

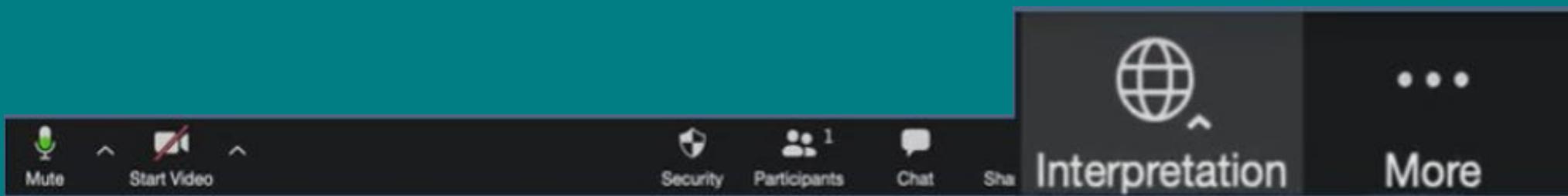
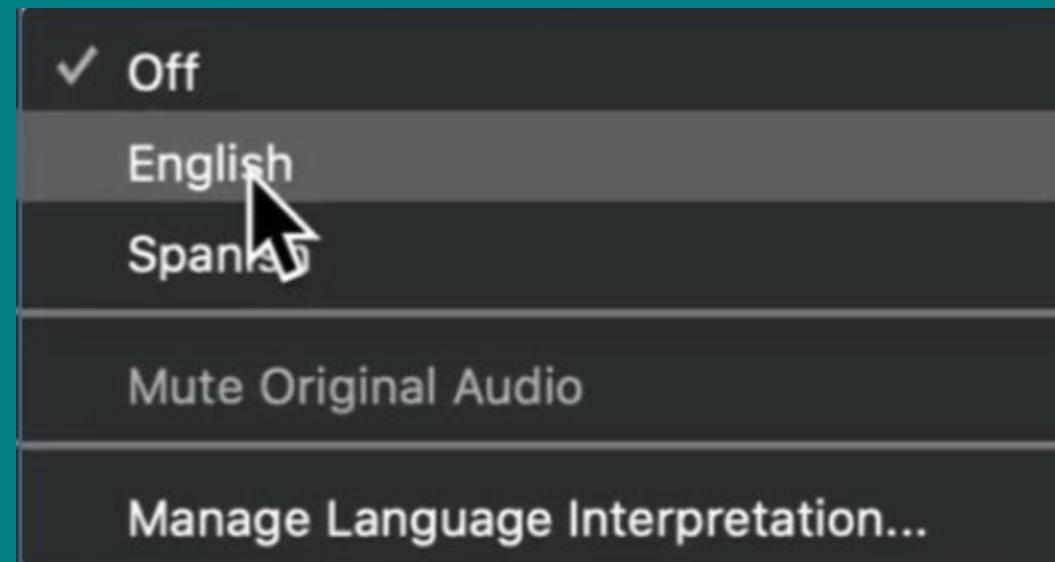
Integrating Media and Communications in National Ecosystem Assessments

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

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

Opening remarks

Natasha Ali
Deputy Head of Policy, UNEP-WCMC

A photograph of a traditional wooden boat with a thatched roof, filled with people, moving along a river. The river is surrounded by lush, dense tropical forest. The sky is clear and blue.

