

Integrating Media and Communications in National Ecosystem Assessments

HOUSEKEEPING



Recording: This webinar will be recorded and will be uploaded to our NEA Initiative website. If you have any issues with this, please let us know.



Microphone and Camera: Your microphone will be muted throughout the webinar.



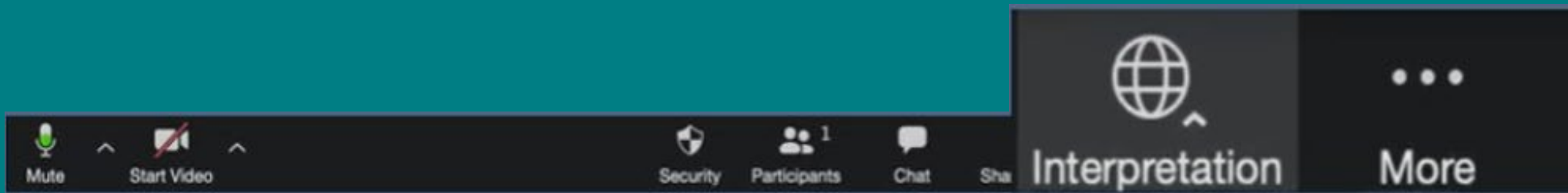
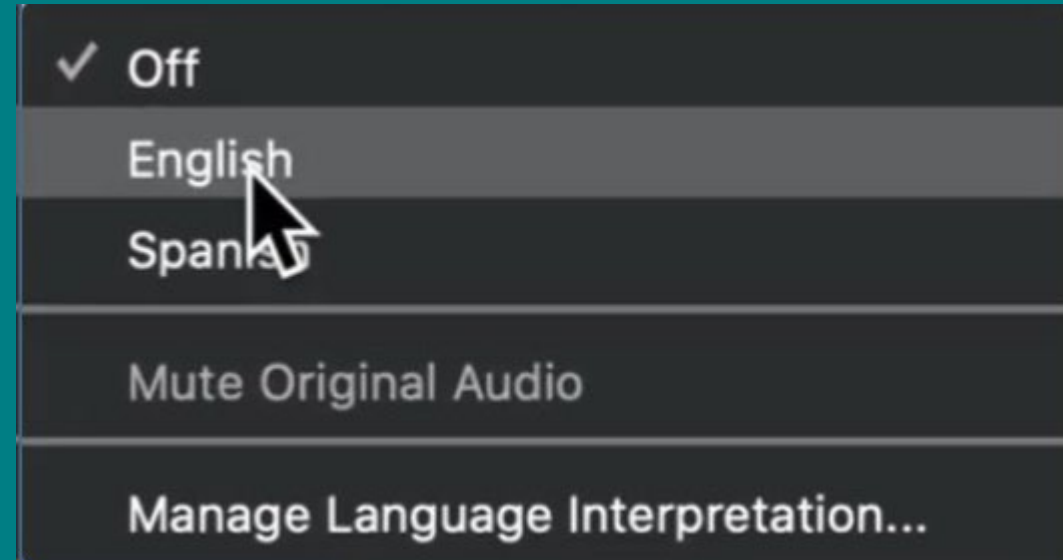
Questions: If you would like to comment or ask a question during the Q&A session, please type use the Q&A feature accessible from the bottom of your screen.



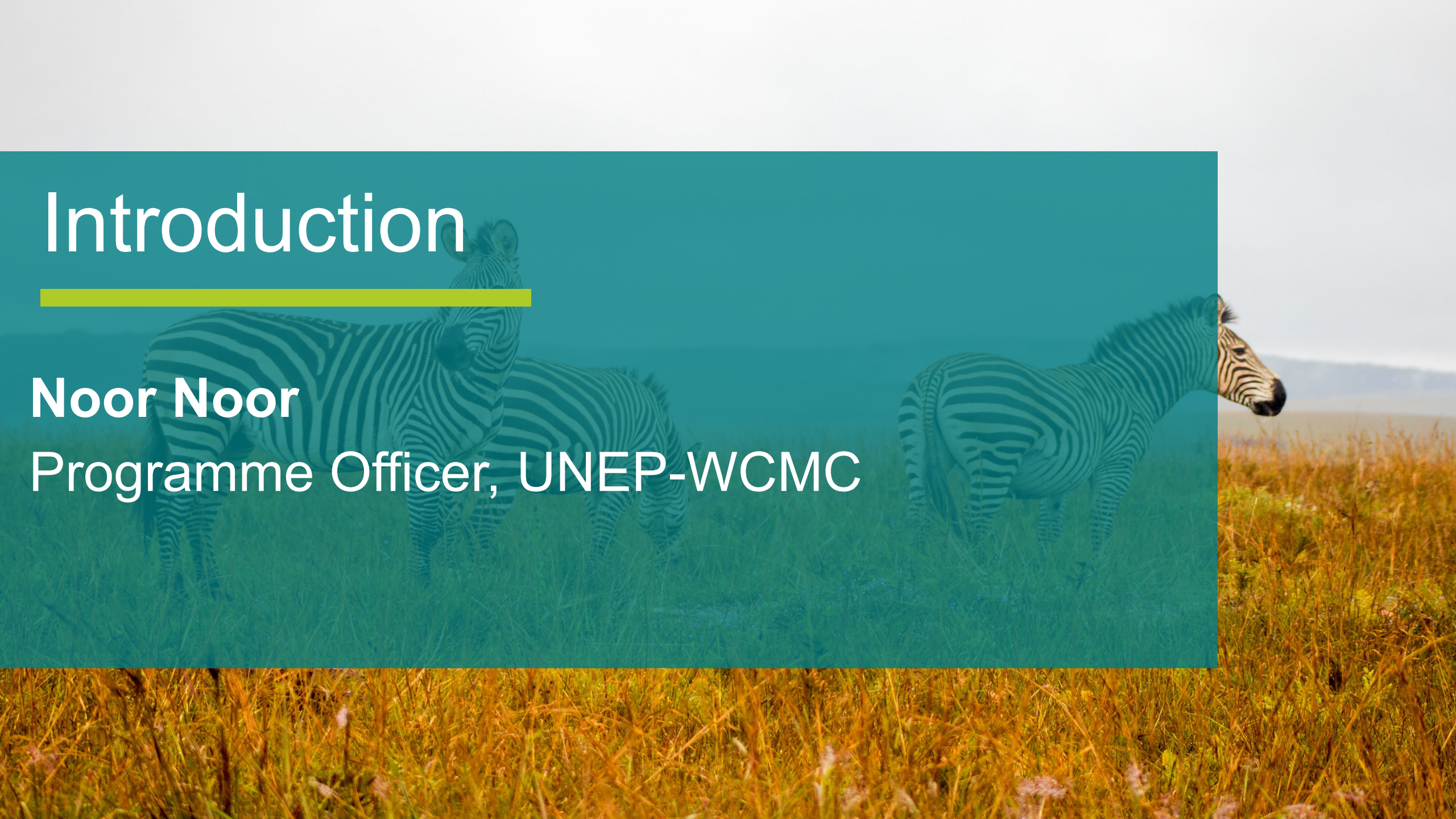
Support: If you have any technical issues, please send a direct message to **Mel Hanley** – UNEP-WCMC Events via the chat.

INTERPRETATION

This session has live interpretation in French and Spanish.



Introduction

The background of the slide features a photograph of three zebras in a savanna landscape. The zebras are standing in tall, dry grass. A semi-transparent teal rectangle is overlaid on the left and center of the image, serving as a background for the text. A thin yellow horizontal line is positioned below the title 'Introduction'.

Noor Noor
Programme Officer, UNEP-WCMC

Webinar Agenda



Session	Speaker
Welcome & Introduction	Noor Noor
Opening Remarks	Natasha Ali
National Ecosystem Assessments in a Nutshell	Fabiana Spinelli
Overview of the Communications Toolkit for National Ecosystem Assessments	Pratik Tandon
The NEA Initiative Project Communication: Technical Support Services	
Country Experience: Dominican Republic	Sésar Rodríguez
Country Experience: Malawi	Alice Kammwamba
Q&A	Noor Noor
Closing Remarks	Juanita Chaves

An aerial photograph of a vast wetland landscape. A wide, calm river flows through the center, surrounded by lush green vegetation and scattered trees. In the background, a range of low mountains is visible under a bright blue sky with scattered white clouds. The foreground shows a dense forest of green trees.

Opening remarks

Natasha Ali

Deputy Head of Policy, UNEP-WCMC

National Ecosystems Assessments in a Nutshell

Fabiana Spinelli

Programme Officer, UNEP-WCMC



IN A NUTSHELL, NATIONAL ECOSYSTEM ASSESSMENTS ARE...

COUNTRY
DRIVEN

POLICY
QUESTIONS

SYNTHESIS
OF
KNOWLEDGE

PARTICIPATORY
& INCLUSIVE

SCIENCE-
POLICY-
SOCIETY
INTERFACE



NEA Initiative start



2017

TRANCHE I

Cameroon
Colombia
Ethiopia
Viet Nam

2022

TRANCHE II

Azerbaijan
Bosnia & Herzegovina
Cambodia
Grenada

2024

TRANCHE III

Botswana
Dominican Republic
Malawi
Thailand

2026

Our Approach

Tailored to country needs
while building a strong,
cross-country community
of practice.

Overview of the Communications Toolkit for National Ecosystem Assessments

Pratik Tandon

Communications Officer, UNEP-WCMC

Media and Communications in Ecosystem Assessments

Activities to increase awareness of ecosystem assessments, support stakeholder engagement, and help communicate the assessment's outcomes.

Examples

Science- Policy-Society Dialogues



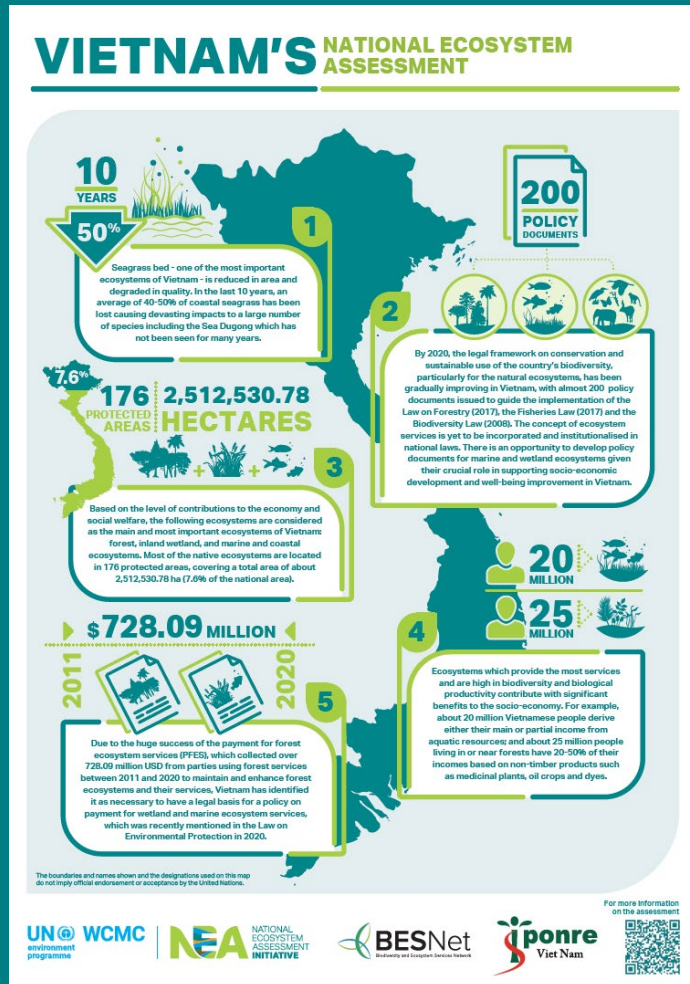
Shabran, Azerbaijan



Sarajevo, Bosnia and Herzegovina

Examples

Infographics for Dissemination of Key Findings



Scan the QR Code to Download the Toolkit



Contains guidance to support capacity for communications, specifically on planning and implementing communications activities.

