



BES-Net II Communications and Knowledge Management Strategy (Version: December 2021)

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1. BACKGROUND

The Biodiversity and Ecosystem Services Network (BES-Net) is a unique collaboration among UNDP, UNEP-WCMC and UNESCO, supported by the Government of Germany's International Climate Initiative and SwedBio, with the aim of building capacity and commitment for biodiversity action across the world. BES-Net works on translating findings from the latest assessments of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) into action for biodiversity conservation on the ground, building on existing knowledge, influencing policy and mobilizing the practice sector to join the conversation. Since 2016, with the first phase of BES-Net, communications and knowledge management have been built into the DNA of the project. This continues into the new phase (2020-2028), with a specific output (Output 4) dedicated to the networking, communications and knowledge-sharing capabilities of the project. The start of Phase II presents a golden opportunity to take stock of ongoing communications activities and increase our ambitions and advocacy in impactful ways, in line with BES-Net's expanded areas of work.

2. METHODOLOGY

This draft of the BES-Net II Communications and Knowledge Management Strategy was developed using a multi-method analysis, which involved:

- i. **An analysis of the previous BES-Net I Communications and Stakeholder Engagement Strategy and the monitoring matrix** to track the implementation of the strategy from 2016 to 2020. The Communications and Stakeholder Engagement Strategy provided an overarching guidance framework to undertake programme communications and included annexes on branding and visibility, a website user guide and a social media guidance document. The aforementioned can be located [here](#).
- ii. **Tracking analytics from the website and social media platforms.** An in-depth analysis of website users, sourced from the back-end database of the website as well as Google Analytics, provided insights about the background of the website's registered users, sex and location disaggregation, areas of expertise, as well as broader information on new website visitors, recurring visitors, user flows etc. Social media analytics, such as Facebook Insights and Twitter Analytics, have provided useful information of followers, likes, impressions, engagement rate, page views, page and post reach, sex and location disaggregation in some cases.
- iii. **Discussions with team members and partners.** While this will be ongoing to collect more data and refine this strategy, initial discussions within the team and with partners have yielded useful information about priorities, key messaging, objectives, partners and methods to engage different stakeholders and knowledge holders.
- iv. **Discussions with some country teams** during the NEA Inception Workshop's session on Strategic Communications also provided insights into the perspectives of national teams, who they recognized as key audiences, potential challenges etc.



- v. A **desk-review** of various references to documents including communications and knowledge management strategies from UNDP, UNEP, UNESCO, other UN entities including UN Women, FAO, IOM, UN-REDD and resources from innovative communicators in the field like WWF, National Geographic, IUCN, etc., provided some theoretical grounding of outreach approaches in the biodiversity and ecosystem sector. In preparing this draft, the IPBES Communications Resources were also reviewed, particularly those contributing to Deliverable 4 (d) of the IPBES Work Programme, including former communications/ stakeholder engagement strategies as well as a preliminary analysis of IPBES' online tools and media presence, coming out of the latest assessment on 'Biodiversity and Pandemics'.

While by no means exhaustive, in setting out the implementation plan for each party, building on this strategy, further methods including focus group discussions and interviews need to be undertaken to support some of the activities.

3. STOCK-TAKING FROM BES-NET I

BES-Net's first phase (2016-2020) laid the foundation for various communications and knowledge management initiatives including the BES-Net website, social media channels, bi-monthly newsletter and other communications support for specific activities. Analysing the insights from these channels as well as looking through the responses of a user survey undertaken by the project in Q4 of 2020, the following findings emerge:

Strengths: What is working right now?

- BES-Net's main strength lies in its inherent collaborative approach, tying together expertise from UNDP, UNEP-WCMC, UNESCO. Being a network itself, it has a rich treasure-chest of content waiting to be explored- from themes of biodiversity conservation and sustainable use of ecosystem services to champions to messages to channels. This is also a teaser of the kind of reach that would be possible across 4 channels (BES-Net and the 3 agencies).
- BES-Net is not starting from zero. With channels active for four years already, it has built up a presence of nearly 1310 registered website users, 19710 visitors, over 70,000 page views, 5364 Facebook followers and 1561 Twitter followers as of December 2020. BES-Net's channels are known and recognized by IPBES, CBD and other partners as a credible source of content and the initiative as a vital knowledge-sharing partner. Of 119 respondents to BES-Net's online user survey, a sizable majority rated the website highly. This presents an excellent base for us to build on.
- Among the 118 partners to the Network, many have formed relationships with the programme and see it as a conduit to share information- whether it's the latest scientific research, an event, a survey or their own content. The newsletter in particular seems to be one of the most preferred channels for partners to engage.
- Wide scope of regions and issues, spanning Asia, Africa (Francophone and Anglophone), Latin America and the Caribbean allows for content to be produced in English, French, Spanish more effectively, as well as spotlighting a range of ecosystem issues and interventions promoted by the project.

Weaknesses and Threats: What is missing and Where do we need to improve?



- Based on the user survey findings and benchmarking our communications efforts against other programmes, there is a need to focus more on human-interest storytelling, policy impact and more accessible narratives of issues and solutions. This will require us to step away from process-oriented language and content and more on 3 Is: Issue, Intervention and Impact. This will be further elaborated under Section 4(c) on Key messages and storytelling.
- Bringing together users across platforms: Analytics figures and survey responses show that a lot of BES-Net's online audiences are quite fragmented, in that many who subscribe to the newsletter or are registered users on the website often don't follow the project on social media for example.
- Need to accelerate other forms of advocacy and outreach: Every project has in its arsenal a number of different communications tools and armour. While BES-Net's focus has remained on website and online knowledge management, there are more global, national and community level advocacy efforts that the project is uniquely placed to spearhead or be a part of. Investing in better digital storytelling, better outreach and advocacy, greater event and media exposure will go a long way to amplifying BES-Net's various pillars of work.
- Needing to speak to our audiences more clearly and in a more targeted way. Given the wide range of stakeholders (across science+ILK, policy, practice sectors) and other auxiliary partners, there is a need to tailor and customize our messaging and communications interventions for different audiences. This needs to take into consideration younger demographics, more female voices, more voices from developing country contexts, particularly the countries that we engage with.
- Engagement figures are under threat given changing social media algorithms that predicate more paid reach and demand a greater number of clicks and shareability of posts to drive reach and engagement. While growing followers is definitely a necessity, it cannot come without good engagement and this is a direct reflection of content and strategy. This is a common trend seen across channels with the newsletter (15-17% click rate on average) and Facebook (engagement of 62 impressions per post).

Opportunities: Where do we go from here?

- Content revamp: Building on BES-Net's credibility and ready platform of content, a focus on revamping content across the online channels to be more accessible, creative and relevant will be one area of work, further elaborated under the strategy. This will need to take place, with an upgraded website that can fully capture the breadth and depth of work under BES-Net II and reflect the collaboration among the three UN agencies more effectively as well as stronger storytelling and greater social media reach and engagement.
- Closer collaboration: Leveraging the expertise, platforms and resources of all three agencies to amplify messages around biodiversity and ecosystems and engage in joint communications and outreach activities
- Cross-pollinating themes to make messages more relevant: Jumping off from global and national assessments, making our messaging around biodiversity relevant across themes of climate action, health, economic development etc can help us better engage with a wide range of stakeholders and knowledge holders and promote mainstreaming of biodiversity in national policy agendas
- Speaking directly to different audience segments and embracing new audiences: Engage in specific, targeted communications activities at the national/community level and embrace newer audiences, taking into account younger demographics, more intergenerational action on biodiversity, more pooling of resources to undertake communications. Embracing new audiences include looking more at young conservationists, youth climate activists and digital creators and audiences from beyond G20 countries (who currently dominate user statistics).

This stocktaking, most importantly highlights that this is the right time for BES-Net II to ramp up communications efforts against the backdrop of global campaigns around nature and biodiversity, international calls for commitment and plans to support ecosystem resilience, marking the start of the decade on ecosystem restoration.