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

Our Approach

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

2022

2024

2026

TRANCHE I

TRANCHE II

TRANCHE III

Cameroon
Colombia
Ethiopia
Viet Nam

Azerbaijan
Bosnia & Herzegovina
Cambodia
Grenada

Botswana
Dominican Republic
Malawi
Thailand

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



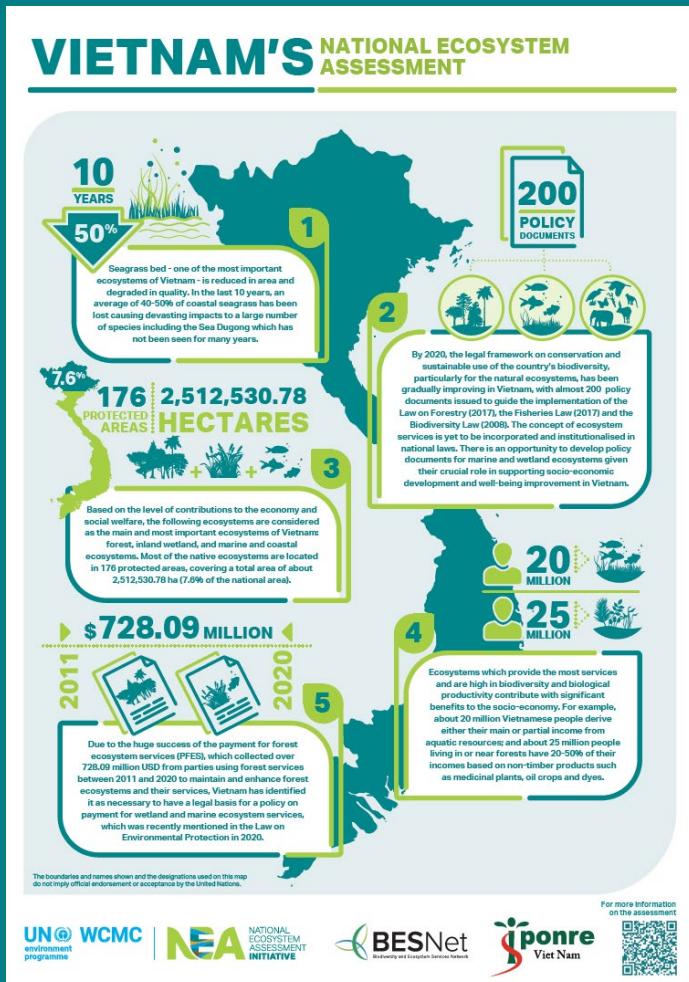
Shabran, Azerbaijan



Sarajevo, Bosnia and Herzegovina

Examples

Infographics for Dissemination of Key Findings

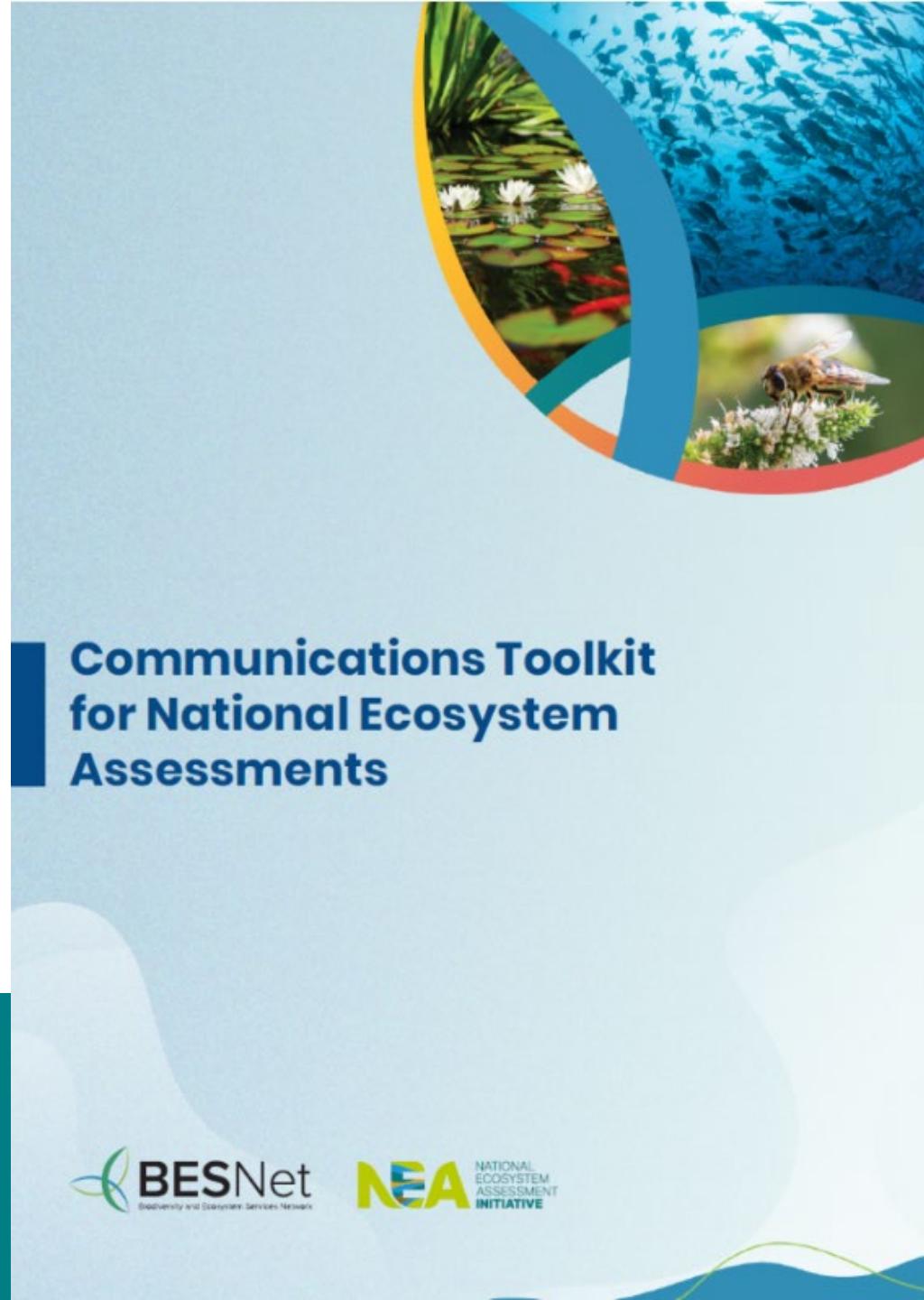


Scan the QR Code to Download the Toolkit



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

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 3



**Developing key
messages**

Step 2



**Identifying your
audiences**

Step 4



**Choosing the right
channel**

Part 1: Communications Strategies and Tactics



**Branding &
Visual Identity**



Media Outreach



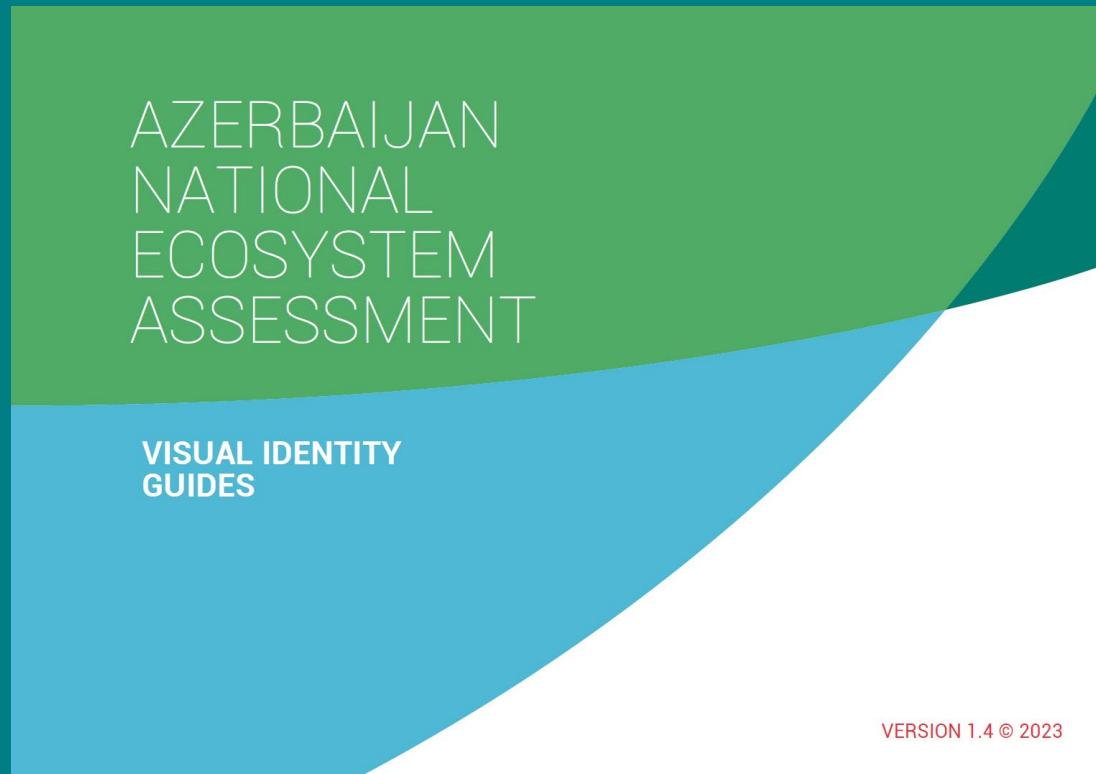
**Digital
Communications**



Storytelling

Example

Visual Identity Guidelines Developed for National Ecosystem Assessments



Azerbaijan National Ecosystem Assessment



Bosnia and Herzegovina National
Ecosystem Assessment



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 landscape of green vegetation and dry grassland. A dirt road runs along the riverbank, with a small bridge crossing it. A few buildings are visible near the river. The water is a mix of blue and brown.

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



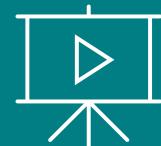
Developing a Communications Strategy and Workplan



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.



We also publish interactive visual stories online on International Days.

Wetlands are at the heart of human well-being in Vietnam



World Wetlands Day, celebrated on 2nd February every year, emphasises the crucial role of wetlands for both human prosperity and nature. The 2024 theme is about exploring interconnections between wetlands and human well-being.

