

# TEEB Country Studies Media Training

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# Best Practices

 Ibrahim Thiaw  
@ibrahimthiaw Following

97% of the land based food supply is at risk -- if you eat, this affects you #eld



RETWEETS 30 LIKES 14

 UN Environment  
@UNEP

Sand & dust storms cause billions of \$\$ of economic damage and impact human health: [ow.ly/10j6wb](https://ow.ly/10j6wb) #UNEA2



RETWEETS 72 LIKES 60

 UN Environment  
@UNEP

Ozone protection has significantly contributed to #climatechange mitigation. #MontrealProtocol #OEWG37



RETWEETS 124 LIKES 72

 UN Environment  
@UNEP

#UNEA2 provides a groundbreaking platform for leadership on global environmental policy: [ow.ly/107qJH](https://ow.ly/107qJH)



RETWEETS 61 LIKES 61

 UN Environment  
@UNEP

Open-Ended Meeting of Committee of Permanent Representatives to UNEP about to get underway in #Nairobi #UNEA2



RETWEETS 24 LIKES 19

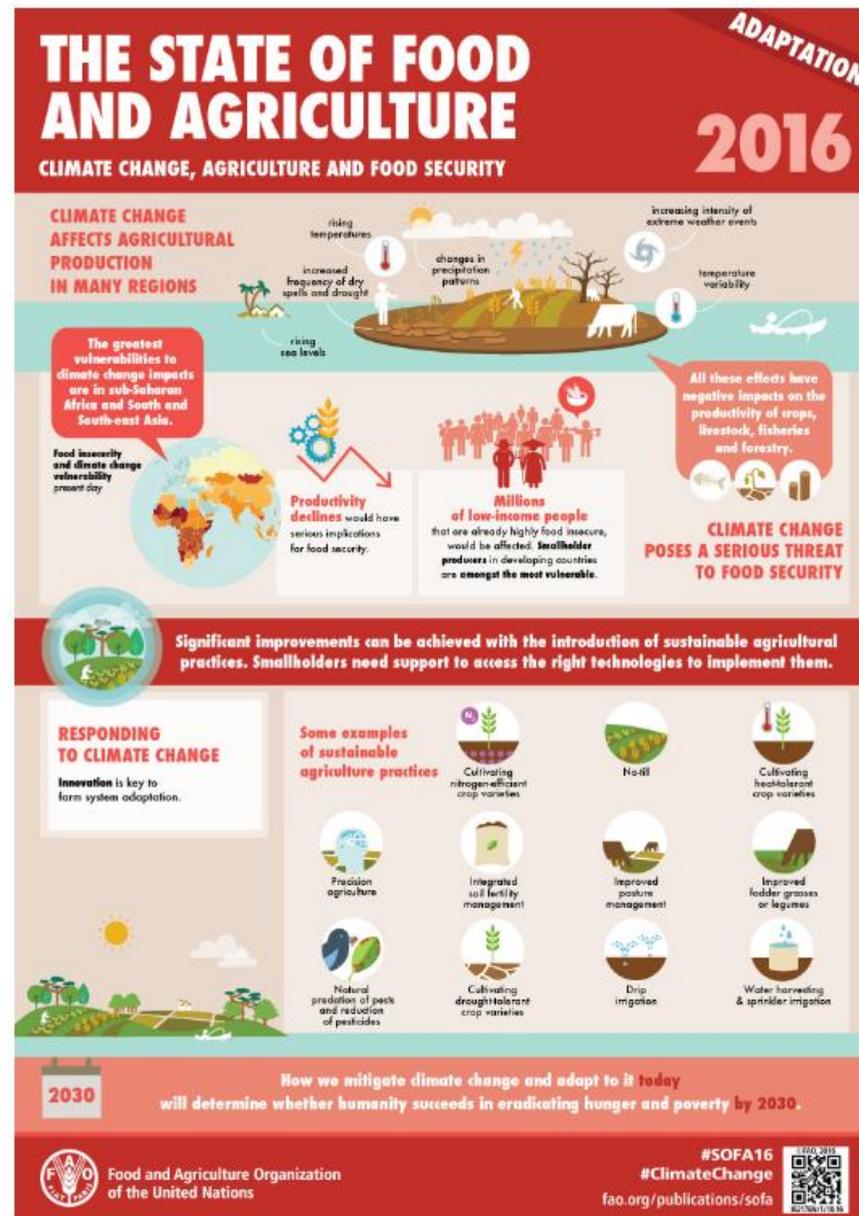
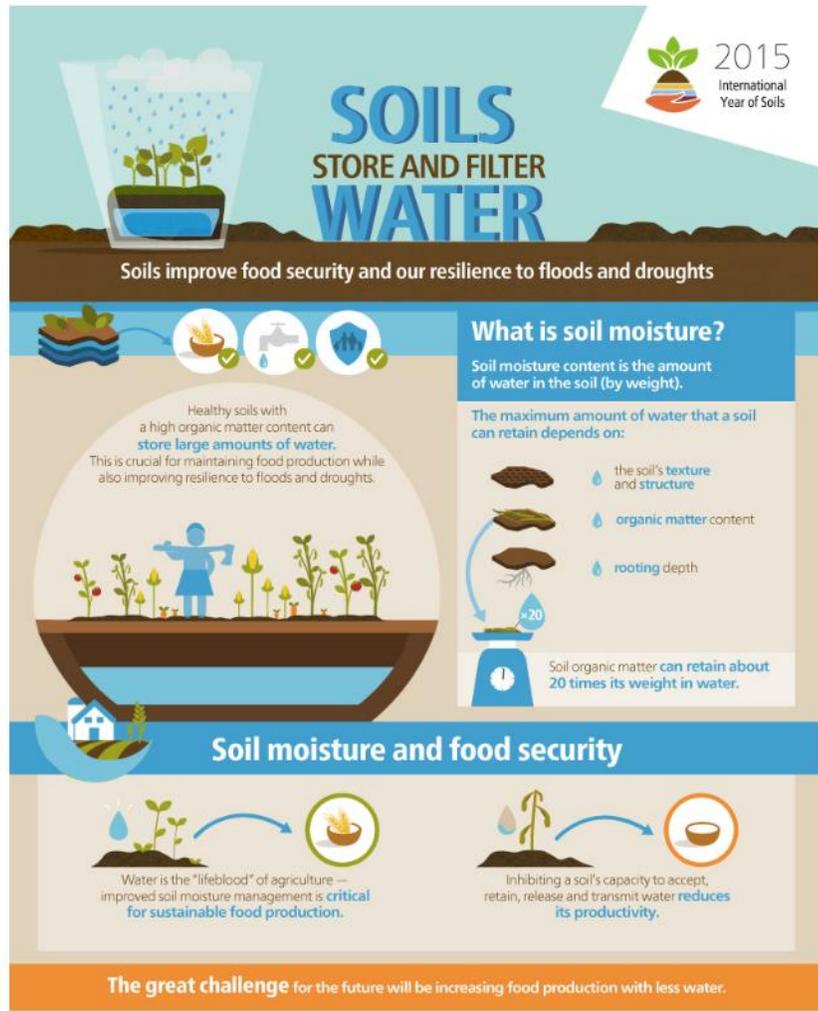
 UN Environment  
@UNEP

Morocco rep to UNEP, speaking on behalf of Africa region, urges action on implementation of #ParisAgreement