4. STRATEGY

BES-Net II's communications strategy borrows from principles of behaviour change and strategic communications that aims to push audiences through the awareness → action pathway, building knowledge using its different channels and leveraging the consortium member's own channels and partners'

Awareness:

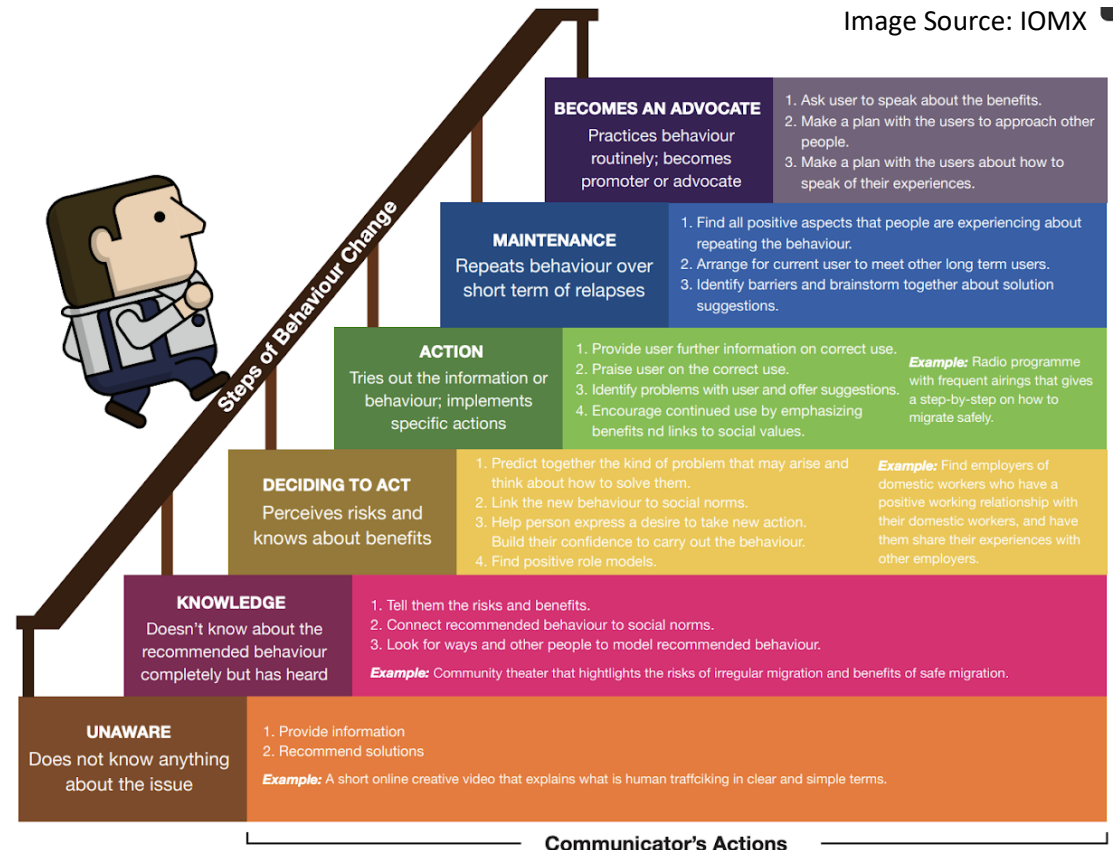
(About biodiversity loss and ecosystem degradation from a variety of perspectives and knowledge systems, need for policy change, implications of policy change on livelihoods, health and across sectors, examples of solutions in practice)

Action:

(Choosing to learn more, participate in assessments, Dialogues, implementation of solution funds, biodiversity platforms and other advocacy activities)

Advocacy:

(Serving as examples for others, engaging and mobilizing other audiences/ stakeholders, presenting findings, solutions at a regional and global level, driving change across sectors)



At the heart of this strategy is the concept of "storytelling" - How do we tell our own story? How do we document human faces and voices for issues of biodiversity and how do we support our partners in storytelling for behaviour change and advocacy? How can we then proceed to share stories as a way of transmitting knowledge about what approaches work?

4. A) PROJECT AIMS AND COMMUNICATIONS APPROACHES/ ACTIONS

Project Outcome and Outputs	Strategic communications actions
<p>In the target countries across IPBES regions, national and regional science-policy-practice capacity has been built to co-generate knowledge, jointly design evidence-informed, strategic and transformative solutions and effectively coordinate their implementation towards the shared vision of securing diverse, healthy and resilient ecosystems.</p>	<ul style="list-style-type: none"> (i) Raise awareness of and advocate for solutions for healthy and resilient ecosystems among target audiences. (ii) Create avenues at the national, regional and global level to highlight the latest evidence, policy options and civic action that stakeholders and knowledge holders can come together to achieve. Help audiences articulate their joint vision for resilient ecosystems coming out of the COVID-19 pandemic. (iii) Shift attitudes around biodiversity loss to reflect the urgency of the issue, the impact and relevance on communities in the target countries, particularly marginalized populations, the connections between ecosystems and climate, health and poverty and the policy actions needed to be taken.
<p>Shared vision and mode of collaboration agreed and acted upon among science, policy and practice communities for sustainable BES conservation and management in the target countries</p>	<ul style="list-style-type: none"> (i) Build greater knowledge of the role, function, mandates and actions of national BES platforms. Highlight the platforms as participatory mechanisms for stakeholders interested in learning and engaging with biodiversity issues in-country. (ii) Amplify the diversity and innovation of different solutions (bright spots) to different biodiversity issues across countries promoted through the BES solution funds. (iii) Spotlight global biodiversity agendas and their relevance and impact at the national level. Further highlight relevant learning and engagement opportunities for audiences to be involved in translating national issues and action to global commitments with IPBES, CBD, UNFCCC, SG’s Climate Task Force etc. (iv) Share regional experiences of successful collaboration and champions across countries to show positive deviants working to tackle biodiversity loss collaboratively and inclusively.
<p>Access to policy-relevant BES evidence base improved and utilization of new knowledge promoted in the target countries through the completed national ecosystem assessments, encompassing the summaries for policy-makers (SPMs)</p>	<ul style="list-style-type: none"> (i) Ensure findings from assessments are presented in multiple, accessible and creative ways to appeal to and educate a wide range of change-makers and build capacity among stakeholders to communicate, engage and inform. (ii) Articulate the links between ecosystem resilience and other current discussions around climate action, health and well-being and sustainable business, making a case relevant to the interests of each stakeholder and actors.

<p>and the technical reports for all relevant sectors as well as the communication materials and processes to facilitate uptake of the assessment findings</p>	<p>(iii) Advocate clear steps/ recommendations for building ecosystem resilience, coming out of the evidence presented by the assessments. Engage national-level opinion leaders in the advocacy to take action on the recommendations.</p>
<p>Triangular multi-sectoral stakeholder and knowledge holder dialogue and network strengthened at regional level to analyze the IPBES products and translate the relevant messages into concrete regional/national science+ILK, policy and practice decisions and actions</p>	<p>(i) Build greater relationships of trust, openness and continuous collaboration among stakeholders to arrive at common solutions and actions at the Trialogue.</p> <p>(ii) Amplify new ways of thinking about nature, biodiversity and ecosystems services, leveraging from multiple knowledge systems including indigenous and local knowledge</p> <p>(iii) Explain and offer the trialogue methodology as a resource and tool for actors across the BES spectrum to adopt, highlighting successes and outcomes.</p> <p>(iv) Help stakeholders, particularly in the practice sector raise their voices for biodiversity and ecosystem issues, human rights issues influenced by natural resources and demand accountability and seek collaboration from duty-bearers.</p>
<p>BES knowledge sharing enhanced through increased generation, dissemination and communication of resources by BES-Net and its partners among science, policy and practice communities</p>	<p>(i) Establish BES-Net’s brand as a collaborative platform for up-to-date BES knowledge, tools, information.</p> <p>(ii) Increase greater traffic to BES-Net’s online channels and promote native and creative content across different aspects of work and across national, regional and global levels.</p> <p>(iii) Build BES-Net’s online tools as a collective resource for awareness raising for consortium members and network partners.</p>

4. B) TARGET AUDIENCES- (PARTNERSHIP STRATEGY LINKAGES/ STAKEHOLDER ENGAGEMENT LINKAGES)

This communications strategy sets out a number of primary, secondary and tertiary audience members, building off the BES-Net II Stakeholder Engagement and Partnership Strategy, currently in draft/review. A detailed breakdown of audiences with potential suggestions for specific members (a non-exhaustive list) and

