

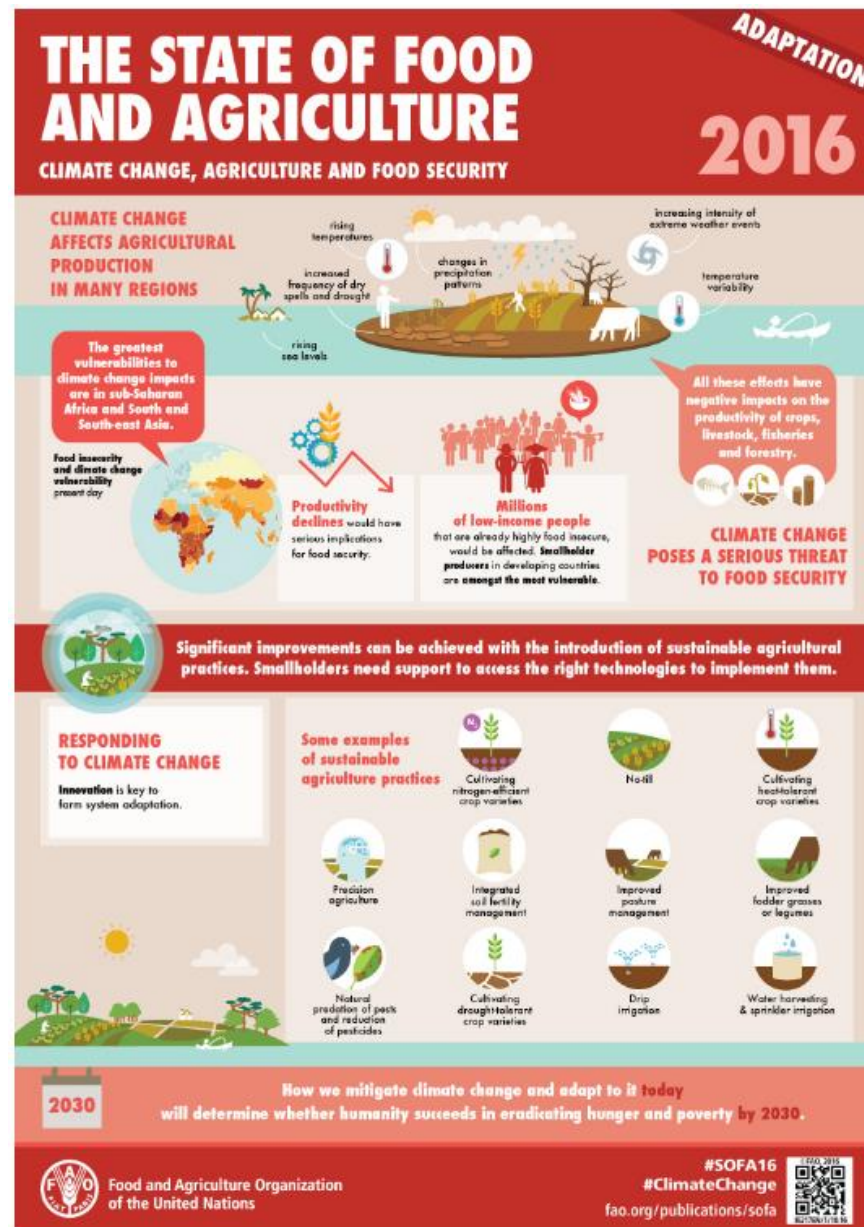
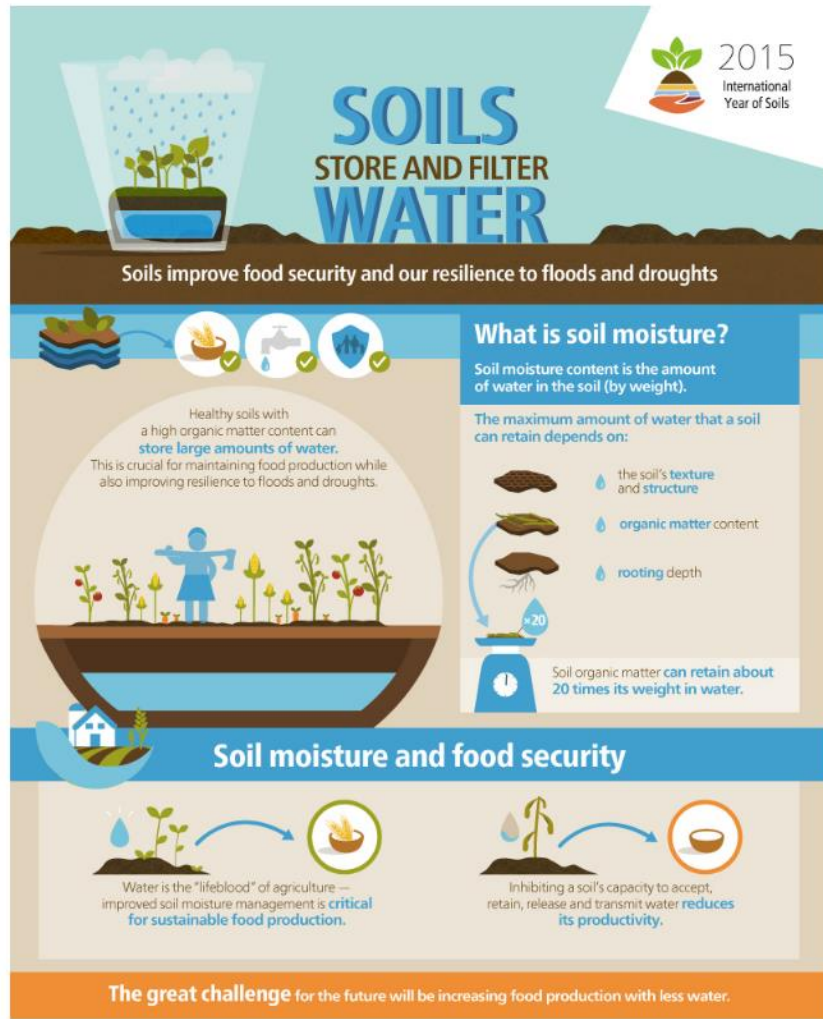
TEEB Country Studies Media Training