A woman in the Mekong River Delta is seen harvesting *Lepironia Articulata*, locally known as co bang. It is harvested by people in the Mekong Delta to make handicraft products and environmentally friendly grass straws. Photo by [Quang via Adobe Stock](#)



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

UNEP-WCMC UNEP-WCMC
77,274 followers 2w •

Thailand's National Ecosystem Assessment Scoping Report is now available! [TH](#)

During the scoping stage of the assessment, the Thai National Ecosystem ...more

Scoping Report
Thailand's National Ecosystem Assessment



January 2024



You and 29 others 8 reposts

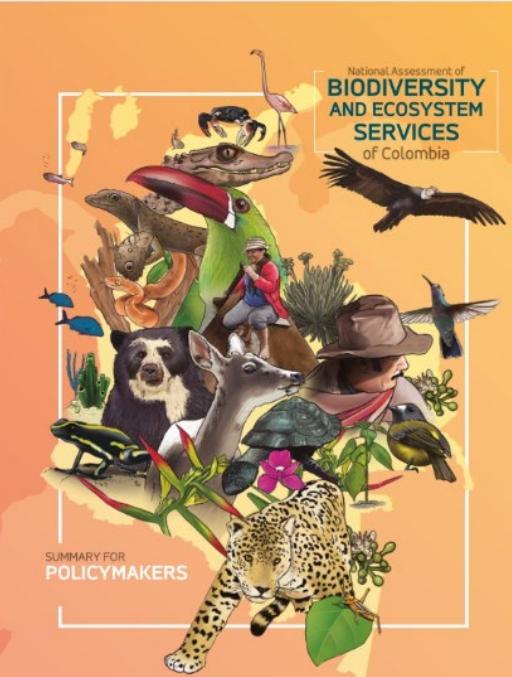
UNEP-WCMC UNEP-WCMC
77,275 followers 3w •

* Colombia National Ecosystem Assessment - Summary for Policy Makers (SPM) is now available in English! [EN](#)

As one of the world's most biodiverse countries, Colombia faces both immense challenges and opportunities to protect and conserve its biodiversity and ecosystem services.

With #COP16 underway, the NEA Initiative at UNEP-WCMC presents the country's SPM, highlighting key findings and recommendations that could support the formulation of policies to strengthen environmental governance in the country.

[Learn more](#)



National Assessment of
BIODIVERSITY AND ECOSYSTEM SERVICES
of Colombia

SUMMARY FOR POLICYMAKERS

You and 73 others 1 comment • 4 reposts

UNEP-WCMC UNEP-WCMC
77,274 followers 1mo • Edited

Last week, the National Ecosystem Assessment (NEA) Initiative at UNEP-WCMC, hosted its annual global workshop in Cambridge, UK. Participants at the event included members of the core assessment teams, assessment authors, government representatives and Indigenous and Local Knowledge experts, as well as experts from countries that have already finalised their national ecosystem assessments.

As part of the NEA Initiative's global capacity-building programme, the workshop helped to:

- Identify and facilitate key capacity development support based on countries' priority needs.
- Provide key updates on project progress and lessons learned between and across countries to facilitate knowledge exchange.
- Present key tools to countries developed by UNEP-WCMC and partners to support the national ecosystem assessment process, including the use of assessments' outputs and findings.
- Promote networking opportunities and strengthen global communities of practice around ecosystem assessments.

Alongside the workshop, an evening reception and exhibition was organised to facilitate conversations between the NEA Initiative country partners and experts from the **Cambridge Conservation Initiative (CCI)** organisations.

The workshop was delivered in partnership with **UNDP** and **UNESCO** under the umbrella of the **Biodiversity and Ecosystem Services Network (BES-Net)**

Learn more about the NEA Initiative here: <https://lnkd.in/gk25xxUC>



You and 56 others 1 comment • 5 reposts

Thank You!

Country Experience: Dominican Republic

Sésar Rodríguez

Project Manager, Dominican Republic National Ecosystem Assessment

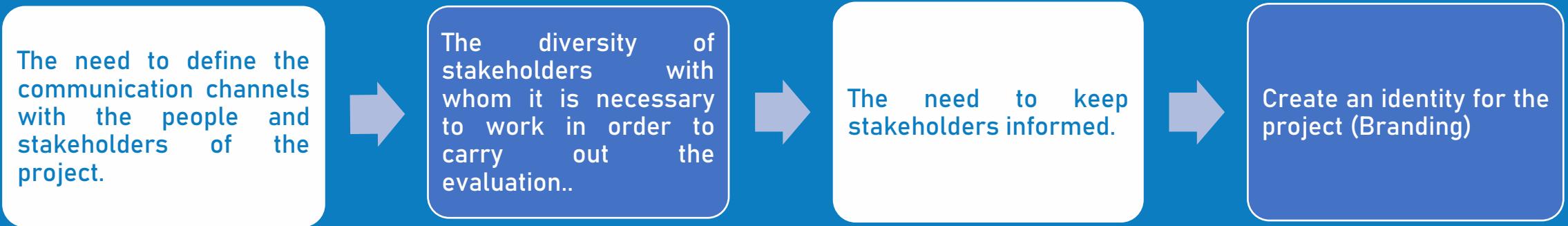


Sésar Rodríguez,
Project Manager
Consorcio Ambiental Dominicano

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



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?

The institutional web page was created, including the NEA section and a library with documents of relevance to the project and the authors.

-A consultant was hired to develop the internal and external communication plan. External communication channels were activated for a period of 6 months.