Audience	Specific members (non-exhaustive)	Expected (communication) objective from the audience	Types of Messages
<p>Policymakers in the environment and natural resource-based sectors and legislators working on environmental policy, and other relevant sectoral policymakers</p>	<p>Africa Ministry of Environment, Protection of Nature and Sustainable Development (Cameroon) Environmental Affairs Department (Malawi) Ministry of Environment and Forestry (Kenya) Federal Ministry of Environment (Nigeria)</p> <p>Asia Ministry of Ecology, Geology and Natural Resources (Kazakhstan) Office of Natural Resources and Environmental Policy and Planning (Thailand) (Cambodia and Viet Nam)</p> <p>Latin America and the Caribbean Ministry of Planning and Development (Trinidad and Tobago)-WP1 Dept of Environmental Affairs, Ministry of Foreign Affairs and Worship (Argentina)-WP2 Ministry of Environment and Natural Affairs (Dominican Republic)-WP2 Ministerio de Relaciones Exteriores (Colombia)-WP1</p> <p>Other Ministries/ Influencers Ministries of Planning and Finance Ministries of Women and Child Affairs Committees for Sustainable Development IPBES National focal points CBD Focal Points MEA Implementing entities UNCCD Focal ministries and departments Key Parliamentarians and elected representatives</p>	<p>Understand the value of and participate in the national BES platform</p> <p>Increase awareness about biodiversity issues coming from global assessments that may be relevant to their country and constituents</p> <p>Increase awareness about findings from their national ecosystem assessments</p> <p>Advocate and be involved in the development of national biodiversity strategies</p> <p>Be champions for biodiversity and ecosystems in their own sectors</p> <p>Move from awareness to action on conservation efforts</p> <p>Understand the value and participate in national and regional Trialogues</p> <p>Build relationships with members of the scientific community and the practice community</p> <p>Be aware of/ Understand ways to engage in the global IPBES process and in the CBD mechanisms</p>	<p>Latest data and evidence on ecosystem and biodiversity issues in the country context</p> <p>Specific calls for policy action, relevant to the change they can influence at their level</p> <p>State of progress on biodiversity conservation, ecosystem services against country's five-year plans, SDG goals and multilateral environmental agreements</p> <p>Relevance of biodiversity and ecosystem solutions for policymaker's specific sector and upcoming policy</p> <p>Socio-economic advantages of biodiversity and ecosystem protection</p> <p>Examples/ best practices from neighbouring countries or countries with similar development paths</p> <p>Advantages of participating in the assessment, in platforms and/or in Trialogues as relevant</p> <p>Opportunities to be involved in IPBES meetings, capacity building forums and high-level events</p>

<p>Subnational governments and policymakers; Subnational Governments, agencies, task forces, municipalities, Local chiefs</p>	<p>Provincial environment officers, provincial planning officers, district level officers, municipalities, local natural resource management committees</p>	<p>Participate and contribute to national biodiversity strategies and plans</p> <p>Ensure implementation and scale-up of BES solution funds</p> <p>Ensure compliance and enforcement of national/ subnational biodiversity laws</p>	<p>State of key ecosystems/ natural resources under threat in their constituencies and provinces</p> <p>Specific calls for policy action, relevant to the change they can influence at their level</p>
<p>Knowledge Holders- Scientific Community and Academia</p>	<p>Targeting scientists working on ecology, environment, geography, hydrology and topology, meteorology, climate science, Land use experts, conservationists, biologists, entomologists</p> <p>NEA Authors Global IPBES Assessment authors</p> <p>IDIAF (DR), Chulalongkorn and Kasetsart Universities (Thailand)</p>	<p>Help articulate the findings of the assessments in more accessible ways</p> <p>Participate in assessments, national BES platforms and Dialogues</p> <p>Engage with policymakers and practice sector representatives- sharing findings and co-developing solutions</p>	<p>Policy case for the latest findings from assessments and the emphasis for latest data</p> <p>BES-Net's different areas of work and opportunities to engage</p> <p>Value in engaging with policymakers and practice sector and immediate policy needs</p>
<p>Knowledge holders- social scientists working on natural resources/ climate sectors</p>	<p>IPBES social science experts Faculties of Arts, Social Sciences and Economists in academic institutions involved in the National Ecosystem Assessments</p>	<p>Help articulate the links between biodiversity loss and impacts on income, health, well-being, gender-based equity and/or violence</p> <p>Participate and contribute to assessments, national BES platforms and Dialogues</p>	<p>Latest findings from the assessments, exploring implications for communities and livelihoods</p> <p>Value in engaging in the assessment process, in Dialogues or implementation of BES funds</p> <p>Opportunities to participate in IPBES public reviews, meetings, high-level events</p>
<p>Knowledge holders- indigenous peoples and local communities</p>	<p>(TBD)</p> <p>ILK knowledge holders and scholars Indigenous peoples and local communities representatives, organizations and networks Global IPBES assessment contributors</p>	<p>Share knowledge, experiences, findings in biodiversity conservation and building ecosystem resilience, and provide information on environmental trends</p> <p>Share distinct philosophies, ethical and spiritual systems that can interpret</p>	<p>Information about policy changes in biodiversity, ecosystems and related natural resource sectors and opportunities to participate/ engage.</p> <p>Value in engaging in the assessment process, in Dialogues or implementation of BES funds</p>

		<p>environmental phenomena in different ways</p> <p>Participate and contribute to assessments, platforms and Dialogues</p> <p>Promote and adopt local solutions that can help build ecosystem resilience</p> <p>Provide a platform for ILK holders to share their knowledge with the public</p>	<p>Opportunities to participate in IPBES public reviews, meetings, high-level events</p> <p>Value in collaborating with scientists, policymakers and other knowledge holders</p> <p>Examples/ solutions from other communities on building ecosystem resilience; advantages and relevance to communities' own context</p>
<p>Knowledge holders and other local communities and community-based organizations</p>	<p>Beekeepers, Organic cacao producers, Avocado farmers, Tomato, vegetable farmers (DR) and fishing communities</p>	<p>Learn from communities/ communities share knowledge, experiences, findings in biodiversity conservation and building ecosystem resilience</p> <p>Participate and contribute to assessments, platforms and Dialogues</p> <p>Promote and adopt local solutions that can help build ecosystem resilience</p> <p>Organizations advocate for participation in biodiversity strategies and plans</p> <p>Collaborate with different actors in implementing local solutions</p>	<p>Information about policy changes in biodiversity, ecosystems and related natural resource sectors and opportunities to participate/ engage.</p> <p>Value in engaging in the assessment process, in Dialogues or implementation of BES funds- opportunity to engage directly with policymakers etc.</p> <p>Opportunities to participate in IPBES public reviews, meetings, high-level events</p> <p>Value in collaborating with scientists, policymakers and other knowledge holders</p> <p>Examples/ solutions from other communities on building ecosystem resilience; advantages and relevance to communities' own context</p>
<p>Knowledge holders- NGOs in the environmental sector, other civil society organizations</p>	<p>FVDD (Togo) Grabe Benin (Benin)</p>	<p>Learning more about biodiversity's links with climate change, pollution, chemicals and waste.</p> <p>Identify opportunities for collaboration or</p>	<p>Latest data and evidence on ecosystem services and biodiversity issues in the country/ regional context</p> <p>Specific calls for policy action, relevant to the</p>

		joint advocacy	change they can influence at their level State of progress on biodiversity conservation, ecosystem services against country's five-year plans, SDG goals and multilateral environmental agreements
UN BES-Net Consortium members	UNDP, UNEP-WCMC, UNESCO	Stay updated about the project's progress, share new ideas, learning resources etc. Joint branding of the project's key assets and visibility Channel project updates to wider organizations	Progress updates and latest solutions from different aspects of the work Collaborative nature of the project and donor visibility Jointly owned project assets- publications, brochures, videos, microsites etc.
BES-Net Partner organizations	118 partner organizations	Participate more actively in the Network's different areas of work Share information about their organizations' work with others Collaborate and Explore areas of joint advocacy at the national and regional level	Latest data and evidence on ecosystem and biodiversity issues in the global context Opportunities to participate in assessments (IPBES and National), Trialogues Progress updates about BES-Net and upcoming campaigns etc.
Wider UN and other development partners	FAO, Wider UNEP, UNDP, UN-REDD, UN Women, SG's Climate Task Force EU, SwedBio, BMU, Sida, JICA, KOICA, Canada (?), Norwegian Ministry of Environment, World Bank, GCF, GEF	Collaboration/ identification of common priorities and partnerships Joint advocacy and campaigning at the global level on biodiversity and ecosystem issues Resource mobilization	BES-Net's key messages, value of the network, the latest information from assessments, any upcoming campaigns etc. Relevance/ commonalities of BES-Net's mandate, goals and activities with development partners' own goals Select achievements and impact at the policy level and the grassroots

