



Global Presentation of Bosnia and Herzegovina (BiH) National Ecosystem Assessment



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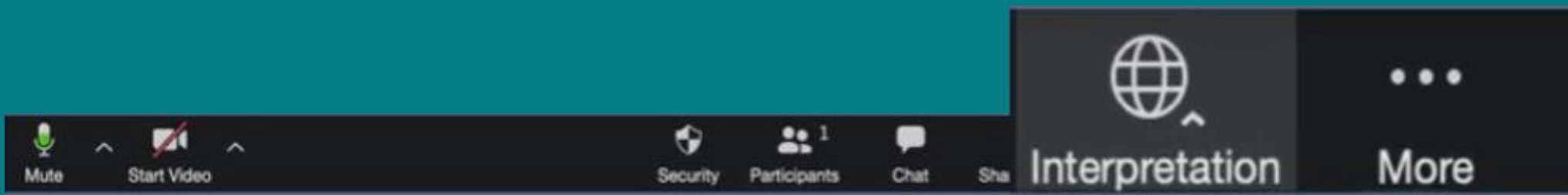
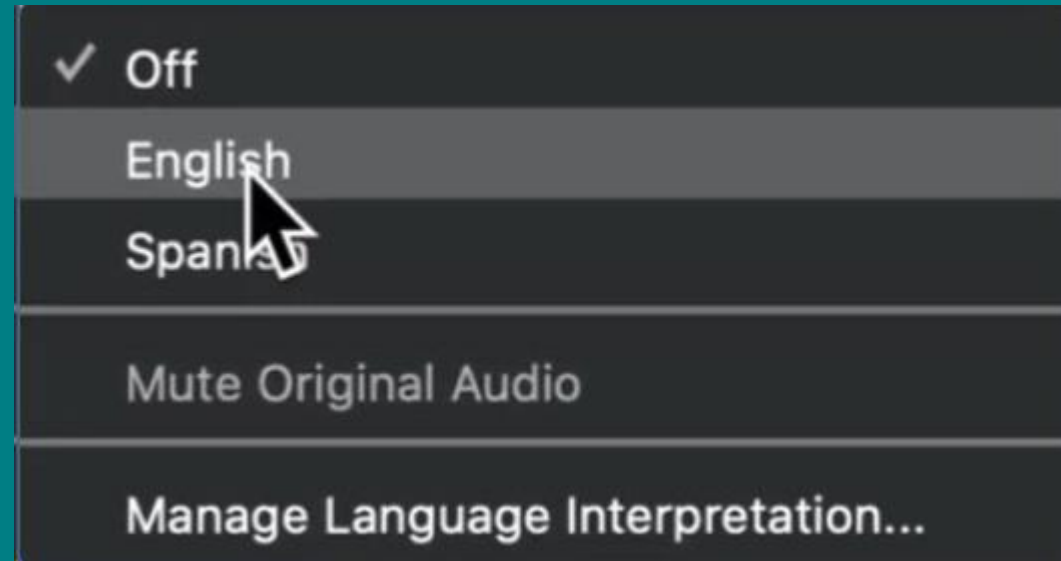
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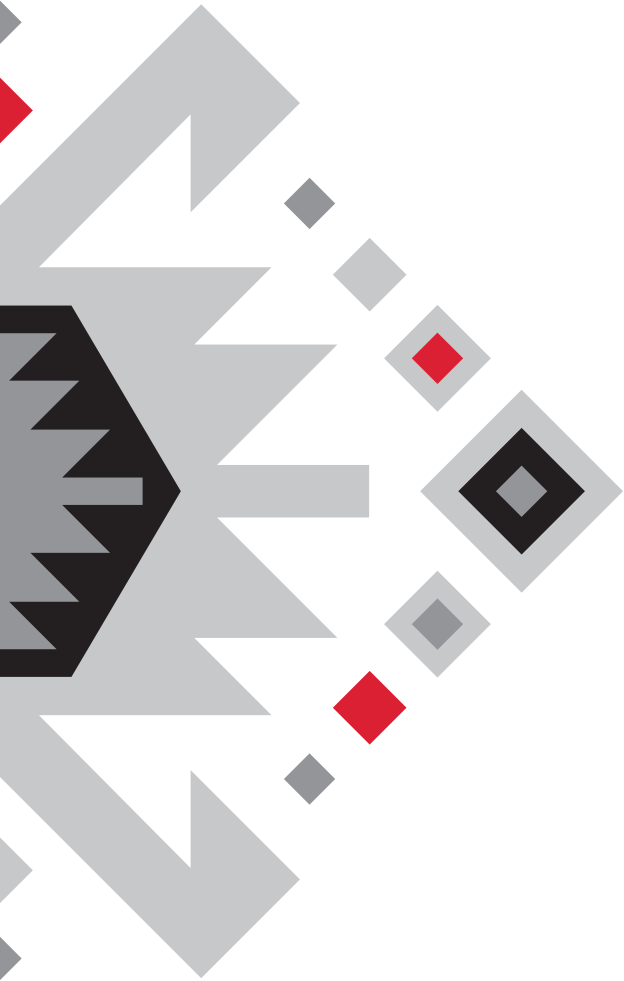
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INTERPRETATION

This session has live interpretation in French and Spanish.



Webinar Agenda



Session	Speaker
Welcome and Opening Remarks	Ms. Claire Brown
Introduction	Ms. Ceire Booth
Keynote speaker	Ms. Senka Barudanović
Keynote: Mainstreaming holistic analysis of biodiversity and ecosystem services in national decision-making	Ms. Adla Kahrić
Overview of the BiH National Ecosystem Assessment	Ms. Ena Hatibović
Main Findings, Lessons Learned and Best Practices	Mr. Milan Mataruga Assessment Co-chair Mr. Dženan Bećirović Coordinating Lead Author (Chapter 2)
Weaving Traditional Local Knowledge in the BiH National Ecosystem Assessment	Mr. Armin Macanović
Q&A	UNEP-WCMC
Closing remarks	Mr. Noor Noor

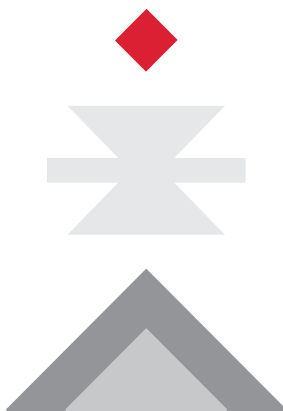


Welcome and Opening remarks



Dr. Claire Brown

Principle Technical Specialist at UNEP-WCMC



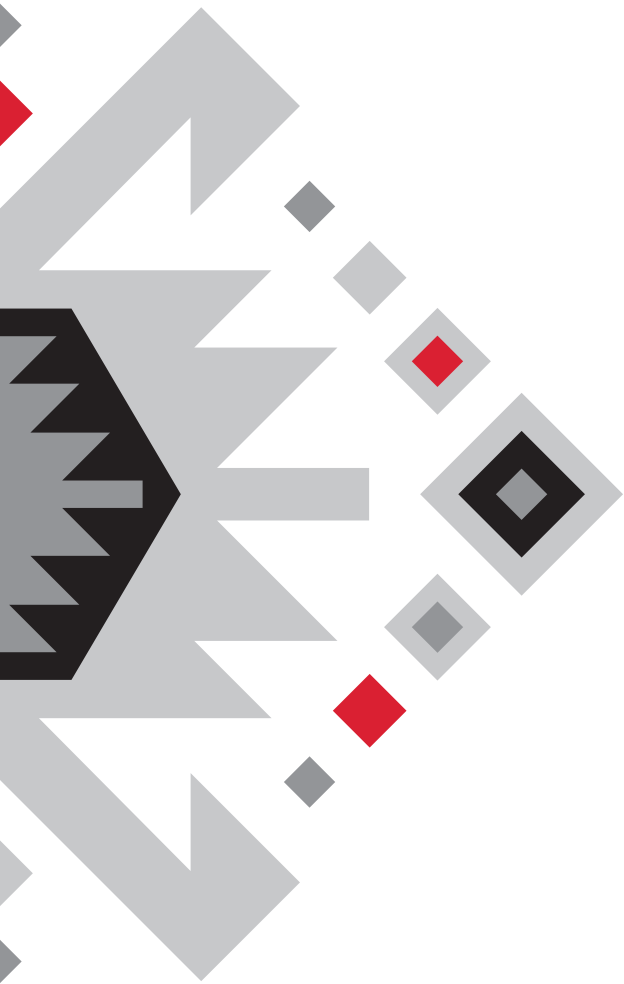


Introduction

Ms. Ceire Booth
Programme Officer at UNEP-WCMC



National Ecosystem Assessments



- Country driven process
- Up-to-date, comprehensive and critical synthesis of knowledge on biodiversity and ecosystem services and interlinkages to people
- Address specific policy questions
- Participatory and inclusive
- Close the gap of science, policy, society