RETWEETS 58 LIKES 53

# 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?



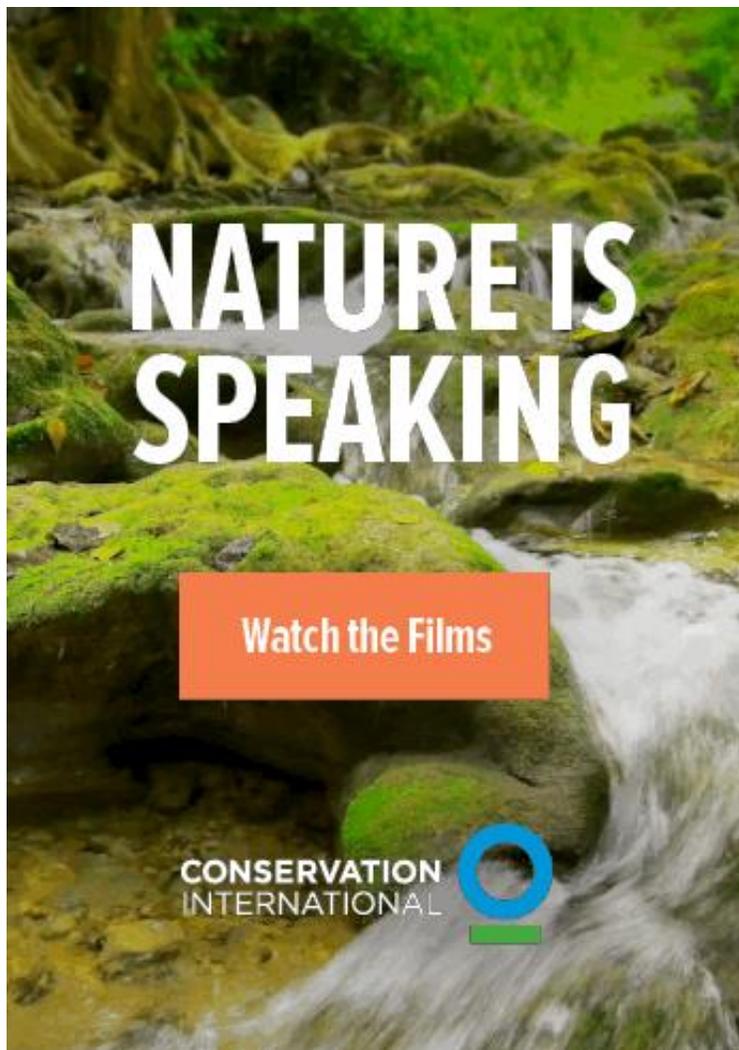
SDG17: Delivering the Paris Promise Making Climate Finance Matter in Marrakech



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 PORTUGUÉS РУССКИЙ ESPAÑOL TIẾNG VIỆT f t

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

Share 5



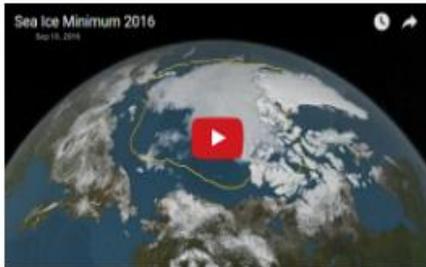
Please share your thoughts and join the conversation on social media follow the hashtag: [#truevalueARCTIC](#)

## 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?



#truevaluearctic

Top Latest Accounts Photos Videos More options

UN CC:Learn @unoclearn · Sep 2  
"What happens when I no longer serve as air conditioner of the world?" from the Arctic, with love [#truevalueArctic](#)



4 4

UN CC:Learn @unoclearn · Sep 5  
I'm heating up at 2-3 times the average rate of our planet- from the Arctic [#truevalueArctic](#) [bit.ly/2c7PcPV](#)



2 2

True Price and 1 other Retweeted  
UNEP Green Economy @ungreeneconomy · Aug 26  
GDP growth and financial profits are just the tip of the iceberg of human well-being [#truevalueArctic](#) @TEEB4ME [bit.ly/2bLoXvI](#)