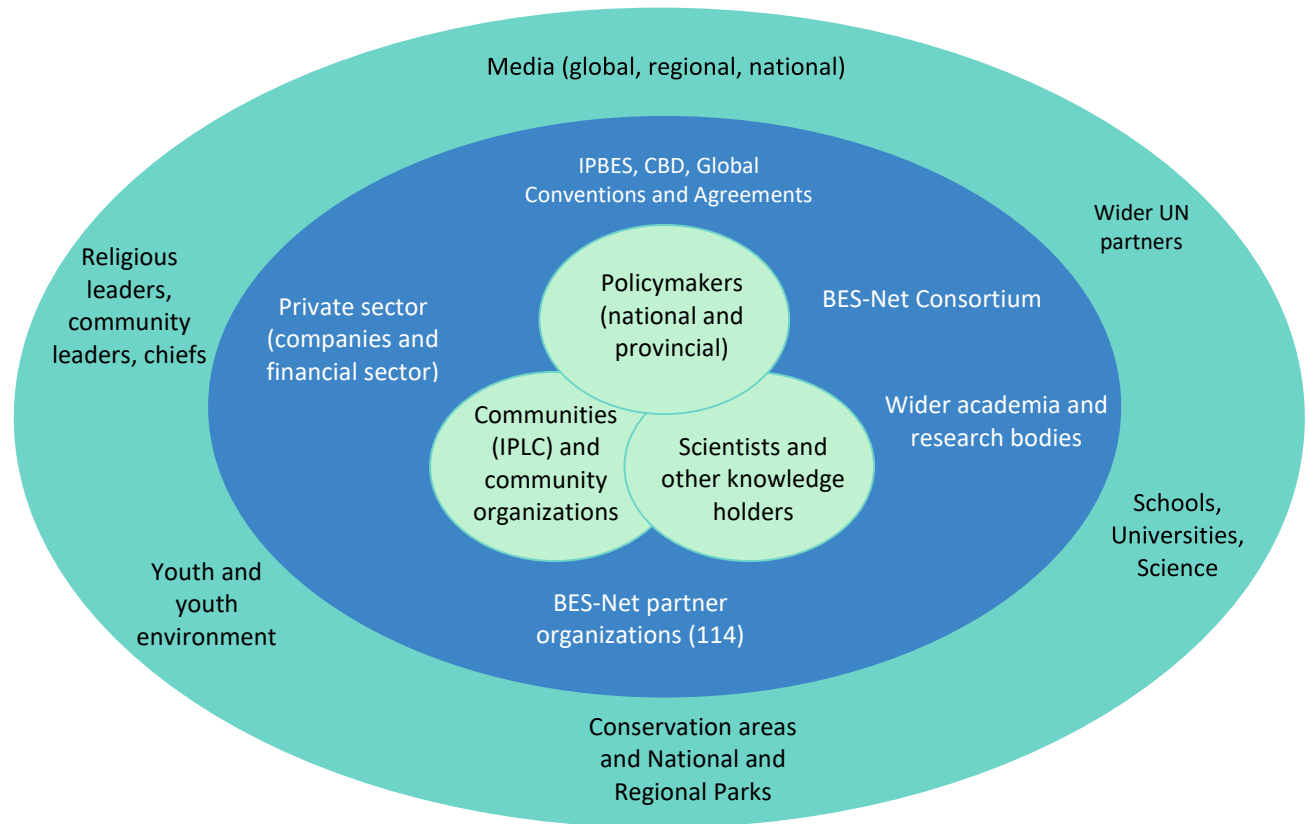
<p>Private sector-companies and small and medium enterprises in natural resource sectors</p>	<p>(linked to NEA)- Tourism, Hospitality, Agro-industries, Large scale consumer goods, forest-risk commodities</p> <p>Malawi Chamber of Commerce and Industry African Parks associations</p> <p>Public-private consortiums and forums</p>	<p>Participate in national biodiversity platforms, Trialogues</p> <p>Establish new ways of working with governments and communities in a way that environmental impact assessments are well-managed and conservation/ sustainable use is promoted</p> <p>Adopting Better business models and supply chains, adoption of sustainable forest certifications, building greater</p>	<p>Impact of biodiversity loss/ ecosystem degradation on supply chains for private sector commodities; impact on economy and markets</p> <p>Findings of latest assessments, upcoming policy changes that can have implications on business</p> <p>Role in ecosystem restoration and building resilience</p> <p>Practical examples/ positive deviants of other companies who may be greening their supply chains, minimizing the impact on ecosystems, CSR initiatives etc.</p>
<p>Financial sector</p>	<p>National banks, Agricultural credit unions</p>	<p>Participation in national biodiversity platforms, Trialogues, BES Solution funds</p> <p>Drive greater investments towards ecosystem restoration initiatives, greening credit lines, providing new lines of credit for local communities dependent on ecosystems etc.</p>	<p>Examples of various BES solution fund recipients and activities</p> <p>Value of engaging in the Triologue process and in national biodiversity platforms</p>
<p>Multilateral Convention Secretariats</p>	<p>IPBES Secretariat, UN CBD, UNFCCC</p>	<p>Recognize BES-Net's work as critical to the implementation of global commitment</p> <p>Provide opportunities for visibility and knowledge sharing at the global level</p>	<p>Progress updates- examples of impact at the policy and grassroots level</p> <p>Opportunities to make connections from the national level to the global level- authors, campaigns, studies, assessments.</p>
<p>Youth conservation groups and youth leaders on climate change</p>	<p>Focus on young conservationists, youth scouts movement, school environment and civic clubs</p>	<p>Participate in public awareness drives around the assessments/ BES solution fund implementation</p> <p>Share the latest information about</p>	<p>Latest data and evidence on ecosystem and biodiversity issues in the global, regional and country context</p> <p>Information about BES solution funds</p>

		biodiversity risks and ecosystem degradation in accessible ways among their own networks to drive awareness and action	Messages around individual choice and behaviours, drivers of unsustainable ecosystem use that is linked to lifestyle choices, the urgency of biodiversity loss and different measures
Religious leaders/ community leaders	Buddhist Sanghas in Thailand, Christian Church Dioceses of Malawi, Dominican Republic (linked to NEA) Interfaith Rainforest Initiative (also works in Colombia and DRC) GreenFaith Other Regional leaders: Catholic Environmental Campaign (Kenya). Catholic Youth Environmental Network in Africa, Kasisi Agricultural Trust (Zambia)	Encourage their own networks/ followers to learn more about biodiversity issues in their context, adopt more nature-friendly practices and consumption patterns Influence public support for policy changes for biodiversity conservation and ecosystem restoration	Latest data and evidence on ecosystem and biodiversity issues in the global, regional and country context Specific calls for policy action and public support, relevant to the change they can influence at their level Examples/ best practices from neighbouring countries or countries with similar development paths
Schools, Universities and Science Museums	(For BES-solution funds- Trinidad and Tobago- iPollinator etc)	Participate in BES-solution fund implementation where appropriate (like Trinidad and Tobago) Encourage their own networks/ followers to learn more about biodiversity issues in their context, adopt more nature-friendly practices and consumption patterns	Latest campaigns from the global and national level Latest data and evidence on ecosystem and biodiversity issues in the global, regional and country context and opportunities to integrate them into the school curriculum and extracurricular activities Specific calls to action and practical examples/ case studies to share from grassroots organizations
Conservation areas and National Parks authorities	Malawi-Zambia Conservation Area	Gathering data and evidence for assessments Implementation and participation in	Information about policy changes in biodiversity, ecosystems and related natural resource sectors and opportunities to participate/ engage.