Available in Arabic, English, French and Spanish

Communications Toolkit for National Ecosystem Assessments



Communications Toolkit for National Ecosystem Assessments

What's the
purpose of the
Toolkit?

Who is the
Toolkit for?

When to use
the Toolkit?



PART 1 : COMMUNICATION STRATEGIES AND TACTICS

Part 1: Communications Strategies and Tactics

Step 1



**Setting
communications
objectives**

Step 2



**Identifying your
audiences**

Step 3



**Developing key
messages**

Step 4



**Choosing the right
channel**

Part 1: Communications Strategies and Tactics



**Branding &
Visual Identity**



Media Outreach



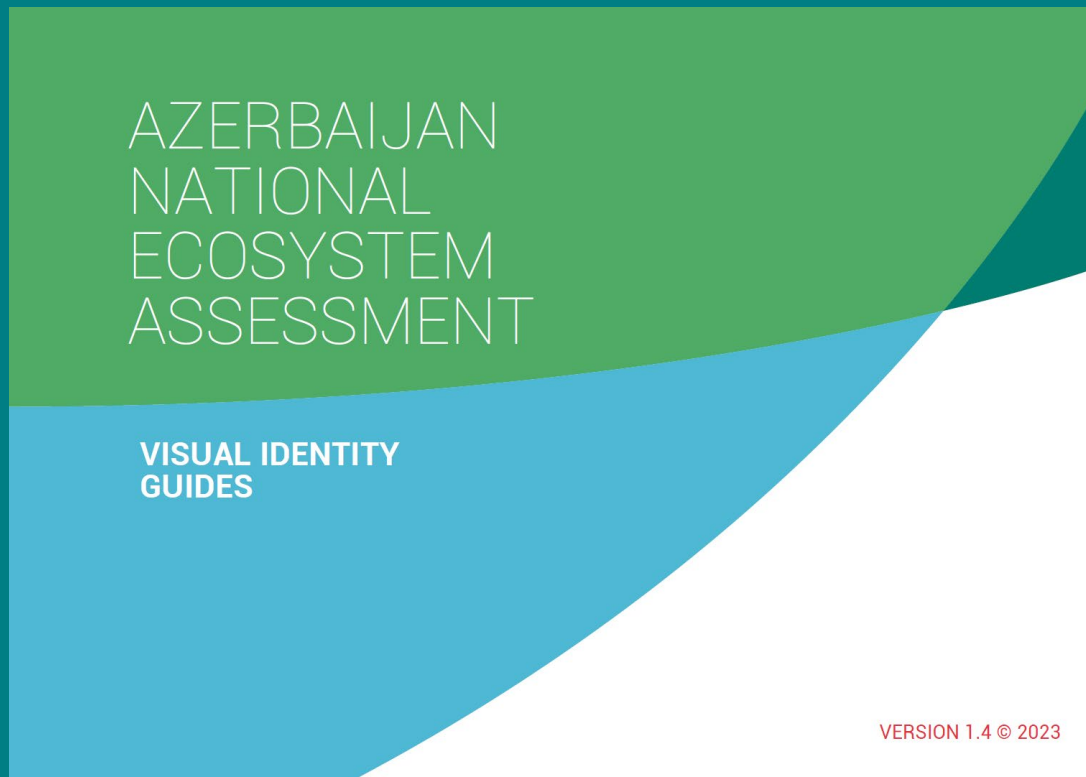
**Digital
Communications**



Storytelling

Example

Visual Identity Guidelines Developed for National Ecosystem Assessments



Azerbaijan National Ecosystem Assessment



Bosnia and Herzegovina National
Ecosystem Assessment

An aerial photograph of a tropical coastline. On the left, a dense forest of palm trees and other tropical vegetation borders a sandy beach. The ocean is a deep blue, with white waves breaking onto the shore. A large bird, possibly a frigatebird, is captured in mid-flight over the water. A teal banner with white text is overlaid at the bottom, and a yellow bar is at the very bottom.

PART 2 : FROM STRATEGIES TO PLANNING ACTIVITIES

Part 2: From Strategies to Planning Activities



**Developing a
communications plan**



**Scan to download
online template**



**Setting realistic
timelines**



**Planning resources for
communications**

An aerial photograph of a river flowing through a lush, green landscape. A small bridge crosses the river, and a small house is visible on the left bank. The river is surrounded by dense vegetation and trees. The water is a light brown color, and the surrounding land is a mix of green grass and brown soil.

The NEA Initiative Project Communication: Technical Support Services

The NEA Initiative communications team supports partner countries by communicating about their project activities, successes and impacts.

Various channels are available for this purpose, such as



**NEA Initiative and
UNEP-WCMC
websites**



**UNEP-WCMC
social media
channels**



**UNEP-WCMC
newsletter**



**SGAN
webinars**

During the assessment process, the communications team assists countries, where possible, in all communication related activities, such as



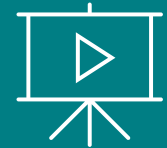
**Developing a
Communications
Strategy and
Workplan**



**Guidelines for logo
usage**



Knowledge synthesis



**Technical assistance
in developing
communication
products**

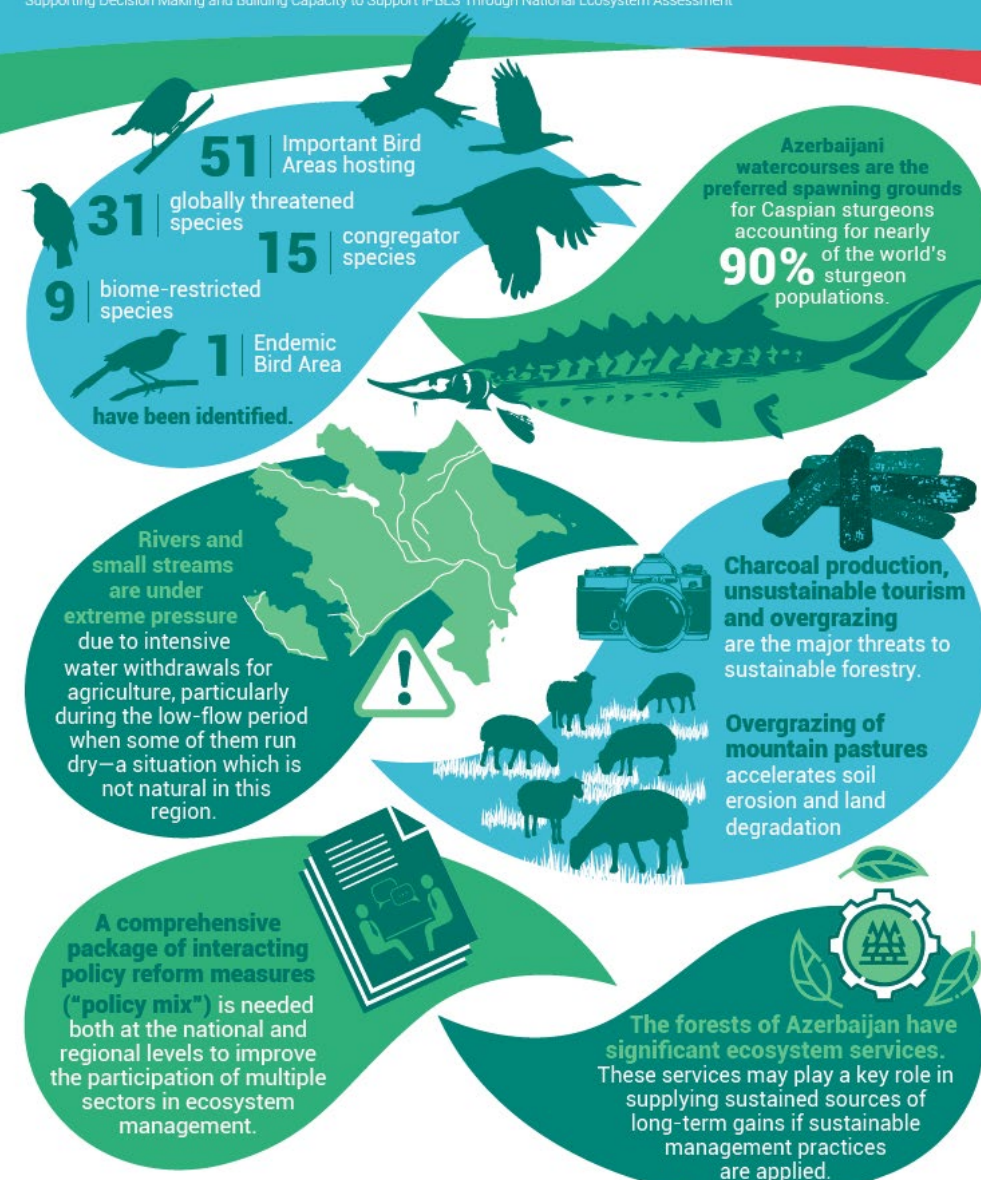
The communications team has developed an array of infographics and posters communicating key insights and data from national ecosystem assessments.



AZERBAIJAN | KEY FINDINGS

NATIONAL ECOSYSTEM ASSESSMENT

Supporting Decision Making and Building Capacity to Support IPBES Through National Ecosystem Assessment



Supported by:



In partnership with:



