

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

Distr.: General

19 May 2022

English only

**Plenary of the Intergovernmental Science-Policy  
Platform on Biodiversity and Ecosystem Services****Ninth session**

Bonn, Germany, 3–9 July 2022

Item 5 of the provisional agenda\*

**Report of the Executive Secretary on progress in  
the implementation of the rolling work programme  
up to 2030****Information on strengthened communication****Note by the secretariat**

1. The Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), in decision IPBES-3/4, on communications, stakeholder engagement and strategic partnerships, took note of the communications and outreach strategy set out in annex I to that decision and requested the secretariat, subject to the availability of funds, to undertake the activities described in the initial implementation plan set out in the appendix to annex I. In decision IPBES-4/4, the Plenary took note of the progress made regarding that strategy.
2. The Plenary took note of subsequent reporting by the secretariat on progress made on communications activities and stakeholder engagement at its fifth session (as outlined in documents IPBES/5/9, IPBES/5/INF/15 and IPBES/5/INF/16), its sixth session (IPBES/6/INF/19), its seventh session (IPBES/7/INF/14) and its eighth session (IPBES/8/INF/15).
3. The Plenary, in decision IPBES-7/1, adopted the rolling work programme of IPBES for the period up to 2030, which included, among its six objectives, objective 5, on communicating and engaging, which aims to strengthen the involvement of the members and stakeholders of IPBES and to increase the visibility of IPBES and the use of its products. The objective is to be achieved, building on the work initiated and lessons learned during the first IPBES work programme, through, among other things, strengthened communication, including the continuation of the implementation of the IPBES communication and outreach strategy, with a view to increasing the visibility of IPBES and its products and the use of those products by Governments and stakeholders.
4. The annex to the present note, which is presented without formal editing, sets out information on the further implementation of the communications and outreach strategy.

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\* IPBES/9/1.

## Annex\*

### Implementation of the communications and outreach strategy

1. Significant growth, in terms of both reach and impact of the work of IPBES, continued throughout 2021, in spite of the fact that no new IPBES assessment reports were published in this period. This success can be at least partially explained by the policy relevance and continued uptake of already-published IPBES work, especially the IPBES Global Assessment Report on Biodiversity and Ecosystem Services, the IPBES Workshop Report on Biodiversity and Pandemics, as well as to the IPBES-IPCC co-sponsored Workshop Report on Biodiversity and Climate Change. Global media interest in UNFCCC COP26, with its unprecedented inclusion of nature-related issues, and to a lesser extent the ongoing work towards CBD COP15, also resulted in noteworthy communication opportunities and successes for IPBES.

#### I. ‘Traditional media’

2. In terms of traditional media reach from 1 January to 31 December 2021, IPBES tracked a total of more than 17,100 online media articles relating to IPBES and IPBES work programme deliverables. These articles, which specifically exclude both print and broadcast reporting, appeared in almost 145 countries, and 46 languages. They represent coverage by more than 8,160 media outlets and likely absolute reach of more than 1.43 billion views – based on industry standard estimates of 2.5% of total possible reach. By way of comparison, total online article mentions of IPBES tracked in the whole of 2018, including the successful launch of the four IPBES Regional Assessment Reports and the IPBES Land Degradation and Restoration Assessment Report, were 6,553 articles, in 37 languages, across 126 countries.

3. The most successful traditional media activity for IPBES in 2021 was the launch and follow-up outreach of the Report and Scientific Outcome of the IPBES-IPCC co-sponsored Workshop on Biodiversity and Climate Change. In the first 24 hours following its launch, it resulted in more than 900 separate online articles, in 16 languages, across 47 countries. In the first 48 hours, it was accessed more than 20,000 times on the IPBES website. By 31 December 2021, it had been accessed more than 70,000 times on the IPBES website.

4. Professional global, regional and national online traditional media monitoring by IPBES continued for much of 2021, but ended effective 30 September, as a result of ongoing challenges relating to procurement of these services. Statistics for the remainder of the year were sourced from partner organisations with access to these services. Significant efforts were invested by the secretariat to explore options for the resumption and expansion of these services in the context of UN procurement processes, and it now seems likely that IPBES access to these services will have been restored by the end of May 2022 – in time for the planned media launches of two new IPBES assessment reports.

#### II. Social media

5. In 2021, IPBES continued to grow its online English-speaking audiences across all social media channels, meeting and surpassing its targets for follower growth (55% annual growth on Facebook, 40% on Twitter, 95% on LinkedIn, and 29% on Instagram). IPBES communications generated 163.9 million impressions across all platforms, a phenomenal growth compared to the already impressive 41 million impressions achieved in 2020.

6. This growth can be partially credited to the trialling of a new viral video strategy on the IPBES Facebook channel in English, with a single video reaching 110.9 million people worldwide. The video is estimated to have been one of the top-watched videos on Facebook globally in 2021.

7. In 2021, IPBES achieved its most significant social media growth on LinkedIn (95% growth in number of followers; 159% growth in average impressions generated per month, while maintaining an average per month engagement above 7%).

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\* The present annex has not been formally edited.