		<p>biodiversity strategies and policies</p>	<p>Value in engaging in the assessment process, in Trialogues or implementation of BES funds- opportunity to engage directly with policymakers etc.</p> <p>Opportunities to participate in IPBES public reviews, meetings, high-level events</p> <p>Value in collaborating with scientists, policymakers and other knowledge holders</p> <p>Examples/ solutions from other communities on building ecosystem resilience; advantages and relevance to communities' own context</p>
<p>National and Regional Media companies/ Traditional Media</p>	<p>CNN en Espanol, MundoVision, Grupo Clarin, BBC Africa, Thomson Reuters Foundation, France24, Al Jazeera, Africanews, Bangkok Post, The Nation, Viet Nam News, VTV, Khmer Times, Cambodia Daily, Phnom Penh Post</p>	<p>Advocate for policy change and keep governments and businesses accountable for the protection of ecosystems</p> <p>Participate in public awareness drives around the assessments/ BES solution fund implementation</p> <p>Share the latest information about biodiversity risks and ecosystem degradation in accessible ways among their own networks to drive awareness and action</p>	<p>Specific case studies around endangered species, loss of ecosystems, champions from the grassroots influencing change, the role of indigenous peoples and local communities, upcoming policies and public engagement around policy</p> <p>Specific calls to action and practical examples/ case studies to share from grassroots organizations</p> <p>Information about policy changes in biodiversity, ecosystems and related natural resource sectors and opportunities to participate/ engage.</p>
<p>Social Media Influencers/ Bloggers/ Celebrities/ Content creators</p>	<p>(TBD)</p>	<p>Encourage their own networks/ followers to learn more about biodiversity issues in their context, adopt more nature-friendly practices and consumption patterns</p>	<p>Messages around individual choice and behaviours, drivers of unsustainable ecosystem use that is linked to lifestyle choices, the urgency of biodiversity loss and different measures</p>
<p>Telecom companies</p>	<p>MTN, Airtel Africa, Orange etc.</p>	<p>Participate in public awareness drives</p>	

		<p>around the assessments/ BES solution fund implementation</p> <p>Share the latest information about biodiversity risks and ecosystem degradation in accessible ways among their own networks to drive awareness and action</p>	
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Circles of Influence and Audience Positioning





4. C) KEY MESSAGES, WHAT IS BES-NET'S VOICE AND STORYTELLING?

The Biodiversity and Ecosystems sector is fast growing into a crowded space with different actors at different levels keen to put out their own messages. Networks and communities of practice in particular are plenty based on a theme. As BES-Net, we need to differentiate ourselves and create value for our audience through our messaging and storytelling. As a general rule, our messaging needs to be more accessible and understandable. Our messages can be statements about our mandate, our goals, the issues we focus on, the solutions we champion, among others. Here are a few values to adopt/ follow in our messaging that will help set our brand apart:

(i) Data-driven: Evidence comes in different forms but rooting our story in fact over theory makes it more impactful. Statistical figures and models can be better visualized and supported by a human face/ testimony. Campaigns and campaign asks need to be rooted in evidence. The focus on multiple evidence gives us the freedom to bring in social science perspectives and lean on a variety of knowledge-holders.

(ii) Solutions-oriented: Climate and biodiversity news and messaging can often be apocalyptic and gloomy and thereby, push audiences towards denial or apathy. Focusing on tangible solutions and the champions who lead them are inspiring pieces of content that can engage audiences to act. This helps reinforce positive behaviours and shift perspectives.

(iii) Impact/ Results over process: This speaks to a general practice of results-based management that governs a lot of UN programmes. The focus of a lot of BES-Net's previous content has been on process. While this may be crucial to the functioning of the programme it speaks to a limited audience. Per both UNDP and UNEP communication guidelines, stories about workshops aren't encouraged unless critical decisions or actions emerge from the same. Matching "process stories" with clear results helps carry messages further.

(iv) Empathetic and accessible: Appealing to people's emotion and thirst for storytelling helps drive more rational calls to action that we make. Encouraging audiences to change their perceptions and behaviours, think about what one thing you'd like the audience to walk away with. Creating recall in the audience's memory is critical to encourage them to climb the ladder up to action. Using simple and straightforward language is absolutely essential, stepping away from acronyms and jargon that we may be accustomed to.

(v) Inclusive: The project, with its strong focus on indigenous peoples and local communities, has a golden advantage to expand the kinds of narratives about biodiversity knowledge and values beyond what is regularly seen and heard in public discourse. To this end, putting the spotlight on intersectional voices- rural voices, indigenous voices, women's, young people's, people with disabilities, people across sectors gives us multiple avenues to make the connections between nature's contribution to people and people's duty to protect nature simultaneously.

Below are some indicative messages based on BES-Net's work and focus. Please note- these are meant to be a starting point to build more contextual messages, based on country, IPBES assessments findings and more, taking into consideration power dynamics, language and semantics of each of these messages.



Message 1: Biodiversity loss, climate change and the spread of pandemics are three closely linked crises unfolding in our lifetime with the impacts reaching for many generations ahead. Changes in land use, unsustainable agriculture and wildlife trade and exacerbating consumption patterns disrupt nature and its many interactions. An estimated 1.7 million new viruses remain undiscovered in mammals and birds and nearly 49% of these are capable of infecting people. The latest studies from the Intergovernmental Science-Policy Platform for Biodiversity and Ecosystem Services offer us a solid and growing evidence base. There is an urgent need to address biodiversity loss and reset our relationship with ecosystems, their resilience and the many services nature has to offer.

Message 2: A biodiversity-friendly, low carbon and inclusive path to growth is the need of the hour. While scientists and policymakers need to come together to pass national and subnational biodiversity strategies and plans and affirm their global commitment to biodiversity conservation, the practice sector and other knowledge systems cannot be ignored. The practice sector spans civil society groups, indigenous peoples and local communities, farmers unions, forestry officials and private sector companies and enterprises, etc., all have a critical role and crucial knowledge that contributes to BES conservation. The Biodiversity and Ecosystem Services Network (BES-Net) brings together these different actors to build collaboration and commitment for the sustainable use of biodiversity and ecosystem services.

Message 3: BES-Net is a unique collaboration bringing together the strengths of UNDP, UNEP-WCMC and UNESCO to support countries to establish sound evidence base on the state of ecosystems, engage actors across science, policy and practice fields to collaborate and share skills, develop and implement nature-friendly policies and drive investments towards grassroots-led solutions for biodiversity conservation and ecosystem resilience.

Message 4: Building back from this pandemic, with a focus on nature, requires us to trust and learn from multiple sources. What scientists can tell us, indigenous peoples and local communities are corroborating, experiencing and adding to. Due to their sustained connection with nature, many indigenous and local communities have detailed and diverse knowledge that may be unavailable to the science community. We need to listen and learn from indigenous and local knowledge, in addition to science, if we are to implement the right solutions from the ground up. Building the right evidence base for nature-friendly policies requires the participation and engagement of indigenous voices and traditional knowledge from local communities.

Message 5: National Ecosystem Assessments are a vital stepping stone for countries developing their biodiversity policies and plans. 11 countries so far are benefitting from an up-to-date study of where their natural resources stand and what are the imminent threats they are facing. This helps decision-making across sectors, implementing global agreements and fostering cooperation among all knowledge holders. National Ecosystem Assessments are critical in supporting the implementation of the UN Convention on Biological Diversity.

Message 6: National Biodiversity Platforms are catalysts for action, galvanizing public support and policy commitments in countries to meet their biodiversity goals. BES-Net's experience with establishing and supporting national biodiversity platforms offers numerous lessons. These platforms allow scientists, policymakers and other knowledge holders to come together to act and lead solutions to build ecosystem resilience.

Message 7: Breaking silos that separate scientists, policymakers, indigenous peoples and local communities and other actors in biodiversity conservation is critical to jointly designing and implementing solutions. Dialogues are an innovative methodology, pioneered by BES-Net that build trust, learning and experience among these diverse actors to come together and co-create solutions. Dialogues urge actors to build new relationships, use all five senses in understanding the value of

nature in our lives and learn across levels and borders about the new policy and grassroots initiatives to conserve biodiversity.

Message 8: Policy support, provided by BES-Net is matched with small catalytic investments for innovative solutions at the national level. The “solution funds” are being provided to nearly 18 countries, driving a range of different solutions from civil society, indigenous peoples and local communities of participation to citizen science initiatives to public awareness missions to knowledge databases and capacity building for decision-makers. Channelling investments towards grassroots solutions is critical towards ensuring biodiversity and ecosystem commitments move towards action and public engagement.

Tips when tailoring messages and telling stories:



Refer to specific biodiversity themes. For example, pollinator conservation, marine and coastal ecosystems, sustainable agriculture, changes in land use etc.



Customize your message to the country context. Use country-specific data, environmental values and speak to the country’s immediate policy priorities or citizen movements in conservation.



Speak in simple terms, translate messages into local languages but be conscious of the semantics of specific words in specific cultures



When referring to different groups of people/ actors, be conscious of power dynamics in who is speaking, how are they spoken about, avoiding stereotyping etc.

4. D) TACTICS AND CHANNELS

Global Level: Programme Communication, Digital Engagement and Advocacy

Policy influencers, IPBES, CBD, Global coalitions around conservation organizations, Scientific bodies and indigenous peoples and local communities, academia, media, private sector etc.