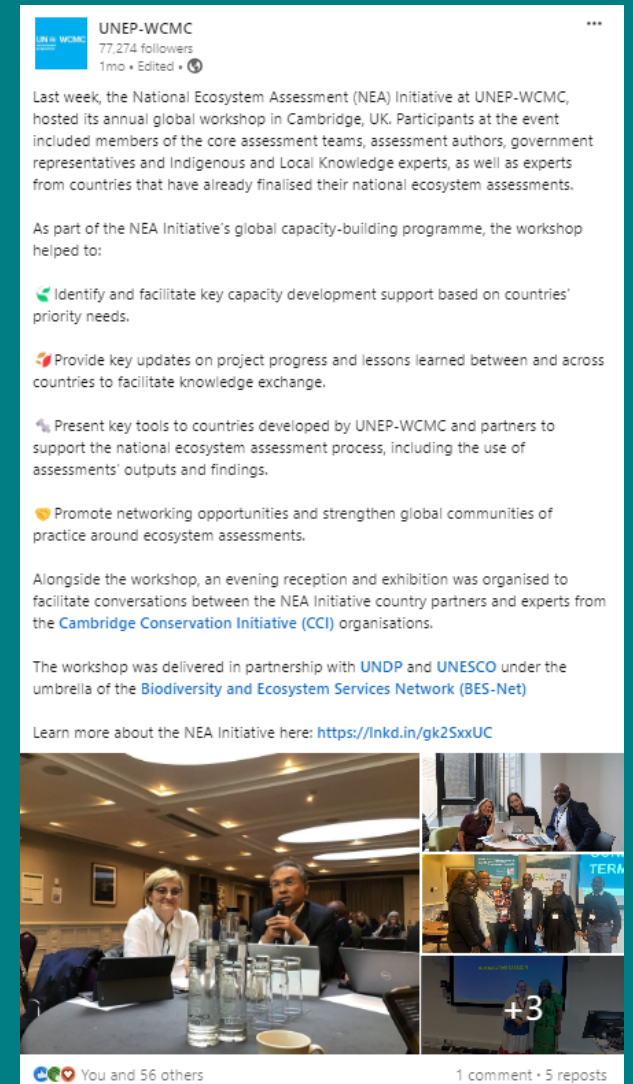
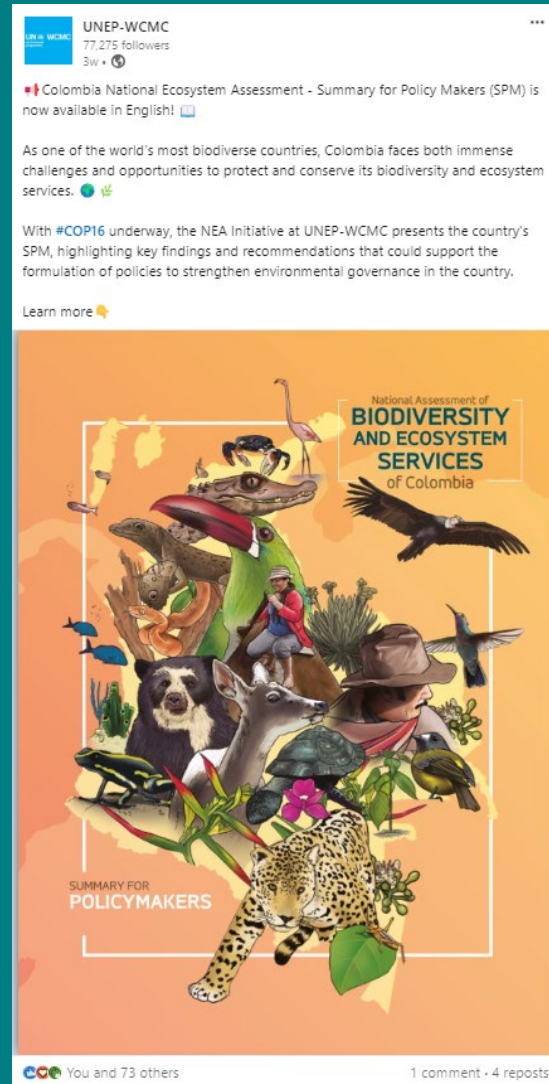
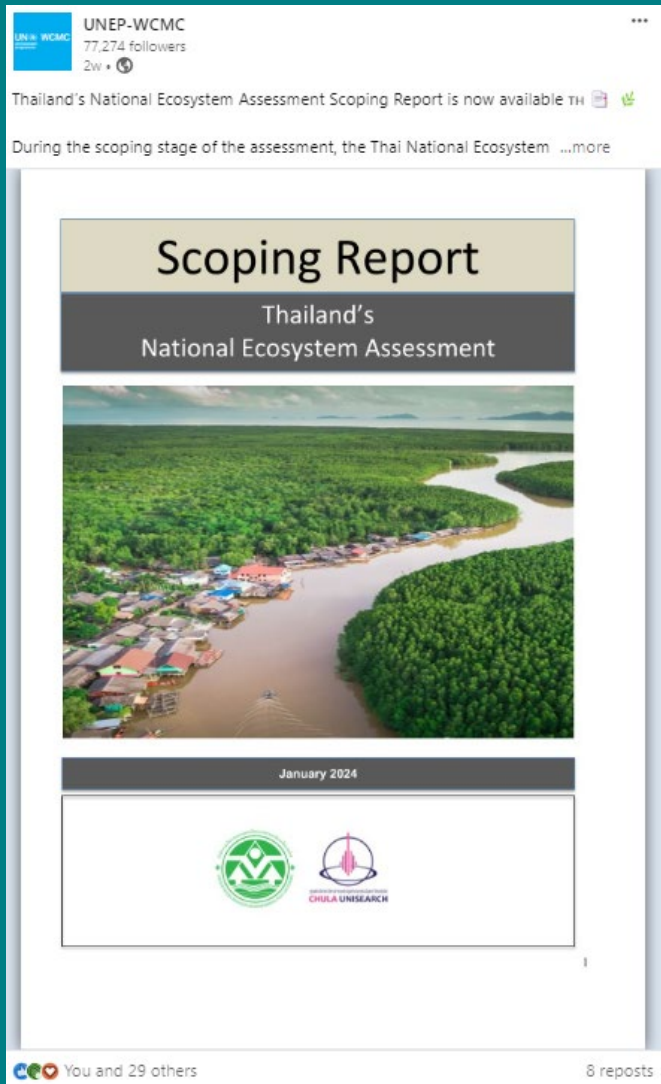
Based on a decision of the German Bundestag

Source: National Ecosystem Assessment Report of Azerbaijan - Summary for Policymakers

We also publish interactive visual stories online on International Days.



On social media, we frequently communicate with international audiences about project activities, milestones and key outcomes from the assessment.



Thank You!

An aerial photograph of a lush mangrove forest with winding waterways. A semi-transparent teal rectangle is overlaid on the upper portion of the image, containing white text. A thin yellow horizontal line is positioned below the title text.

Country Experience: Dominican Republic

Sésar Rodríguez

Project Manager, Dominican Republic National
Ecosystem Assessment

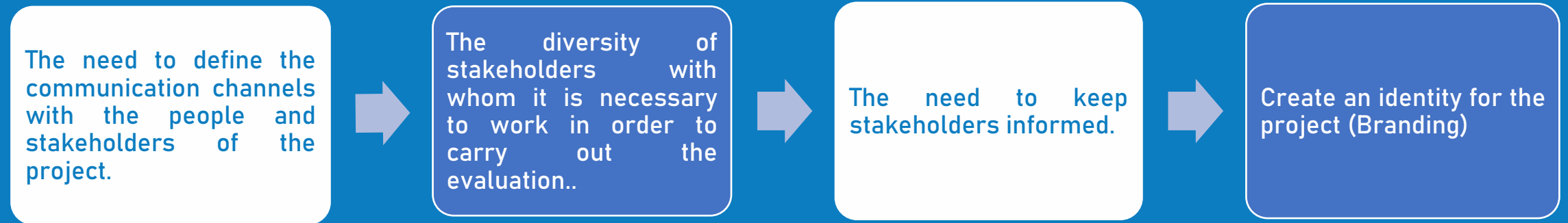
Integrating communication in the National Ecosystem Assessment in the Dominican Republic.



Sésar Rodríguez,
Project Manager
Consortio Ambiental Dominicano

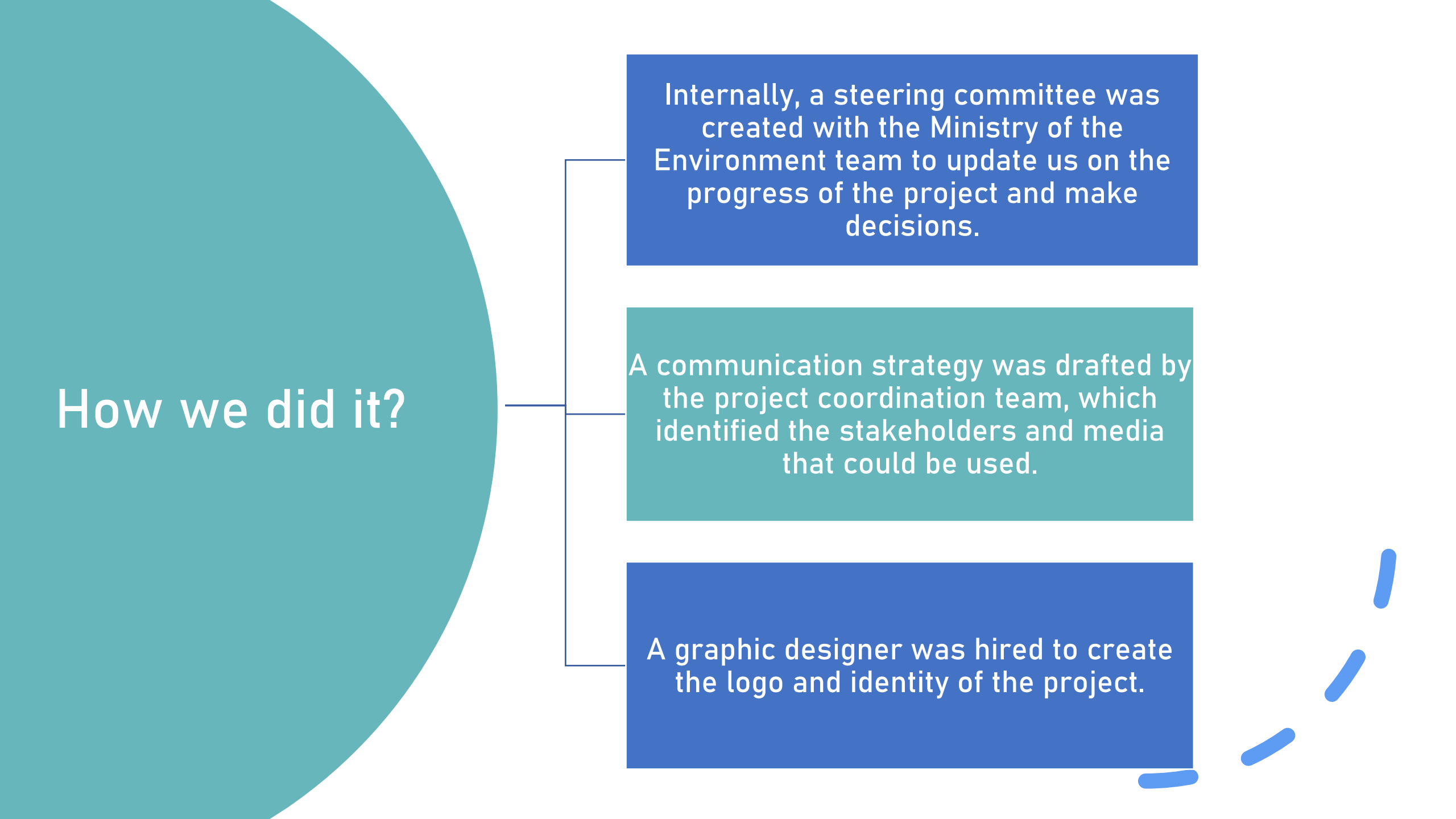


Why we create a communication strategy for the project in Dominican Republic?



In essence, communication facilitates processes and makes it possible to reach stakeholders through different channels.

How we did it?