6 2

#truevalueArctic

Innovative ways ...  
**TEEB**

UNEP in Europe and 1 other liked  
UNEP TEEB Initiative @TEEB4ME · Oct 18  
RT @TDECLERCQ: Very interesting panel @ArcticAssembly! Check out also [#truevalueARCTIC](#) blog: [teebweb.org/true-value-arc...](#)

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

1 3

TOMAS DECLERCQ @TDECLERCQ · Oct 13  
Very interesting panel @ArcticAssembly! Check out also [#truevalueARCTIC](#) blog: [teebweb.org/true-value-arc...](#)

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

1 3

# 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>

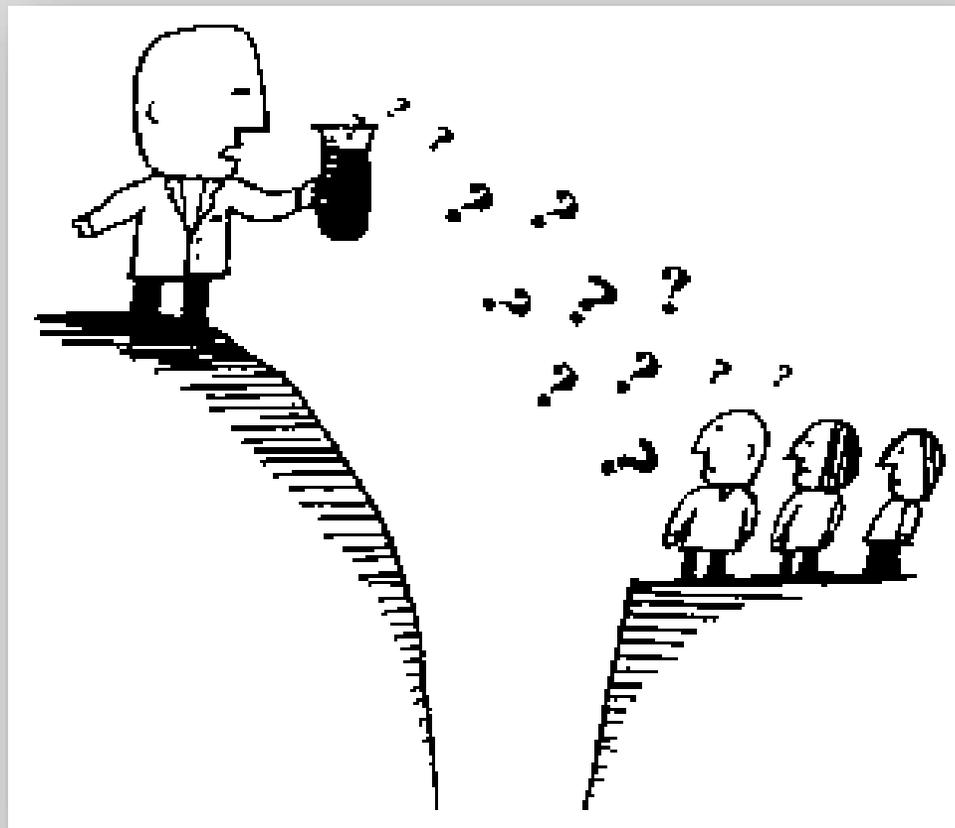
Innovative  
ways ...

TEEB

# Let's Discuss

Is there a (Comms) GAP between...

