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SCALING UP EFFORTS TO REDUCE DEMAND OF ILLEGAL WILDLIFE PRODUCTS

Communicating Biodiversity - Linking
Consumption and Biodiversity
by Ulrike Knörzer (adelphi)

Workshop hosted by the Global Wildlife Program (GWP) on March 30, 2022

WORKING TOGETHER FOR NATURE FRIENDLY CONSUMPTION

Consumption patterns...

Awareness ...

Communication...?



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection



WORKING TOGETHER FOR NATURE FRIENDLY CONSUMPTION

Consumption patterns – Awareness – Communication

“We want to establish a global understanding and narrative for communication about the links between consumption and biodiversity!”



FORMING THE LEAGUE OF EXTRAORDINARY LADIES & GENTLEMEN

Working Group 4 –
Biodiversity
Communication

@



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Ympäristöministeriö
Miljöministeriet
Ministry of the Environment

TRAFFIC



ROUND TABLE
ON RESPONSIBLE SOY



CONSUMERS
INTERNATIONAL



ECOLOGICAL
UNION



akatu
Conscious consumption
for a sustainable future.



UNWTO
World Tourism Organization



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business for biodiversity



hej!support
health · environment · justice

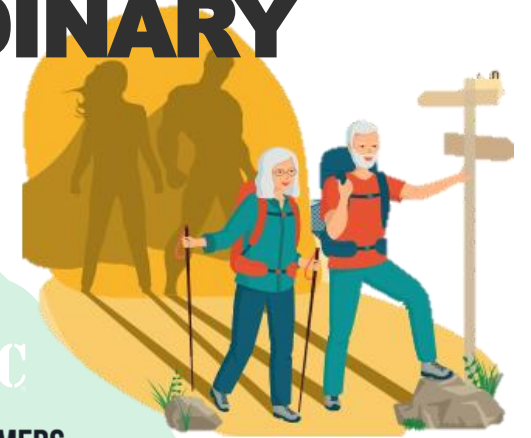


KEMENTERIAN LINGKUNGAN HIDUP DAN KEHUTANAN
REPUBLIK INDONESIA

UN WCMC
environment
programme



MINAE
Ministerio de Ambiente y Energía



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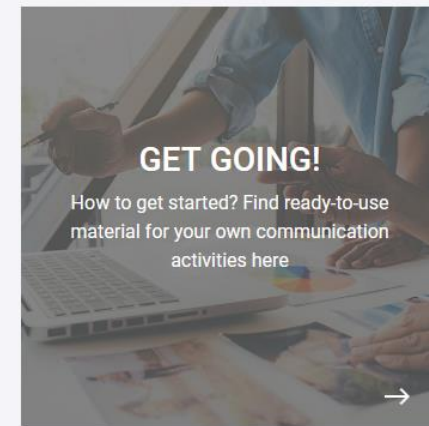
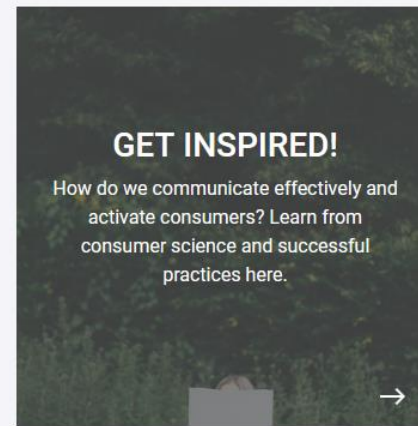
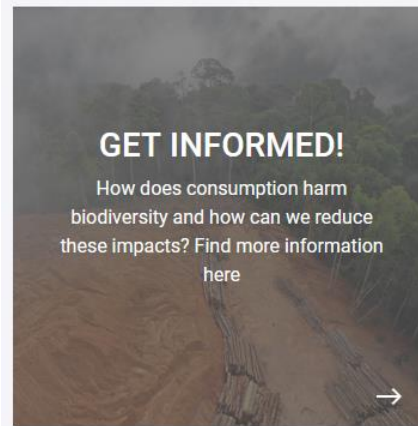
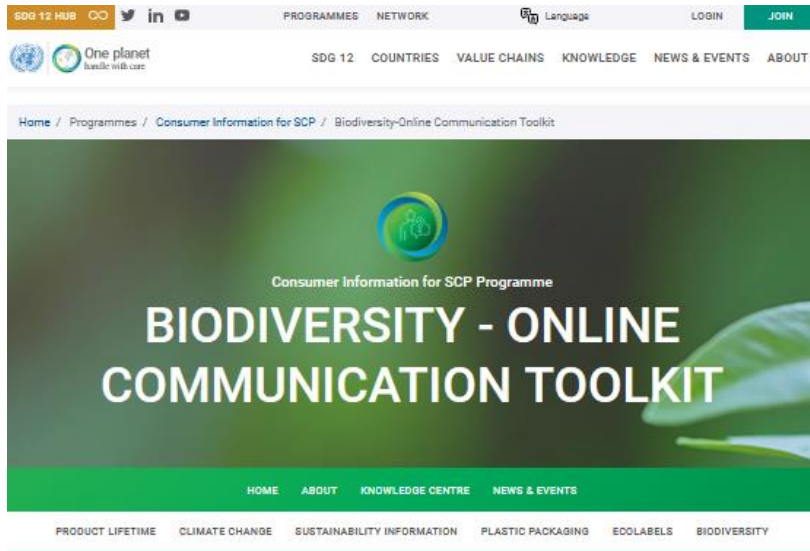


Federal Agency
for Nature
Conservation

adelphi

Öko-Institut e.V.