David_DÍAZ MARTÍN
david.diazmartin@unep.org

Best Practices



1 -> Infographics



Innovative ways ...

...the FAO example

2 -> Multimedia



Latin America and the Caribbean: What do we know up to now...



Agribusiness et chaînes de valeur alimentaires durables (sous-...



Indigenous Peoples (Poster)



Antimicrobial Resistance. What is it?



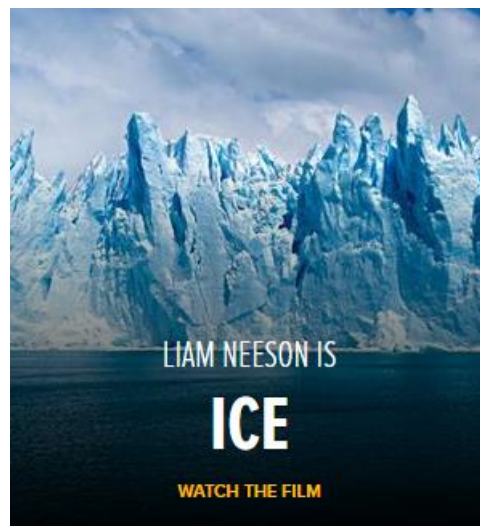
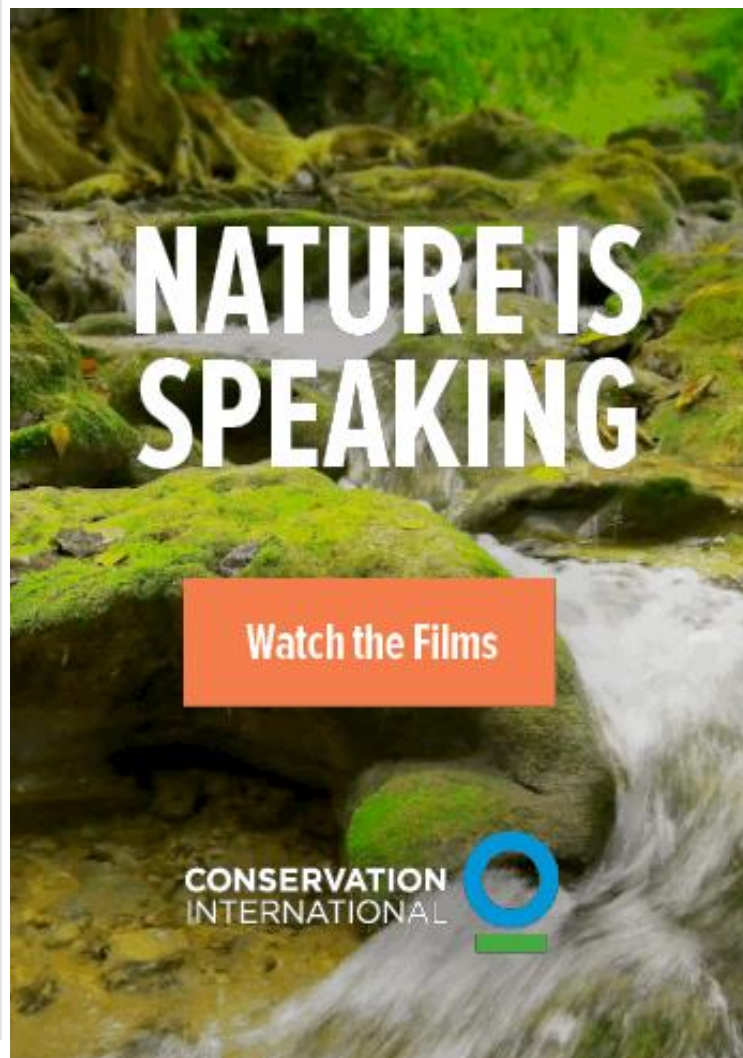
SDG17: Delivering the Paris Promise Making Climate Finance Matter in Marrakech