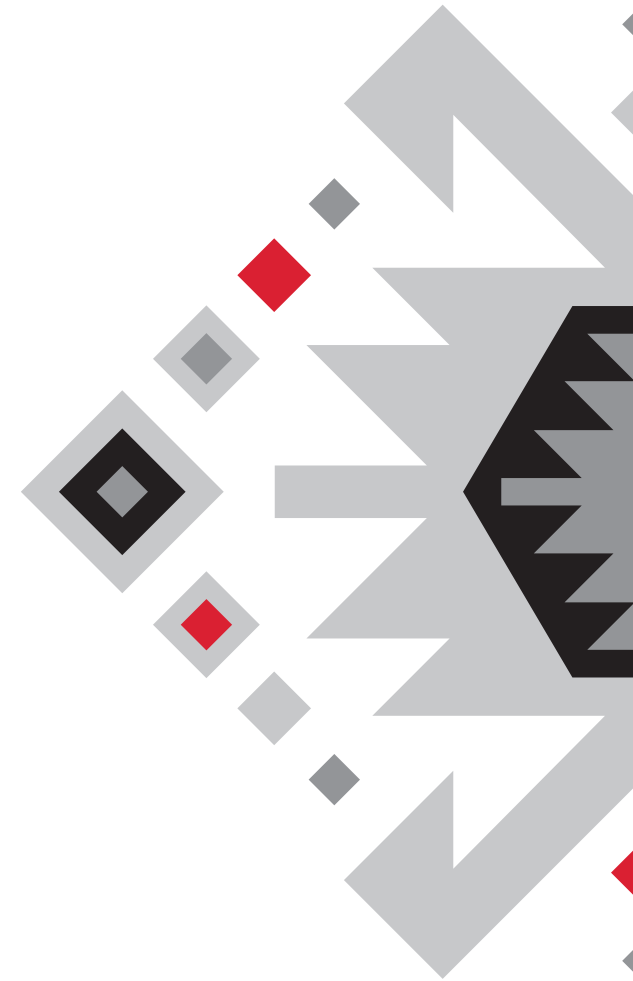
Keynote speaker

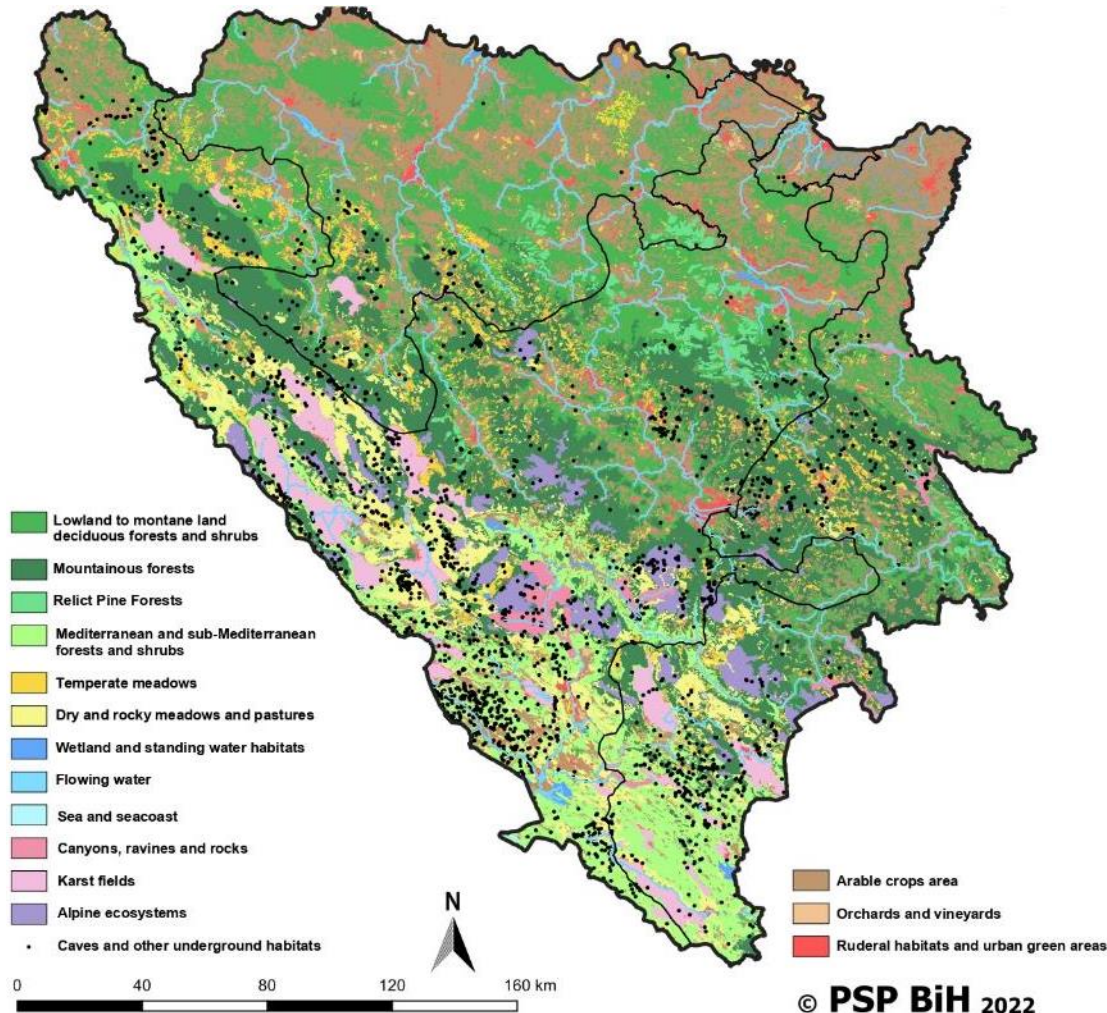


Prof. Senka Barudanovic

Project Coordinator for BiH National Ecosystem
Assessment

Chair of the Subsidiary Body on Scientific, Technical
and Technological Advice (SBSTTA Bureau) of the
Convention on Biological Diversity





The gap in research, lack of data, maps and monitoring

Over 250 plant communities/ecosystems recognized in the literature and in the field are classified into 16 large ecosystem groups

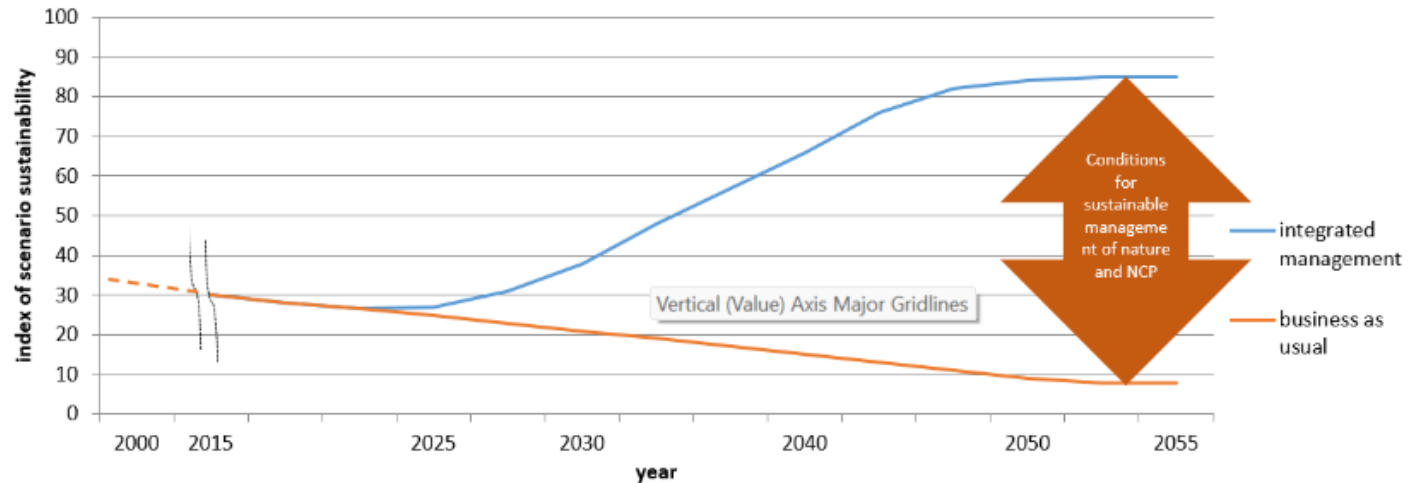
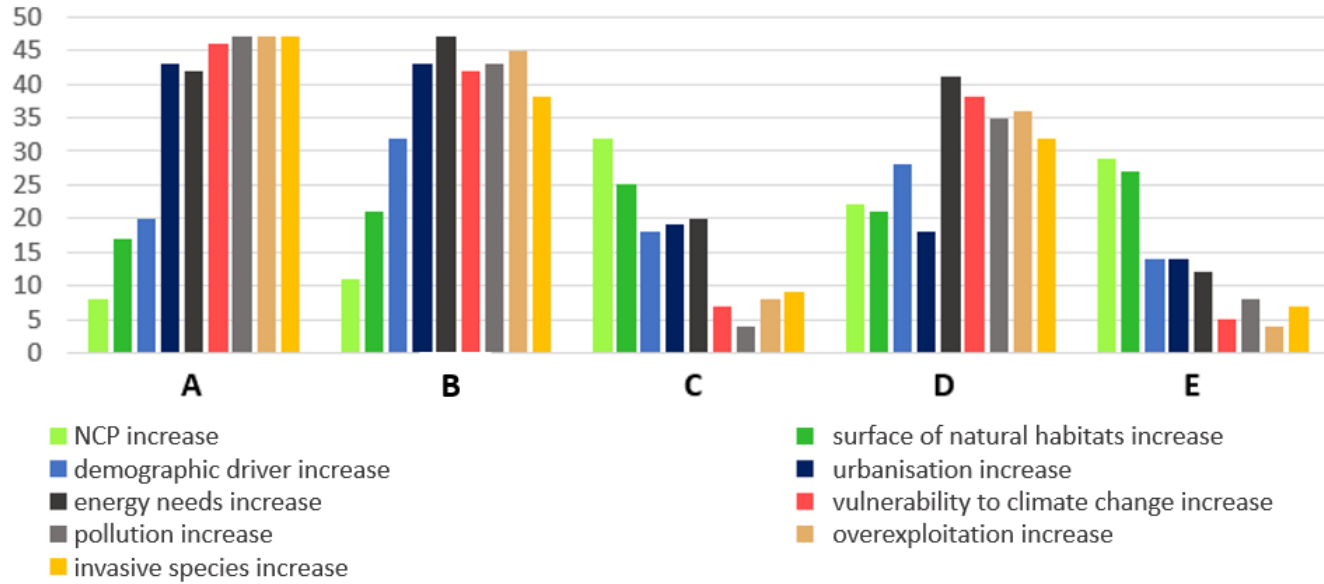
Prof. Barudanović – keynote speaker

- BiH – complex country
- NEA BiH – first project of this type in the region – leaders
- Science-policy dialogue part of the ESAP 2023+:
- BiH: Priority 3.7. Strengthen the process of science-policy dialogue and decision-making on biodiversity and nature protection on scientifically based information and facts, which will be achieved by establishing a science-policy platform
- FBiH: Priority 3.8. Strengthen science-based decision-making on biodiversity/nature through dialogue between the scientific community and decision-makers, which will be achieved by establishing a platform for constant information exchange and facilitating the use of scientific information on biodiversity.
- RS: Priority 3.7. Strengthen the process of science-policy dialogue and decision-making on biodiversity and nature protection based on scientifically based information and facts, which will be achieved by organizing constant debates and discussions among the scientific community and decision-makers (with the presence of stakeholders).
- BD: Priority 3.7. Strengthening scientifically based decision-making on biodiversity/nature through dialogue between the scientific community and decision-makers
- Open EU accession negotiations with Bosnia and Herzegovina (March 2024) - new opportunities

Key questions and answers for policy makers

1	
2.	
3.	
4. What are the existing and potential options for the improvement of various sectoral policies	the existing sectoral policies do not provide the necessary long-term, regulatory and financial framework for a greater contribution of nature and natural resources to the sustainable development of BiH
5. What shortcomings in practice and knowledge should be eliminated in order to improve the decision-making process	numerous deficiencies in knowledge, characterized by thematic, spatial and temporal unevenness. Defining priorities and science-based solutions can be achieved through the science-policy dialogue

Scenarios for biodiversity in BiH





Mainstreaming holistic analysis of biodiversity and ecosystem services in national decision-making

Ms. Adla Kahrić

FBiH Ministry of Environment and Tourism

Mainstreaming holistic analysis of biodiversity and ecosystem services in national decision-making

National ecosystem assessment (NEA) contributes to addressing the policy challenges in BiH

What were the policy challenges in BiH?

- Address the lack of scientific data and knowledge about nature and ecosystem services
- Lack of multidisciplinary and integrative research (nature science, social and other sciences and arts)
- The need for changes in education system in the field of sustainable development and nature protection
- Lack of human capacities in institutions (Ministries etc)
- Complexity of biodiversity management in BiH

BiH structure and biodiversity management

- Area total: 51,200 km²
- Population census: 3.5 million
- Management of biodiversity and nature use in BiH relies on complex Institutional legal framework.
- Bosnia and Herzegovina consists of three administrative units:
 - Federation of Bosnia and Herzegovina (FBiH)
 - Republic Srpska (RS)
 - Brcko District (BD)
- Growing pressures in the period of social and economic transition, slow process of harmonization with the EU integration



Key findings and messages

- The need for better coordination – biodiversity management and the use of nature in BiH is based on complex institutional legal framework.
- Bosnia and Herzegovina didn't ratify agreements that support the preservation of genetic diversity and related traditional knowledge.
- Although there are a high number of regulatory, economic and informational instruments and tools, we cannot ensure long-term conservation of biodiversity in BiH.
- Institutional and financial capacities for effective and high-quality instruments and tools for biodiversity conservation and sustainable use of benefits from nature are insufficient.
- Monitoring system of biodiversity and data transparency are not established in BiH.
- Traditional and local knowledge is not included in the decision making.