8. IPBES also continued to work very closely with the member organizations of the CBD-convened Global Biodiversity Communications ‘Flotilla’, joining and contributing to selected campaigns and key international days in 2021, achieving 7.3% ‘share of voice’ for Biodiversity Day, 2.7% for World Wetlands Day, 2.6% for World Migratory Bird Day and 2.1% for World Bee Day.

9. IPBES Twitter channels in Spanish and French also saw good growth in 2021, with 111% growth in the IPBES Spanish audience and 138% in French. Some growth targets for impressions and engagement were not achieved, largely due to major changes in the Twitter algorithm during the second half of the year. Both IPBES French and Spanish Twitter channels have now been officially verified.

10. IPBES Facebook channels in Spanish and French also continued to grow in 2021, with 234% growth in page likes on Facebook in French (from 2,625 to 8,769 page likes), and 359% growth in page likes on Facebook in Spanish (from 2,097 to 9,627 page likes).

### **III. Impact tracking**

11. To help the IPBES community present compelling examples of specific impacts of IPBES’ work, the secretariat has continued in 2021 to update and expand the IPBES impact tracking database (TRACK). This fully searchable online public resource aims to collate a wide range of good indicative examples of IPBES impact at different scales, in different geographical areas, and across the whole work programme on, among others, decision-making, policy, actions, approaches and investments. The tool remains open for public submissions, and can be freely accessed at [www.ipbes.net/impact-tracking-view](http://www.ipbes.net/impact-tracking-view).

### **IV. Multilingualism**

12. In 2021, the secretariat continued its efforts to increase translation capacity from English into both French and Spanish, specifically for IPBES social and traditional media communication outputs, and to provide ongoing operational social media capacity to the secretariat in these languages. This initiative has been closely monitored on the basis of key performance indicators. After almost two years of increased multilingual capacity in French and Spanish, key targets for each of the four new IPBES social media channels have all been exceeded, with significant and demonstrable increases in the size and engagement levels of the IPBES community.

### **V. Nature Insight Podcast**

13. In February 2022, IPBES launched the second season of its professionally produced, distributed and marketed podcast, Nature Insight – Speed-Dating with the Future (<https://link.chnl.com/NatureInsightS02>) comprising a further six episodes, with the objective again of elevating lesser-heard but important voices from within the wider IPBES community. The second season was very successful – with more than 21,500 downloads between mid-February and 30 April, in comparison to just over 16,000 downloads of Season 1 in the whole of 2021. The IPBES podcast also broke into the Top 100, Top 20 and Top 10 podcast charts for Nature across a number of countries, peaking at first place in Australia, 2<sup>nd</sup> place in the UK, 3<sup>rd</sup> in Canada, 5<sup>th</sup> in the USA and 8<sup>th</sup> in Germany. It also achieved 61<sup>st</sup> place on the global Top 200 science podcasts. A key factor in this ongoing success was the use of the podcast medium to reach out to wider priority audiences and to help make the work of IPBES more understandable and relatable to both new and existing stakeholders. A third season is planned for 2023.

### **VI. Initial outreach for launch of the values and sustainable use of wild species assessment reports**

14. As detailed in IPBES/6/INF/19 (appendix IV), the secretariat has adopted a three-phase communication strategy to promote IPBES assessment reports before, during and after their launches. This approach has been applied again for outreach on the planned launches of the IPBES values and sustainable use of wild species assessment reports – expected to be considered by the Plenary during the ninth session.

15. The focus for the first (‘Pre-Launch’) phase started in December 2021 with the crafting of information ‘primers’ for both assessments, with essential information about each assessment, designed to help decision-makers, media, influencers and stakeholders better understand the scope, scale and significance of each assessment – without previewing any of the draft key messages or policy options. The primers have been translated into all six UN official languages and have been used

extensively already to pre-brief a wide range of media outlets, influencers and stakeholder organizations, as part of further building the informal communication and outreach partnerships with IPBES allies, advocates and stakeholder organizations, both to assist in the dissemination of the primers and to build momentum for the Launch and Post-Launch phases. Another focus of this first phase will be initial media and spokesperson training.

16. The focus of the second ('Launch') phase will be the planned media launches of the approved summaries for policymakers of both reports – expected to be on Friday, 8 July 2022 for the sustainable use of wild species assessment and Monday, 11 July for the values assessment –. These media launches will be hybrid events that will also be webcast live. They will each be preceded by a period of 24-48 hours during which the summaries for policymakers, media releases and a range of media resource materials will be made available, under strict embargo, to pre-accredited media, allies and advocates. The embargo will be lifted at the start of each media launch – at which point the materials will be shared with all IPBES media contacts, allies and advocates. Other key elements of this second phase will include extended media and spokesperson training, promotion of the official opening ceremony and a comprehensive social media campaign for each assessment.

17. In the third ('Post-Launch') phase, the communications focus will shift from media outreach to the promotion and support of uptake of both assessment reports. This will entail, among others, the production of laid-out electronic and printed copies of the summaries for policymakers in all official UN languages, outreach video material and presentations, to support subsequent uptake events.

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