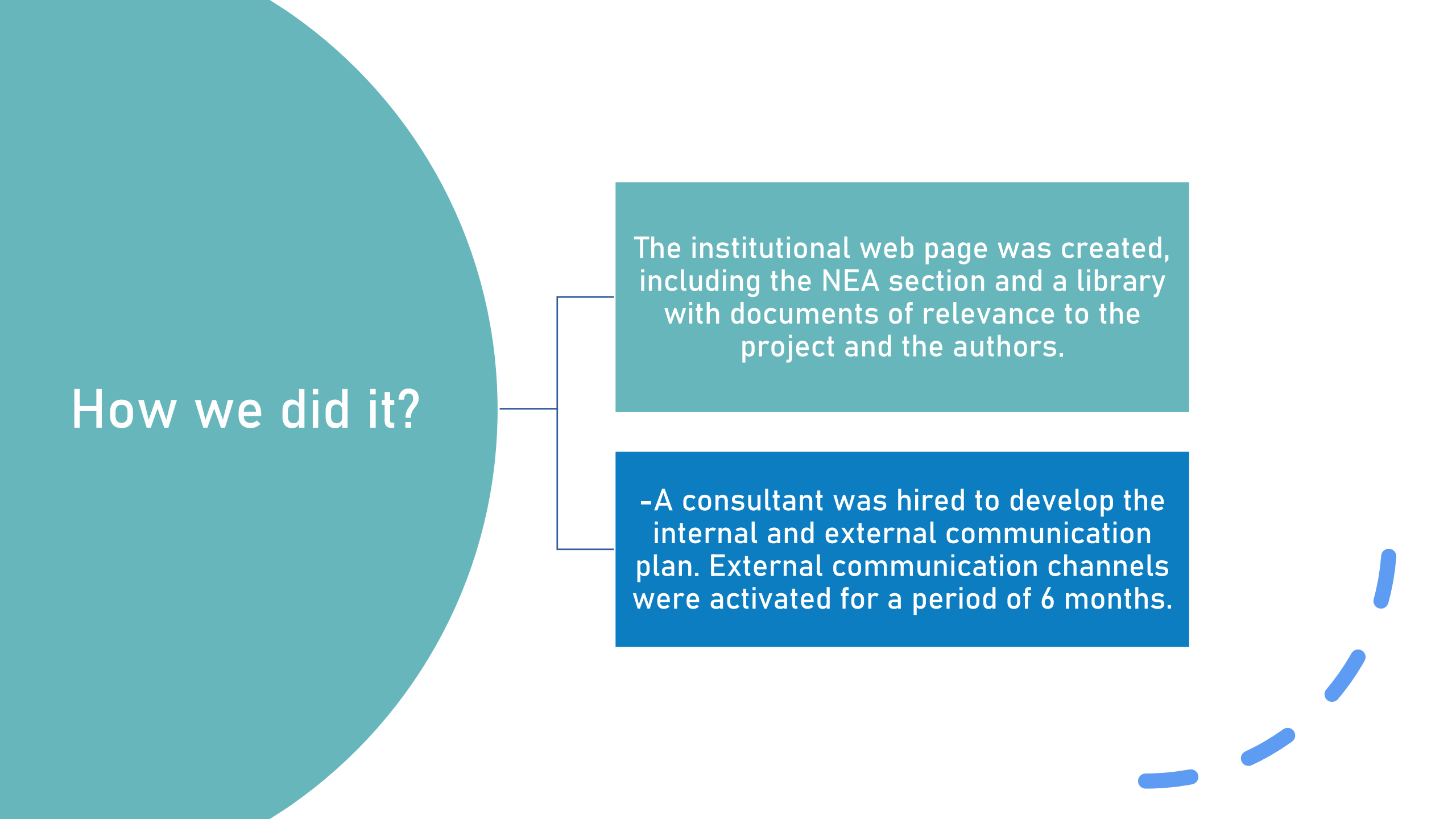


Internally, a steering committee was created with the Ministry of the Environment team to update us on the progress of the project and make decisions.

A communication strategy was drafted by the project coordination team, which identified the stakeholders and media that could be used.

A graphic designer was hired to create the logo and identity of the project.

How we did it?

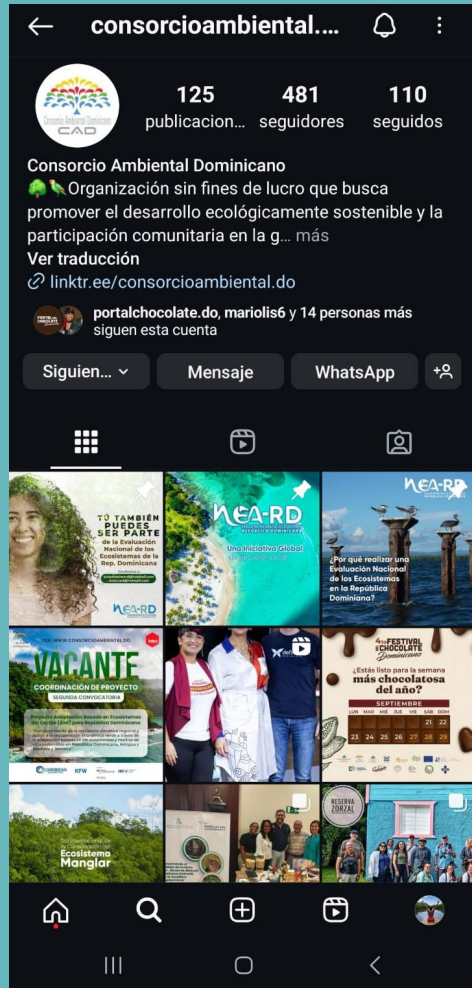


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graph LR; A((How we did it?)) --- B[The institutional web page was created, including the NEA section and a library with documents of relevance to the project and the authors.]; A --- C[-A consultant was hired to develop the internal and external communication plan. External communication channels were activated for a period of 6 months.]
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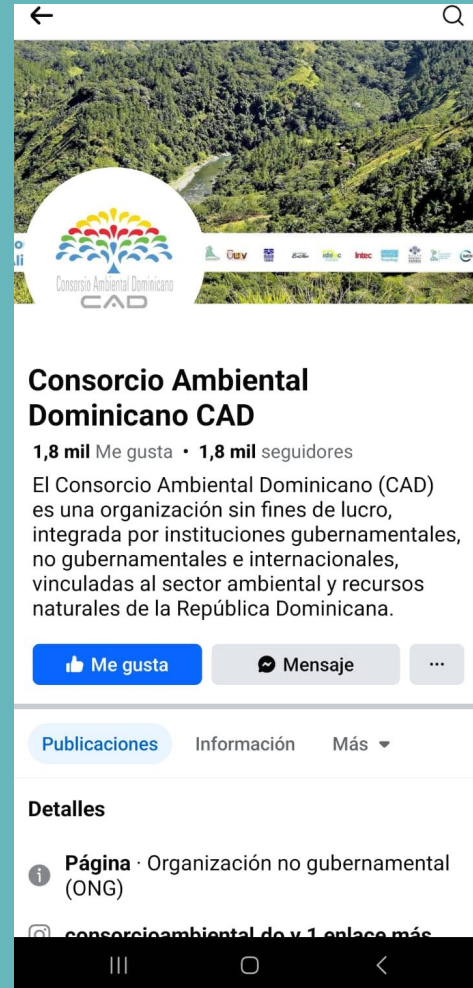
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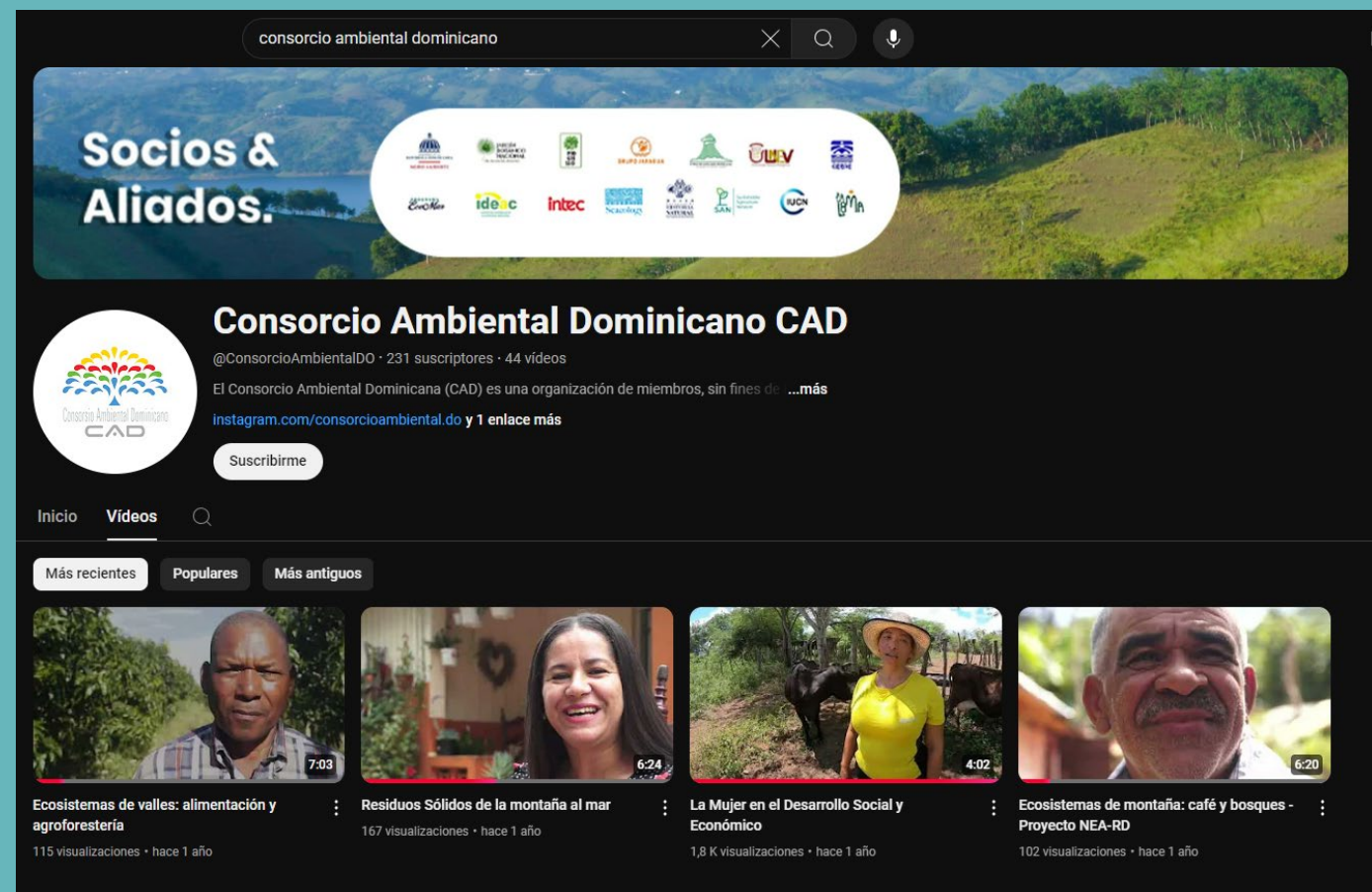
Social Media Accounts Activated



Instagram



Facebook



Youtube

Ideas for the development of the project identity

1. The project is a global initiative with its own identity, and the idea was to make a local adaptation.
2. From the beginning, the team named the project NEA-RD, and proposed that the logo follow the same message.
3. In the development of the identity, the elements and colors should be associated with the personality of the brand, or in this case, the project.



Development of the project identity



The colors selected represent the colors of the ecosystem, mainly the Sky, Sea, Land and Mountain.

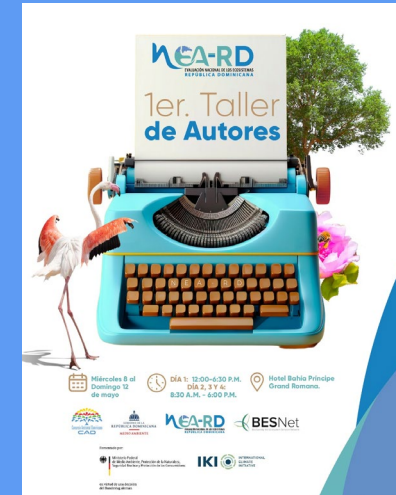
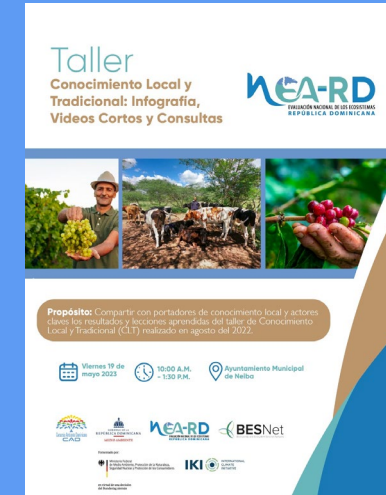
Uses of the graphic line and designed materials



Infographic s



Cover page of the Initial Evaluation Report



Workshop invitations

Uses of the graphic line and designed materials



Personalized folders and badges for the NEA-RD activities.