Innovative ways ...

...the FAO example

Nature is Speaking Campaign



Innovative
ways ...



Conservation
International

Nature is Speaking: Mother Nature

<https://www.youtube.com/watch?v=WmVLcj-XKnM>





العربية 简体中文 **ENGLISH** FRANÇAIS PORTUGUÊS РУССКИЙ ESPAÑOL TIẾNG VIỆT  

THE CAMPAIGN GET WILD LEARN ACT COLLABORATORS

WILD FOR LIFE

Innovative
ways

*WILD
for
Life*

<https://wildfor.life/>

From the Arctic, with love

From the Arctic, with love



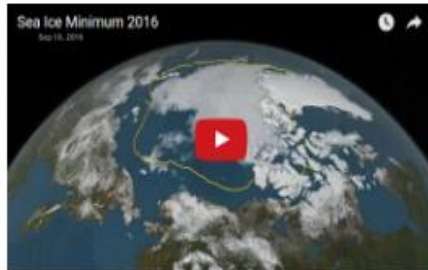
Please share your thoughts and join the conversation on social media follow the hashtag: [#truevalueARCTIC](#)

I have always been there for you

I am the Arctic, I am about 6% of this planet's surface. I am home to around four million people and I have watched indigenous peoples grow up here for thousands of years. I provide fish, especially in the sub-polar Bering and Barents seas. I provide soils for reindeer herding. My great Siberian rivers flow into the Arctic Ocean and provide fresh water. I provide income from tourists visiting my incomparable landscapes, dog-sledding and ice fishing. I provide inspiration for culture, peace and serenity. Some worship me for my vast landscapes.

Do we have a problem?

I am heating up at about two to three times the average rate of our planet. Before 2050, sea ice will melt away from my ocean every early autumn and my coastlines will be left vulnerable to storm surges. I am suffering from the destruction of habitat important for reindeer herding and for key Arctic species such as seals and polar bears. I also have a key role in several planetary boundaries that are being crossed, such as those relating to climate change, biosphere integrity, land system change and ocean acidification. At the same time, your interest in me is ever-expanding. With my ice cap receding and your technologies improving, I am the solution to satisfy your future strategic oil, gas and mineral needs. I already account for 10% of global oil production and 25% of global natural gas production. You want to access my opening Northwest Passage and especially my Northern Sea Route with your impressive tankers, cruise liners and refrigerated vessels carrying fish. While some say that commercial fishing in my territories is important for global food security, the rest of the world sees me as nothing more than a tool for growth in terms of Gross Domestic Product (GDP). But am I not more than just GDP?