- | | | | |
|---|---|--|--|
| 1) Leverage high-level forums to gain exposure for biodiversity and | 2) Use data visualization and storytelling to drive greater | 3) Use storytelling, multimedia and digital content like the | 4) Build a coalition of creators from across regions- photojournalists, bloggers, artists, |
|---|---|--|--|

ecosystems solutions emerging from the project and its partners. Build strategic and institutional partnerships across the spectrum to involve more audiences in the conversation (Eg. Nature for Life Hub 2020)	membership into the network and greater visibility for solutions from the grassroots and corresponding policy implications at the global level	existing newsletter, podcasts, 360-degree experiential video and animations to reach influencers and experts to drive a global conversation and call to action	writers, experts to help in articulating the links between global discussions around biodiversity in 2021-2022. A crowd-sourced microsite for BES stories and solutions from across the world is a good way to capture different kinds of creations
REGIONAL LEVEL: Advocacy and Digital Learning			
Policymakers, scientific bodies, other knowledge holders, media, influencers, conservation bodies/ regional parks alliance, private sector etc.			
1) Use social media-facebook lives, Twitter hangouts to bring international experts and community voices (including indigenous peoples and local communities) together to discuss and engage regional audiences in English, French and Spanish, Russian and local languages on intersectional issues Capitalize on social media to promote knowledge exchange/conversations among knowledge holders	2) Using film/ documentaries as a way to engage wider regional audiences in conversation, curating content from each sub-region to host online/ live film festivals on biodiversity and ecosystems issues	3) Use a MOOC or gamification approach to create a “learn and play” experience about different biodiversity and ecosystem issues to galvanize young regional audiences to engage with the evidence. (Refer: Mission 1.5/ People’s Climate Vote)	4) Create regional/ sub-regional leadership alliances that create spaces of conversation about common regional experiences, challenges and solutions. Look at repurposing communities of practice within the project such as the SGA Network or BES-Net online channels to host informal, conversational networking opportunities for regional leaders
NATIONAL and SUBNATIONAL LEVEL: Programme communications			
Policy-makers across levels, scientific bodies and academia, NGOs and other knowledge holders, national media			
1) Engage independent journalists and national media through media trips, training workshops and interviews to gain greater coverage for key findings from assessments, priority biodiversity issues and achievements of the national biodiversity platform	2) Establish “green entrepreneur hubs” along with the private sector to accelerate local innovation on biodiversity and ecosystem services and help mobilize greater investment for public-private partnerships in biodiversity	3) Mobilize student youth clubs, universities, science museums and national level cultural partners to build experiential learning curriculums and run national youth-led campaigns on conservation and ecosystem	4) Set up a national training module within Ministries of Information, Broadcasting/ Education to help national stakeholders communicate about biodiversity. Through the BES platform, build capacity among national teams and leaders to be able to run their own advocacy initiatives such as “national

		issues	roadshows” or exhibitions that introduce different ecosystem restoration interventions or pollinator-friendly development techniques for example
SUBNATIONAL and COMMUNITY LEVEL ENGAGEMENT: Communicating with communities and social mobilization			
Local researchers, indigenous peoples and local communities, community-based organizations, local media etc.			
1) Build awareness about biodiversity and ecosystem issues specific to the community’s context using traditional media such as community radio, public art and murals and local theatre, music etc.	2) Leverage the power of social mobilization through women leaders, to build relationships among communities to articulate solutions, changes in behaviour and motivate others to adopt similar behaviours. Leverage networks through digital clubs as spaces of learning and WhatsApp groups where possible.	3) Use an ICT4D approach to gather citizen science through a two-way SMS system or any other technological platform, encouraging communities to systematically gather and share information about different species and ecosystem services critical to their lives and livelihoods	4) Adopt participatory video or any other community-controlled media as a way for community members to share their own stories and advocate for policy changes and practical solutions with other audiences

4. E) WEBSITE AND ONLINE ENGAGEMENT

The project has the following online channels to leverage to increase visibility and outreach, with direct reference and accountability to output 4 of the project’s core work on knowledge-sharing:

(i) Website Presence

- **BES-Net project website:** www.besnet.world
This website acts as a calling card for the project and is essential to sharing information about the issues we work on, our mandates, the support we provide, progress and solutions is steadily attracting new visitors annually, crossing 23,000 website sessions as of 2020. The website is currently independent and hosted under UNDP on a drupal V platform through a third-party service provider. The website’s contents are available in English and French and include project information, reference to services, upcoming events, stories and news highlights, latest studies and documents from partners, photos, job



opportunities from within and outside the network etc.

Detailed benchmarking analysis and recommendations for change are provided in the annex. Please see here.

A revamp of the website has been planned for Q1-Q2 of 2021, considering the evolving needs of the project as it moves into Phase 2. This revamp will include the following:

- Reorganization of website wire-frame and site-map
- Update of content in English and French
- Embedding social media channels including a gallery/ Flickr for photographs and social media cards and YouTube/ Vimeo for video integration
- Updated landing page for human-interest stories
- Improved back-end, either replacing current functionalities of back-end forums and threads linked with Facebook groups
- Potential migration to a sleeker and contemporary website design along with hosting on WordPress

Detailed terms of reference for the website revamp as well as a plan for testing, launch and roll-out of the new website will be developed in the coming months. Attracting traffic for the website can be pursued through a focus on attractive and unique content and clean, and visually appealing design, Investing in SEO, Social media – posts, plugins on the webpage for easy sharing of content, paid and unpaid advertising, Guest blogging (two-ways), Google keyword tools, email marketing, visibility at Conferences, forums, knowledge products etc.

- **SGA Network Website:** <http://www.ecosystemassessments.net/>

The Sub-global Assessment network website, administered by UNEP-WCMC is a useful resource for regional, sub-regional audiences interested in issues and updates around the national ecosystem assessments in particular. The website also includes the latest training events, a mentoring scheme for participants and resources for practitioners. A systematic revamp of this website is also planned for Q1-Q2 2021, with improved functionalities and design, led by the UNEP-WCMC team. It is recommended to include a landing page/ section on this website with information about the BES-Net Initiative and with essential links to the main website, social media channels and the latest information on upcoming events, select publications and resources.

- **Landing pages on UNDP, UNEP-WCMC and UNESCO:**

Global websites for UNDP, UNEP (UNEP-WCMC) and UNESCO get over 10 million site visits on average, every year. Leveraging this online presence with clear, easily accessible landing pages, content and links on other strategic pages can help drive greater traffic to the BES-Net website and channels. Furthermore, each landing page can emphasize the collaboration and the unique role that the respective agency plays in the collaboration.

For UNDP, the key pages would be:

<https://www.undp.org/content/nairobi-gc-red/en/home.html>,

<https://www.undp.org/content/undp/en/home/2030-agenda-for-sustainable-development/planet/environment-and-natural-capital.html>,

<https://www.undp.org/content/undp/en/home/2030-agenda-for-sustainable-development/planet/environment-and-natural-capital/biodiversity-and-ecosystems-management.html>



For UNEP and UNEP-WCMC the key pages would be:

<https://www.unep-wcmc.org/featured-projects/national-ecosystem-assessments>

<https://www.unep.org/explore-topics/ecosystems>

<https://www.unep.org/explore-topics/ecosystems/about-ecosystems#ourwork>

For UNESCO, the key pages would be:

<https://en.unesco.org/links>

<https://en.unesco.org/themes/geology-ecosystems-and-biodiversity>

<https://en.unesco.org/themes/biodiversity/governance>

<https://en.unesco.org/themes/biodiversity>

(ii) Social Media Presence:

Building off the social media strategy/ guideline from Phase I, the project has the following handles to leverage::

BES-Net Core Handles	UN Corporate Handles
Facebook: https://www.facebook.com/besnet.world Twitter: @BESNet_UNDP (proposed to change to @BESNet with the launch of the new website) LinkedIn: https://www.linkedin.com/company/10346158 YouTube: https://www.youtube.com/channel/UC5sFhtHP562kEqPB3VQCVWA	UNDP Facebook: https://www.facebook.com/UNDP Twitter: https://twitter.com/UNDP_GCRED , https://twitter.com/UNDPClimate and https://twitter.com/UNDP YouTube: youtube.com/c/UNDPClimate and https://www.youtube.com/user/undp Instagram: LinkedIn: https://www.linkedin.com/company/undp UNEP-WCMC Facebook: https://www.facebook.com/unepwcmc Twitter: https://twitter.com/unepwcmc , https://twitter.com/UNEP YouTube: https://www.youtube.com/channel/UCNdvgU-8cKxqY2v2PEEhgg and https://www.youtube.com/user/UnepAndYou Instagram: https://www.instagram.com/unep LinkedIn: https://www.linkedin.com/company/unepwcmc UNESCO



	Facebook: https://www.facebook.com/unesco Twitter: https://twitter.com/UNESCO YouTube: https://www.youtube.com/user/unesco Instagram: https://www.instagram.com/unesco/ , https://www.instagram.com/unesco.earth LinkedIn: https://www.linkedin.com/company/unesco/
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- Countries of origin for BES-Net’s social media followers: (based on Facebook analytics): Morocco, Cameroon, India, USA, Kenya, Brazil, Italy, Mexico, Philippines, Spain, Germany.
- Age and gender demographics for BES-Net’s social media followers: 66% male, 34% female, 59% of Facebook followers are 45 years of age and below.
- Kinds of content attracting the most engagement: social media cards with one key message, GIFs, summaries of discussions in easy and simple language that are shareable.