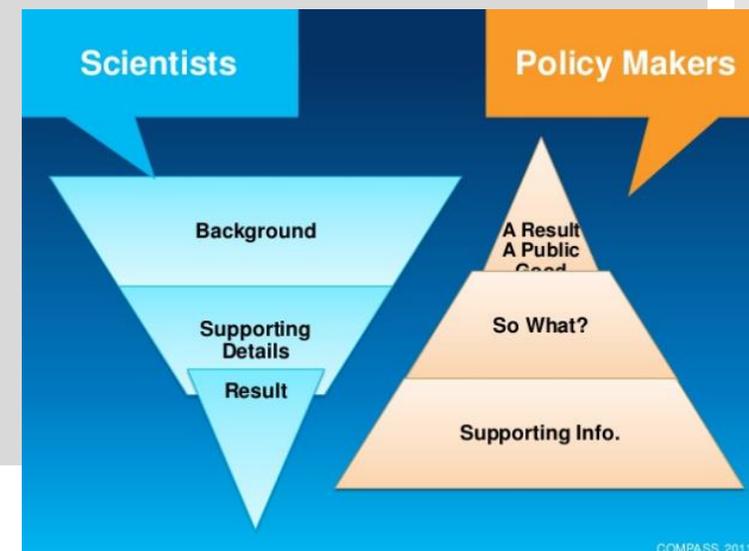
Science



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.

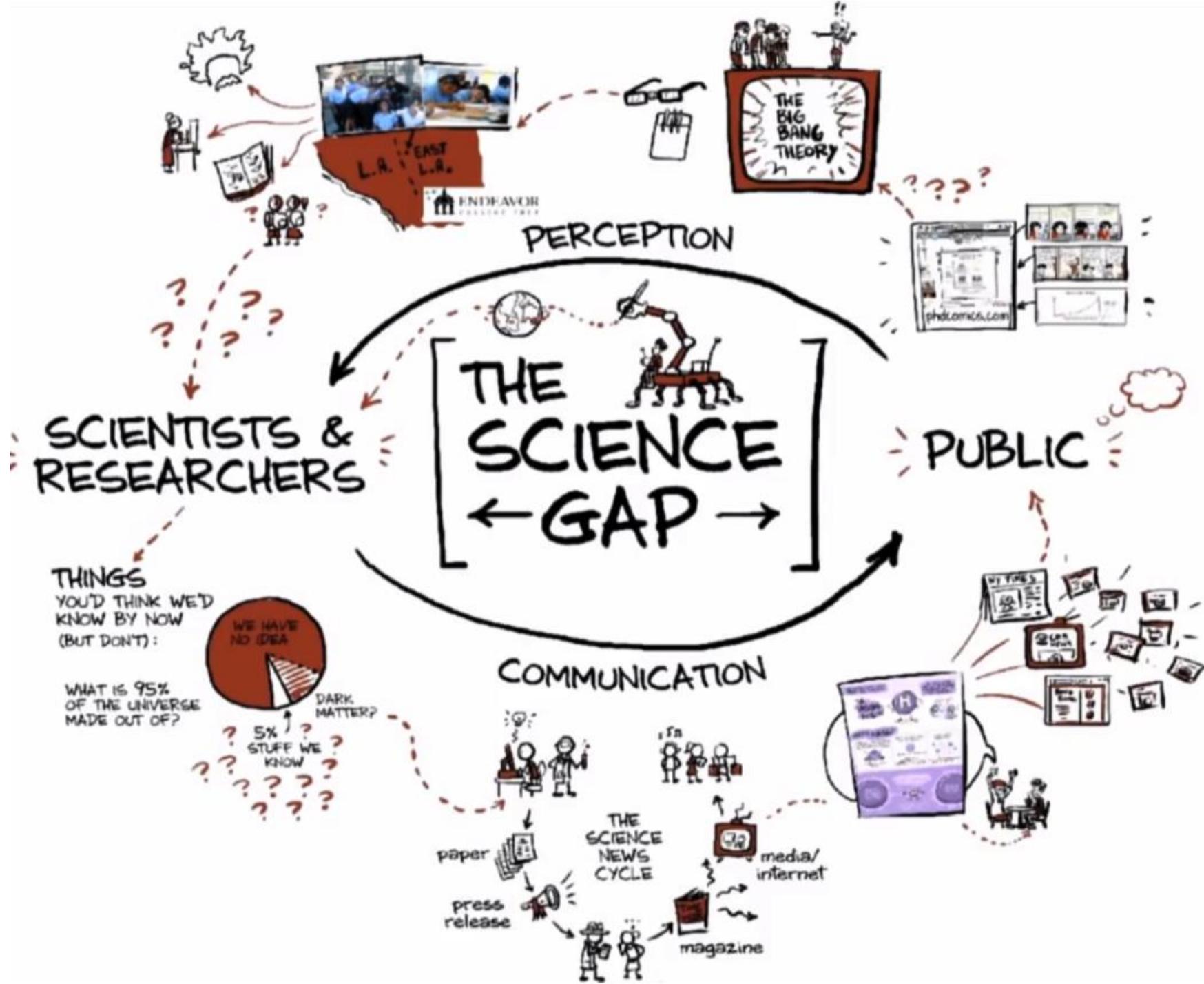
Two problems:

