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**Intergovernmental Science-Policy
Platform on Biodiversity and
Ecosystem Services**

**Plenary of the Intergovernmental Science-Policy
Platform on Biodiversity and Ecosystem Services
Fourth session**
Kuala Lumpur, 22–28 February 2016
Item 8 of the provisional agenda*
**Communications, stakeholder engagement
and strategic partnerships**

Communications and stakeholder engagement strategies

Note by the secretariat

The annex to the present note sets out further details on activities undertaken in response to decision IPBES-3/4 on communications, stakeholder engagement and strategic partnership, to complement the note by the secretariat on the matter (IPBES/4/18). Section I presents information on communication activities during the launch of the assessment reports, and other communication-related activities. Section II provides an overview of the implementation of the stakeholder engagement strategy, which is complemented by the update on progress made to self-organize and structure an inclusive open-ended network of stakeholders by the stakeholder network (IPBES/4/INF/16). The annex is presented without formal editing.

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* IPBES/4/1.

Annex

I. Update on the communication and outreach strategy

The secretariat in 2015 implemented the plan in the appendix of annex I of decision IPBES-3/4 as follows:

A. Day to day communication

(a) *New Website*: The secretariat will be launching before the fourth session of the Plenary a new web site for the Platform. If time allows, feedback on the new web site will be sought from members and observers before the fourth session. The web site will include a number of communication products which were listed in the initial implementation plan for 2015, including a generic power point presentation, to be regularly updated, social media, an FAQ section, a list of events, with a calendar, and a list of news.

(b) *Information and communications technology tools*: The secretariat has worked during 2015 on improving its use of information and communications technology tools, in the two following areas:

   (i) Use of electronic conferences to scope for future assessments: Several initiatives were taken to increase the use of virtual means to conduct meetings. Two scoping reports were produced for invasive alien species *and* the sustainable use of biodiversity by means of open-access web-based electronic conferences rather than two physical meetings.

   (ii) Use of other virtual and electronic means: The secretariat and technical support units convened regular teleconferences involving the Panel, Bureau, stakeholders, co-chairs, coordinating lead authors and lead authors of assessments in various configurations. The secretariat also purchased a multi-licence office productivity system, which is helping in information sharing, programme management and collaboration between the secretariat, technical support units, experts, Bureau and Panel members in a secure and reliable manner. The productivity system will also help in the preparation, running and follow-up of meetings. Please see document IPBES/4/2, para 9 (e) and 9 (d) on lessons learnt regarding the use of these tools.

(c) *Visual identity*: A style guide was developed, with the help of professional graphic designers, to provide a consistent corporate visual identity for all communications products and activities of IPBES, including its website, and the two assessments reports launched in 2016. In addition to the style guide, a branding manual on how to use the IPBES logo will be developed. The summary for policy makers and technical report of both assessments will be laid out and printed after the fourth session of the Plenary.

(d) *Fact sheets*. One-page fact sheets presenting IPBES 'work will be created. The factsheets will present information drawn from the outputs of the IPBES Work Programme 2014-2018, in a format which emphasizes key points concisely. Where practicable, these fact sheets will be made available in all six official languages of the United Nations.

B. Launch of assessment reports

A communication strategy was developed for the launch of the two first assessments of IPBES, by the secretariat, advised by a communication committee composed of the following members: Co-Chairs of the pollination assessment (Simon Potts and Vera Lucia Imperatriz Fonseca), and of the scenarios and modeling assessment (Simon Ferrier and Karachepone Ninan), Bureau members (Ivar Baste, Leonel Sierralta and Robert Waston) and MEP members (Sebsebe Demissew and Marie Stenseke), members of the secretariat (Anne Larigauderie, Thomas Koetz and Sarah Banda-Genchev, Hien Ngo, TSU pollination and Rob Alkemade, TSU scenarios and modeling). This committee was established by the Bureau at their sixth meeting. It has worked electronically and by teleconferences. The strategy includes the following steps:

- Ahead of the fourth session:
  - Selection and hiring of a media consultant to assist with implementation of the strategy
  - Finalisation of communication strategy with media consultant

- o Preparation of press releases

- o Preparation of other media material (including press kit, mini-videos explaining SPM content, power point presentation of outcome of both assessments)

- o Mobilization of all partners and stakeholders to help promote the assessment reports and expand their overall reach and impact.