Importance of NEA in BiH

NEA provided scientific foundation for current policy processes on nature conservation and sustainable development

- The review and update of the National Biodiversity Strategy and Action Plan
- Commitment to Kunming-Montreal Biodiversity Framework
- Contribution to the regulations in BiH

Next steps based on NEA findings

- Improvement of biodiversity management and effective coordination in BiH that will contribute to all three administrative units: FBiH, RS and BD
- Implement priorities and activities based on Environmental Strategy and Action Plan – ESAP, which is adopted as following: Environmental Strategy of FBiH, Environmental Strategy of RS, and Environmental Strategy of BD
- Mainstreaming the NEA into regulations



Overview of the BiH National Ecosystem Assessment process



Ms. Ena Hatibović

Project Officer for BiH National Ecosystem

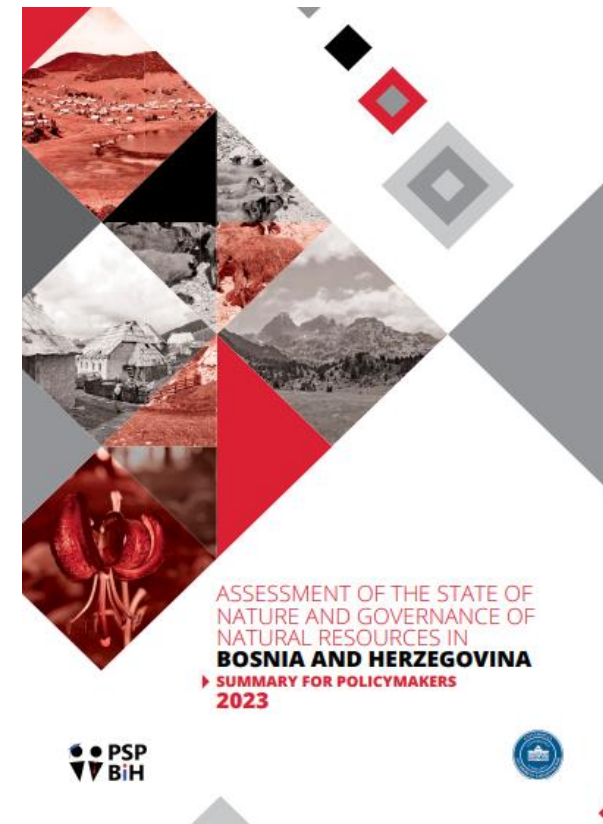
Assessment

Overview of the BiH National Ecosystem Assessment process

NEA BiH: 6 chapters (over 800 pages), 11 CLAs, over 100 authors, 7 reviewers, 5 years

PROCJENA STANJA PRIRODE I UPRAVLJANJA PRIRODNIM RESURSIMA

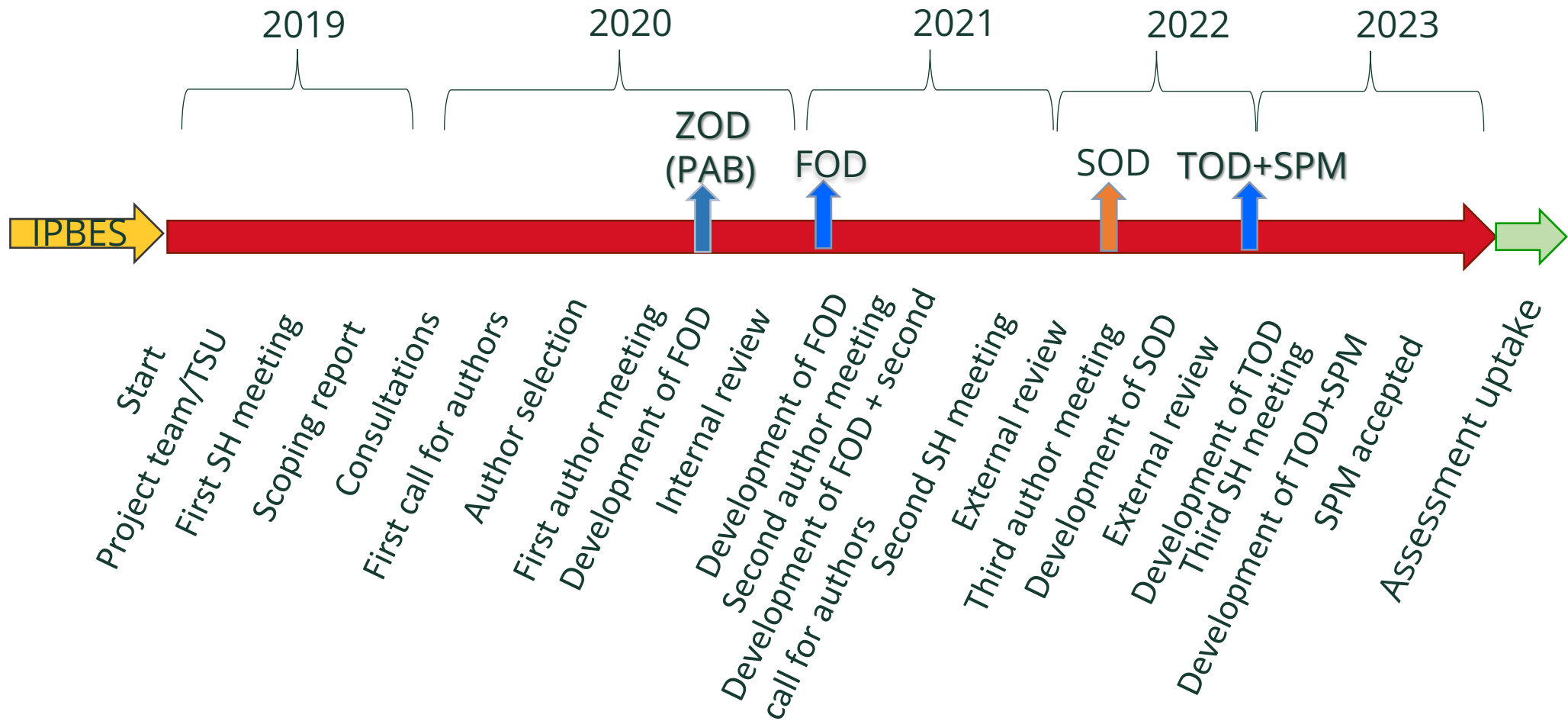
„Podržavanje donošenja odluka i jačanje kapaciteta kako bi se podržao IPBES kroz nacionalnu procjenu ekosistema”



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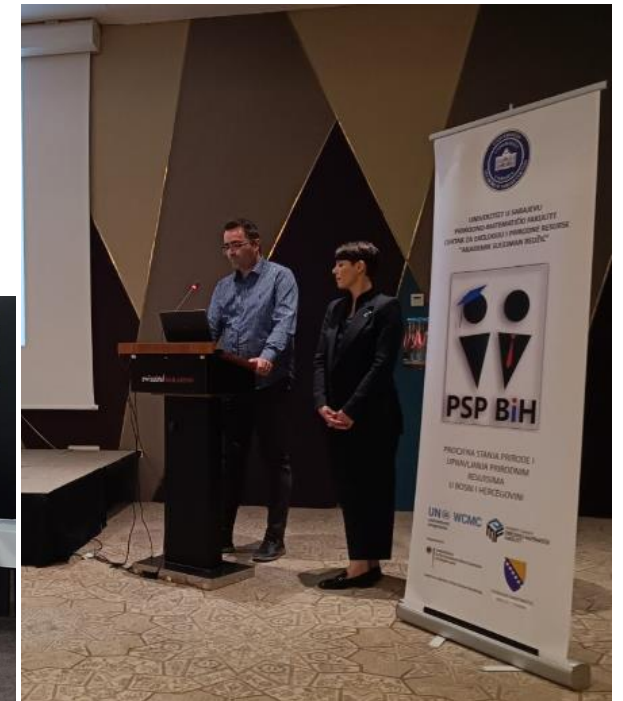


Overview of the BiH National Ecosystem Assessment process



Involvement of young researchers in the NEA

- young researchers (some of them in the early stages of their careers).
- professional growth
- strong national network of scientists who may be capable of undertaking future similar projects in a better way based on their experience from BiH NEA
- Out of 11 CLAs, 5 are 40 y.o. or less, LAs, approx 35-40% 40 y.o. or less
- rely on young, highly motivated people who bring new energy, commitment and new knowledge to the assessment process.





Main Findings, Lessons Learned and Best Practices



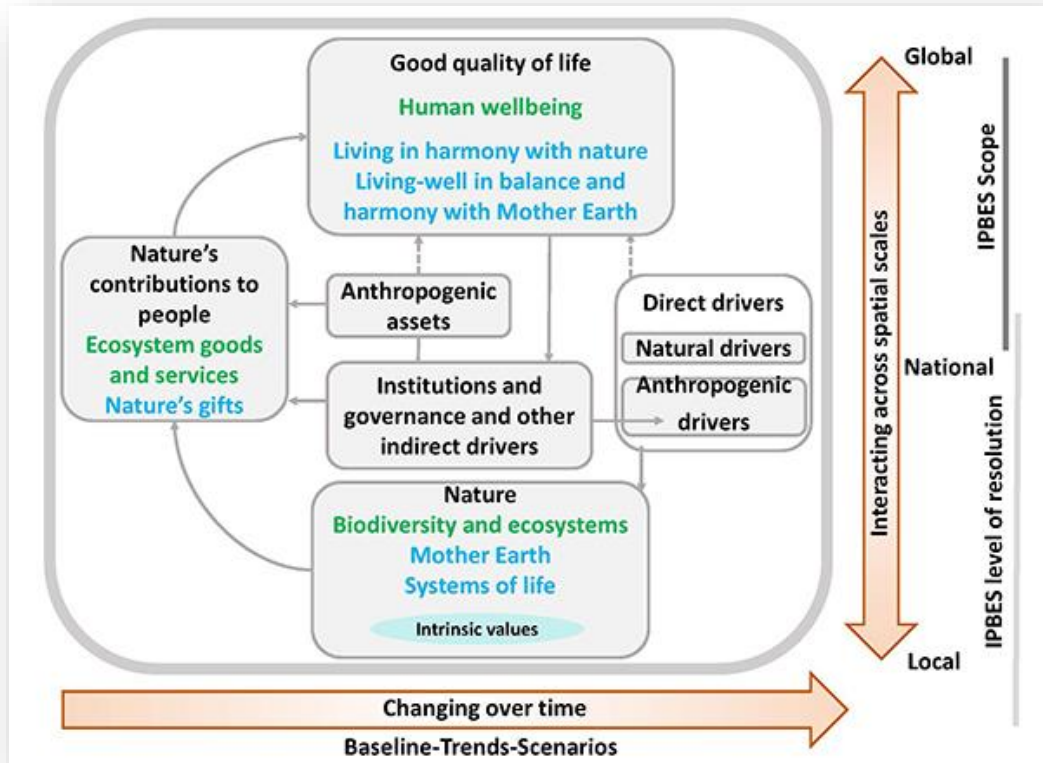
Prof. Milan Mataruga
Assessment Co-chair

