



***PAN-EUROPEAN BIOLOGICAL AND LANDSCAPE
DIVERSITY STRATEGY***

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**COUNCIL FOR THE PAN-EUROPEAN
BIOLOGICAL AND LANDSCAPE DIVERSITY STRATEGY**

Ninth meeting
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Palais de l'Europe, Strasbourg
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**DRAFT COMMUNICATION STRATEGY FOR THE PAN- EUROPEAN
2010 BIODIVERSITY IMPLEMENTATION PLAN**

*Document prepared by
the European Centre for Nature Conservation*

Introduction

During the meeting of the PEBLDS friends of the chair (Oslo, December 9, 2004) a document was discussed which suggested the following five main objectives for a communication strategy to support PEBLDS in its role as the Pan-European 2010 Biodiversity Implementation Plan:

1. Ensuring participation and involvement of as many European governments as possible, so as to allow PEBLDS to fulfil its role as a coordinating framework for implementing the Pan-European 2010 Biodiversity Implementation Plan;
2. Raising the profile of the Strategy, and in particular the Implementation Plan, among key donors so as to support implementation of key actions;
3. Facilitate exchange of information and experience among actors involved in implementing various actions in the PEBLDS framework;
4. Ensuring synergy in communications about relevant actions at the interface of the Pan-European 2010 Biodiversity Implementation Plan and the EU's Biodiversity 2010 Implementation Plan.
5. Stimulating and facilitating the involvement of non-conservation stakeholders in the development and implementation of relevant activities in the framework of PEBLDS.

Following the discussion at the Oslo meeting, this paper elaborates concrete actions that can be taken in order to achieve these objectives. The focus is on actions that are relatively straightforward to implement, and that will require a minimum of resources and time. The list of actions is not exhaustive – many additional activities are possible – and neither is it prescriptive in the sense that all actions have to be implemented. The document can best be seen as a cookery book of recipes from which the PEBLDS Chair, Council and Joint Secretariat can create their own menu.

This document builds on a number of earlier initiatives and papers, such as the meeting on communication for PEBLDS, held in Scheveningen [1997]. It intends to augment, rather than replace, the Kyiv communication and awareness action plan and the PEBLDS fundraising plan. It also takes into account opinions expressed by key actors in the process, both during meetings and 'in the corridors.'

Some of the suggestions go beyond what is traditionally seen as 'communication', i.e., the development of printed materials, websites etc. The meetings organised in the framework of the PEBLDS and the Pan-European 2010 processes are themselves communication activities. Small changes in the way these meetings are organised, and expanding the range of participants invited to these meetings, can also contribute substantially to achieving the five communication targets.

In summary, this strategy makes the following suggestions:

- PEBLDS and the Pan-European 2010 Biodiversity Implementation Plan could be made more attractive to countries, organisations and non-conservation stakeholders currently not yet involved by making the process more thematically focused and less formal. The ambition of PEBLDS is wide and far-reaching. This need not be a problem as such, but because so many issues are covered, a loss of clear profile is a real risk and the process could be seen as 'too abstract' and 'too far removed from everyday reality.' This might be counterbalanced by choosing a stronger thematic focus for PEBLDS meetings, and for other meetings organised in the framework of the Pan-European 2010 Biodiversity Implementation Plan; the theme addressed could be changed per meeting, or periodically.
- PEBLDS meetings -and the PEBLDS and Pan-European 2010 processes - are by and large modelled on modes of operations used in formal, intergovernmental processes. Although PEBLDS is as such an intergovernmental process, its strength could be that it is less formal than e.g. the CBD process or meetings in the framework of the EU. This could be developed into a real selling point; by presenting PEBLDS more explicitly as a forum where there is a

chance to speak openly, and freely discuss ideas and exchange opinions. This potential could be used to more advantage by using a less rigid and formal structure to the meetings, introducing more break-out groups, focussing more on brainstorming and the free exchange of ideas.