- o Webinar with key journalists ahead of IPBES-4

- o Outreach with social media

- o Media training for IPBES authors, and selected MEP, Bureau and secretariat staff

- At IPBES-4:

  - o Press conference(s) to announce the approval of the two assessments

  - o Outreach with social media

- After IPBES-4:

  - o Publication of printed versions of SPM and technical reports (about three months after IPBES-4)

  - o Simultaneous press conferences in all regions for the release of these two reports for each assessment.

  - o Outreach with social media

  - o Media monitoring and follow up

  - o Presentations over the course of 2015 at various conferences and events

II.   Update on stakeholder engagement strategy

The secretariat in 2015 implemented the plan in the appendix of annex II of decision IPBES-3/4 as follows:

(a)   Open-ended network of stakeholders.

The Plenary, in annex III to decision IPBES-3/4, encouraged the self-organization of an inclusive, open-ended network of stakeholders and indicated that a strategic partnership between the Platform and the network would specify the arrangements for collaboration and would be subject to the approval of the Plenary. Work on this item is in progress. The stakeholders have self-organized and established an open-ended network.

Additional information on the work of the stakeholders is being provided by stakeholders in their report to the Plenary in IPBES/4/INF/16.

Draft elements for a memorandum of cooperation between the Platform and the open-ended network of stakeholders are provided in IPBES/4/18, and additional information will be provided by stakeholders at the Plenary in order to further specify the nature of this cooperation, as a basis for a decision by the Plenary.

(b)   Stakeholder days at IPBES-4

The secretariat has worked with the stakeholder to prepare the agenda for the stakeholders days held immediately before each Plenary (20-21 February 2016) and will contribute to the meeting in a number of ways, and, in particular, by presenting to stakeholders the items being considered at IPBES-4.

(c)   Registry of stakeholders

According to the stakeholder engagement strategy and in the context of the work programme, IPBES stakeholders will act as both contributors and end users of the Platform and will be individual scientists or knowledge holders, and also institutions, organizations or groups working in the field of biodiversity and ecosystem services, that could:

(a)   Contribute to the activities of the work programme through their experience, expertise, knowledge, data, information and capacity-building experience;

(b)   Use or benefit from the outcomes of the work programme;

(c)   Encourage and support the participation of scientists and other knowledge holders in the work of IPBES.

Individuals or organisations who identify with one or more of the definitions of IPBES stakeholders mentioned above and who would like to be included in the open registry of stakeholders can register on the registry. An online registry has been developed in collaboration with the open-ended network of stakeholder by the secretariat. The open-ended network of stakeholder will also have access to the registry.

(d)   Support of IUCN to stakeholder engagement

A memorandum of understanding between IPBES and IUCN is currently near finalisation. Its goal is to provide a framework of cooperation in the context of the implementation of the IPBES work programme 2014-2018 and the IUCN programmes 2013–2016 and 2017–2020. As part of this first agreement, IUCN will provide in-kind support in the form of 50 percent equivalent full time of one staff to IPBES for work on communication, outreach and stakeholder engagement activities.

(e)   Stakeholder page on the new IPBES website

A page with information on stakeholders and the open-ended network is being developed and will be included in the new IPBES website.

(f)   Tools for management of stakeholders

The secretariat has created an email account (stakeholders@ipbes.net) which it will manage, in collaboration with the open-ended network of stakeholders. It has also established an online data management system for capturing and storing stakeholder related information.

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