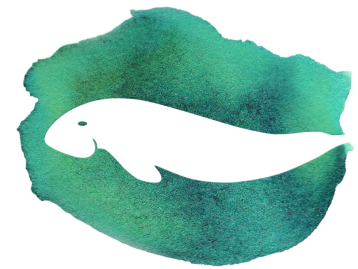


Communications for conservation:

Identifying effective communication tools for conservation

20th February 2013



DUGONG
MOU

A UNEP/CMS PROJECT



Overview of session

- the problem
- the need for communication
- breakout session
- case studies
- the GEF project's approach
- communications hot tips

The problem

- critical conservation issues
- insufficient interest and motivation amongst key stakeholders
- lack of adequate incentives
- lack of enforcement capacity
- poor public awareness
- ranked 21 out of 25 top concerns in US
- science alone isn't enough

The need for communication

- conservation cannot be built on science alone
- communication can be cheaper than enforcement!
- values form public policy
- powerful political potential from charismatic animal
- a hugely undervalued ecosystem
- our moral responsibility
- amplification

How do we communicate?

- typically – science and ‘heavy’ reports
- This might mean:
 - paper / technical report / red list review
 - press release
 - media response
 - public awareness
 - policy response
 - behaviour change
- our chosen medium is rarely effective for key target audience
- we’re missing opportunities to communicate problems and share successes
- communications can be constrained by our positions

Funders follow public interest

- Values and trends guide funders
- GEF project success demonstrates potential
- great opportunity to build on GEF progress with other range states

Break-out groups

- who are we communicating our work to?
- how have you communicated your work?
- how else could you communicate the importance of your work?

Who are we communicating to?

- scientific audience
- policy makers
- fishers and coastal communities
- media
- private sector interests
- public
- *how many of these do we reach effectively?*

Community exchanges



Participatory research



Social marketing



“Use of marketing techniques to improve social well-being by changing behavior and attitudes about social concerns, creating a change in the entire system or community”.

