

1 minute COP 9 TV commercial Germany 2008

http://www.bmu.de/english/nature/un_conference2008/content/40858.php

Communication

IUCN/SSC Specialist Group Chairs Meeting
Al Ain, UAE, 11-14 February 2008

Frits Hesselink

Your questions:

- How to make SSC and species (even non-priority taxons) relevant to the world?
- Dealing with the media: how do we turn negative stories into positive ones?
- What are our messages that really resonate with all these non-specialists?
- How do we market our work to raise funds?

To give you the beginning of an answer - I showed an example of good communication:

How the German governments prepares the general public for COP 9 (May 2008)

Branding biodiversity

One nature – one world – our future



ONE NATURE • ONE WORLD • OUR FUTURE
IUN Conference on Biological Diversity (Bonn 2008)

Key messages

All species are interdependent. If we destroy one species we endanger many more. In the end it is us the endangered species.



What works: simple and personal

- One liners
- Beyond jargon
- May not cover all aspects, but resonate with people's emotions & values

In communication the reality is that you must take into account people's perceptions

How do we sell species – or how do we sell IUCN/SSC Specialist Groups?

Try out:
some draft one-liners about
SSC specialist groups

How to brand SSC?

A first attempt:

All nature in a single species!

What are messages that resonate?

A first attempt:

- The essence of nature/biodiversity is interdependence.

What are messages that resonate?

A first attempt:

- Through in-depth study of a species we come to understand what interdependence really means.

What are messages that resonate?

A first attempt:

- This knowledge provides indicators on the state of nature/biodiversity and it provides vital information for human wellbeing and development.

I look forward to your
reactions!

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