Post para redes sociales

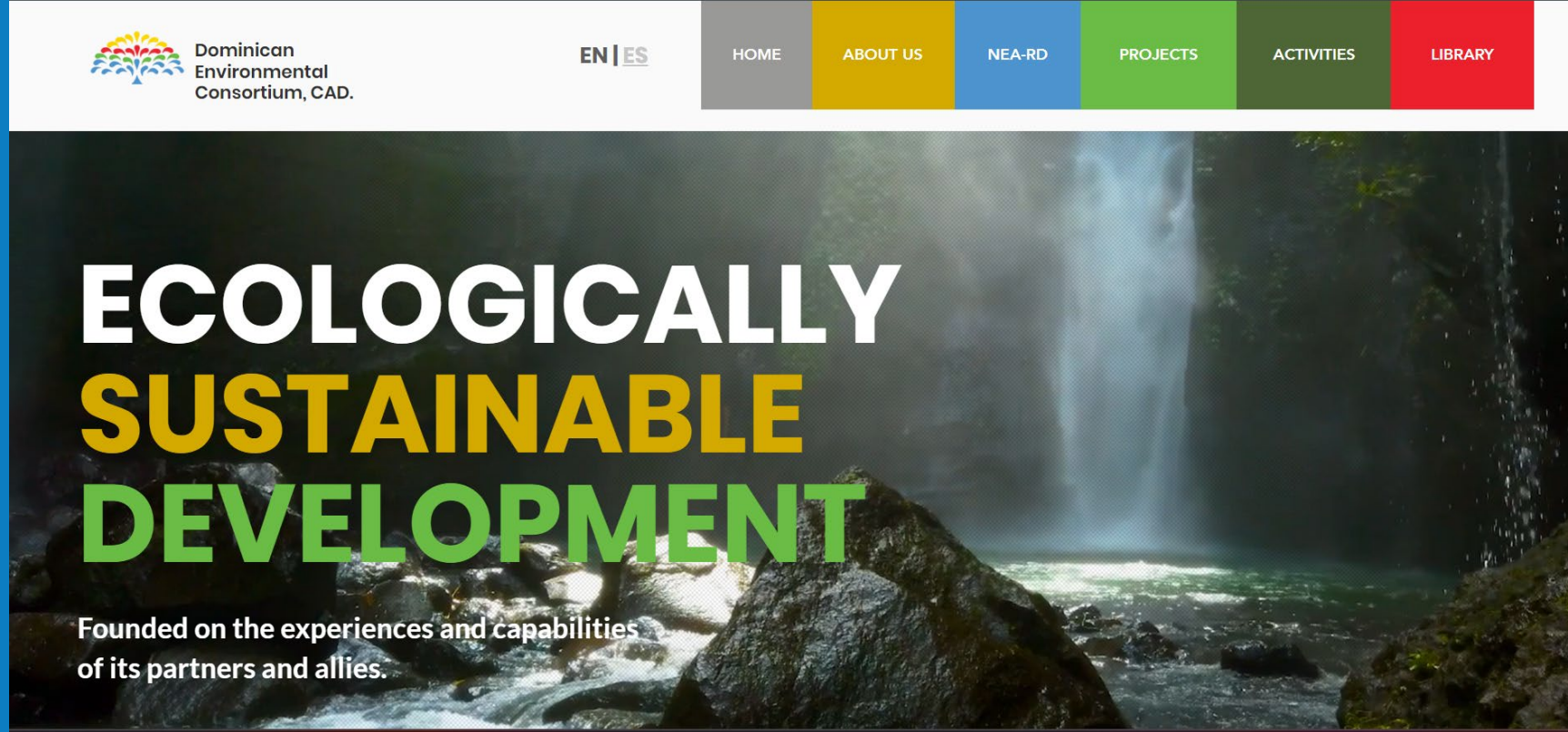
Roll Up Banners



The banners were made with a general message, so that they could be used in all the activities of the Project.



Website



The website was created institutional under CAD's name as an strengthening strategy and includes a special section for the NEA-RD.

<https://www.consorcioambiental.do>

Website: Section NEARD and library



National Ecosystem Assessment

Developing the capacity to assess national ecosystems: linking policy, science, and practice in the Dominican Republic (NEA-RD). The project will conduct a comprehensive and critical review of existing knowledge about the selected ecosystems to provide answers to key questions formulated to guide the assessment process.

Dominican Republic

The Dominican Republic, along with Malawi, Thailand, and Botswana, forms Group III of the countries implementing the Global Initiative for National Ecosystem Assessment, coordinated by the United Nations Environment Program World Conservation Monitoring Center (UNEP-WCMC).

Global Initiative, Local Execution

In the country, the implementation of the project 'Developing Capacity for National Ecosystem Assessment, Linking Policy, Science, and Practice (NEA-RD)' has been initiated. This project aims to generate a national assessment of the condition and trends of biodiversity and ecosystem services in the country, as well as the interrelationships between these and the Dominican population.

LIBRARY

A valuable source of information for those interested in learning more about how we can care for our planet.



World Risk Report 2021



Sistematización del Proyecto de Reingeniería del Sistema Nacional de Áreas Protegidas



Soluciones basadas en la naturaleza y la bioeconomía



Parte I
Objetivos e Indicadores



Primer Reunión Regional de Latino América y el Caribe
San Luis, Argentina
2009



Panorama de los océanos, los mares y los recursos marinos
en América Latina y el Caribe
Conservación, desarrollo, sostenibilidad y gestión del cambio climático
México, México
2010

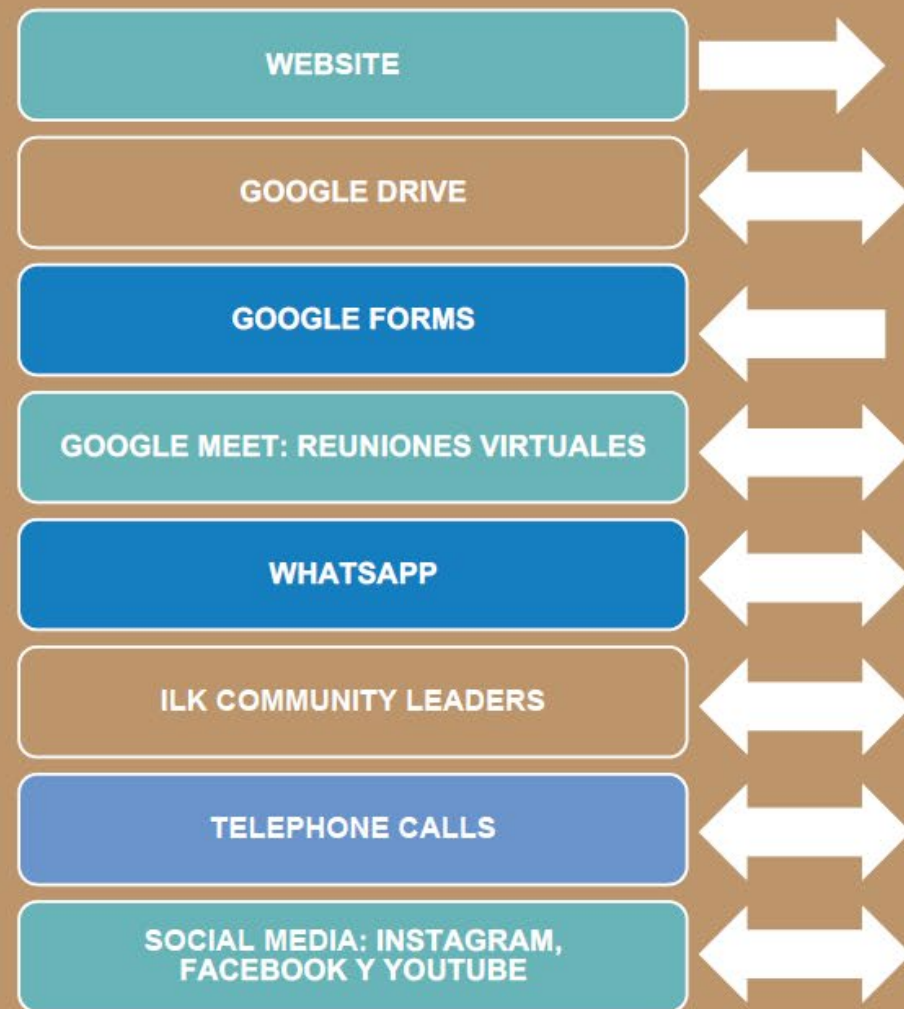
The communication experts hired recommend that the website and external communication channels should be created under the umbrella of the organization and not only for the project.

