “friends” – learned societies, tourism, Ramsar, Equator Initiative, “personalities”, Cambridge, etc...
 - ▶ **“Unusal” partners** - Military, Finance, “Resource” Departments, Private Sector, Insurance Companies, Disaster Risk Departments, Food security, Climate Change negotiators, WHO, WTO, Religious leaders, others...



Communication considerations

▶ Global Policy Makers focus

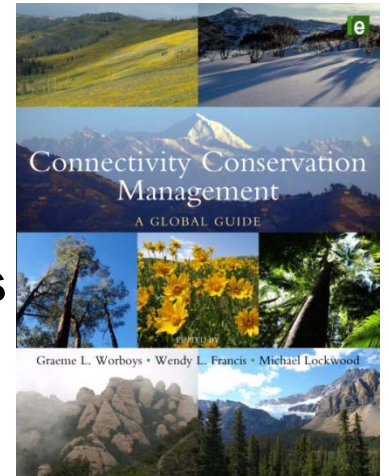
- ▶ PAs as a cornerstone to EBA to reach UNFCCC negotiators through varied sources, e.g through PoWPA focal points, Media, “Stern” language

▶ National/Regional focus

- ▶ “Natural Solutions” to decision makers
- ▶ Incorporate “NS” into National Action Plans
- ▶ “Connectivity Conservation Mgmt.”

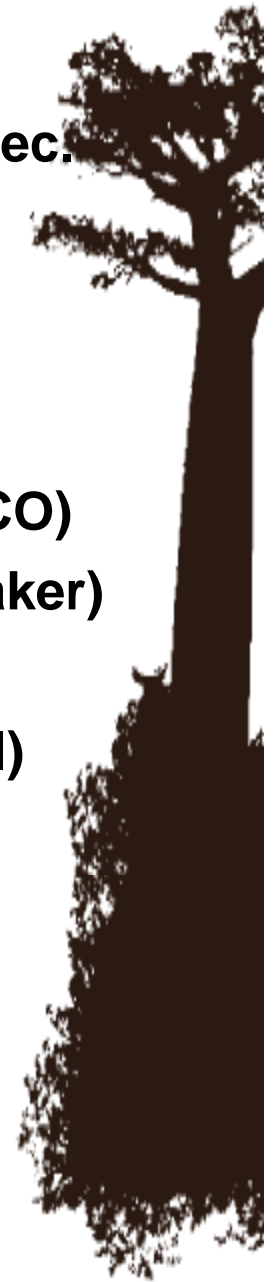
▶ Sectors (e.g. Segmented Messages)

- ▶ Biodiversity conservation (losing this diversity)
- ▶ PAs a proven insurance policy re. disasters
- ▶ Cost effective and a source of Green jobs (restoration, local lively-hoods, ecotourism)()
- ▶ Services (e.g. water, wild crop relatives, pollinators, etc..) and ethics of truncating these.
- ▶ “Losing” an iconic national park or WH site



Communication opportunities (venues and actions)

- ▶ IUCN Council (next week)
- ▶ Major stories (IHT, Guardian, “Science” Journal) 1st week Dec.
- ▶ Copenhagen and beyond – side events, high level commitments with engagement in REDD+ and LULUCF
- ▶ CBD Ministers (Bali meeting) re CBD strategy (date?)
- ▶ EU Vilm meeting on PoWPA (Dec 2009)
- ▶ Launch of 2010 Year of Biodiversity (January 2010 - UNESCO)
- ▶ Spain’s Presidency PA event (Jeff McNealey - keynote speaker)
- ▶ In country events – e.g. Turkey meeting (Feb 2010)
- ▶ “Healthy Parks Healthy People” Melbourne, Australia (April)
- ▶ CBD SBSTTA May Nairobi
- ▶ Vilm workshop on “Natural Solutions”
- ▶ WHC meeting (Brazilia, July 2010)
- ▶ G8, G20
- ▶ Nagoya