THE BIODIVERSITY COMMUNICATION TOOLKIT



COMMUNICATING THE LINKS BETWEEN CONSUMPTION AND BIODIVERSITY & ECOSYSTEM SERVICES

We must act now to stop biodiversity loss caused by unsustainable consumption. To achieve this, well-targeted communication is key. This toolkit aims to support awareness-raising about the devastating impacts of conventional consumption patterns on nature, and to promote shifts in consumer behaviour. This toolkit provides a range of communication materials, including a consumer behaviour friendly solution biodiversity, inclusion guide.



DECEMBER 21, 2021 Sustainable Consumption for Biodiversity and Ecosystem Services

This report summarises the state of knowledge on the impacts of current consumption patterns on biodiversity and ecosystem services and gives an overview of recommendations for policy action and proposed measures. Good and best practice examples of...



DO'S AND DON'TS

Use these recommendations when communicating about consumption and biodiversity!

- PERSONALIZE**
Use personalized messages and talk in a human timescale.
- NORMS**
Use peer pressure and address intrinsic values or personal norms.
- RELEVANCE**
Make sure the message is relevant. Highlight their benefits and impact.
- EMOTIONAL**
Create emotional and positive messages to activate your audience.
- RATIONAL**
Gain trust through evidence-based and logical messages, and avoid greenwashing.
- CALL TO ACTION**
Include a precise call to action and steps to take for the consumer.



THE COMMUNICATION GUIDE

Communication Guide for
linking Consumption with
Biodiversity

Let's talk about
the Nature of your
Products



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UN 
environment
programme

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1972-2022



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“TRADITIONAL MESSAGES ON BIODIVERSITY FROM GOVERNMENTS AND NGOS URGING THE PUBLIC AND OTHER STAKEHOLDERS TO CHANGE THEIR DAILY PRACTICES NEED TO BE REVIEWED.

OFTEN THESE MESSAGES USE TOO MUCH JARGON, ARE NEGATIVE, TOO DIDACTIC, ABSTRACT OR FILLED WITH DOOM. INSTEAD OF TURNING PEOPLE ON, THEY RISK SWITCHING THEM OFF.”

Hesselink, F.J. e.a., Communication, Education and Public Awareness, a toolkit for the Convention on Biological Convention, Montreal 2007.



Bring it closer to the people!

SEND
EFFECTIVE
MESSAGES

- Make it personal

CONTEXTUALISE

Create personalized messages fitting to one's background, geography and lifestyle.



HUMANISE

Choose a human lead character/testimonials or lead species that people can identify and emphasize with. Talk in a human timescale.



PERSONALISE

Use individualistic messages and language and make people feel good about themselves and the positive impact they can have.



Make it the new normal!

SEND EFFECTIVE MESSAGES

- Tap into norms

POWER OF PEERS

Showcase what others already do and encourage to follow social groups. Peer pressure can promote sustainable consumption and change behavior patterns.



→ e.g. peer groups like friends, family

POWER OF VALUES

Address intrinsic values and personal norms. They can be promoted through a wide range of experience and communication.



→ e.g. altruistic, biospheric, etc.

Back it up!

SEND EFFECTIVE MESSAGES

- Address
the
rational



LOGICAL

Logical messages and statistical evidence are important to gain trust and to verify your messages: using facts helps to avoid greenwashing.

SPECIFIC

Use specific details that make it easier for consumers to understand the problem and the desired action.

Trigger emotions and inspire!

SEND
EFFECTIVE
MESSAGES

- Emotional and memorable

EMOTIONAL

Create emotional and positive messages to activate your audience.

Spark pride, hope, optimism and love.

Avoid negative emotions.



Make sure to include a call to action to your communication message!

How should the consumption behaviour change to be more biodiversity-friendly?

Showcase how the proposed action will benefit the consumer!



→ eat more plant-based meals to protect biodiversity, it's healthy and delicious.



→ integrate a wildflower meadow into your garden and enjoy watching animals return



→ respect the local biodiversity on your travels and you can return next year to enjoy nature.

SEND
EFFECTIVE
MESSAGES

•
Include a
call to
action

Use these recommendations when communicating about consumption and biodiversity!

SEND EFFECTIVE MESSAGES

•
Make use of best practices



PERSONALIZE

Use personalized messages and talk in a human timescale.



NORMS

Use peer pressure and address intrinsic values or personal norms.



RELEVANCE

Make sure the message is relevant. Highlight their benefits and impact.



EMOTIONAL

Create emotional and positive messages to activate your audience.



RATIONAL

Gain trust through evidence-based and logical messages, and avoid greenwashing.



CALL TO ACTION

Include a precise call to action and steps to take for the consumer.

Avoid common mistakes when communicating about consumption and biodiversity!

AVOID COMMON MISTAKES

•
Navigate around the usual pitfalls



MORALISING

Don't make consumers feel guilty by sending out moralizing messages.



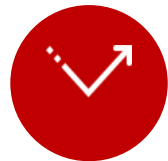
COMMANDING

Don't patronize consumers with your messages and leave them their freedom of choice.



REACTANCE

Don't forbid the desires of consumers, instead promote alternatives.



DOOM & GLOOM

Don't make consumers feel powerless in face of biodiversity loss and species extinction. Tell them what actions they can take.



MORAL LICENSING

Don't give consumers an excuse for being content with convenient, low-impact actions – communicate on relevant topics only.



JARGON

Make sure that consumers understand the terms of the message to avoid misunderstandings and uncertainties.

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