\*\* 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**.

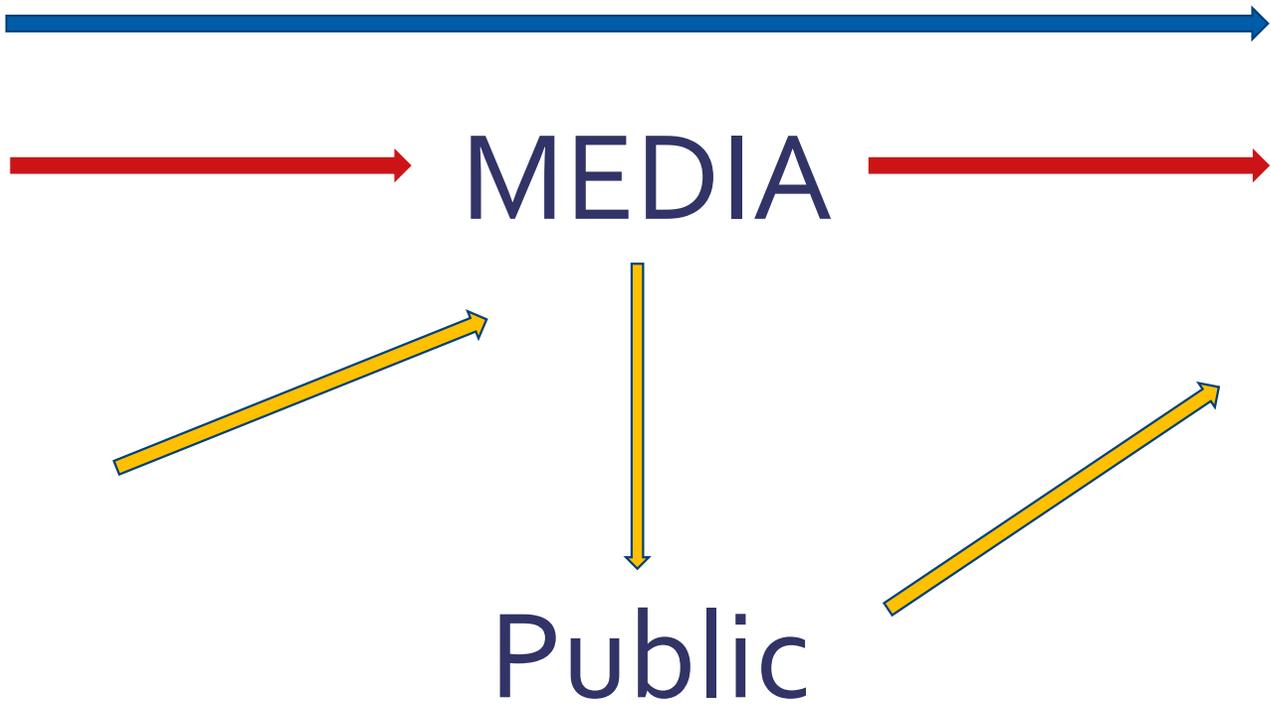


# Let's Discuss



# 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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