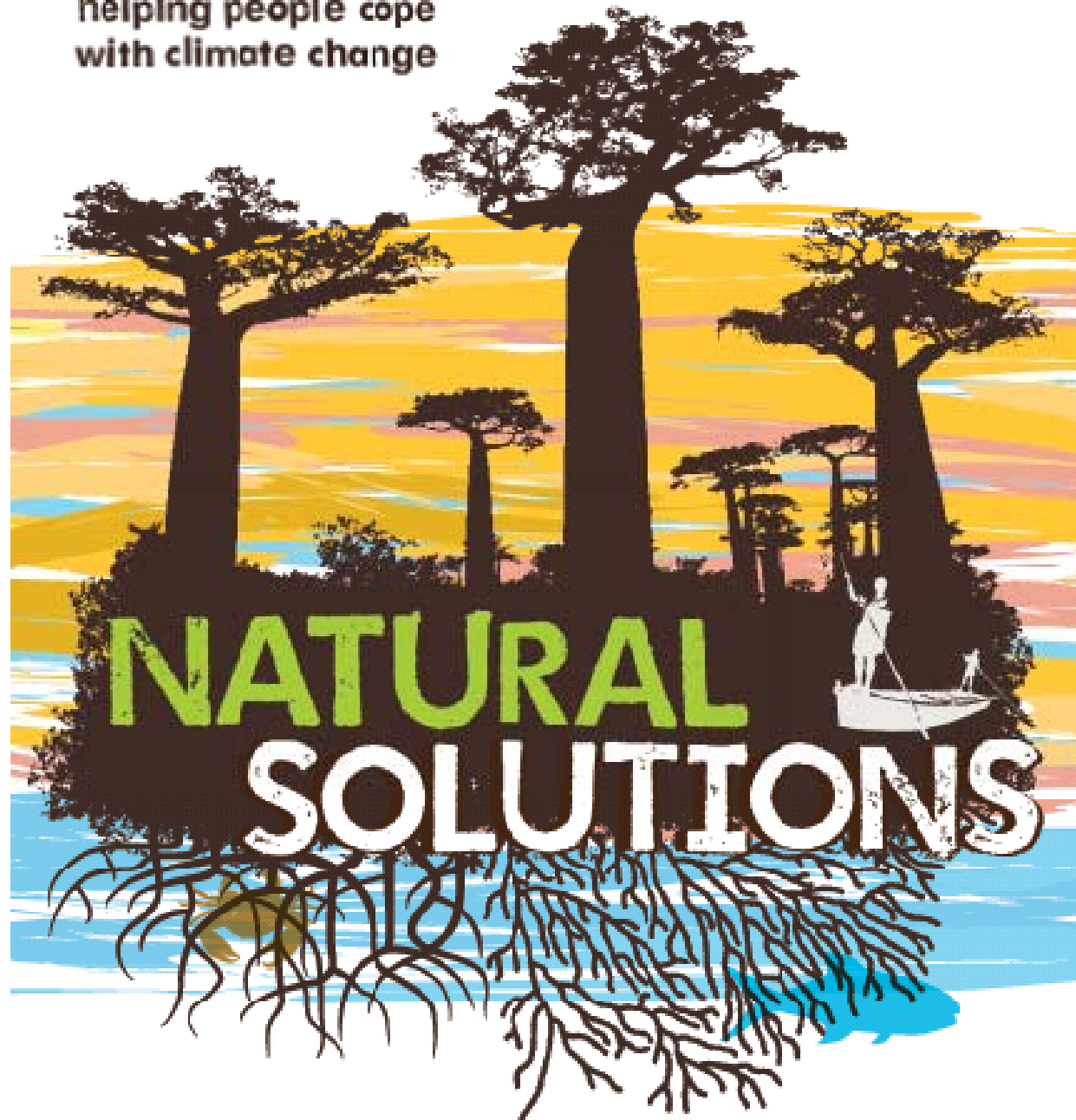


Action	Timing	Responsibility
Short Term Actions		
Prepare a one pager letter to accompany book for distribution.	Immediately	Lead: Equilibrium Contributors PACT2020
Contact major newspapers for story, publish a relevant OpEd, prepare, share and submit press release and briefs to media.	Before Copenhagen	Lead: PACT 2020 team Contributors: delegates
Add to Bio photos a testimonial that finishes the sentence: “for me the most important point I learned at the Granada Summit on PA and CC is _____	By end of next week.	Lead: Delwyn Dupuis Contributors: Granada participants
CBD Focal points to lobby counterpart UNFCCC delegates with “NS”.	January 2010	Lead: CBD Secretariat Contributors: WCPA VCs
Clear communications plan with specific wording useful for insertion into UNFCC process and clarity on REDD, LULUCF	Dec. 5, 2009	Lead: Trevor Sandwith Contributors – Adriana, others
Letter of thanks with copy to Stern. Letter to Al Gore, others?	Januray, 2010	Lead: Nik Lopoukhine Contributors: PACT 2020
Place Natural Solutions on web and open it up to a “wiki” updates, science and new case studies.	January 2010	Lead: Pact 2020 team Contributors: others
Distribute “NS” and/or summary to Park Agencies, Planning Departments (100+ countries) and Development Agencies	January 2010	Lead: UNDP and WB Contributors: WPALF



Action	Timing	Responsibility
LONGER TERM ACTIONS		
Prepare overlay of PAs onto Security maps (water, refugees, food) Maps and national level carbon maps	By Feb 2010	Lead: WCMC Contributors: CEC, WCMC
Develop a 5 year communications plan to incorporating following examples	By Feb 2010	Lead: PACT2020 Contributors: PACT2020
Vulnerability of WH sites to CC	June 2010	Lead: Tim Badman Contributors: WCPA
Establish “Natural Solutions” blog using case studies	??	Lead: need volunteer Contributors: all
Develop social network (Face book, twitter, Utube) Seek to have case studies authors to upload UTUBE, Photos illustrating examples of adaptation and mitigation in PA a one line of explanation	February 2010	Lead: Charles Besancon, Sasha Belokurov Contributors: all, CEC support
NS message designed and shared with other global PA Agencies for delivering through national Park interpretive programs	By June 2010	Lead: WPALF Contributors: WCPA VCs
Translations of NS in as many languages as possible	Ongoing	Lead: Regional WCPA VCs Contributors: PACT 2020
Build Roster of CC Experts	Ongoing	Lead: WCPA Contributors:

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Action	Timing	Responsibility
		Lead: Contributors
		Lead: Contributors
		Lead: Contributors
		Lead: Contributors
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