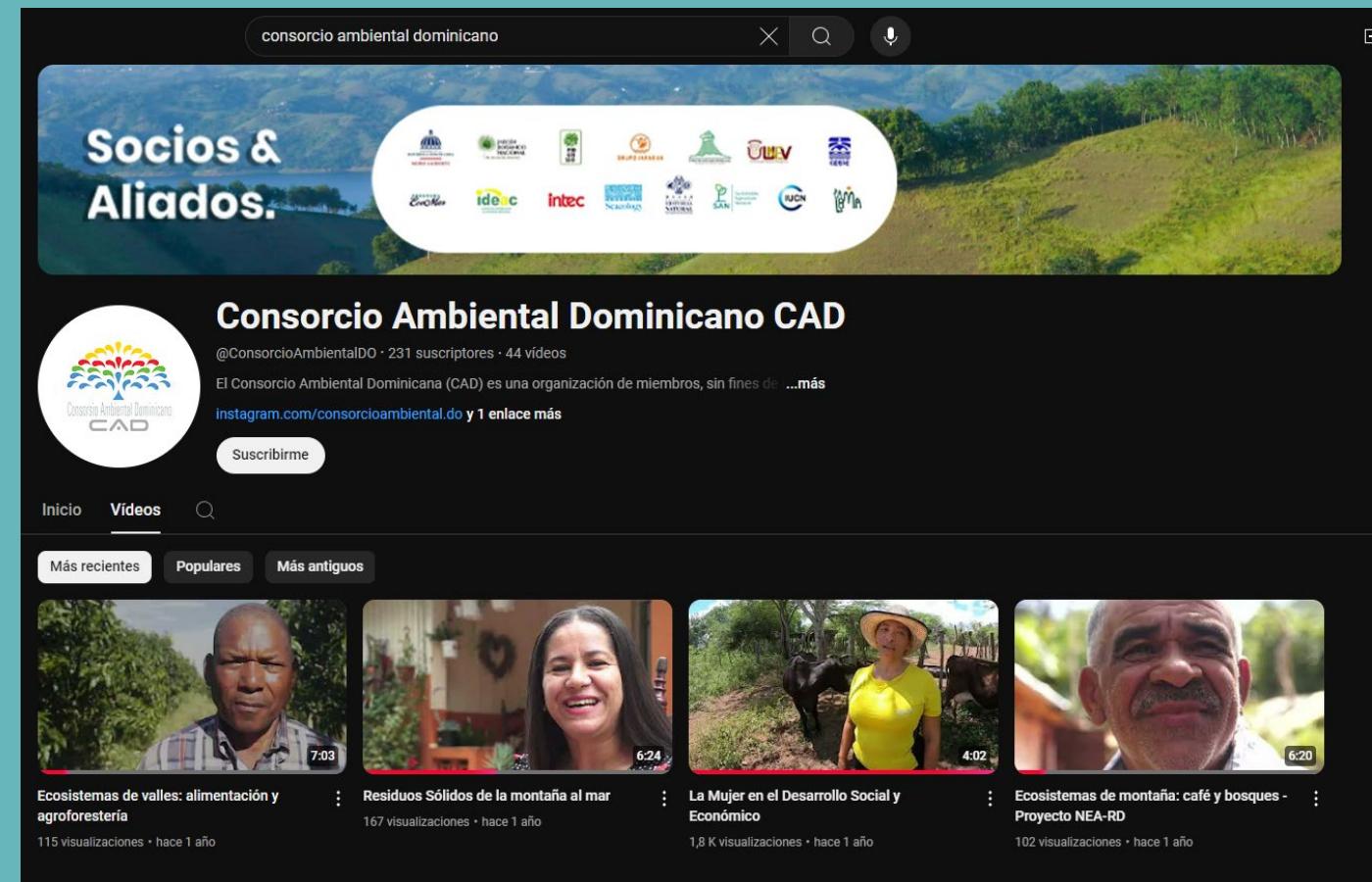
Social Media Accounts Activated



Instagram



Facebook



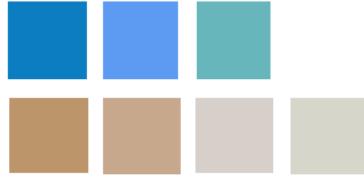
Youtube

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

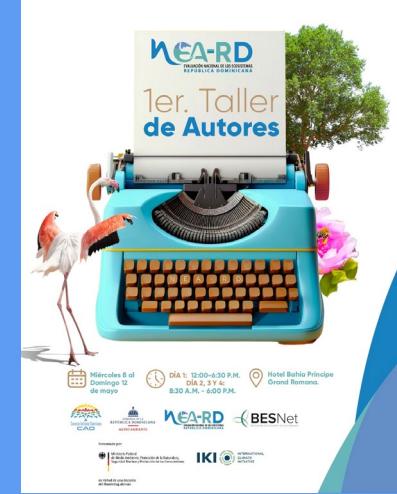
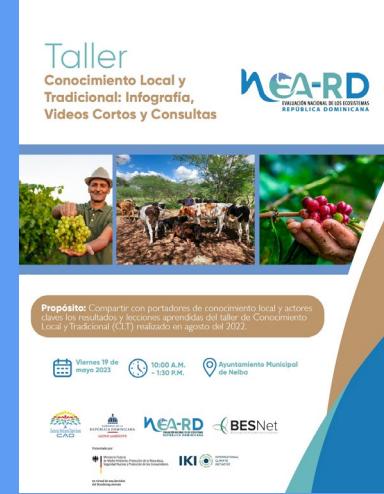


The colors selected represent the colors of the ecosystem, mainly the Sky, Sea, Land and Mountain.

Uses of the graphic line and designed materials



Cover page of the Initial Evaluation Report



Workshop invitations

Infographic
s

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 features a large, scenic photograph of a waterfall cascading over rocks into a pool of water. Overlaid on the left side of the image is the text "ECOLOGICALLY SUSTAINABLE DEVELOPMENT" in large, bold, white, yellow, and green letters. Below this, a smaller white text box contains the subtitle "Founded on the experiences and capabilities of its partners and allies." At the top of the page, there is a header bar with the logo of the Dominican Environmental Consortium, CAD, followed by language links (EN | ES), and navigation links for HOME, ABOUT US, NEA-RD, PROJECTS, ACTIVITIES, and LIBRARY.

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

The screenshot displays the NEA-RD website and a library interface. The top left features the NEA-RD logo with the text 'EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS REPÚBLICA DOMINICANA'. The top right shows a library section with a green background and a banana bunch, titled 'LIBRARY' with the subtitle 'A valuable source of information for those interested in learning more about how we can care for our planet.' Below the logo, the 'National Ecosystem Assessment' section is shown, featuring a sub-section for the 'Dominican Republic' which includes a paragraph of text and a small image of people working. To the right, the 'Global Initiative, Local Execution' section is shown, also with a paragraph of text and a small image. At the bottom, a large blue banner contains the text: '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.' Below this banner is a URL: <https://www.consorcioambiental.do/copy-of-nea>.

National Ecosystem Assessment

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).

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.

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.

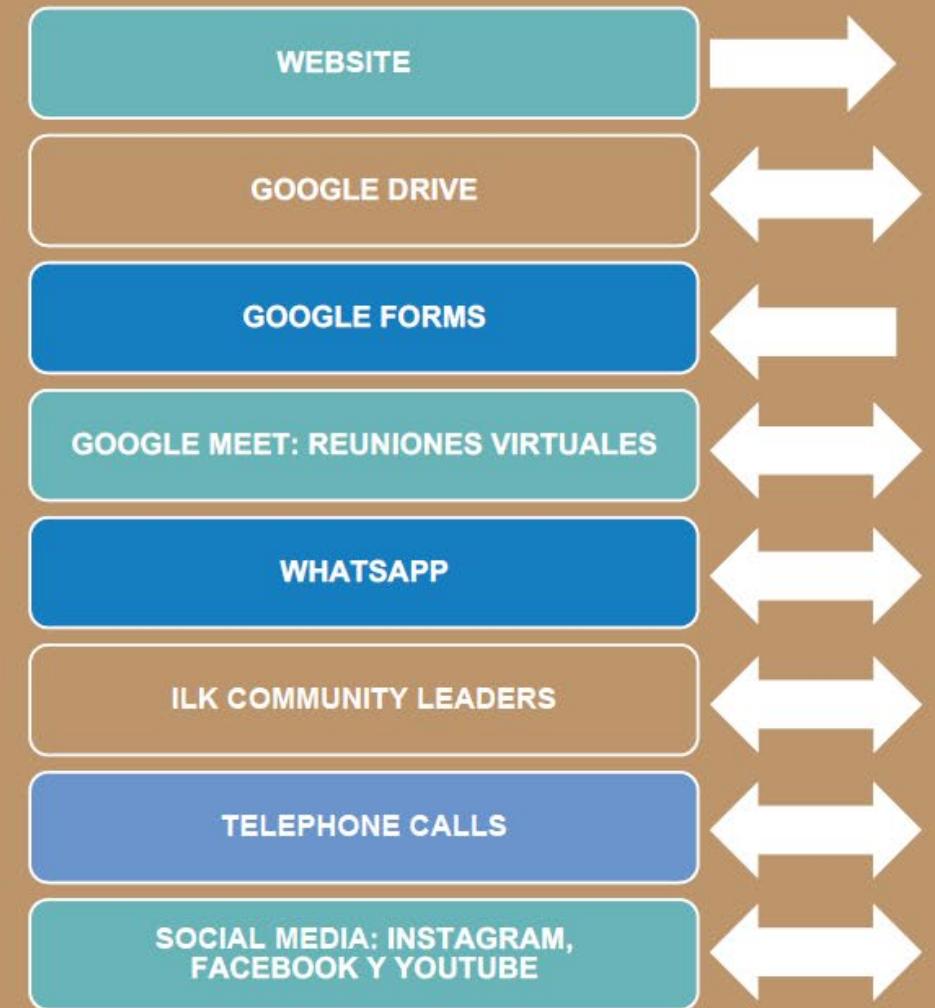
The communication experts hired recommend that the website and external communication channels should be created under the umbrella of the organization and not only for the project.

