Best Practices

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1 -> Infographics

Innovative ways ...

...the FAO example
2 -> Multimedia

Innovative ways ...

...the FAO example
Nature is Speaking Campaign

Innovative ways ...

Conservation International

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Nature is Speaking: Mother Nature
https://www.youtube.com/watch?v=WmVLcj-XKnM
Innovative ways
WILD for Life
https://wildfor.life/
Innovative ways ...

From the Arctic, with love

I have always been there for you

I am the Arctic. I am about 9% 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 to 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, ice will melt away from my ocean every early autumn and my coasts 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, biodiversity, integrity land system change and ocean acidification. At the same time, your interest in me is ever-widening. With my ice cap melting and your technologies improving, I am the solution to satisfy your future strategic oil 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 reposted 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 test for growth in terms of Gross Domestic Product (GDP). But am I not more than just GDP?
Innovative ways ...

TEEB Ecuador stakeholders workshop

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https://www.youtube.com/watch?v=OlzJGq-bqlY&t
Is there a (Comms) GAP between...

Let's Discuss

Science

Policy Makers

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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?
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.
THE SCIENCE GAP

THINGS YOU'D THINK WE'D KNOW BY NOW (BUT DON'T):
- WHAT IS 95% OF THE UNIVERSE MADE OUT OF?
- DARK MATTER?

WE HAVE NO IDEA

5% STUFF WE KNOW

SCIENTISTS & RESEARCHERS

PERCEPTION

PUBLIC

COMMUNICATION

THE BIG BANG THEORY

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Let’s Discuss
Let's Discuss

Science → MEDIA

MEDIA → Policy Makers

Science → Public

Public → Policy Makers

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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
TEEB Country Studies
Media Training

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