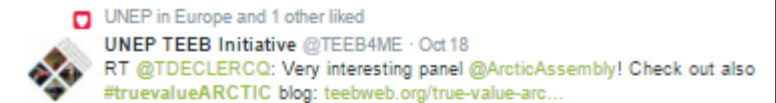
Sea Ice Minimum 2016
Sep 16, 2016

#truevaluearctic

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Innovative
ways ...
TEEB



Natural Capital @NatCapProject
WWF brought leaders to the Arctic Circle last week to "think like an ecosystem" bit.ly/2dlprqW #WWF

1 3



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1 3

#truevalueArctic

TEEB Ecuador stakeholders workshop



TEEB Ecuador

*Pilot study Change of Productive Matrix:
Towards an inclusive and sustainable cocoa value chain*

Interview with Paul Herrera
TEEB Ecuador Coordinator – ESPOL University

<https://www.youtube.com/watch?v=OlzJGq-bqIY&t>

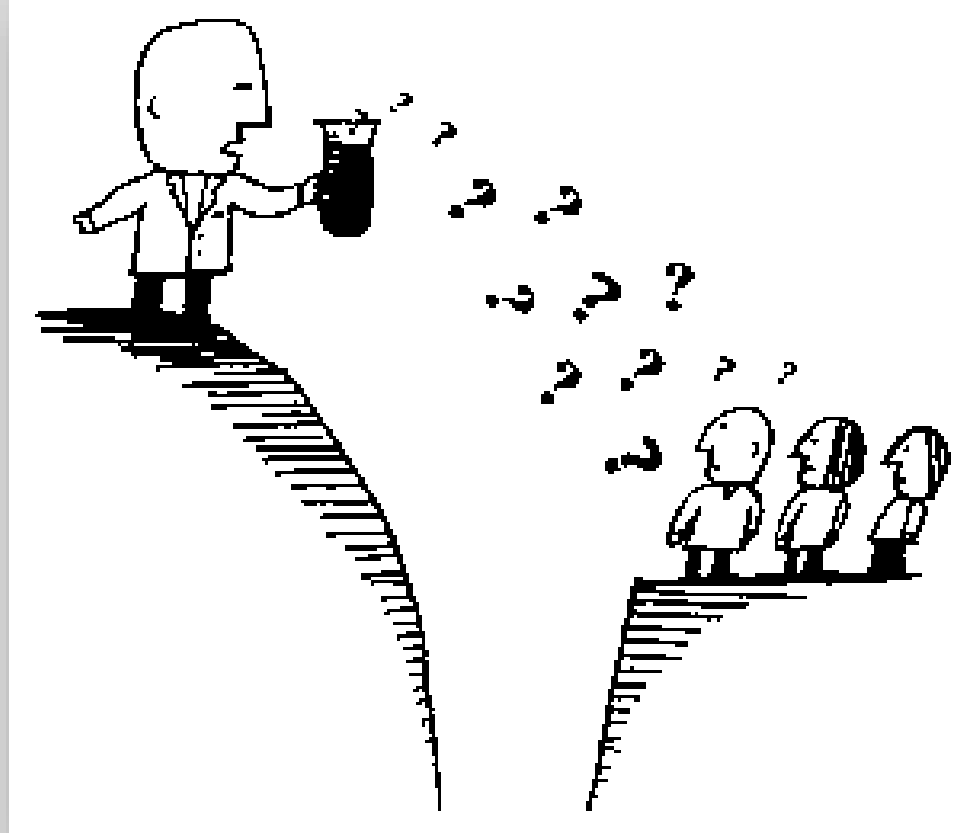
Innovative
ways ...

TEEB

Let's Discuss

Is there a (Comms) GAP between...

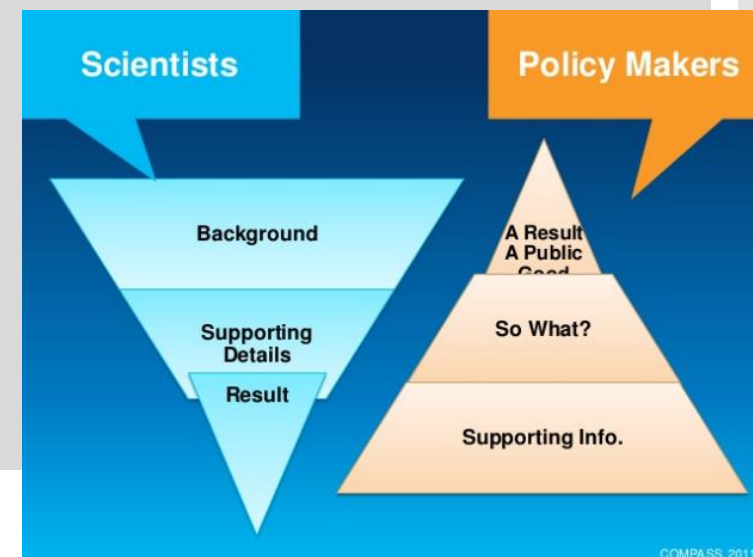
Science



Policy Makers

Let's Discuss

- 1- How did that gap appeared?
- 2- Are scientists/academia aware of this Gap?
- 3- Are Policy Makers aware of this Gap?
- 4- Is it a problem of language/communication?
- 5- How can communication help to bridge that GAP?