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



PÁGINA WEB

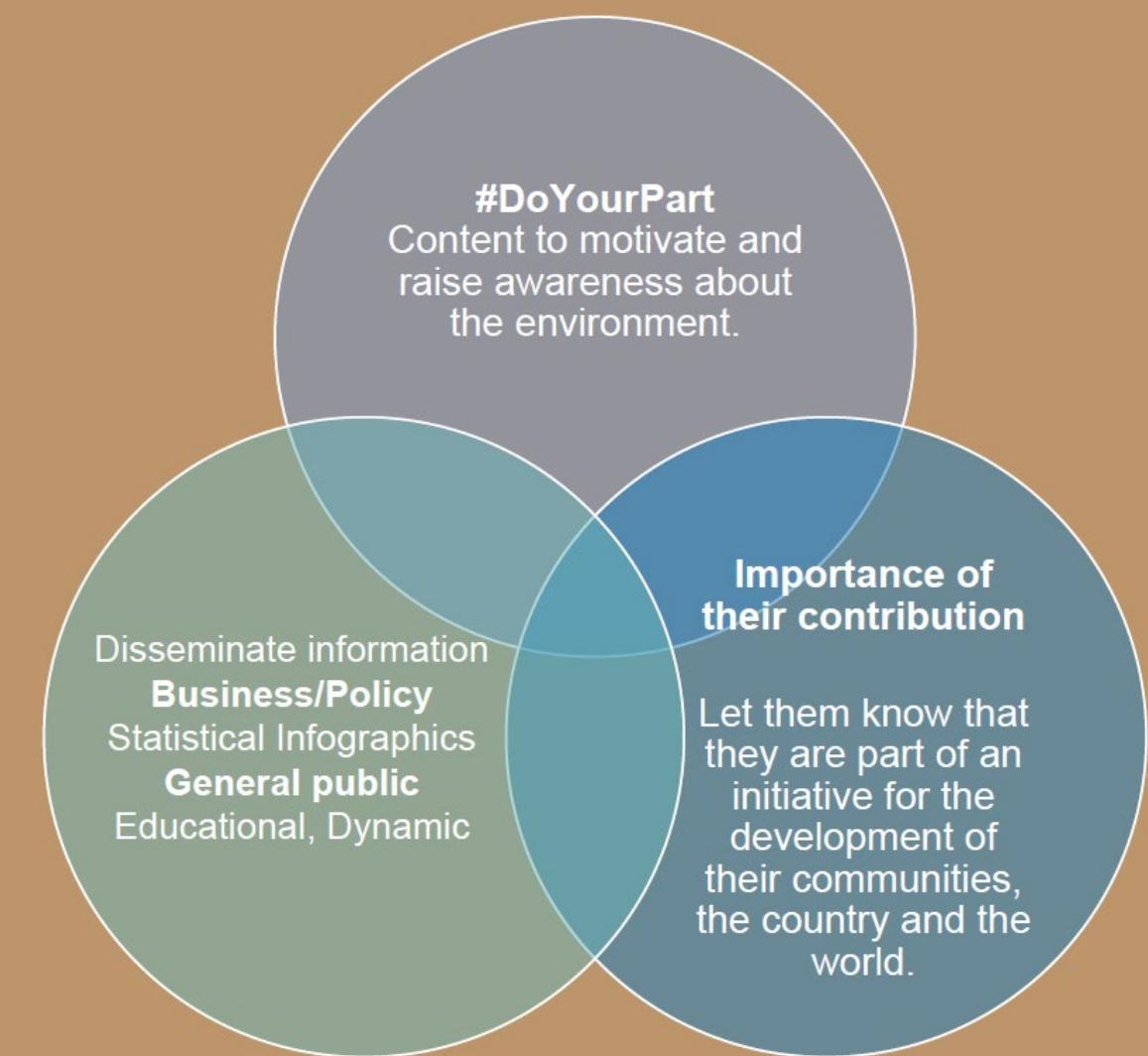
REDES SOCIALES: INSTAGRAM,
FACEBOOK Y YOUTUBE

GOOGLE FORMS

A collage of three screenshots illustrating the organization's digital presence. On the left, a mobile Instagram profile for 'consorcioambiental....' shows posts related to environmental issues like deforestation and climate change. In the center, a desktop Facebook page for 'Consorcio Ambiental Dominicano CAD' displays a 'Socios & Aliados' section featuring logos of various partners. On the right, a desktop YouTube channel page for 'consorcio ambiental dominicano' shows a grid of video thumbnails. A large, semi-transparent image of a person's face is visible in the background, with several white arrows pointing in different directions around it, symbolizing connectivity and reach.

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





Sésar Rodríguez,
Project Manager
Consorcio Ambiental Dominicano

Integrando la comunicación en la Evaluación Nacional de los Ecosistemas en República Dominicana.



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

La necesidad de definir los medios de comunicación con las personas y grupos de interés del proyecto.

La diversidad de actores con los que se requiere trabajar para llevar a cabo la evaluación.

La necesidad de mantener informados a los grupos de interés.

Crear una identidad para el proyecto.

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 equipo 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



consorcioambiental....

125 publicacion... 481 seguidores 110 seguidos

Consortio Ambiental Dominicano
Organización sin fines de lucro que busca promover el desarrollo ecológicamente sostenible y la participación comunitaria en la g... más

Ver traducción

linktr.ee/consorcioambiental.do

portachocolate.do, mariolis6 y 14 personas más siguen esta cuenta

Siguen... Mensaje WhatsApp +

Publicaciones

VACANTE COORDINACIÓN DE PROYECTO
NEA-RD
Ecosistemas de valles: alimentación y agroforestería

Ecosistemas Manglar

Inicio Q +

Instagram



Consorcio Ambiental Dominicano CAD

1,8 mil Me gusta • 1,8 mil seguidores

El Consorcio Ambiental Dominicano (CAD) es una organización sin fines de lucro, integrada por instituciones gubernamentales, no gubernamentales e internacionales, vinculadas al sector ambiental y recursos naturales de la República Dominicana.