<https://www.consortioambiental.do/copy-of-nea>

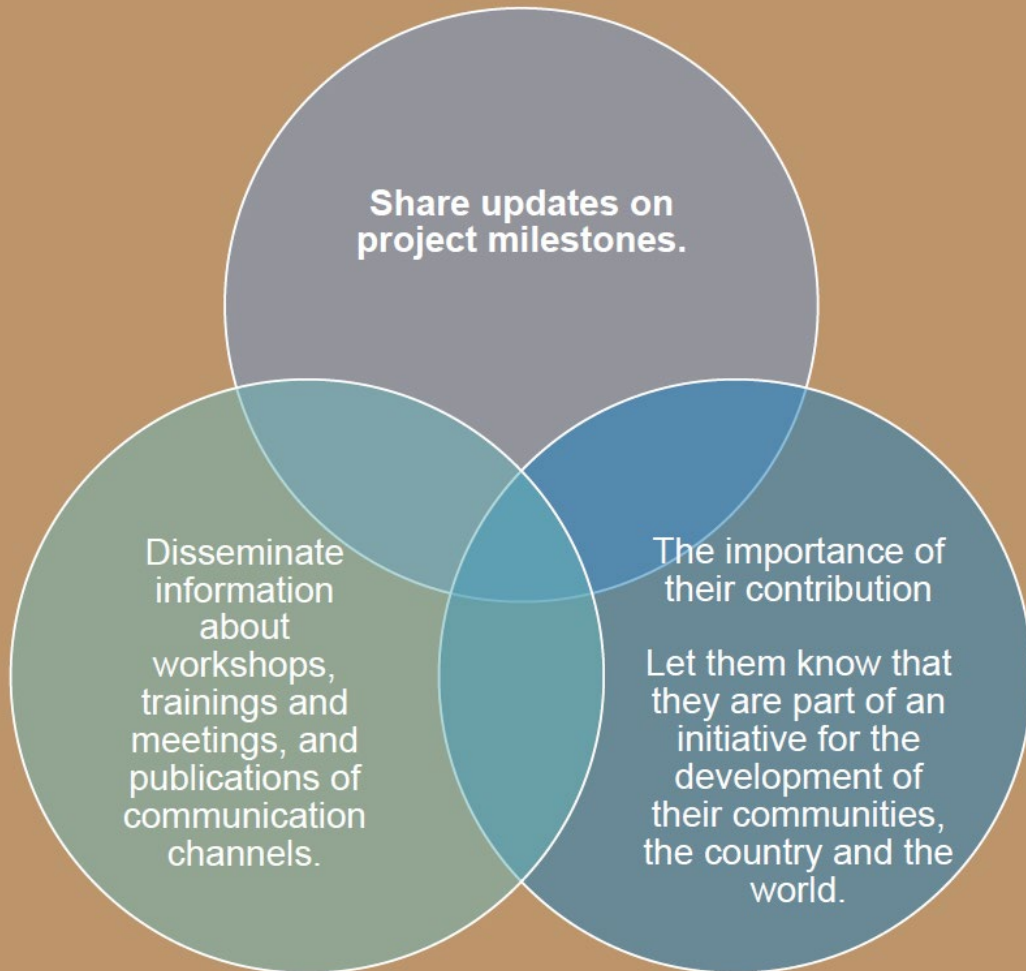
Internal Communication Plan Channels



NEA-RD
EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA



Uses and objectives of internal communication channels

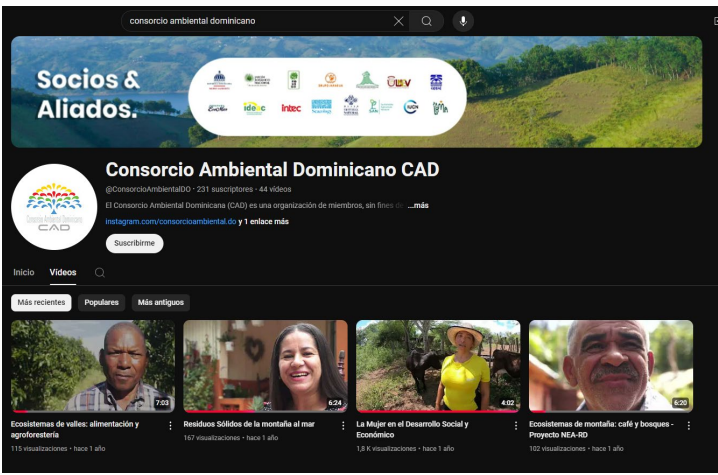
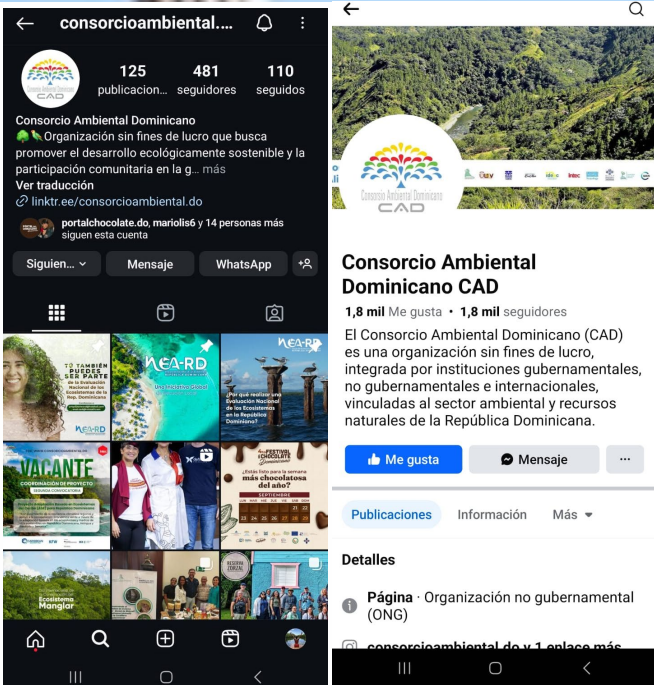


Other uses in the evaluation stage:

WhatsApp groups with the different experts that form the teams of each chapter of the evaluation.

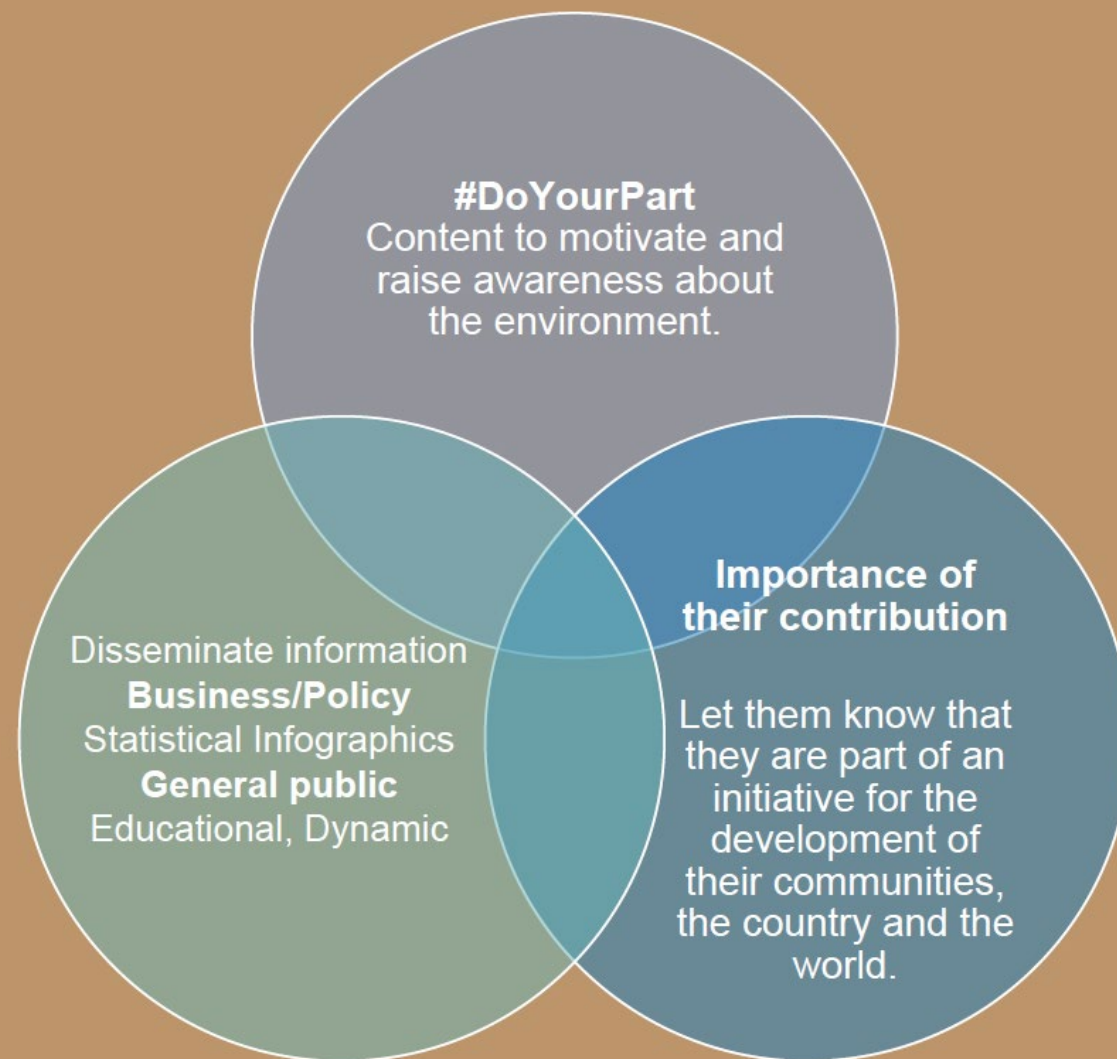
Folders in Google Drive for writing chapter content in a single online document.

External Communication Plan Channels



External communication objectives and messages

- To inform the target public about the NEA-RD project.
- To make visible the presence of women in new roles in environmental protection.
- Communicate the importance of conducting the assessment and its results.
- Encourage the creation of ecosystem conservation policies and/or comply with existing policies.
- Encourage companies to progressively make changes in favor of ecosystem conservation.
- Motivate the general public to carry out small actions in favor of the environment.
- To sensitize the business and political sector about the role that ecosystems play in the life of human beings and specifically Dominicans.





Content published on Social Networks @consorcioambiental.do

The publications in post or reel format are automatically shared on the website and facebook.

During each activity, live stories of the activity were published, and later an informative post was made about the activity. If the activity is carried out with institutional partners, it is a way to thank and give visibility to the support of that partner.





Lesson Learned

1. It is important to have a budget for communication, including the staff that will work the website and networks after the creation of these channels.
2. Working from scratch on the design of the project identity, website and social networks with the same agency or communication expert will reduce the effort and time of the internal team by explaining the interests and objectives of making the communication effort for the project.
3. Creating the institutional social networks and website, helped to position the website in Google and have a community faster. This is because the organization is already recognized within an audience and they began to interact with our content because of the existing relationship.



Lesson Learned

4. Through networking and community building, it is possible to identify new people of interest who were not initially in the focus of the project team.
5. It is important to diversify the content in different formats (infographics, video, photo, etc.) and topics of interest. By having the networks in an institutional form, it helped to have more content on other ADC initiatives and capture another audience.
6. Learn to take care of writing style so that it is understandable to all audiences.



Thank you!

The project in the Dominican Republic is executed by Consorcio Ambiental Dominicano, in alliance with the Ministry of the Environment..





NEA-RD

EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA

Andrés Rodríguez

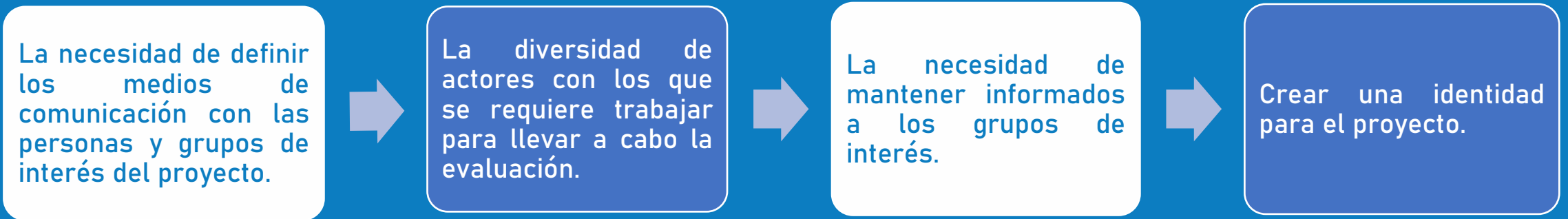
Integrando la comunicación en la Evaluación Nacional de los Ecosistema en Republica Dominicana.



Sésar Rodríguez,
Project Manager
Consortio Ambiental Dominicano



¿Por qué crear una estrategia y plan de comunicación del proyecto para República Dominicana?



En esencia, la comunicación facilita los procesos y permite llegar a los grupos de interés por diferentes vías.

¿ Como lo hicimos?

A nivel interno, se creó un comité de pilotaje con el quipo de Ministerio de Ambiente para actualizarnos sobre los avances del proyecto y tomar decisiones.

Desde la coordinación del proyecto, se redactó una estrategia de comunicación, donde se identificaron los grupos de interés y medios de comunicación que podrían ser usados.

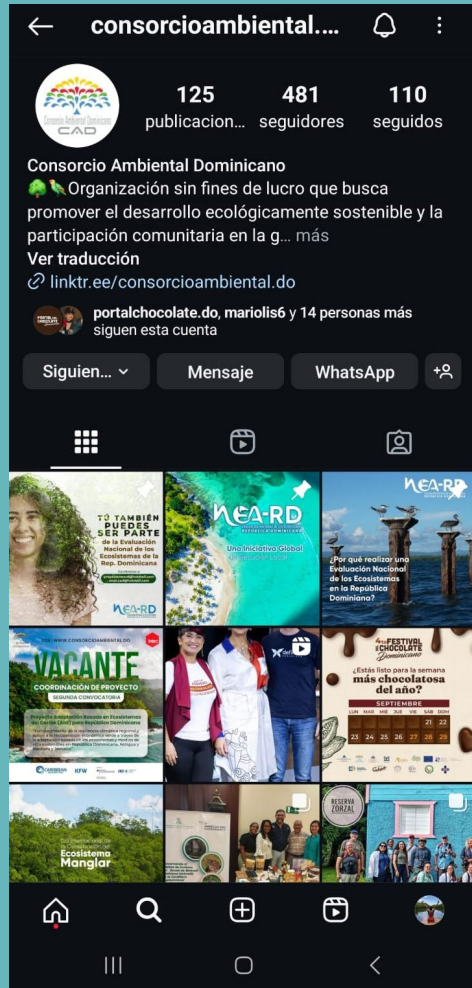
Se contrató un diseñador gráfico para realizar el logo y la identidad del proyecto.