- Too little is known about the factors that motivate (or demotivate) countries and other stakeholders to become involved in the PEBLDS and Pan-European 2010 processes. The same applies to the interest of donors. It is essential to obtain information about how these groups view PEBLDS.
- The Strategy Guide (PEBLDS website) is potentially a powerful and effective communication instrument, but it needs to be further developed and regularly updated. It also needs to be expanded to allow for electronic discussions and uploading/downloading of documents.
- The role of the PEBLDS chair, of the Joint Secretariat and of representatives of 'lead' countries as PEBLDS ambassadors could be strengthened.
- It is essential that the PEBLDS Joint Secretariat set up a good contact database of stakeholder information to facilitate efficient communication with various target groups.
- Regular news updates have to be produced after important meetings and events and distributed to key stakeholders.
- A working relationship has to be established with the EU in order to establish synergy between communication in support of the EU 2010 process and of the Pan-European 2010 process.
- Opportunities provided by the Countdown 2010 process should be made use of in order to bring the PEBLDS process and the Pan-European 2010 process under the attention of key stakeholders.

Objective 1:

Ensuring participation and involvement of as many European governments as possible, so as to allow PEBLDS to fulfil its role as a coordinating framework for implementing the Pan-European 2010 Biodiversity Implementation Plan

1.1 The fact that currently not all European governments are (equally) active in the PEBLDS and Pan-European 2010 process can have different causes: governments may not be aware of these processes, they may not have the staff or financial resources to participate, or they may consider the process to be of little importance. In order to develop any effective form of communication to support objective 1, more insight has to be obtained in what motivates – or demotivates – countries to become involved in the process.

Action 1.1.1: Organise and carry out a survey among (a sample of) countries active in the PEBLDS and Pan-European 2010 process as well as countries noticeably absent to assess motivating factors. Discuss outcome in PEBLDS council and use results to determine and formulate a statement indicating the exact niche and added value of PEBLDS and the Pan-European 2010 process to European governments; use this statement to fine-tune and further elaborate this communication plan.

Action 1.1.2 The Chair of PEBLDS should take the role of PEBLDS Ambassador and personally contact representatives of countries whose involvement in the PEBLDS process is considered crucial, but who are not yet (or no longer) active. In this role the Chair

could be actively supported by the Joint Secretariat and by representatives of countries long since active in PEBLDS and the Pan-European 2010 process.

Action 1.1.3: Make PEBLDS and the Pan-European 2010 process more appealing by addressing topical issues during meetings, and creating an opportunity for exchange of ideas and opinions, and a venue for meeting other stakeholders in an informal setting.

1.2 Although the 2010 targets can only be achieved through international cooperation, actual implementation of biodiversity actions to a large extent takes place in the national context. In order for PEBLDS to operate effectively as a Pan-European Framework that contributes to real, on-the-ground stop to the decline of biodiversity by 2010, the interaction with the national policy level may have to be improved.

Action 1.2.1: stimulate the participation of civil servants with a coordinating role for *national* biodiversity policy in PEBLDS and Pan-European 2010 meetings

- Issue an open invitation to national policy makers to attend meetings;
- Invite selected national policy makers to attend meetings for specific topics or thematic discussions.

Action 1.2.2 ensure that outcomes of PEBLDS meetings, PEBLDS + Pan-European 2010 priorities and actions are made known to national policy makers;

- develop and maintain an email distribution list of national contacts;
- develop and distribute summaries of meetings or a 'Chairman's letter' to these contacts immediately after every meeting;
- regularly maintain the Strategy Guide website and inform contacts of the existence of this website.

Action 1.2.3 organise a discussion session specifically focussing on the interaction between the Pan-European, EU and the national level in achieving the 2010 targets; preferably organise this as a side event to a conference or workshop that already attracts national policy makers.

Action 1.2.4 Make us of, and connect to, opportunities provided in the framework of the Countdown 2010 process to promote Pan-European 2010 targets to stakeholders at the national and regional level.

Objective 2:

Raising the profile of the Strategy, and in particular the Implementation Plan, among key donors so as to support implementation of key actions

NB = these actions should be seen as augmenting, not replacing, the PEBLDS fundraising strategy.

2.1 The remarks made concerning the involvement of countries in the PEBLDS and Pan-European 2010 processes also apply to the involvement of donors: there can be various reasons for their non-involvement: they may not be aware of PEBLDS and the Pan-European key actions towards 2010, the key actions may not correspond with the priorities of the donors, or the donors may consider other activities more interesting. Most important in this objective is that the PEBLDS council learn to 'see through the eyes of the donor, i.e. base their communication actions on what is of interest to the donor.