Me gusta Mensaje ...

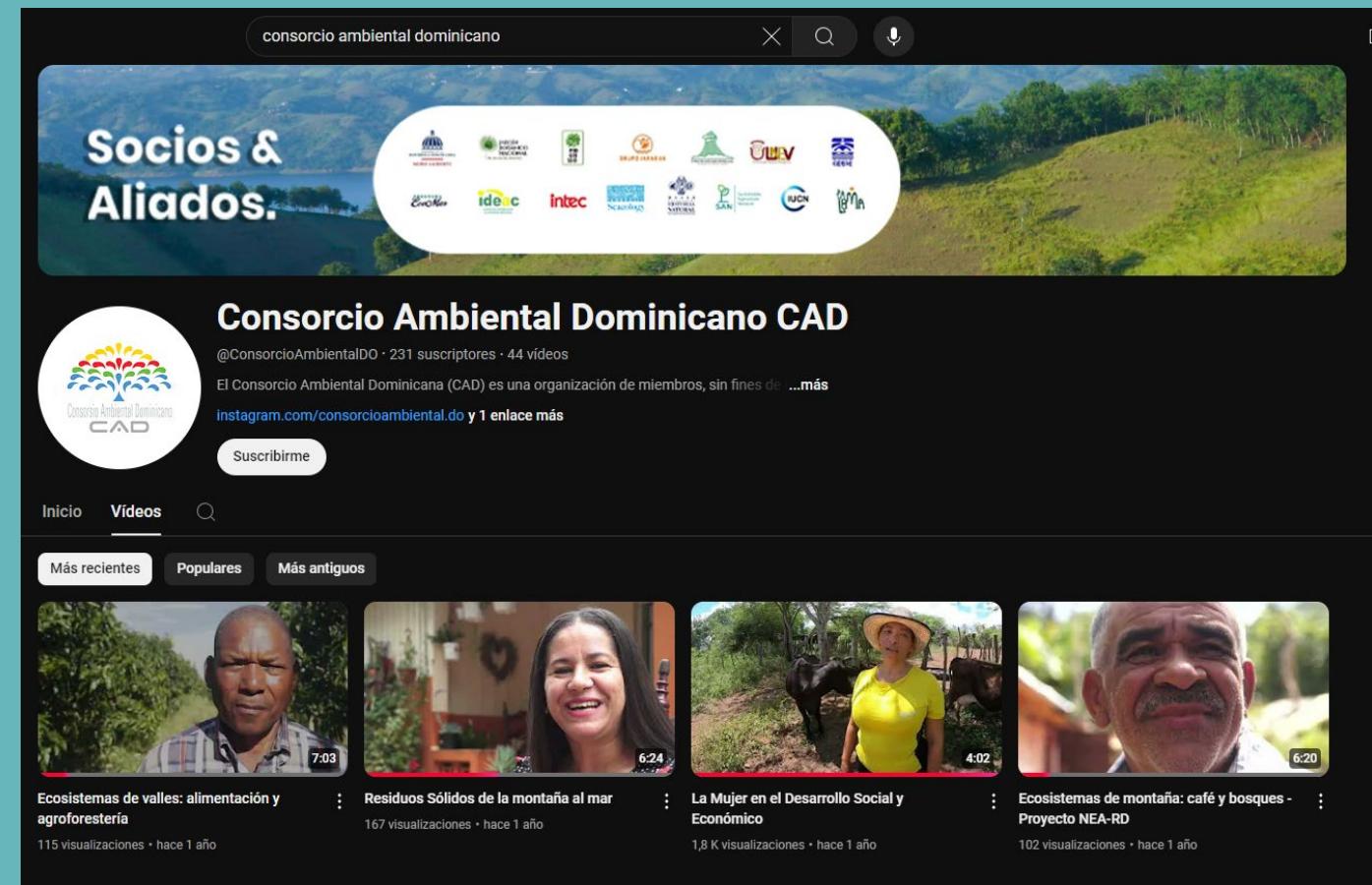
Publicaciones Información Más

Detalles

Página · Organización no gubernamental (ONG)

consorcioambiental.do y 1 enlace más

Facebook



consorcio ambiental dominicano

Socios & Aliados.

Consortio Ambiental Dominicano CAD

@ConsorcioAmbientalDO • 231 suscriptores • 44 videos

El Consorcio Ambiental Dominicana (CAD) es una organización de miembros, sin fines de lucro que busca promover el desarrollo ecológicamente sostenible y la participación comunitaria en la g... más

instagram.com/consorcioambiental.do y 1 enlace más

Suscribirme

Inicio Videos

Más recientes Populares Más antiguos

Ecosistemas de valles: alimentación y agroforestería 7:03

Residuos Sólidos de la montaña al mar 6:24

La Mujer en el Desarrollo Social y Económico 4:02

Ecosistemas de montaña: café y bosques - Proyecto NEA-RD 6:20

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

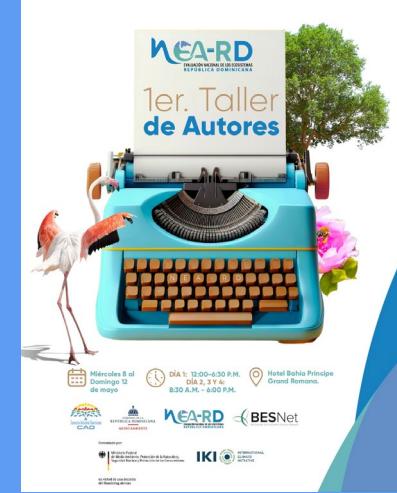
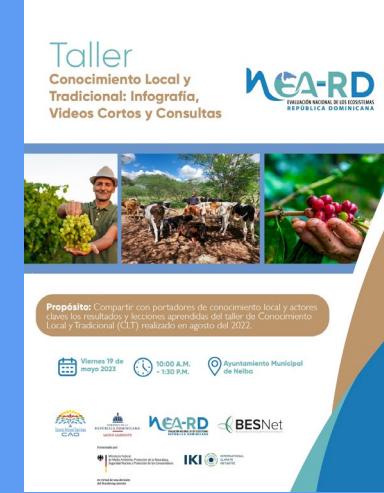


Los colores seleccionados representan los colores del ecosistema,
principalmente el Cielo, Mar, Tierra y la Montaña.

Usos de la línea gráfica y materiales diseñados



Portada del Informe Inicial de la Evaluación



Invitaciones a talleres

Infografías

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

The image shows the homepage of the Dominican Environmental Consortium, CAD. website. The header features the organization's logo, language options (EN | ES), and navigation links (HOME, ABOUT US, NEA-RD, PROJECTS, ACTIVITIES, LIBRARY). The main visual is a photograph of a waterfall cascading over rocks into a pool of water. Overlaid on the image is the text "ECOLOGICALLY SUSTAINABLE DEVELOPMENT" in large, bold, white, yellow, and green letters. Below this, a smaller text box reads: "Founded on the experiences and capabilities of its partners and allies."