Social marketing

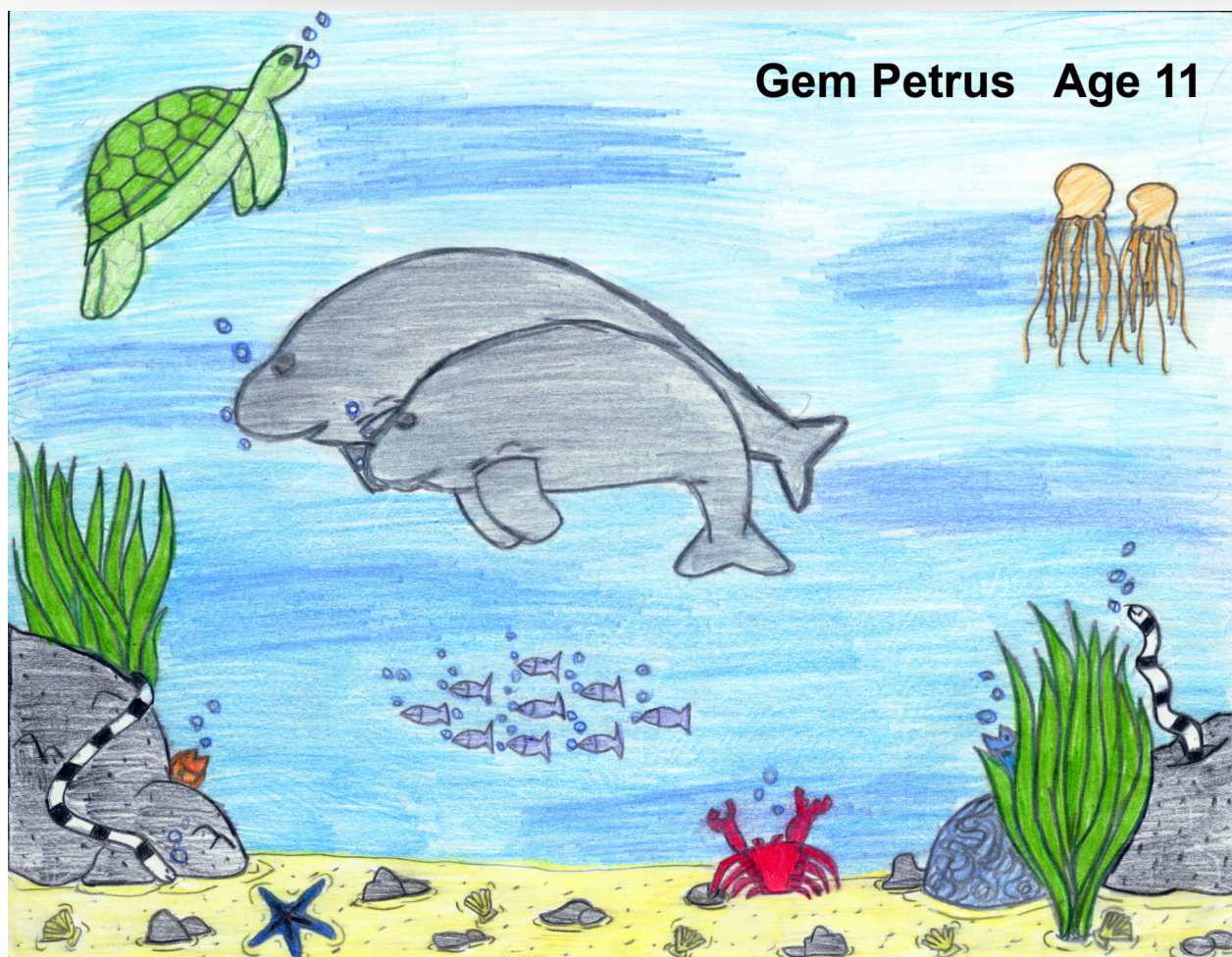
RareConservation.org

supports partners to implement
campaigns to change fishers behavior

Intensive training, capacity building ,
coaching & mentoring program

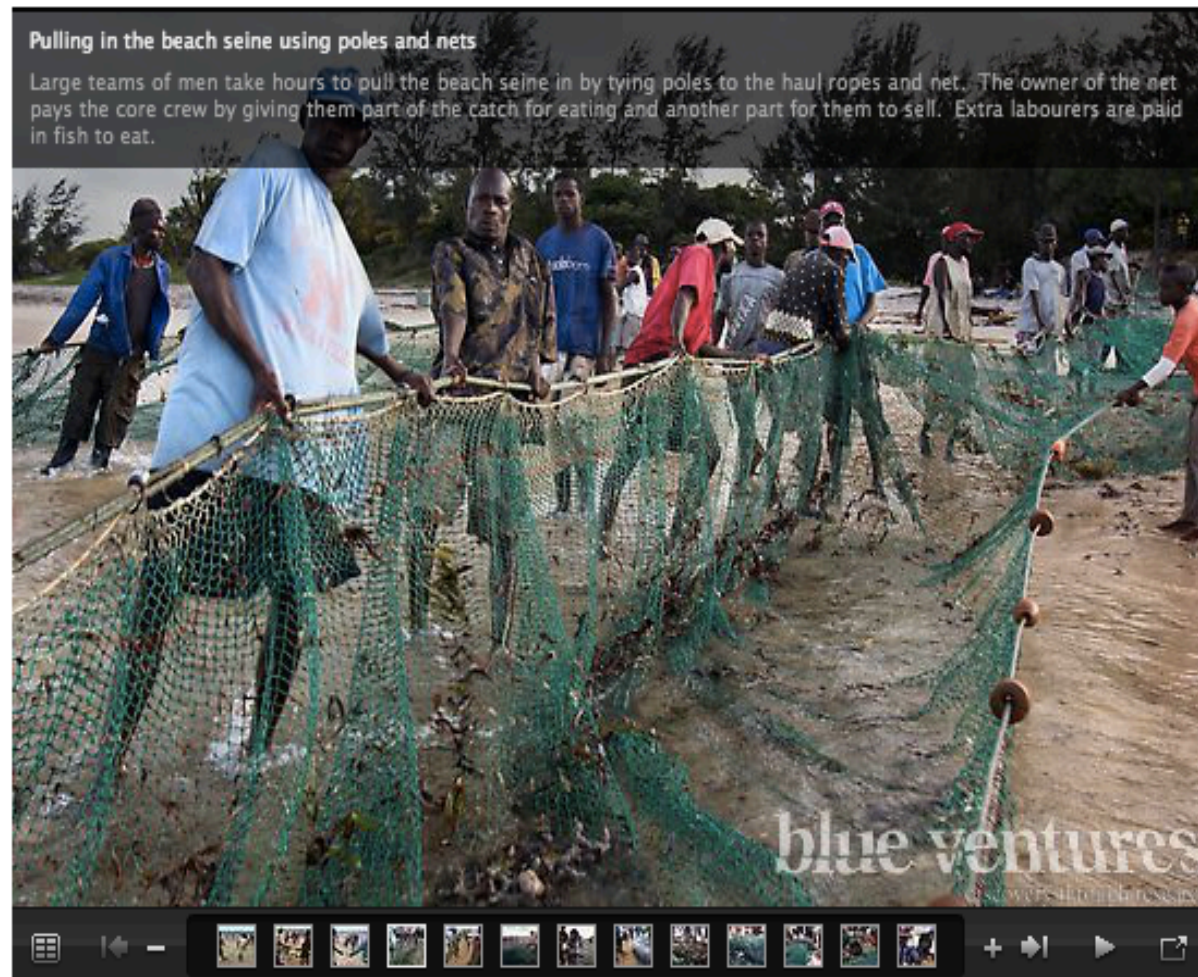


Education and awareness raising





New media

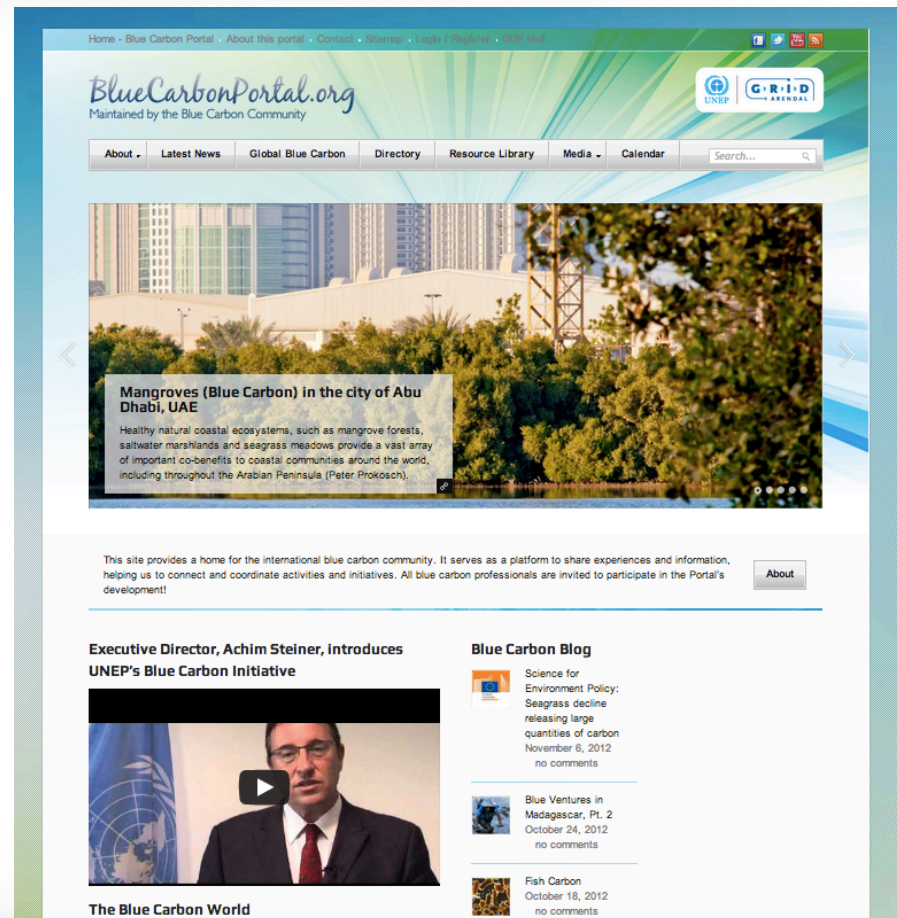


Alternative communications strategies

- community-focused social marketing
- community exchanges
- participatory research
- education and awareness raising
- new media
- partnerships & networks
- leveraging science

The GEF project's approach

- 'Clearing House Mechanism'
- Internal
- External
 - Public outreach space
 - Public discussion board
 - Interactive site maps
 - Citizen science laboratory
 - Education centre
 - Partner directory



Communications hot tips

- we all have the power to leverage an issue
- creativity and innovation are essential
- tailor communications to target audience
- join networks, seek partnerships - use your NGOs; Rare, WWF
- maintain contact lists; react quickly, be ready
- good news needs to be amplified; bad news can be an opportunity
- make noise!

References and resources

- openchannels.org
- Persuasion: the how's of saving sea turtles (Witherington et al 2013, SWOT Vol 8)
- RARE Pride campaign manual (and programmes)
- Empowering small-scale fishermen to be conservation heroes (Peckham & Maldonado 2012)
- Ingredients for addressing the challenges of fisheries bycatch (Lewison et al 2011)
- Bycatch reduction in the world's fisheries (Kennelly, ed. Springer- Verlag 2007)
- Japanese poundnet bycatch solutions (Ishihara et al 2012)
- And much more, by request (Contact us!)

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Thank you

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