Action 2.1.1: Develop focused fundraising strategy

- make an inventory of the most relevant donors, assess their priorities and funding procedures and determine which are the most likely prospects for becoming involved in funding the key actions;

- where good contacts exist between members of the PEBLDS Council and (potential) donors, use these to informally assess the opinion the donors have of PEBLDS and the Pan-European 2010 key actions;
- review the key actions from the perspective of donor priorities, and determine which actions are most likely to be of interest to specific donors;
- PEBLDS chair and other key actors in the PEBLDS process to personally approach relevant contacts at the donors.

Action 2.1.2 Organise a thematic discussion on ensuring funds for the key actions, to which (potential) donors are invited. Where possible link this discussion to events where donors will already be present and make use of the knowledge and contacts obtained via the EBRI process.

2.2 Develop communication instruments specifically targeted at support to fundraising.

Action 2.2.1 Use outcome of the inventory carried out under 2.1.1. to develop a PEBLDS/key action leaflet which is targeted specifically at potential donors.

Action 2.2.2 Develop and maintain a database of contacts at potential donor organisations.

Action 2.2.3 Keep contacts at donor organisations informed of developments in the PEBLDS and Pan-European 2010 process via a regular Update or Newsletter, and via person-to-person contacts.

Action 2.2.4 Ensure that the Strategy Guide contains information relevant for/of interest to potential donors.

Objective 3

Facilitate exchange of information and experience among actors involved in implementing various actions in the PEBLDS framework

Action 3.1.1 Further expand the Strategy Guide to facilitate electronic discussion and conferencing, as well as the uploading and downloading of documents.

Action 3.1.2 Organise thematic sessions at meetings of the PEBLDS council to discuss topical issues; organise side events at conferences and events

Action 3.1.3 Use opportunities provided in the framework of Countdown 2010 to promote examples of good practice and to stimulate exchange of ideas and experiences.

Action 3.1.4 Produce an update or newsletter to disseminate information to relevant actors and stakeholders.

Objective 4

Ensuring synergy in communications about relevant actions at the interface of the Pan-European 2010 Biodiversity Implementation Plan and the EU's Biodiversity 2010 Implementation Plan.

4.1 Since this objective involves the EU 2010 action plan (Message from Malahide and the revised EC Biodiversity Strategy and Action Plans) as well as the PEBLDS/Kyiv process, it cannot be

implemented by the PEBLDS Chair and Council alone. Main step to be taken is to achieve a working cooperation with the European Commission.

Action 4.1.1. Approach the European Commission and assess their willingness to become involved in a shared approach to communication about actions to achieve the 2010 targets in Europe.

Action 4.1.2 Agree on joint actions, making optimal use of the communication facilities offered under the Countdown 2010 process.

Objective 5

Stimulating and facilitating the involvement of non-conservation stakeholders in the development and implementation of relevant activities in the framework of PEBLDS.

5.1 Because of the wide thematic coverage of the PEBLDS process and of the Pan-European 2010 Key Biodiversity Actions, the range of stakeholders that could (potentially) be involved is extremely big. It is considered unrealistic to develop and implement strategic communication actions that target *all* these stakeholders at the same time. It is necessary for the PEBLDS Council, Chair and Joint Secretariat to set priorities and to determine which stakeholders groups they want to address first. This implies that a choice has to be made as to which topics or issues PEBLDS wants to prioritise, as stakeholders are connected to issues and therefore vary per issue. Choices made in this area will affect choices made under the previous 4 objectives, especially where these relate to organising thematic events.

Action 5.1.1 Determine 'the' main thematic priority issue for PEBLDS and the Pan-European 2010 Biodiversity Implementation process. Develop inventory of stakeholders (organisations) involved in this issue; determine who (individual) is the most appropriate contact person within that organisation.

Action 5.1.2 Develop leaflet indicating relevance of PEBLDS and pan-European 2010 Process to specific issue, indicating opportunities for stakeholders to become involved and advantages of involvement. Disseminate to stakeholders.

Action 5.1.3 Organise thematic discussion or event concerning selected priority issue. Approach stakeholders with invitation to contribute to development of programme

Action 5.1.4 Present information about PEBLDS and Pan-European 2010 process at events where many representatives of stakeholders will be present.

Action 5.1.5 Develop additional pages on Strategy Guide. Contact webmasters of thematically connected websites used by stakeholders to establish links.