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.consorcioambiental.do>

Página web: Sección NEARD y Biblioteca

The screenshot shows the NEA-RD website. At the top left is the logo 'NEA-RD' with the full name 'EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS REPÚBLICA DOMINICANA'. The top right features a large image of a tropical forest with the word 'LIBRARY' overlaid. Below the logo, there's a section titled 'National Ecosystem Assessment' with a brief description of the project's goal to develop capacity for ecosystem assessment. Below this, there are two columns: 'Dominican Republic' and 'Global Initiative, Local Execution'. The 'Dominican Republic' column contains text about the project's implementation in the country. The 'Global Initiative, Local Execution' column contains text about the project's aims and progress. To the right of the main content area is a 'LIBRARY' sidebar containing several thumbnail images of documents, including 'World Risk Report 2021', 'SISTEMATIZACIÓN DEL PROYECTO DE REINGENIERÍA DEL SISTEMA NACIONAL DE ÁREAS PROTEGIDAS', 'Sistema de Monitoreo de Ecosistemas y Especies de República Dominicana Parte I Objetivos e Indicadores', and 'Panorama de los océanos, los mares y los recursos marinos en América Latina y el Caribe'.

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.

Thumbnail images of various reports and documents from the library, including:

- World Risk Report 2021
- SISTEMATIZACIÓN DEL PROYECTO DE REINGENIERÍA DEL SISTEMA NACIONAL DE ÁREAS PROTEGIDAS
- Sistema de Monitoreo de Ecosistemas y Especies de República Dominicana Parte I Objetivos e Indicadores
- Panorama de los océanos, los mares y los recursos marinos en América Latina y el Caribe

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

Plan de Comunicación interna

Canales de Comunicación



NEA-RD
EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA

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



The screenshots show the Instagram, Facebook, and YouTube profiles of the Consorcio Ambiental Dominicano (CAD).

- Instagram Profile:** @consorcioambiental...
Followers: 125
Publications: 481
Followers: 110
Description: Organización sin fines de lucro que busca promover el desarrollo ecológicamente sostenible y la participación comunitaria en la g... más
Link: linktr.ee/consorcioambiental.do
- Facebook Profile:** Consorcio Ambiental Dominicano CAD
Followers: 1,8 mil
Description: El Consorcio Ambiental Dominicano (CAD) es una organización sin fines de lucro, integrada por instituciones gubernamentales, no gubernamentales e internacionales, vinculadas al sector ambiental y recursos naturales de la República Dominicana.
- YouTube Channel:** Consorcio Ambiental Dominicano CAD
Subscribers: 231 subscribers • 44 videos
Description: El Consorcio Ambiental Dominicana (CAD) es una organización de miembros, sin fines de lucro.

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.



NEA-RD

EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA



Gracias!

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





NEA-RD

EVALUACIÓN NACIONAL DE LOS ECOSISTEMAS
REPÚBLICA DOMINICANA



Country Experience: Malawi

Alice Kammwamba

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

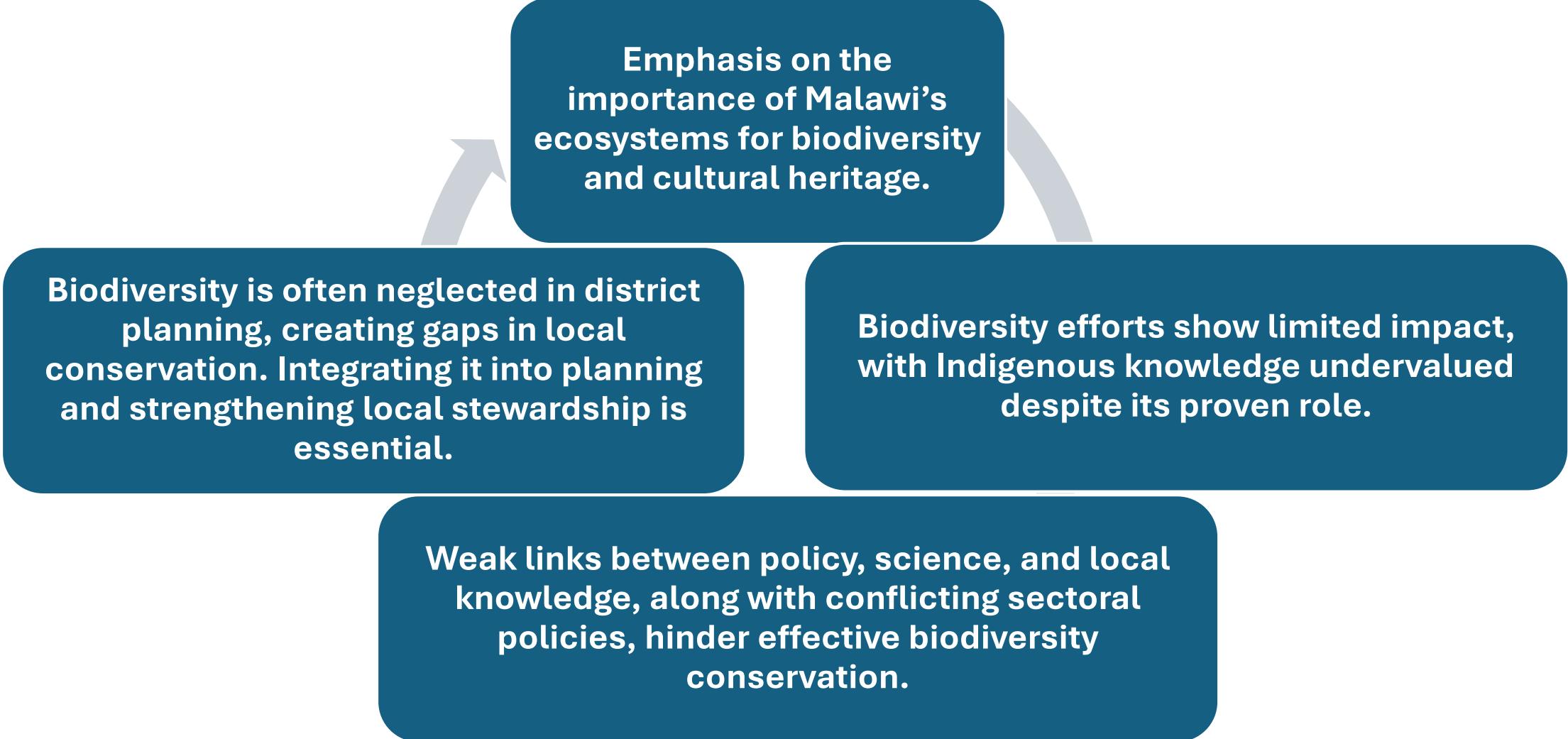
- Policy makers
- Traditional leaders
- Decentralized local government structures
- Local communities
- The academia
- Civil societies/non-governmental organizations
- The media
- Project team and partner institutions within and outside Malawi



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



Emphasis on the importance of Malawi's ecosystems for biodiversity and cultural heritage.