Social media continues to be the most popular way to build engagement with audiences, with platforms like TikTok, Instagram entering the conversation around biodiversity and ecosystem protection. Each platform offers its unique set of audiences and different levels of engagement, so it must be kept in mind that a one-size-fits-all approach will not be effective. Using social media effectively requires experimentation and trial-and-errors for different kinds of content, timing and language.

Social Media Tactics for BES-Net Phase 2

- ◆ Tailor messages for each platform and audience
- ◆ Prioritize native, pre-produced content in a 60:40 ratio of shared content
- ◆ Invest in paid ads for strategic pieces of content on platforms like Facebook and LinkedIn to boost engagement
- ◆ Keep the message tone on social media as conversational, inviting and relatively informal
- ◆ Instead of posting about events, post about event summaries- 3 key takeaways in the discussion. Resist from live-tweeting events describing what is going on. Focus on the message or key learning instead
- ◆ Create opportunities for user-generated content - quizzes, polls, campaigns encouraging audiences to participate in the conversation and share their experiences
- ◆ Don’t shy away from tapping
- ◆ Keep things visual as much as possible. Use attractive images, simple messages, GIFs, graphs that are easy to understand, charts, short video reels etc.
- ◆ influencers who post about sustainability, biodiversity, conservation, climate change and ecosystem resilience. Engage them in strategic conversations or “social media take-overs” to attract more followers and engagement



(iii) Other digital presence:

Partnering with many of BES-Net’s own network of 118 partners in a two-way style to share strategic information of relevance to the organization’s mandate can prove useful. Tapping other knowledge partners including IUCN, GGKP, New Scientists, ScienceDaily, Mongabay, The Conversation, Ecobusiness, Global Landscapes Forum, CIFOR for example, can also help amplify the project’s findings and impact.

(iv) ICT4D and digital innovation:

The strategic use of ICT4D or Information and Communication Technology for Development in delivering and gathering critical information from communities and local level leaders and officials is a useful way to engage and communicate.

Information and Communication Technologies or ICT4D for short is an approach that leverages the power of new age, fast evolving technology to provide information, change behaviours and create platforms for groups to communicate. ICT4D interventions usually target a social, economic or environmental goal and are effective when implemented alongside a development project or programme that includes policy interventions, capacity building and financial assistance. Various development organizations from UNICEF, WFP to WWF, World Bank and Oxfam have been using ICTs over the last decades to promote participation, gather data and information and deliver services. Even within BES-Net we have seen such initiatives take fruit and yield tangible results.

Across 3 of the project’s key areas- implementation of BES solution funds, participation in Dialogues and multi-stakeholder engagement and in national ecosystem assessments, the use of data tools and promoting citizen science can prove beneficial in a number of different ways.

In many countries, indigenous groups, women and marginalized communities are often among the last to receive information channeled from local authorities on climate, crops, disaster warnings, news of policies and schemes. However, in a fair number of communities, despite issues of digital divide, ownership of a mobile phone or internet connectivity is fast-becoming a priority. Examples from Asia and [Latin America](#) show indigenous tribes deploying mobile phones as monitoring mechanisms over their lands. Particularly during COVID-19 times, the use of digital technology in a natural, unforced way can be the best way to connect and carry out a number of different functions.

Many agencies and organizations have deployed ICT4D to the following ends:

Goal	Example	Intervention
Gathering, managing and monitoring ecosystems data	iNaturalist Open Source Platform in the Caribbean https://www.inaturalist.org/	Open-sourced data platform for communities to collect, document and curate data on species. It

	<p>Project RAPID (Sigfox Foundation) looking at real-time anti-poaching intelligence</p> <p>Mapx https://www.mapx.org/</p> <p>Rainforest Connection in Peru https://www.rfcx.org/our_work</p>	<p>uses a machine-learning algorithm to mine through data and has been piloted in a number of different countries</p> <p>Combing GPS trackers and low-powered IoT devices to gather real-time data on endangered species useful to track poaching</p> <p>Open source platform for spatial data sharing, analysis and visualization</p> <p>Using mobile phones as acoustic monitoring systems for illegal deforestation</p>
Promoting participation	<p>U-report (UNICEF) https://ureport.in/about/</p> <p>Ushahidi (Global footprint) https://www.usahidi.com/</p>	<p>SMS and social media based platforms for citizen reporters to discuss issues that concern them</p> <p>Global mapping and survey platform to promote engagement on civic issues, political participation and more</p>
Changing behaviours	<p>Viamo, UNICEF, FHI 360 https://viamo.io/case-studies/sbcc-use-cases/</p> <p>Upande Smart Water metering Service https://urbantechbets.org/water-metering</p>	<p>Using voice messaging, two-way-SMS systems to encourage and influence people to access services, monitor health outcomes and well-being</p>
Delivering Services	<p>UNICEF Innovation’s Drone Service in Malawi and Vanuatu https://www.nytimes.com/2018/12/17/health/vanuatu-vaccines-drones.html</p>	<p>Using drone services and mobile services to deliver vaccines to remote and marginalized communities</p>

	UNDP's e-Vin mobile application for vaccine delivery in India https://www.undp.org/content/undp/en/home/blog/2017/8/2/Opinion-How-technology-is-helping-India-move-toward-smart-service-delivery.html	
Advocacy	Wild Immersion https://en.wildimmersion.io/ https://earthxr.org/wildimmersion/	Using blended learning and experiential technology such as Augmented Reality or Virtual Reality to recreate conditions of ecosystems and drive empathy and engagement in advocacy

Implementing an ICT4D approach requires thorough feasibility studies, multiple partnerships to ensure the intervention is inclusive and effective, not to mention resources. While this is merely an indicative approach for this strategy, it's important to understand the challenges in applying an ICT4D approach for communicating:

- i. Resources –Mobilizing partnerships with technology service providers, internet service providers and mobile phone service providers will be vital to match resources and to be able to implement such a strategy at scale.
- ii. Data Privacy and information security concerns over information gathered on an app or an online platform.
- iii. Breaking digital literacy barriers- creating intuitive, easy to use platforms or services can increase effectiveness of the tech solution.
- iv. Applying a technology solution at scale and replicating this across contexts.

4. F) INDICATORS AND COMMUNICATIONS MONITORING FRAMEWORK

This strategy is intended to be a living document, jointly owned and adopted by all three agencies and other partners of BES-Net as relevant. Monitoring this strategy is already in some sense, embedded into the BES-Net logframe/ monitoring framework under Output 4.

The main indicators, upon discussion and revision within the UNDP BES-Net team in early 2022, per the BES-Net Phase II project document are categorized into four main aspects:

- Visibility and Voice (articles, thought leadership, knowledge products)
- Website and Social Media Engagement (users, user engagement, followers, impressions)
- Behaviour Change (awareness and action)
- Brand Recognition (partners and country teams adhering to and using BES-Net's brand and visual identity)



Indicators	Unit	Targets
Visibility and Voice		
No. of stories (including multimedia) on BES-Net channels and average and cumulative website hits for stories	# of stories (with average no. of hits)	24 articles/ year
No. of stories (and impressions /mentions if available) related to the project on other UN channels	# of stories	12 stories in other UN channels by 2028; (minimum 2/ year)
# and reach of stories on national and/or regional print media, broadcast, digital media referencing the project and/or its activities	# of mentions and reach if available	16 media mentions in print, TV, online channels by 2028 (minimum 2/ year)
Knowledge products developed and published by the project or products produced by the consortium and partners that that reference BES-Net and its activities	# of knowledge products- reports, briefs and/or # of mentions	4/year
Website and Social Media Engagement		
All users, new users, registered users and experts	# of users and experts	5% increase year on year
Website number of sessions	# of sessions	5% increase year on year
Facebook post reach and lifetime post reach	Reach	5% increase year on year
Post engagement (Facebook, LinkedIn)- cumulative annual	Engagement	5% increase year on year
Twitter impressions and engagement- cumulative annual	# of impressions and engagement	5% increase year on year
Followers (Facebook, Twitter, LinkedIn)	# of followers	5% increase year on year
Profile visits/page views (Facebook, Twitter LinkedIn)	# of visits	5% increase year on year