Prof. Dženan Bećirović
Coordinating Lead Author (Chapter 2)



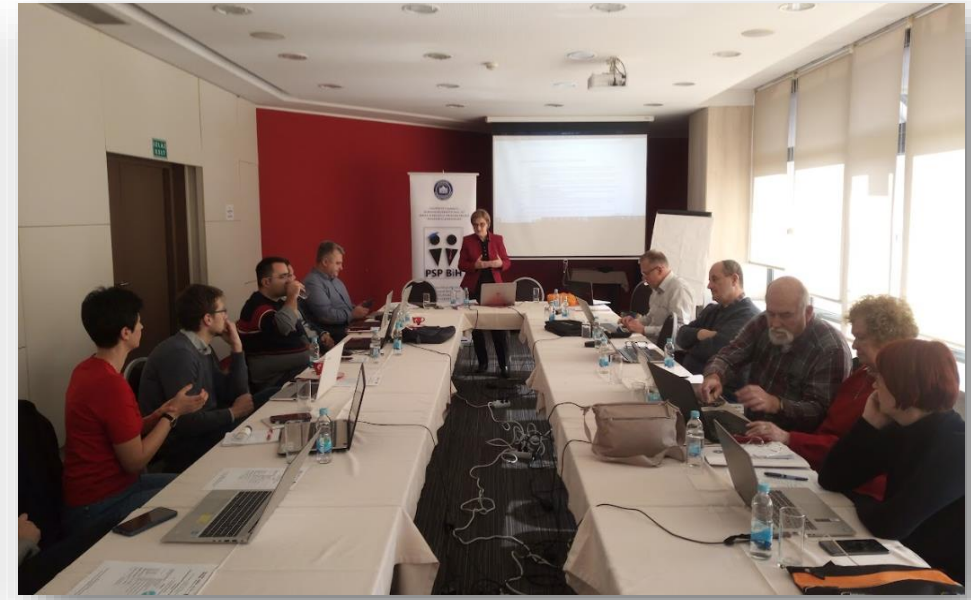
Opportunities for Knowledge-Sharing and Reflections

- ✓ New methodology and approach to „biodiversity and natural resources assessment“



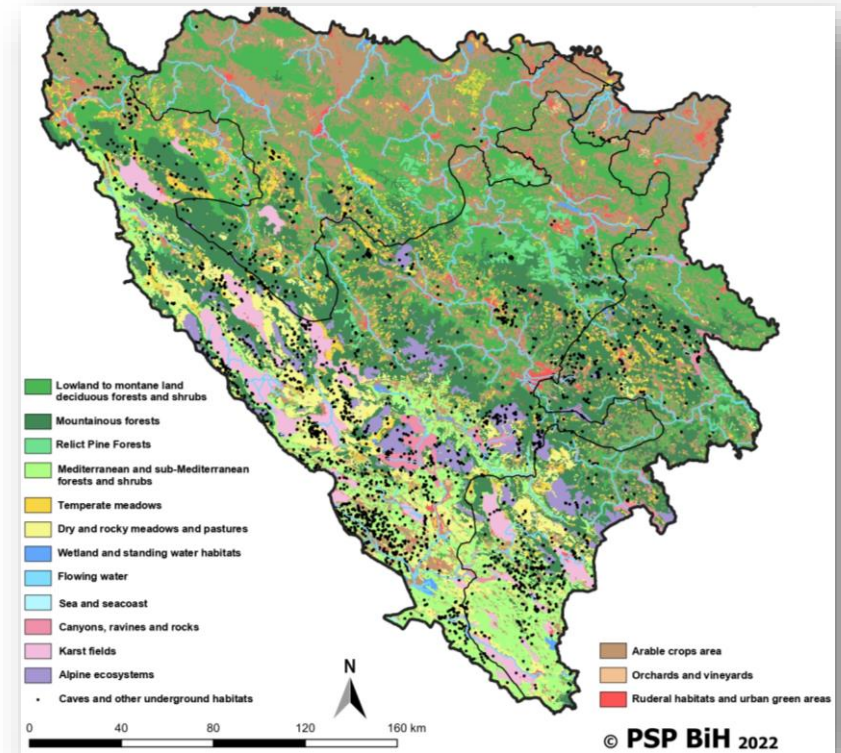
Lessons learned through the assessment process

- ✓ Multi-disciplinarity as main principle for cooperation - authors from different scientific fields
- ✓ „Pro bono“ work + COVID 19 pandemic

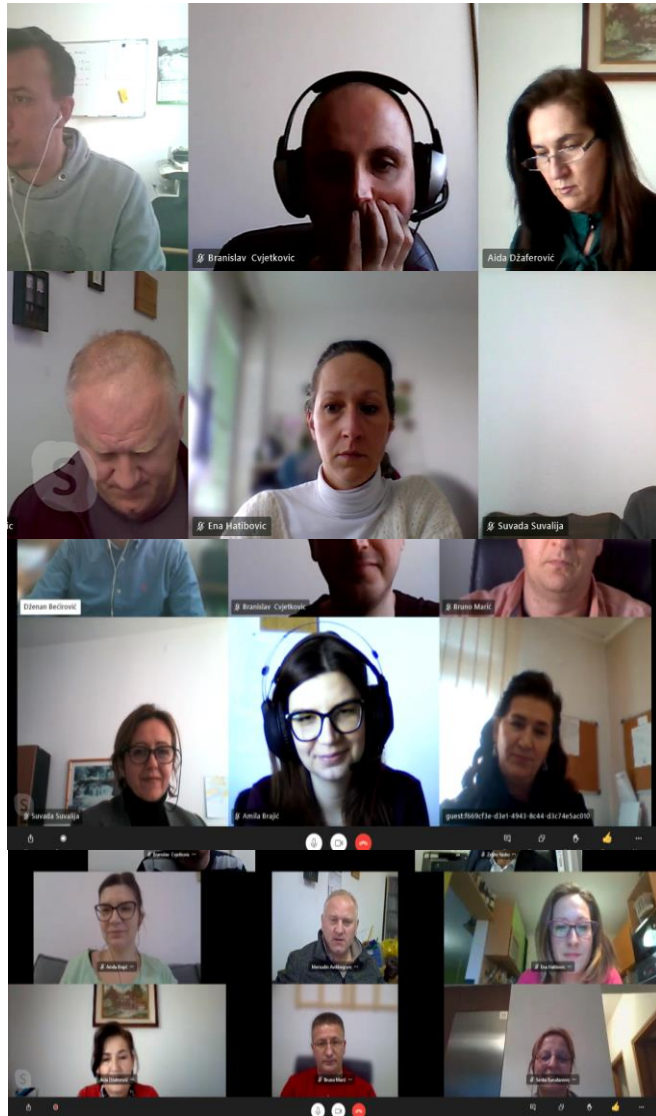


Lessons learned through the assessment process

- ✓ Face-to-face meetings
- ✓ Systematic approach to the presentation of numerous ecosystems



Lessons learned through the assessment process

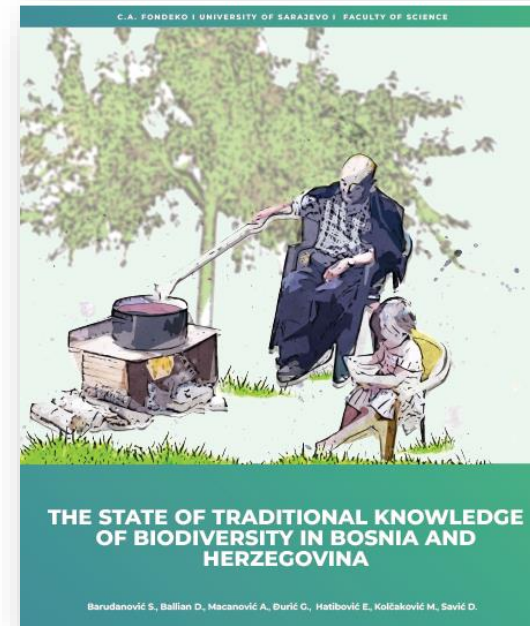


- ✓ The analytical approach
- ✓ Published but "invisible" data
- ✓ Knowledge gaps
- ✓ Involving local communities (ILK)


Best practices

New researches/scientific papers:

- ILK publication
- Pressures upon nature in Bosnia and Herzegovina: assessment of their status and trends by groups of ecosystems
- Assessment of the nature's contributions to people and presentation of their territorial distribution in BiH (in press)
- Evaluation of efficiency of existing tools and/or instruments for the implementation of policies for conservation and sustainable use of biodiversity and nature's contribution to people in BiH (in press)
- Mendeley platform
- Translation of various guides to local language



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PRITISCI NA PRIRODU U BOSNI I HERCEGOVINI: PROCJENA STATUSA I TRENDOVA PO GRUPAMA EKOSISTEMA

PRESSURES UPON NATURE IN BOSNIA AND HERZEGOVINA: ASSESSMENT OF THEIR STATUS AND TRENDS BY GROUPS OF ECOSYSTEMS

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Key questions that guided the assessment process

- A. To what extent and in which ways do nature and the use of natural resources contribute to: 1. Provision of livelihoods, 2. Quality of life and 3. Sustainable development in BiH?
- B. What are the status, trends and future scenarios for the state of nature and use of natural resources in BiH?
- C. Which developmental (manufacturing and consumption of goods, energy needs, tourism, etc.) and social drivers (demographic developments, socio-political processes, etc.), and in which ways, directly or indirectly, do these drivers contribute to the state and trends of nature and natural resources in BiH?
- D. What are the current and potential options for improvement of different sectoral policies, interventions, investments and governance and institutional arrangements for greater contribution of nature and natural resources to sustainable development in BiH?
- E. Which gaps in terms of practice and knowledge need to be addressed to strengthen policymaking for the purpose of improving the state of nature and governance of natural resources in BiH?

Main findings

B

Bosnia and Herzegovina is characterised by a high level of ecosystem, species and genetic diversity, however, current trends point towards a loss of biological diversity that will impede opportunities for sustainable use of natural resources. Current trends could be stopped by integrated governance of biodiversity and NCPs.

Table 2: Trend of key components which contribute to different types of NCP (Bećirović et al., 2023)

Principal ecosystem groups	Intensity and trends of ecosystem drivers		Trend of specific categories NCP by ecosystem groups			Trend of state of key ecosystem components
	Direct drivers	Indirect drivers	Regulating NCP	Material NCP	Non-material NCP	
1 Lowland to montane land deciduous forests and shrubs	↘	↘	↘	→	→	↘
2 Mountainous forests	↘	↘	↘	↘	→	↘
3 Relict Pine Forests	↘	↘	↘	↘	→	↘
4 Mediterranean and sub-Mediterranean forests and shrubs	↘	↘	↘	↘	→	↘
5 Temperate meadows	↘	→	↘	→	→	↘
6 Dry and rocky meadows and pastures	↘	→	↘	→	→	↘
7 Wetland and standing water habitats	↘	↘	↘	↘	↘	↘
8 Flowing water	↘	↘	↘	↘	↘	↘
9 Sea and seacoast	↘	↘	↘	↘	→	↘
10 Canyons, ravines and rocks	↘	↘	↘	↘	→	→
11 Caves and other underground habitats	↘	↘	→	→	→	→
12 Karst fields	↘	↘	↘	↘	↘	↘
13 Alpine ecosystems	↘	↘	↘	→	→	↘
14 Arable crops area and artificial meadows	↘	↘	→	→	→	↘
15 Orchards and vineyards	↘	↘	→	→	→	↘
16 Ruderal habitats and urban green areas	↘	↘	↘	↘	↘	↘

drivers			NCP					
Intensity	low	moderate	high	↘	↘	→	↗	↗
Trend	↘	→	↗	Continuous degradation	Occasional degradation	No change	Occasional improvement	Continuous improvement

Main findings

D

Although there is significant potential for improvement, current sectoral policies, forms of governance, and institutional arrangements do not provide the required regulatory and financial framework to ensure effective long-term management of nature and natural resources for sustainable development in BiH.