Let's Discuss

Scientific knowledge is not easily accessible to lay people and policy makers.

Two problems:

- ** The first problem is volume.
- ** The second problem is **complexity**. Many of these studies use **complicated designs**, high power **statistics**, and **technical jargons**.

For many researchers, dissemination of research results to a general public rarely entails more than a **press release through their institutions public relations division**, and possibly a follow-up **interview** with a journalist.

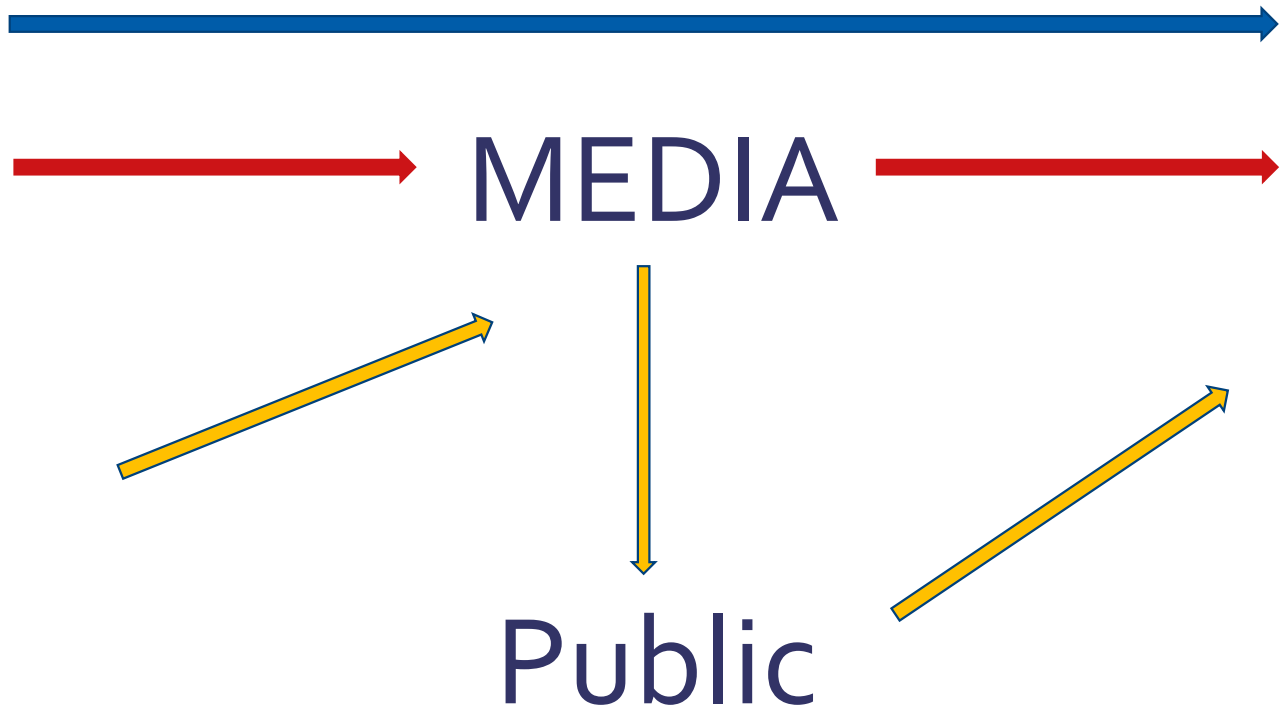
Only a minority of scientists have been actively engaged in **communicating science through popular media outlets**.

Let's Discuss



Let's Discuss

Science



Policy Makers

and
what?

How Communication can help...

1. Simplify the **language**
2. Make information **attractive**
3. “Translate” the information into **solutions**
4. “Use” the Media to reach the citizens and the Policy Makers
5. Active LISTENING + Iteration

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