¿ Como lo hicimos?

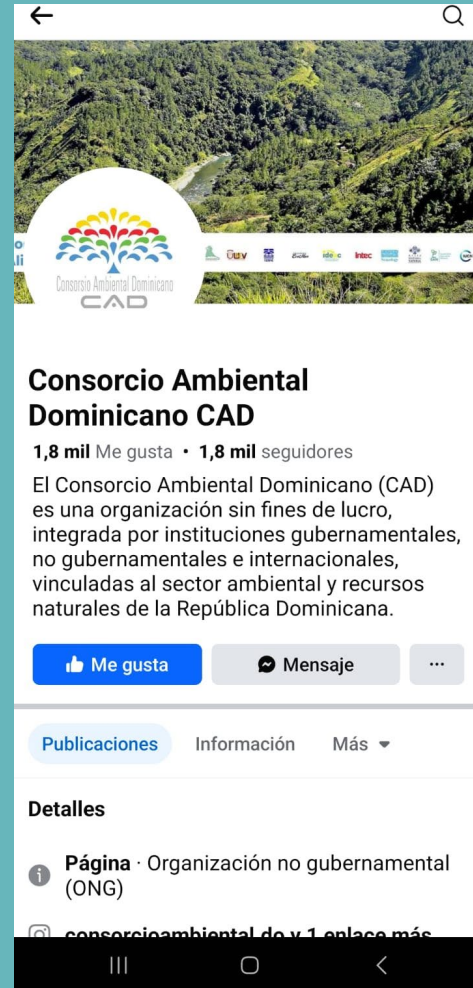
Se creó la página web institucional, y en ella se integró la sección del proyecto y una biblioteca con documentos de relevancia para el proyecto y los autores.

Se contrató una consultora para desarrollar el plan de comunicación interna y externa. Así mismo, se activaron los canales de comunicación externa por un periodo de 6 meses.

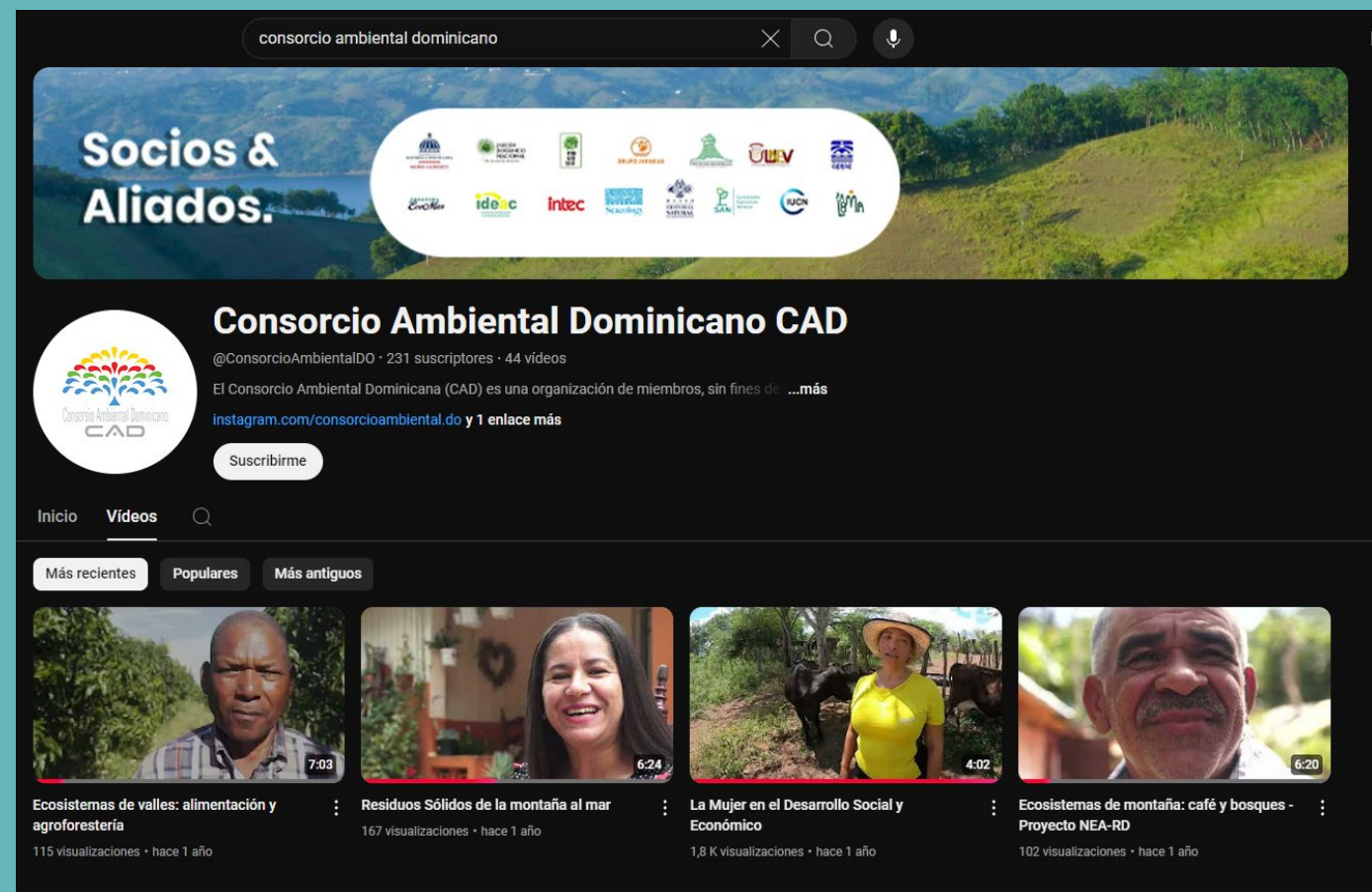
Redes Sociales Activadas



Instagram



Facebook



Youtube

Ideas para el desarrollo de la identidad del proyecto

1. El proyecto es una iniciativa global con identidad propia, y la idea era hacer una adaptación a nivel local.
2. Desde los inicios, el equipo nombró el proyecto bajo las siglas NEA-RD, y se propuso que el logo siguiera el mismo mensaje.
3. En el desarrollo de la identidad, se busca que los elementos y colores estén asociados con la personalidad de la marca, o en este caso el proyecto.



Desarrollo de la identidad del proyecto



Los colores seleccionados representan los colores del ecosistema, principalmente el Cielo, Mar, Tierra y la Montaña.

Usos de la línea gráfica y materiales diseñados



Infografías



Portada del Informe Inicial de la Evaluación



Invitaciones a talleres

Usos de la línea gráfica y materiales diseñados



Folders y gafetes personalizados
en las actividades.



Post para redes sociales

Roll Up Banners



Los banner se hicieron con un mensaje general para que se pudieran usar en todas las actividades del Proyecto.



Página web

ECOLOGICALLY SUSTAINABLE DEVELOPMENT

Founded on the experiences and capabilities
of its partners and allies.

La página web se creó de forma institucional como una estrategia de fortalecimiento para el CAD y la misma integra una sección especial para la NEA-RD.

<https://www.consortioambiental.do>

Página web: Sección NEARD y Biblioteca



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World Risk Report 2021



Sistematización del Proyecto de Reingeniería del Sistema Nacional de Áreas Protegidas



Soluciones basadas en la Naturaleza y la Bioeconomía



Parte I
Objetivos e Indicadores



Primer Reunión Regional de Latino América y el Caribe
San Luis, Argentina
2009



Conservación, desarrollo, sostenibilidad y gestión del cambio climático

Por ser la organización que ejecuta el proyecto, la recomendación de los expertos fue que la página y los canales de comunicación externos se creen bajo la sombrilla de la organización y no únicamente del proyecto.

<https://www.consortioambiental.do/copy-of-nea>

Plan de Comunicación interna

Canales de Comunicación



PÁGINA WEB



GOOGLE DRIVE



GOOGLE FORMS



GOOGLE MEET: REUNIONES VIRTUALES



WHATSAPP



LÍDERES DE COMUNIDADES



LLAMADAS TELÉFONICAS



REDES SOCIALES: INSTAGRAM,
FACEBOOK Y YOUTUBE



Usos y objetivos de los canales de comunicación interna



Otros usos en la etapa de evaluación:

Grupos de WhatsApp con los diferentes expertos que forman los equipos de cada capítulo de la evaluación.

Carpetas en Google Drive para la redacción en un solo documento en línea del contenido de los capítulos.

Plan de Comunicación Externa

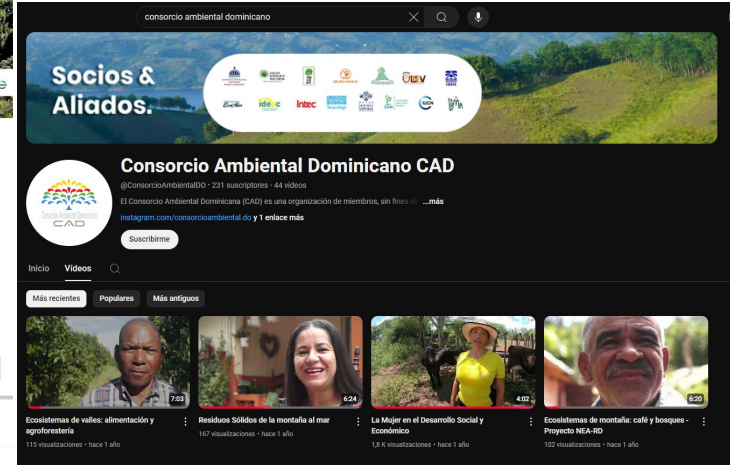
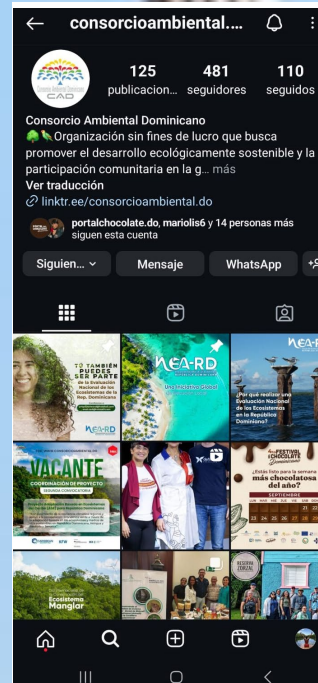
Canales de Comunicación



PÁGINA WEB

REDES SOCIALES: INSTAGRAM,
FACEBOOK Y YOUTUBE

GOOGLE FORMS



Objetivos y mensajes de la comunicación externa

- Informar al público objetivo sobre el proyecto NEA-RD.
- Visibilizar la presencia de la mujer en nuevos roles de la protección medioambiental.
- Comunicar la importancia de la realización de la evaluación y los resultados de la misma.
- Fomentar la creación de políticas de conservación de los ecosistemas y/o cumplir las políticas existentes.
- Incentivar a las empresas a realizar cambios progresivamente en pro de la conservación de los ecosistemas.
- Motivar al público en general a realizar pequeñas acciones a favor del medio ambiente.
- Sensibilizar al sector empresarial y político sobre el papel que juegan los ecosistemas en la vida de los seres humanos y específicamente los dominicanos.