E

In order to amplify the potential for policymaking to improve the state of nature and governance of natural resources in BiH, many knowledge gaps need to be filled. These knowledge gaps are mainly characterised by a lack of certain areas of knowledge and inconsistencies across space and time. BiH's capacity to identify policy priorities and evidence-based and sustainable solutions could be achieved by establishing a stronger interface between science, policy and practice in BiH.

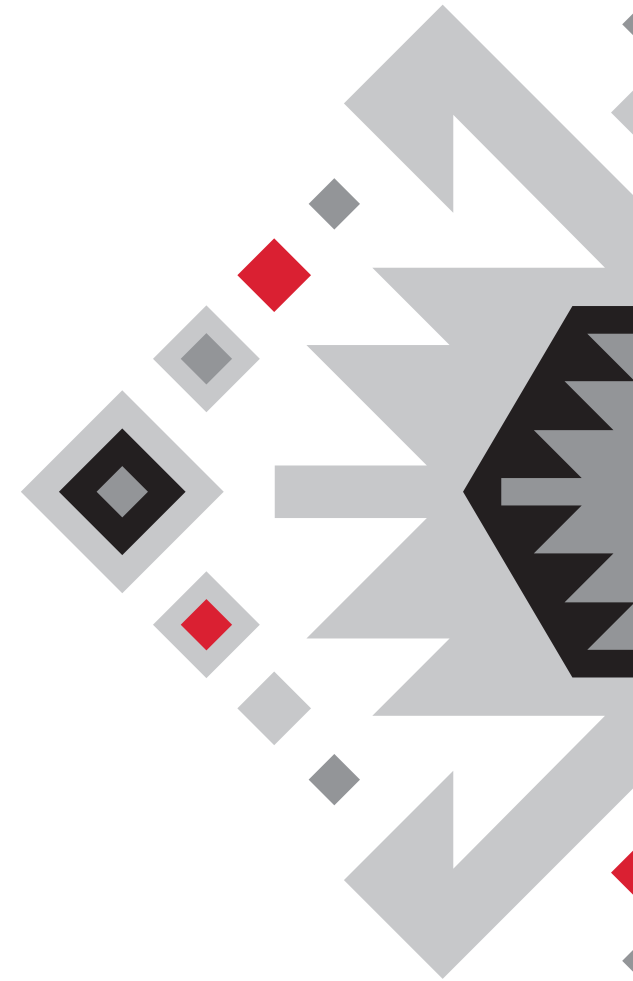


Weaving Indigenous and Local Knowledge



Prof. Armin Macanović

Indigenous and Local Knowledge Lead for BiH
National Ecosystem Assessment

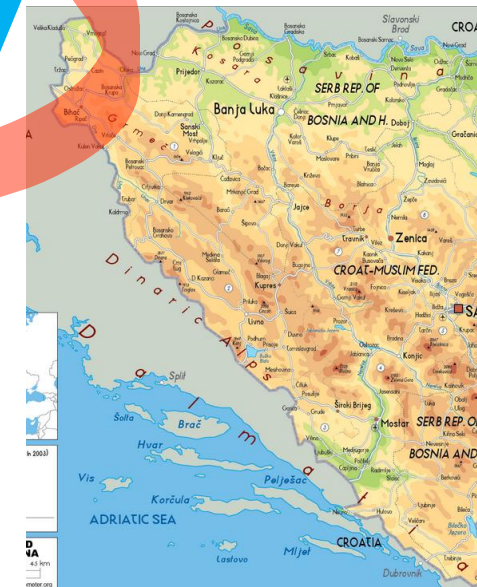
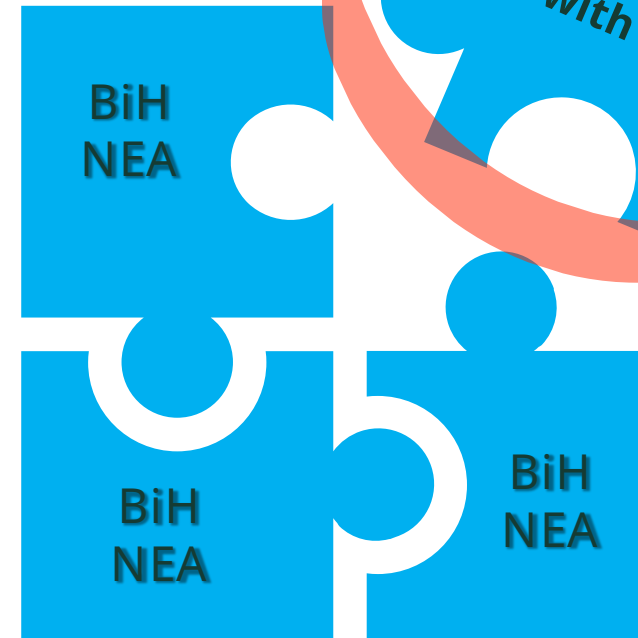


Weaving Indigenous and Local Knowledge in the BiH National Ecosystem Assessment

Project: Local and Traditional Knowledge Research to Support National Ecosystem Assessment in BiH /2021-2023/

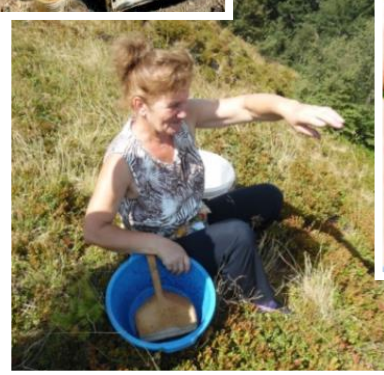
- ❑ In the implementation of the NEA, CLAs and LAs identified a gap in local and traditional knowledge.
- ❑ The research of traditional knowledge supported by UNESCO provides the basis for the establishment of an adequate assessment of the NCPs in Bosnia and Herzegovina

Main goal: to research the state of traditional knowledge in Bosnia and Herzegovina, the pressures and benefits of nature (NCPs)

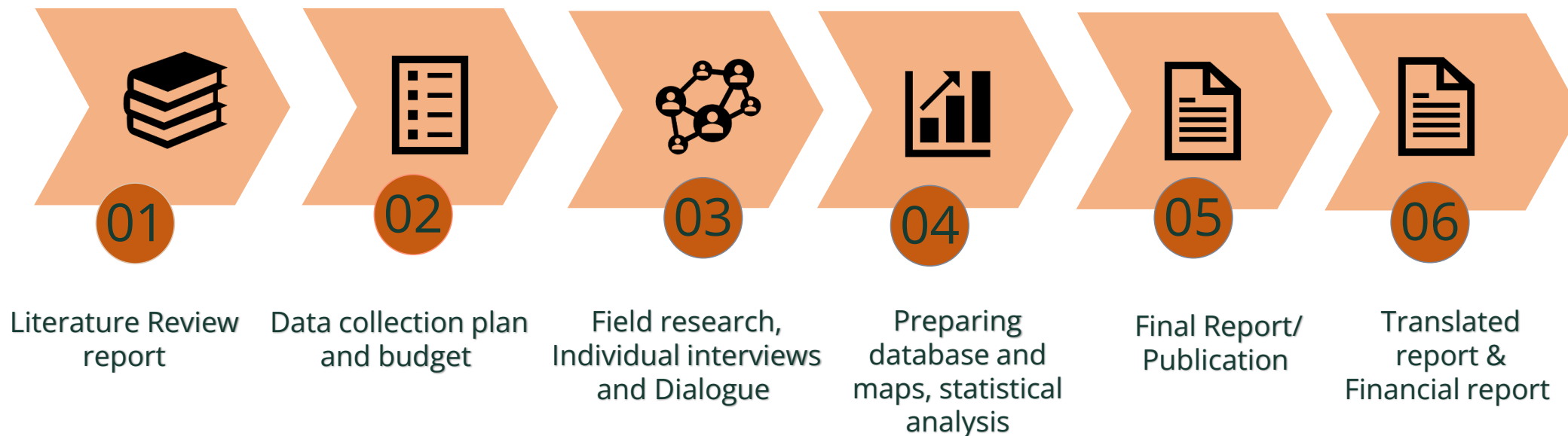


Nature's Contributions to People (NCPs)

Traditional knowledge



Project activities



□ Two key research phases:

Field research (collecting data; interview and dialogues/workshops; digital mapping)

Databases for analyses and interpretation of results (Two databases: I. Database of interview, II) Database of dialogues/workshops)

Digital mapping connecting NEA and ILK

- Used software Google Earth (<https://earth.google.com/web/>)
- Direct mapping during field research and surveys
- Created Two types of maps: A) individual interviews B) dialogues/workshops

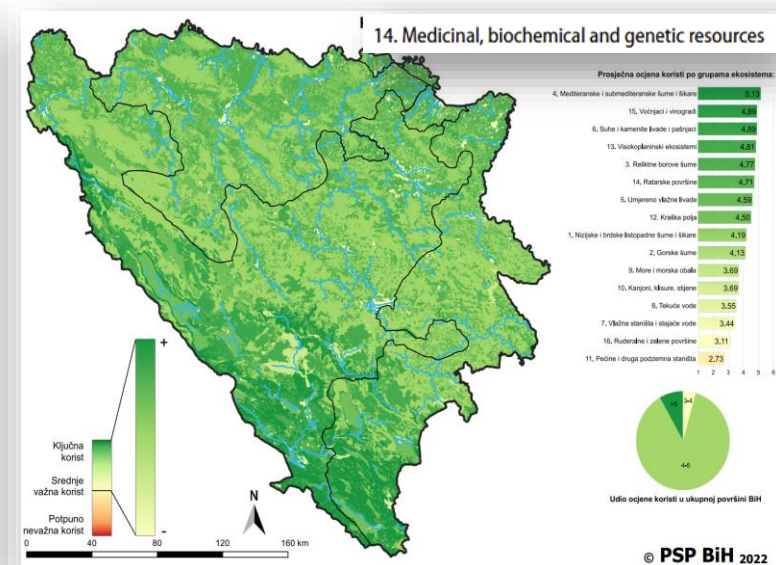
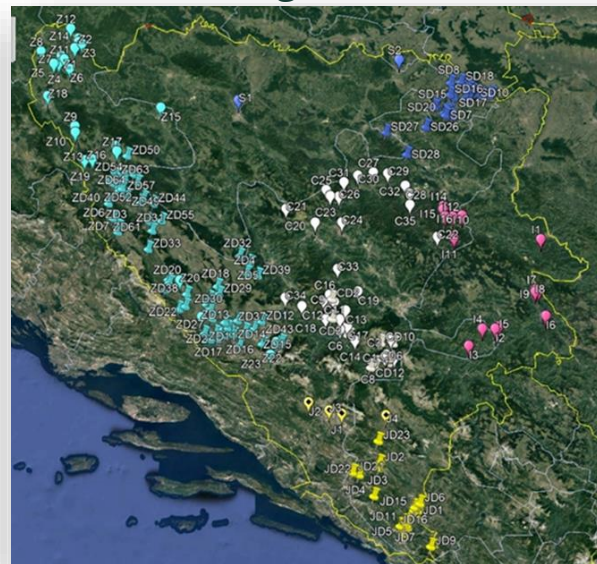
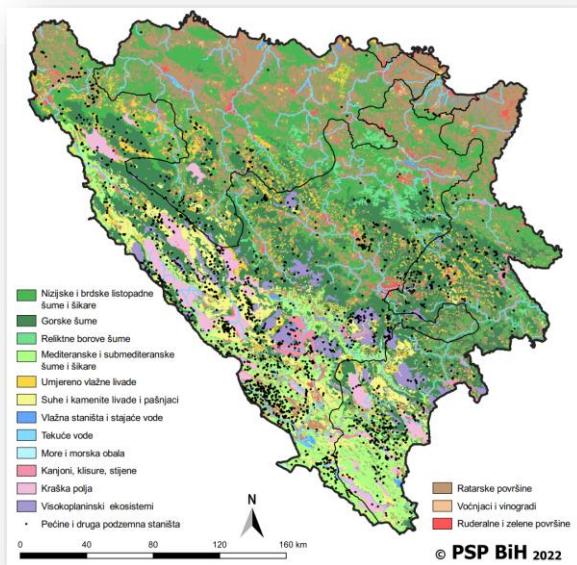
Type of Ecosystems