Newsletter subscribers	# of subscribers	5% increase year on year
Behaviour Change (Awareness and action)		
Instances of reported behaviour change/ action-awareness, attitudes, taken as a result of the work under Component I-III across national, regional and global levels.	# of comms products developed documenting behaviour change	8 products cumulatively; minimum 1 documented per year
Brand Recognition		
Brand awareness and familiarity of the project's expertise among primary and secondary stakeholders	Scale of 1–3 (1. no or minority, 2. half, 3. majority or all)	Project and consortium all use brand assets (logo, colours, fonts, patterns, icons, templates) consistently in internal and external communications on an annual basis
Appropriate use and reference to the brand among project partners and government partners	Scale of 1–3 (1. no or minority, 2. half, 3. majority or all)	All country offices and partners use BES-Net's logo correctly and include donor logo and maintain the project's visual identity on an annual basis

5. BRANDING BES-NET II AND DONOR VISIBILITY (EXTRA INFO)

BES-Net already has a recognized brand with its own logo, yet its branding assets need to be used more consistently and regularly to build recall. For Phase II, a detailed branding exercise was undertaken in 2021, a dedicated folder with all visual identity elements and a short visibility guideline was developed, linked here:

[https://www.dropbox.com/home/BES-Net%20Phase%202%20\(2020-2026\)/6.%20Communications%20and%20Knowledge%20Management/13.%20Visual%20Identity%20Elements?preview=BES-Net+Visibility+guideline_2022.docx](https://www.dropbox.com/home/BES-Net%20Phase%202%20(2020-2026)/6.%20Communications%20and%20Knowledge%20Management/13.%20Visual%20Identity%20Elements?preview=BES-Net+Visibility+guideline_2022.docx)

- Name of the project: Biodiversity and Ecosystem Services Network (BES-Net). Always introduce the project to audiences who may not be familiar with it.
- Tagline: (None yet)- suggest developing one with taglines in French, Spanish, Russian etc.
- Visual Identity: While the BES-Net logo uses 3-5 basic colours elaborated in the guideline, other products from BES-Net don't necessarily follow similar colour palettes.
- The BES-Net logo is as follows and is undergoing a design revamp in January 2022.



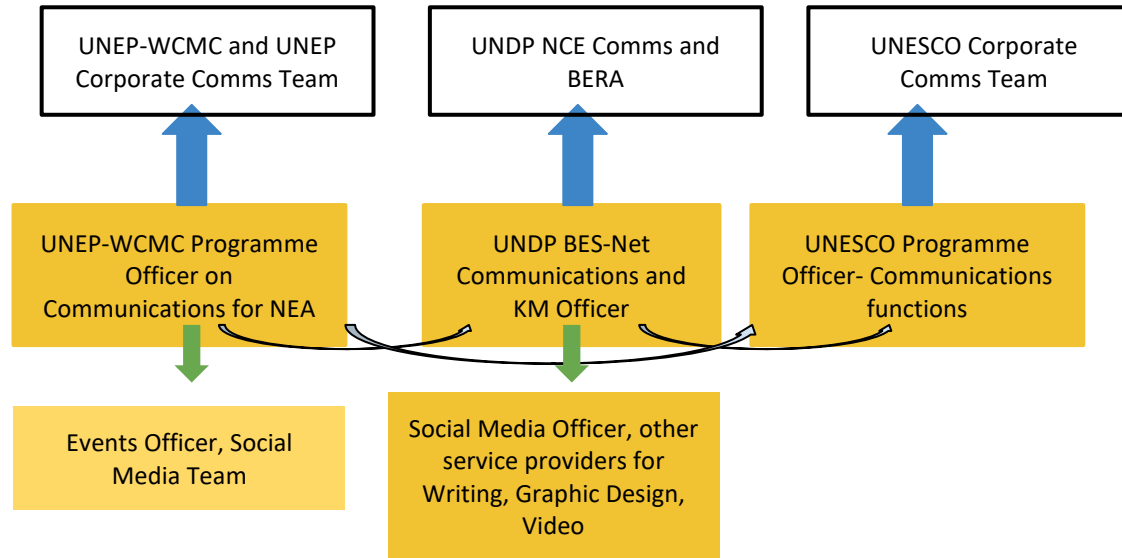
- Standard fonts: Fonts to use: Poppins and/or Calibri for text and Proxima Condensed for diagrams and data visualizations. Make sure to use colour, weight and contrast to differentiate between headings, sub-headings and body text
- The following assets will be produced through the branding exercise: digital brochure, calling card, presentation template, policy brief template, posters, detailed logo folder, closing frame for videos, Zoom backgrounds etc.
- Use the BES-Net logo in conjunction with the agency logos in publications, meeting documents, agendas, templates etc.
- All 3 UN agency logos are to be used if not in the front cover (for reasons of aesthetics and crowding) but in the back-cover/ inner covers
- Donor logos need to appear on the front cover of promotional materials and the back cover for publications etc. For documents coming out of Phase 2, the general rule is to use the IKI- BMU logos and the SwedBio logo where applicable.



- A Donor visibility guideline/ Toolkit to keep compliance and consistency of donor recognition will be developed as an annex to this strategy. All regional and global products ranging from publications to presentations to online material to talking points, speeches and events all carry mention of the donor's involvement, making explicit mention of the donor's role/ contribution and the value of the partnership. All national partners will have to include the donor's visual identity elements (logos, themes, references etc.) in products produced at the national level.
- The project page on the IKI/BMU site can be updated with latest information and strategic documents including annual reports (public version).
- Donor visibility will also be guaranteed through social media engagement specifically recognizing the contribution of the donors through the use of short social media cards, thank you messages, commemorations that may be important from the donor's perspective, quick GIFs and multimedia content. Tagging donors' official handles as well as donor focal points/ ambassadors' handles in specific countries is encouraged for specific content that we wish to promote.
- In the case of more than two donors like in Phase I- use infographics to develop specialized one-pagers/ briefs that highlight annual results and key transformation brought about with the support of the donor.

6. COMMS TEAM COORDINATION AND PLANNING RESOURCES FOR BES-NET II

Communications team/ hands-on



BES-Net Phase 2 Daily Communications Planning Resources	
Trello Boards	https://trello.com/invite/b/KrQi59eG/b4b7601c53f2090d826635489513e066/bes-net-comms-and-km https://trello.com/invite/b/PupPLCn3/a68fc40e45a0d47dfc47e37acd71ee25/editorial-calendar
Dropbox (Communications and KM Folder)	https://www.dropbox.com/sh/2wmfgqg81wwsdkl/AACCoRc17UJCSTW5AKwX0prza?dl=0

7. IMMEDIATE STEPS:

- I. Finalize communications strategy with additional reviews- **Completed in Dec 2021**
- II. Ensure alignment with other two strategies (Gender Strategy and Stakeholder Engagement Strategy) in terms of common activities- **Completed in Dec 2021**



- III. Communications plan in coordination with UNEP-WCMC (already in motion)- Incorporate UNESCO's feedback and actions selecting key activities from the tactics table to test- **Completed in August 2021**
- IV. Break down communications budgets for Phase 2 yearly
- V. Undertake branding exercise for Phase 2 along with the team and graphic designer- Presentation templates and initial infographics developed, icons completed, upgraded logo branding underway in Dec 2021
- VI. Undertake website revamp simultaneously, aligned with this communications strategy- **Completed in Dec 2021**

ANNEXES:

1) **Website Structure Analysis (detailed/ in draft):** <https://www.dropbox.com/s/dmx347ml7tor04c/Website%20Structure%20Analysis.pdf?dl=0>

2) **OTHER RESOURCES:**

<https://www.slideshare.net/jschunter/undp-presentation-how-to-develop-a-successful-km-strategy>

<https://viamo.io/case-studies/sbcc-use-cases/>

<https://www.cbd.int/cooperation/bogis/2018/SS.pdf>

<https://www.learningfornature.org/>

UNREDD Communications Strategy

UNDP NCE Communications Framework

<https://www.unhcr.org/innovation/10-considerations-for-sms/>

<http://www.cdacnetwork.org/tools-and-resources/i/20190205105256-aoi9j>

<http://www.biodiversity.de/blog/ipbes-5-bonn-2017/ipbes-communication-strategy-central-role-stakeholders-without-permission-use>

https://www.ipbes.net/sites/default/files/downloads/Decision_IPBES_3_4_EN_0.pdf

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