Biodiversity is often neglected in district planning, creating gaps in local conservation. Integrating it into planning and strengthening local stewardship is essential.

Biodiversity efforts show limited impact, with Indigenous knowledge undervalued despite its proven role.

Weak links between policy, science, and local knowledge, along with conflicting sectoral policies, hinder effective biodiversity conservation.

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.

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.





THE NATION
THURSDAY 9 NOVEMBER 2023

DEVELOPMENT 21

Scholars learn from Mbona

JAMES CHAVULA
STAFF WRITER

■ very graveyard in Malawi tells a story about the living: A bittersweet reminder of the lost green cover. As forests vanish faster than they are being replenished, the green spots exemplify how traditional ways help conserve the trees.

"A whole community owns the gravesites and no one can interfere with them except when permitted by community leaders and only during communal funerals, especially funerals," says group village head Mbano of Naunje.

The traditional leader is the gatekeeper to Khulubvi Forest, the burial place of mystical rainmaking shrines and a head.

For Mbano, the undeclared shrine confirms that it takes the whole community to conserve shared forests.

Learning ground

Khulubvi Forest, surrounded by nine villages where Cyclone Freddy ripped homes, opened gullies, destroyed crops and caused people to flee in barren sand in March this year. The forest defiantly overlooks Malawi Mountain, where illicit charcoal producers and timber makers have depleted

The solitary forest has become a learning ground in the National Ecosystem Assessment to understand how indigenous and local knowledge can enhance environmental management policies and help conserve nature.

Recently, researchers from Lilongwe University of Agriculture and Natural Resources, the Environmental Affairs

During the 'walking conference' to unravel the secret behind Khulubvi Forest despite armed patrols by forest rangers.

A researcher chats with locals at Khulubvi

Department, Mzuzu University and the Department of Culture

AYOBÉ

PART OF THE WALKING CONFERENCE TO UNRAVEL THE SECRET BEHIND KHULUVI FOREST

PHOTOGRAPH BY JAMES CHAVULA

least a day," he says.

The keeper of Mbona's shrines sees patrols, poachers and other agents against trashing local knowledge and cultural experiences in the path to conservation.

As uncured environmental degradation exposes Malawi to disasters made more frequent and devastating by climate change, Mbukwa says: "We must start paying attention to things that work to our advantage, including the processes initiated from our ancestors."

Traditional Authority Ngabu of the Malombe community in the forest still stands because of our firm belief that the rainmaker still lives here. We don't want him to be angry with us, which brings devastating disasters such as floods, cyclones and droughts."

Citizen science

The meeting of scientific and indigenous knowledge also covers similarly unique sites in Rumphi, Mzimba, Nkharabaya, Salima, Mulanje, Zomba and Mulanje.

Malawi is jointly implementing its ecosystem assessment with the United Nations Environment Programme's World Conservation Monitoring Centre, UN Environment, Scientific and Cultural Organisation and the Biodiversity and Ecosystems Research Work. It is funded by the Swedish Programme at Stockholm Resilience Centre as well as Germany's International

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.

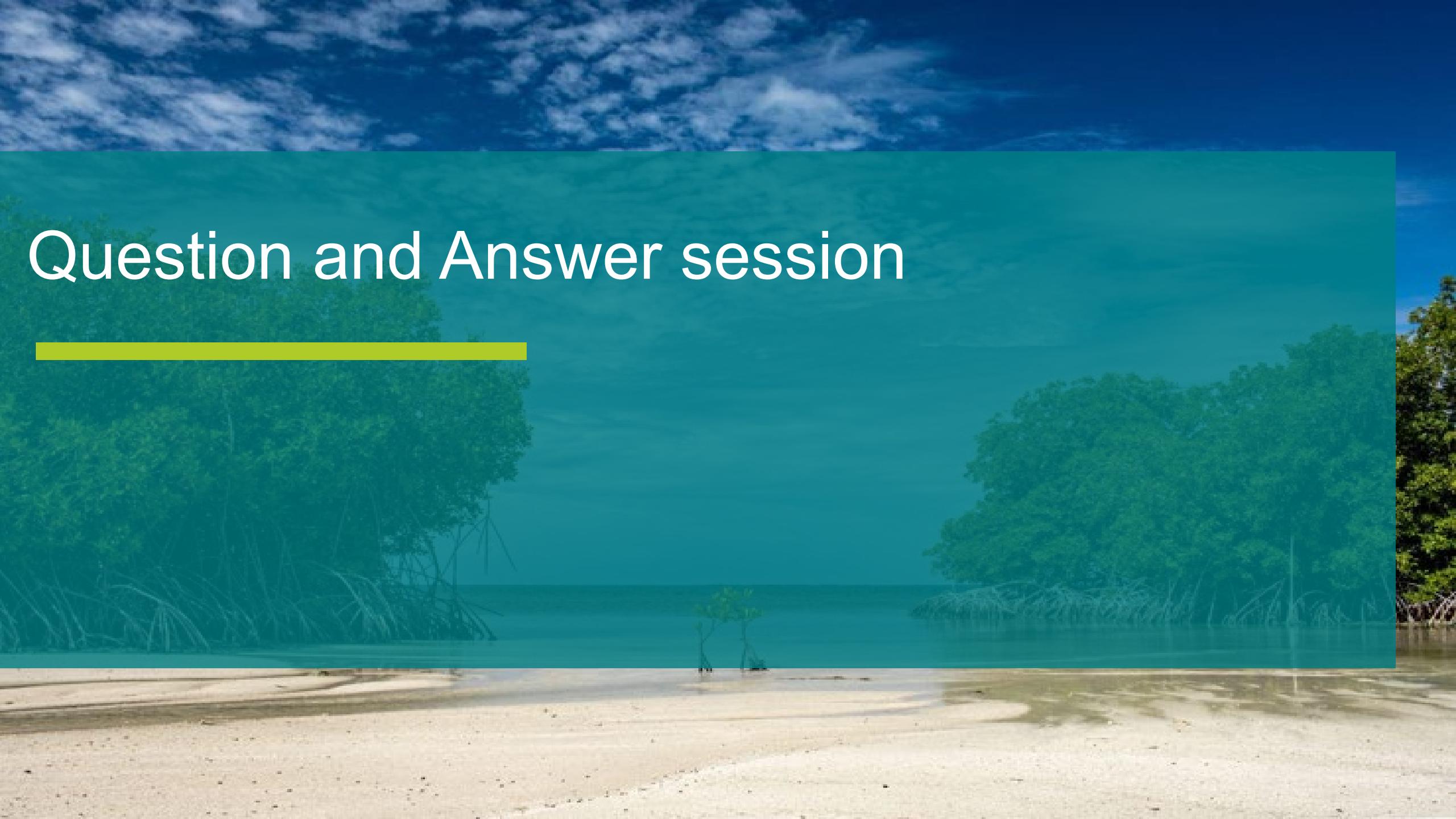
Upcoming Activities

- **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

Juanita Chaves
Senior Programme Officer, UNEP-WCMC



**The Sub-Global
Assessment Network**

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

Thank You!