Local and Traditional Knowledge



Nature's Contributions to People



Databases

Established databases and interpretation of results provide clear guidelines for the establishment of mechanisms that define the completed NEA BiH.

- ❑ Individual interviews/ questionnaire
- ❑ Dialogue and workshop method

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TREŠN	pre-e-galet	300	poljina							polj
TREŠN	UCS 1	300	42°47'42.87"N 18°24'24.60"E							Duž
TREŠN	PR 1	301	43°1'26.96"N 18°9'58.01"E		6	PK1				stoca
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TREŠN	platanu dja	303	42°51'50.57"N 18°7'59.20"E	1298	6	K11, K27				krav
TREŠN	trebunje	304	dodaci poljine			K11				
TREŠN	zvonja oko	305	dodaci poljine			K15, K17, K18				
TREŠN	prilisci	305	dodaci poljine				d1,	11		stok
TREŠN	trebunje rjelo	306	dodaci poljine			K14, K17				
TREŠN		306	dodaci poljine				d2, d5,	d2, d3		
TREŠN	egrešev vosta	307	dodaci poljine					d2, d5		
TREŠN	bagatstvo	308	dodaci poljine			K11				
TREŠN	URC 5	309	42°45'50.04"N 18°24'1.23"E			K11, K16, K2	d1, d2,	d5,		Miro
TREŠN	UCS 3	310	42°45'54.27"N 18°25'30.21"E			K2, K11	d1, d1, d4			Nedo
TREŠN	UCS 7	311	42°47'11.17"N 18°23'53.13"E			K11, K10				Miba
TREŠN	UCS 8	312	42°46'30.18"N 18°23'29.17"E			K11, K2	d3, d5	d5, d1		Jere
TREŠN	UCS 11	313	42°46'30.18"N 18°23'29.17"E			K11, K2	d3, d5	d5, d1, d5	96, 11, d3, d5	Rubi
TREŠN	UCS 3	314	42°48'6.74"N 18°24'16.52"E			K11, K16, K17, K18	d5, d1	d1,		Olga
TREŠN	UCS 2	315	42°48'8.97"N 18°24'38.53"E			K11, K16, K17, K18	d1, d2, d5, d4	d1, d3, d2		žak
TREŠN	UCS 4	316	42°48'8.11"N 18°24'45.82"E			K18, K15, K16, K17, K11		d5,		Gard
TREŠN	UCS 9	317	42°48'30.18"N 18°24'42.79"E					d5,		Slavi
TREŠN	UCS 10	318	42°46'56.18"N 18°24'0.43"E					d1, d5		Arta
TREŠN	gradovica	319	43°52'8.62"N 18°13'37.38"E			K13				krav
TREŠN	PR1	320	poljina							petro
TREŠN	STA 1	321	42°58'38.43"N 17°59'0.38"E		12					solu
TREŠN	smilje	322	42°57'54.54"N 18°1'40.27"E			K11				jeru
TREŠN	Pv2	323	43°0'8.13"N 18°9'27.56"E							ribar
TREŠN	THOB 1	324	42°41'47.08"N 18°19'48.04"E			K15				
TREŠN	THOB 2	325	42°42'7.25"N 18°28'27.17"E			K15				
TREŠN	THOB 3	326	42°50'3.33"N 18°17'46.16"E			K13				
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BRČKO	Pole gijna	402	dodaci poljine			18, 13, 18, 11, 2	3,	3, 1, 2		Rubi
BRČKO	travnice	403	dodaci poljine			16, 11,	5, 2, 3, 4,	1, 2,		Dusi



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TREŠN	prilisci	305	dodaci poljine				d1,	11		stok
TREŠN	trebunje rjelo	306	dodaci poljine			K14, K17				
TREŠN		306	dodaci poljine				d2, d5,	d2, d3		
TREŠN	egrešev vosta	307	dodaci poljine					d2, d5		
TREŠN	bagatstvo	308	dodaci poljine			K11				
TREŠN	URC 5	309	42°45'50.04"N 18°24'1.23"E			K11, K16, K2	d1, d2,	d5,		Miro
TREŠN	UCS 3	310	42°45'54.27"N 18°25'30.21"E			K2, K11	d1, d1, d4			Nedo
TREŠN	UCS 7	311	42°47'11.17"N 18°23'53.13"E			K11, K10				Miba
TREŠN	UCS 8	312	42°46'30.18"N 18°23'29.17"E			K11, K2	d3, d5	d5, d1		Jere
TREŠN	UCS 11	313	42°46'30.18"N 18°23'29.17"E			K11, K2	d3, d5	d5, d1, d5	96, 11, d3, d5	Rubi
TREŠN	UCS 3	314	42°48'6.74"N 18°24'16.52"E			K11, K16, K17, K18	d5, d1	d1,		Olga
TREŠN	UCS 2	315	42°48'8.97"N 18°24'38.53"E			K11, K16, K17, K18	d1, d2, d5, d4	d1, d3, d2		žak
TREŠN	UCS 4	316	42°48'8.11"N 18°24'45.82"E			K18, K15, K16, K17, K11		d5,		Gard
TREŠN	UCS 9	317	42°48'30.18"N 18°24'42.79"E					d5,		Slavi
TREŠN	UCS 10	318	42°46'56.18"N 18°24'0.43"E					d1, d5		Arta
TREŠN	gradovica	319	43°52'8.62"N 18°13'37.38"E			K13				krav
TREŠN	PR1	320	poljina							petro
TREŠN	STA 1	321	42°58'38.43"N 17°59'0.38"E		12					solu
TREŠN	smilje	322	42°57'54.54"N 18°1'40.27"E			K11				jeru
TREŠN	Pv2	323	43°0'8.13"N 18°9'27.56"E							ribar
TREŠN	THOB 1	324	42°41'47.08"N 18°19'48.04"E			K15				
TREŠN	THOB 2	325	42°42'7.25"N 18°28'27.17"E			K15				
TREŠN	THOB 3	326	42°50'3.33"N 18°17'46.16"E			K13				
BRČKO	autobio n sorte	400	44°50'2.82"N 18°53'15.47"E			11, 15, 17,				Črk
BRČKO	Dusanovce	401	44°52'32.44"N 18°47'35.88"E							Mir
BRČKO	Pole gijna	402	dodaci poljine			18, 13, 18, 11, 2	3,	3, 1, 2		Rubi
BRČKO	travnice	403	dodaci poljine			16, 11,	5, 2, 3, 4,	1, 2,		Dusi



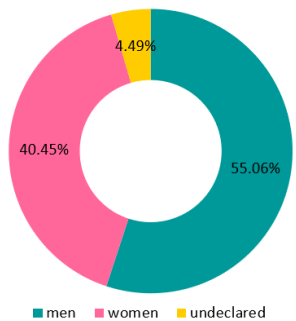


Figure 6. Respondents according to gender (%)

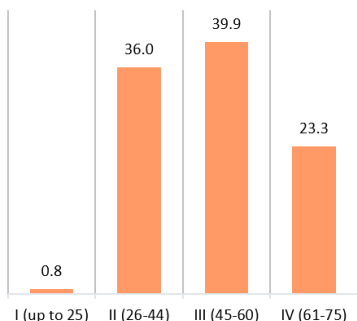


Figure 7. Respondents according to age groups (%)

Graphical interpretation

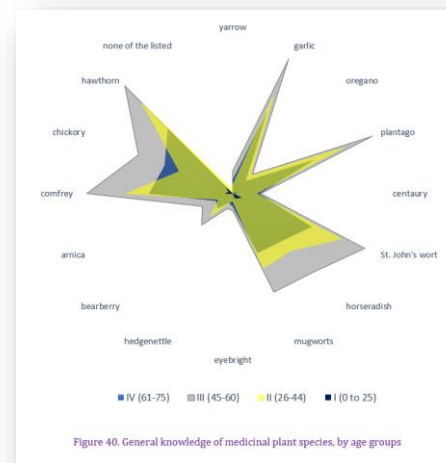


Figure 40. General knowledge of medicinal plant species, by age groups

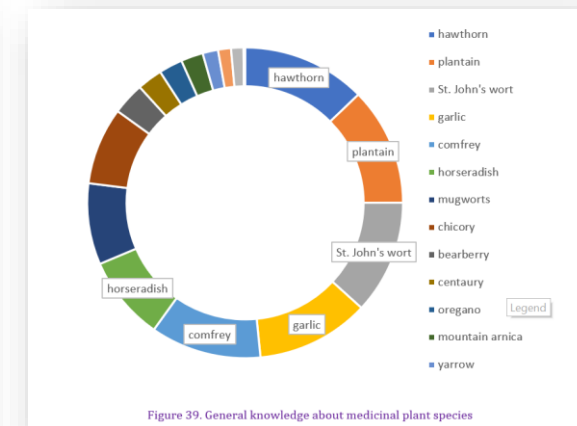
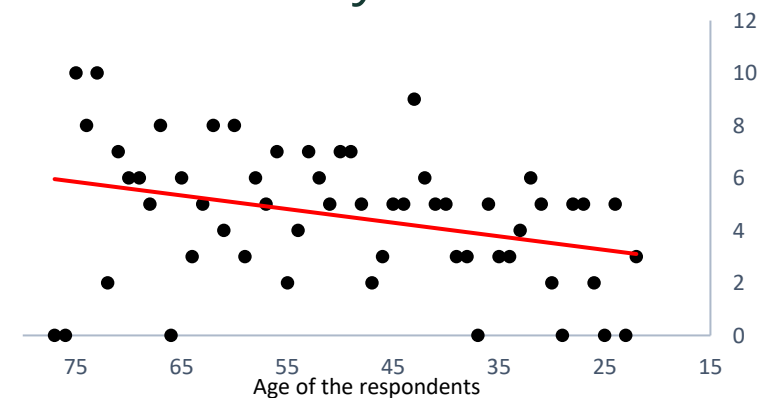


Figure 39. General knowledge about medicinal plant species

Questions from the questionnaire are presented in the following order:

1. Analysis of general information of respondents;
2. Analysis of the knowledge and application of traditional practices;
3. Analysis of the traditional and local knowledge in local communities;
4. Analysis of the opinion on the state and use of natural resources.