Contenidos publicados en Redes Sociales
@consorcioambiental.do

Las publicaciones en formato post o reels se comparten de forma automática en la pagina web y facebook.

Durante cada actividad se publicaban historias en vivo de la actividad, y posteriormente se hacia un post informativo sobre la actividad. Si la actividad se realiza con aliados institucionales, es una forma de agradecer y visibilidad el apoyo de ese aliado.



Lecciones aprendidas

1. Es importante contar con un presupuesto para comunicación, incluido el personal que trabajará la página web y redes posteriormente a la creación de estos canales.
2. Trabajar desde cero el diseño de la identidad del proyecto, la página web y redes sociales con la misma agencia o experto de comunicación, reducirá el esfuerzo y tiempo del equipo interno explicando los intereses y objetivos de realizar el esfuerzo en comunicación para el proyecto.
3. Crear las redes sociales y página web de forma institucional, ayudó a posicionar la página web en Google y tener una comunidad más rápido. Esto porque la organización ya es reconocida dentro de un público y estos empezaron a interactuar con nuestro contenido por la relación existente.



Lecciones aprendidas

4. Por la interacción en redes y la creación de la comunidad, es posible identificar nuevas personas de interés que al inicio no estaban en el foco del equipo del proyecto.
5. Es importante diversificar el contenido en diferente formatos (infografía, video, foto, etc.) y temas de interés. Al tener las redes en forma institucional, ayudó a tener un mayor contenido sobre otras iniciativas del CAD y capturar otro público.
6. Aprender a tener cuidado de la forma de escritura para que sea entendible a todo público.



Gracias!

El proyecto en República Dominicana
en ejecutado por el Consorcio
Ambiental Dominicano, en alianza
con el Ministerio de Medio Ambiente.





NEA-RD

EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA

Andrés Rodríguez

Country Experience: Malawi

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Project Manager, Malawi National Ecosystem
Assessment



Integrating Media and Communications in the Malawi National Ecosystem Assessment

BY

ALICE KAMMWAMBA

MALAWI NEA PROJECT MANAGER



Overview of the Malawi NEA Communications Strategy

Goal:

To ensure effective dissemination of assessment findings, facilitate stakeholder collaboration, and enhance the integration of ecosystem insights into policy actions.



Audience

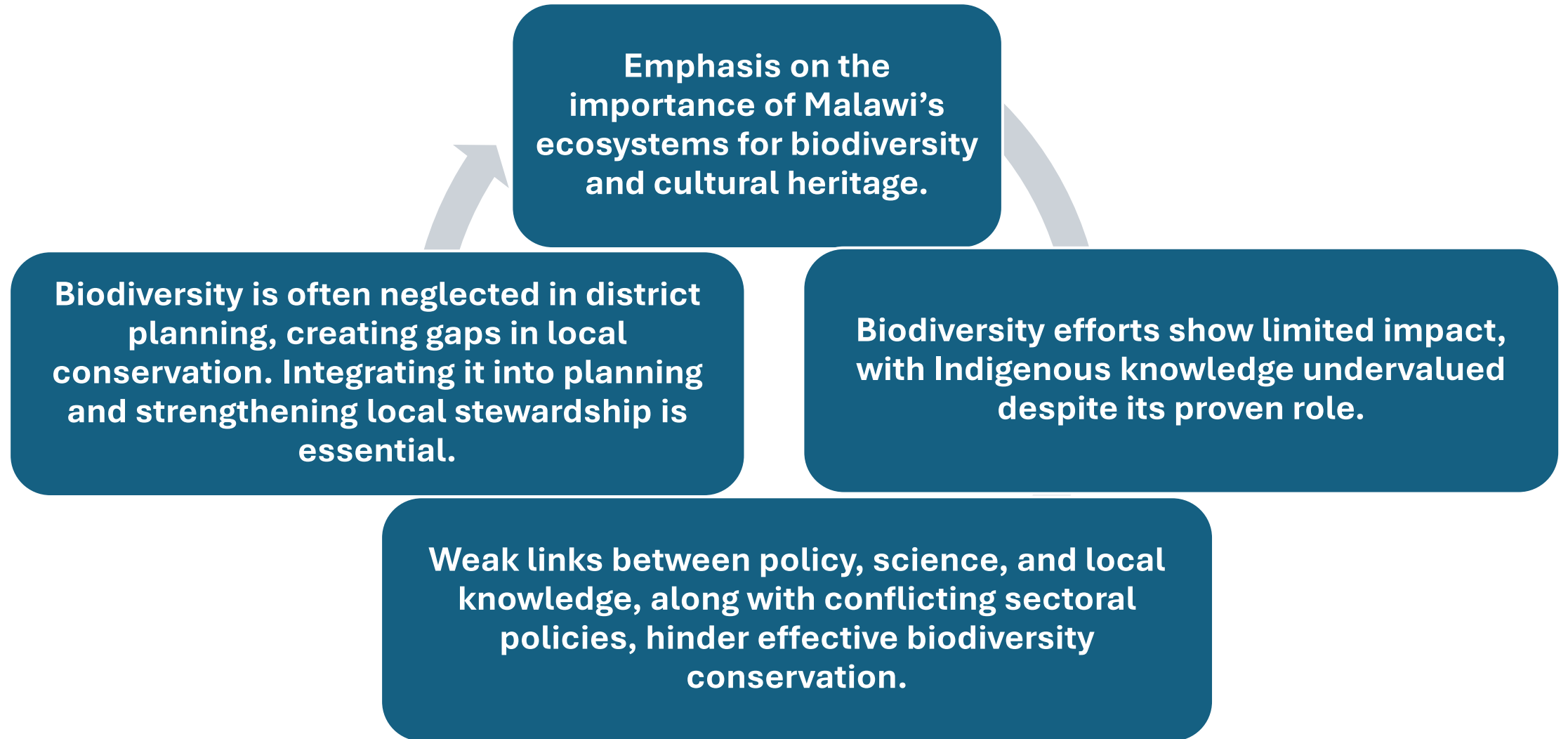
- Policy makers
- Traditional leaders
- Decentralized local government structures
- Local communities
- The academia
- Civil societies/non-governmental organizations
- The media
- Project team and partner institutions within and outside Malawi



Communication Channels:

- **Digital:**
<https://www.luanar.ac.mw/>, social media (Facebook(National Ecosystem Assessment Malawi))
- **Traditional Media:** Community Radio and television programs
- **Print Media:** Brochures, reports, News prints
- **Community Outreach:**
Workshops, walking workshops, community dialogues.

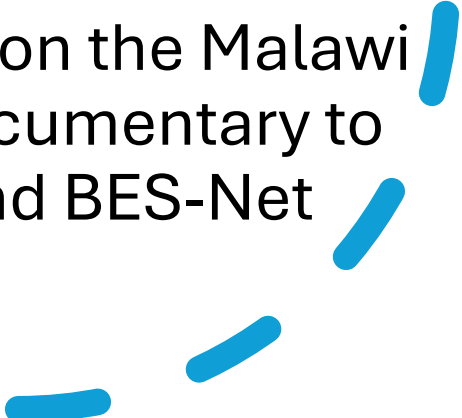
Key Messages



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Communication Activities

Activity 1: Indigenous and Local Knowledge Mini-Documentary

- **Goal:** Showcase the role and knowledge of local communities in ecosystem conservation.
 - **Target Audience:** Policymakers, Government officials, local communities, general public.
 - **Products:** Video clips to be aired on the Malawi National Television programs, Documentary to be published on UNEP-WCMC and BES-Net websites.
- 
- Four blue curved lines of varying lengths are located in the bottom right corner of the slide.

Activity 2: Promoting and disseminating outcomes from the Malawi Trialogue

Goal: Effectively disseminate outcomes from the Malawi Trialogue

Target Audience: Policymakers, Local Communities, Academia, general public.

Communication Products:
Documentary production, media interviews, radio programs, TV programs, activity report, articles.





Communication products

Communication products (publications)

- <https://www.ecosystemassessments.net/weaving-indigenous-and-local-knowledge-in-the-scoping-process-of-the-national-ecosystem-assessment-of-malawi/>
- <https://www.unesco.org/en/articles/weaving-indigenous-and-local-knowledge-scoping-process-national-ecosystem-assessment-malawi>
- <https://www.ecosystemassessments.net/five-insights-from-malawis-national-trialogue-for-the-national-ecosystem-assessment/>
- <https://www.besnet.world/videos/working-with-indigenous-local-knowledge-in-malawi-nea-initiative/>



- **Capacity Building Workshop for Media Professionals in Malawi**

Community feedback through poster presentation





Lessons Learned and Upcoming Communication Activities

Lessons Learned:

- Storytelling through visuals (e.g., mini-documentary) is highly effective in raising awareness and connecting audiences to NEA themes.
- Building partnerships with community leaders and local organizations enhances message delivery and ensures sustainability.
- Using multiple channels of communication is essential to reach diverse audiences.



Challenges Faced in Communication Activities

Cultural Barriers: Translating technical NEA findings to be relevant and accessible for local communities as feedback.

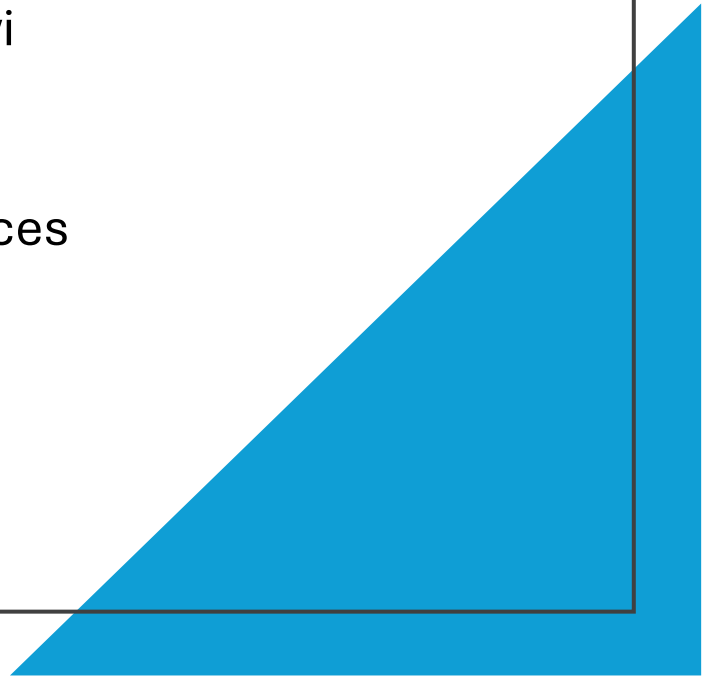
Resource Limitations: Limited budget and staff for outreach, especially in rural areas.

Engagement Consistency: Keeping long-term engagement with stakeholders, particularly at the community level.

Technology Access: Limited access to digital platforms in rural areas reduces reach.

Upcoming Activities

- **Expansion of ILK Mini-Documentary:** Additional segments on assessment findings.
- Engage a wide range of media to cover the upcoming Malawi Trialogue and disseminate the assessment findings.
- **Strengthening Online Presence:** Improved website resources and social media engagement to share NEA findings more broadly.





**Thank you for
your attention**



Question and Answer session

Closing remarks

The background of the slide features a photograph of a mountain goat with curved horns, standing in a field of tall grass and purple wildflowers. A semi-transparent teal rectangle is overlaid on the left side of the image, containing the text. A horizontal lime green bar is positioned below the title.

Juanita Chaves

Senior Programme Officer, UNEP-WCMC



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Thank You!