Analyses



Challenges

- A short period of research time;
- Insufficient number of similar publications;
- Listing knowledge that has already been lost;
- Depopulated localities/rural area;
- The age of individual participants (some participants cant remember some practices or knowledge);
- A large number of different traditional knowledge that needs to be grouped in categories;
- Although the survey is anonymous, respondents did not provided personal information (fear, mistrust, lack of will to share knowledge) like age, education, recipes.



Key benefits of the project

Database walking interview

ID	Ime iz Google	Novi	Knowledge	Nalaznica	Grupa	NOBODIJK	S	U	jezik	Nepu
TR000	PR0 1	300	47473367N 18222861E	starija.kolina.6		811				Bos
TR000	pru.gale	300	pru.gale							pru.g
TR000	KC0 1	300	47473367N 18222861E							pru.g
TR000	PR 1	301	47473367N 18222861E		6	PR1				pru.g
TR000	pru.gale / jela	302	pru.gale		6	PR1				pru.g
TR000	pru.gale.kita	303	47473367N 18222861E	1208	6	811.827				pru.g
TR000	pru.gale	304	pru.gale			81				pru.g
TR000	pru.gale.kita	305	pru.gale.kita			811.827.818				pru.g
TR000	pru.gale	305	pru.gale				21	18		pru.g
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TR000	pru.gale.kita	309	47473367N 18222861E			811.828.82		01.01	01	pru.g
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TR000	pru.gale.kita	319	47473367N 18222861E			811				pru.g
TR000	PR 1	320	pru.gale.kita			12				pru.g
TR000	KC0 1	321	47473367N 18222861E			811				pru.g
TR000	pru.gale	322	pru.gale							pru.g
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TR000	Druvaljevac	401	47473367N 18222861E			811.828.811.7		0	0	pru.g
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Digital mapping

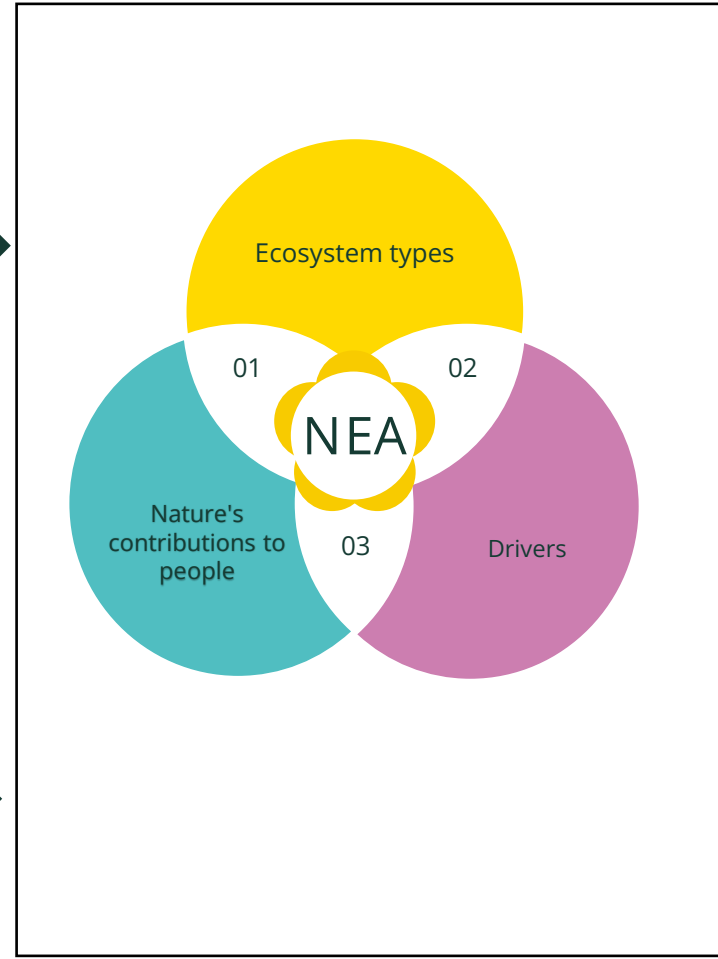


Database dialogue

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TR000	pru.gale	300	pru.gale							pru.g
TR000	KC0 1	300	47473367N 18222861E							pru.g
TR000	PR 1	301	47473367N 18222861E		6	PR1				pru.g
TR000	pru.gale / jela	302	pru.gale		6	PR1				pru.g
TR000	pru.gale.kita	303	47473367N 18222861E	1208	6	811.827				pru.g
TR000	pru.gale	304	pru.gale			81				pru.g
TR000	pru.gale.kita	305	pru.gale.kita			811.827.818				pru.g
TR000	pru.gale	305	pru.gale				21	18		pru.g
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TR000	KC0 1	321	47473367N 18222861E			811				pru.g
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TR000	PR003	326	47473367N 18222861E			811				pru.g
TR000	pru.gale.kita	400	pru.gale.kita			811.828.811				pru.g
TR000	Druvaljevac	401	47473367N 18222861E			811.828.811.7		0	0	pru.g
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TR000	pru.gale.kita	403	pru.gale.kita			811.828.811.7		0.2.3.4	0.2	pru.g



FINAL REPORT - PUBLICATION.



Final project product

Publication

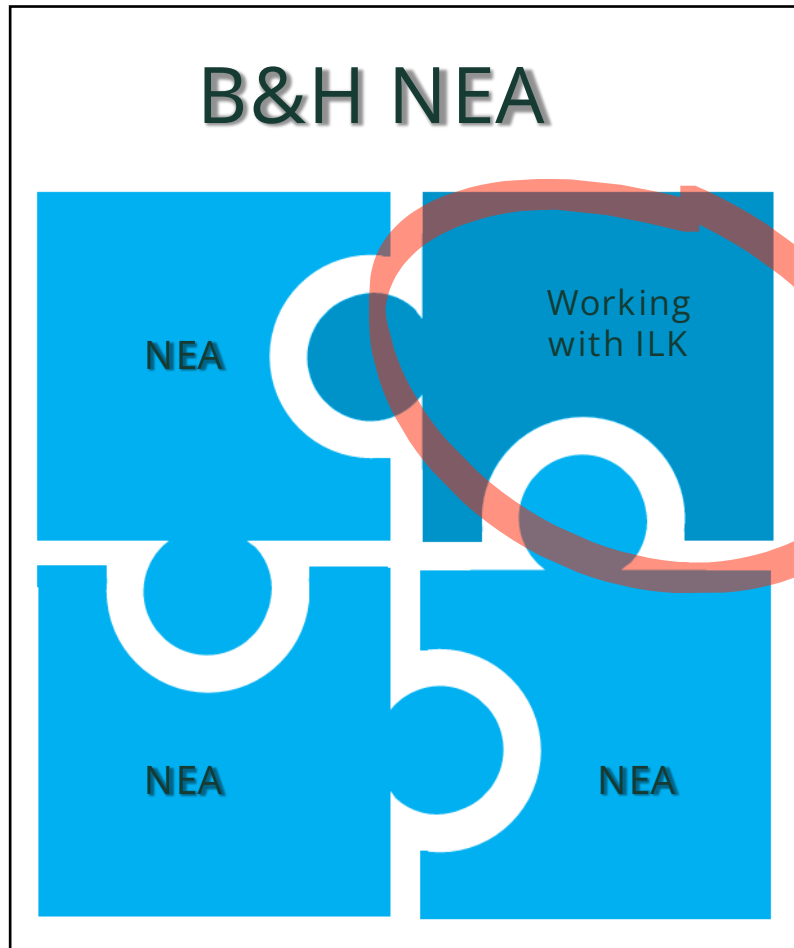
THE STATE OF TRADITIONAL KNOWLEDGE OF BIODIVERSITY IN BOSNIA AND HERZEGOVINA

MAIN CHAPTERS

1. Short overview of traditional knowledge, occupations and practices;
2. Modern research on traditional and local knowledge;
3. Results of current research;
4. Traditional and local knowledge in planning and management processes;
5. Regulatory framework for the preservation of traditional knowledge;
6. The state of traditional knowledge and practices;



Embedding ILK in the NEA



Working with ILK in the assessment process and its implications at the end of the process

Results of Local and Traditional Knowledge research are **successfully implemented** to National Ecosystem Assessment in BiH (NEA).

Key question

Key messages

Key achievements/findings

- In BiH, there is a significant wealth of traditional and local knowledge and practices in the use of biodiversity
- Women play a significant role in the preservation of traditional practices, particularly practices related to the preservation of natural resources and their traditional use in human diets.
- There is a proven loss of traditional knowledge and practices.
- The economic potential of traditional knowledge and practices is best recognized through the production of food products
- Traditional knowledge and practices are not part of formal education, except in specialist higher education study programmes
- Through research, it has been recognized the importance of local communities in preserving local knowledge
- This project represents scientific basis for all future research on traditional knowledge in BiH



Key achievements/findings

- ❑ The results indicate the need for the implementation of continuous projects in documenting traditional knowledge and preserving the cultural identity of BiH.
- ❑ We still have the transmission of traditional knowledge through generations, especially among people over 45 years old
- ❑ Young people acquire their knowledge through the Internet and additional education
- ❑ The most important data represents that resources are collected most often in the household, and that mothers or women are the bearers of traditional knowledge.





Designing an engaging visual identity

Mr. Alaa Marouf

Visual Identity and Graphic Designer for BiH National Ecosystem

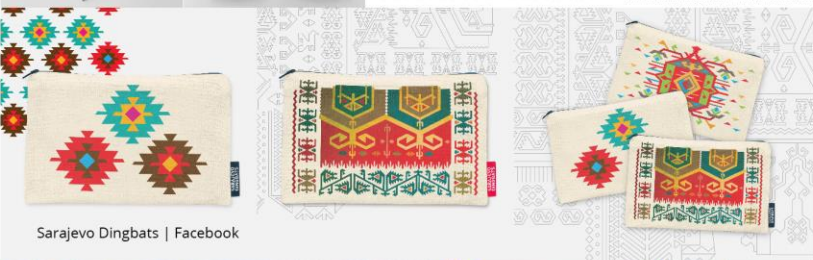
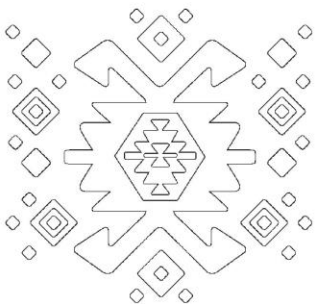




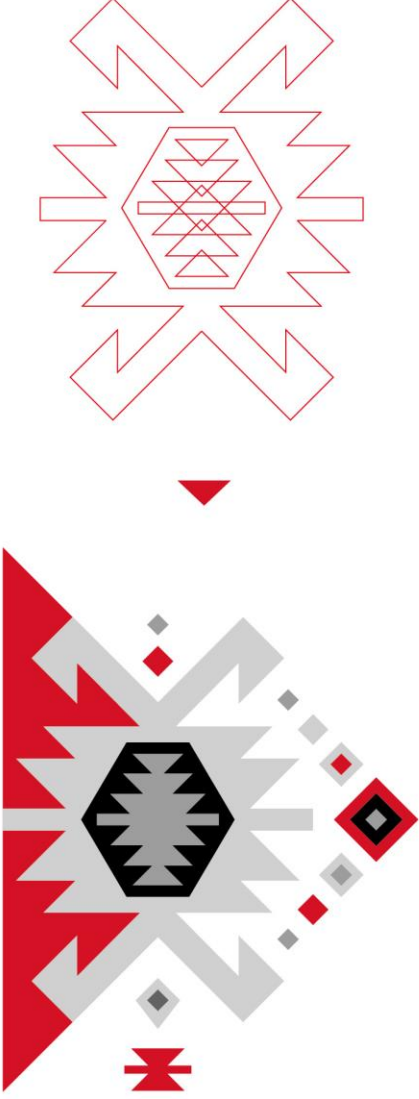
OPEN
WEBINAR

Global Presentation of
BiH National Ecosystem Assessment
VISUAL IDENTITY AND DESIGN PROCESS

COLOURS AND GRAPHIC ELEMENTS INSPIRATION



Sarajevo Dingbats | Facebook



COLOURS



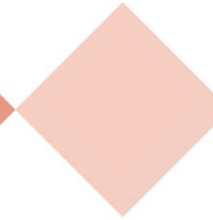
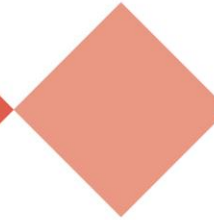
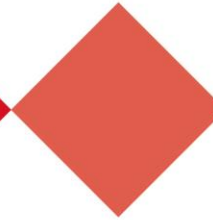
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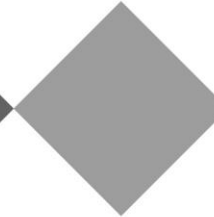
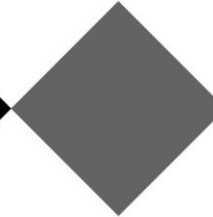
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M / 100
Y / 90
K / 0



C / 100
M / 30
Y / 50
K / 0



SECONDARY COLOUR PALETTE

75%

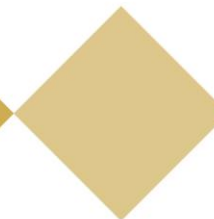
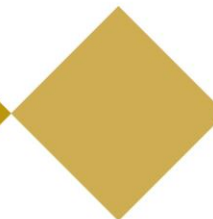
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M / 40
Y / 65
K / 40



C / 25
M / 35
Y / 100
K / 10



PRIMARY TYPEFACE

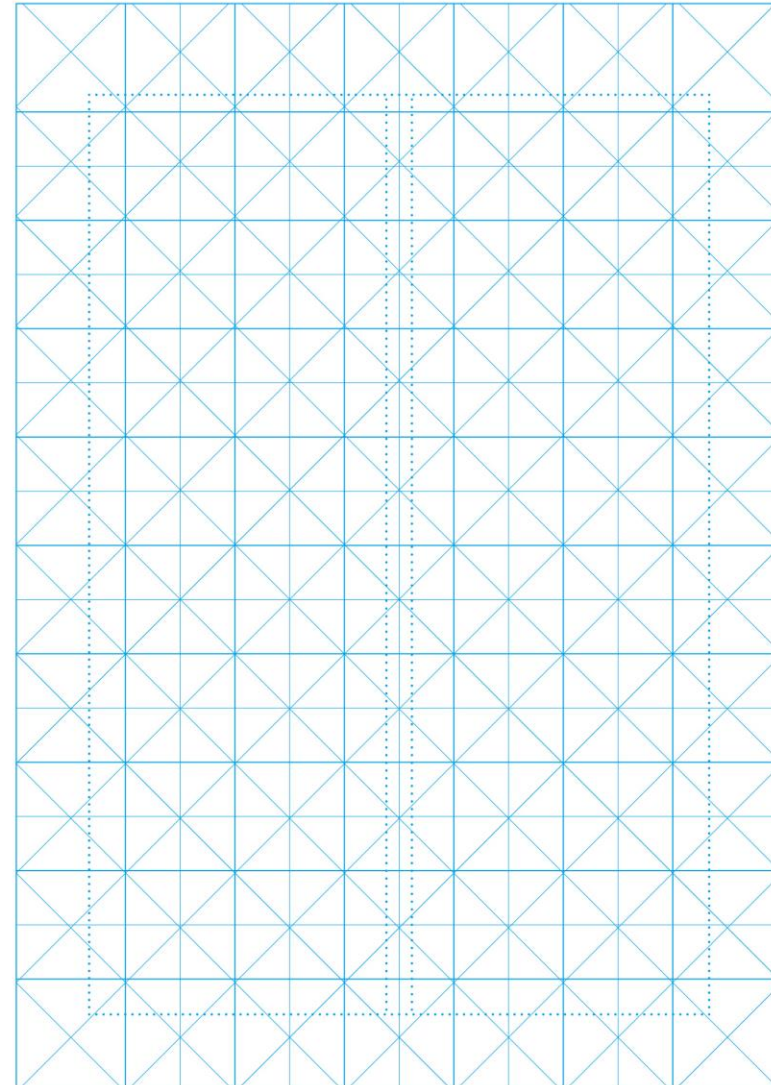
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**Open Sans
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*Open Sans
Regular Italic* *ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890*

GRID TEMPLATE



VISUAL IDENTITY GUIDES



INTRODUCTION

To define the brand, the Borneo and Hengqin National Ecotourism Assessment (BNEA) has produced these guidelines with details of our visual identity, styles and best practice to ensure compelling, consistent communication materials that speak with a common visual language.

The purpose of these guidelines is to provide all staff, particularly communication and public relations officers, as well as contractors and service providers, with support and guidance for producing materials involving the BNEA National Ecotourism Assessment.

These guidelines will help you deliver the assessment findings consistently. When we all have a common and more consistent voice, we effectively reinforce and strengthen our messaging and impact at every communication opportunity.

CONTENTS

- 1.0 INSPIRATION
 - 1.1 Colours and Graphic Elements Inspiration
- 2.0 COLOUR
 - 2.1 Primary Colour Palette & Tints
 - 2.2 Secondary Colour Palette & Tints
- 3.0 TYPOGRAPHY
 - 3.1 Primary Typeface
 - 3.2 Replacement Typeface
- 4.0 ICONS & PHOTOS
 - 4.1 Iconography Style
 - 4.2 Photography Style
- 5.0 GUIDING GRID
 - 5.1 Grid Template

INSPIRATION

1.0 INSPIRATION

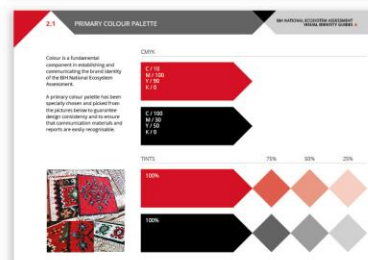
1.1 Colours and Graphic Elements Inspiration



COLOUR

2.0 COLOUR

- 2.1 Primary Colour Palette & Tints
- 2.2 Secondary Colour Palette & Tints



TYPOGRAPHY

3.0 TYPOGRAPHY

- 3.1 Primary Typeface
- 3.2 Replacement Typeface

3.1 PRIMARY TYPEFACE

Open Sans with its variety of faces, has been chosen as the primary typeface for all communication materials and reports.

When used consistently, it unifies messaging and creates familiarity and consistency.

Open Sans Extended in CAPS for titles.

Open Sans Bold for headings and pull quotes.

Open Sans Regular for body text, notices and notes.

Open Sans Regular Italic for notes and notes.

Open Sans
XBold
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold
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Open Sans Regular Italic
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Open Sans is available in free other weights. We will provide a wider choice of other weights that can be licensed under the Open Sans License. Open Sans can be downloaded on Google Fonts via this link: <https://fonts.google.com/specimen/Open+Sans>

3.2 REPLACEMENT TYPEFACE

Arial with its variety of faces, has been chosen as the replacement typeface in situations where Open Sans is not available. Arial can still be used with the same font size and weight as Open Sans.

Open Sans Extended in CAPS for titles.

Open Sans Bold for headings and pull quotes.

Open Sans Regular for body text, notices and notes.

Open Sans Regular Italic for notes and notes.

Open Sans Regular Italic for notes and notes.

Arial Black
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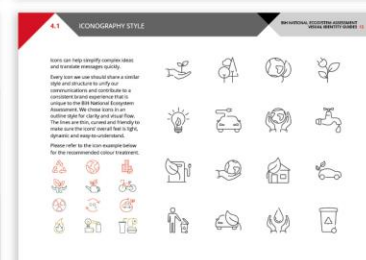
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ICONS & PHOTOS

4.0 ICONS & PHOTOS

- 4.1 Iconography Style
- 4.2 Photography Style



GUIDING GRID

5.0 GUIDING GRID

5.1 Grid Template

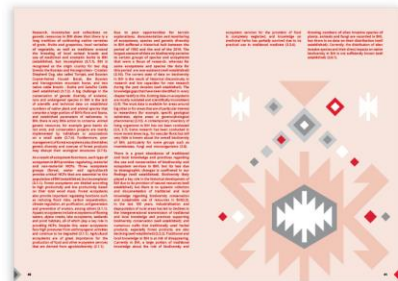
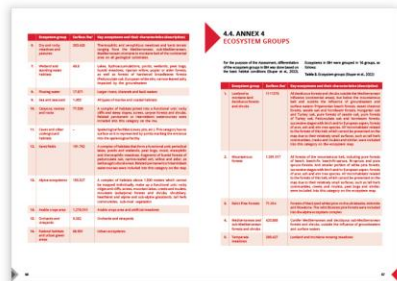
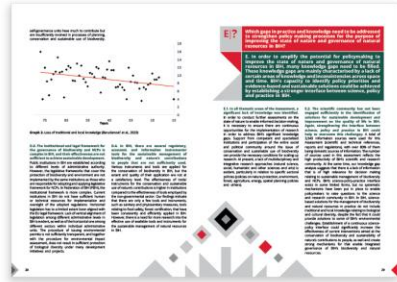
5.1 GRID TEMPLATE

This grid template is designed to be used as a guide for the layout of all communication materials. It provides a consistent and professional appearance to all communication materials.

This grid template is designed to be used as a guide for the layout of all communication materials. It provides a consistent and professional appearance to all communication materials.

This grid template is designed to be used as a guide for the layout of all communication materials. It provides a consistent and professional appearance to all communication materials.







Question & Answer Session





Closing remarks



Mr. Noor Noor
Programme Officer at UNEP-WCMC





The Sub-Global Assessment Network

Join the network and stay up to date with upcoming events

A community of practice that connects and supports individuals and organisations involved in sub-global ecosystem assessments

Our upcoming webinars:



Global Presentation of Cambodia National Ecosystem Assessment



Global Presentation of Grenada National Ecosystem Assessment



Thank You!

