



Stakeholder Engagement: Who? Why? What? How?

PESC-4
Vácrátót, Hungary
12-14 June 2017

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Outline

1. Overview

1. Who are IPBES stakeholders?
2. Why does IPBES engage with stakeholders?
3. What are the guiding principles?

2. Scope: Advancing the Work of IPBES

3. Specific Opportunities

- External reviews
- Assessment outreach
- Impact tracking database
- Stakeholder networks
- Stakeholder Day/s

4. Questions & Discussion



1. Overview

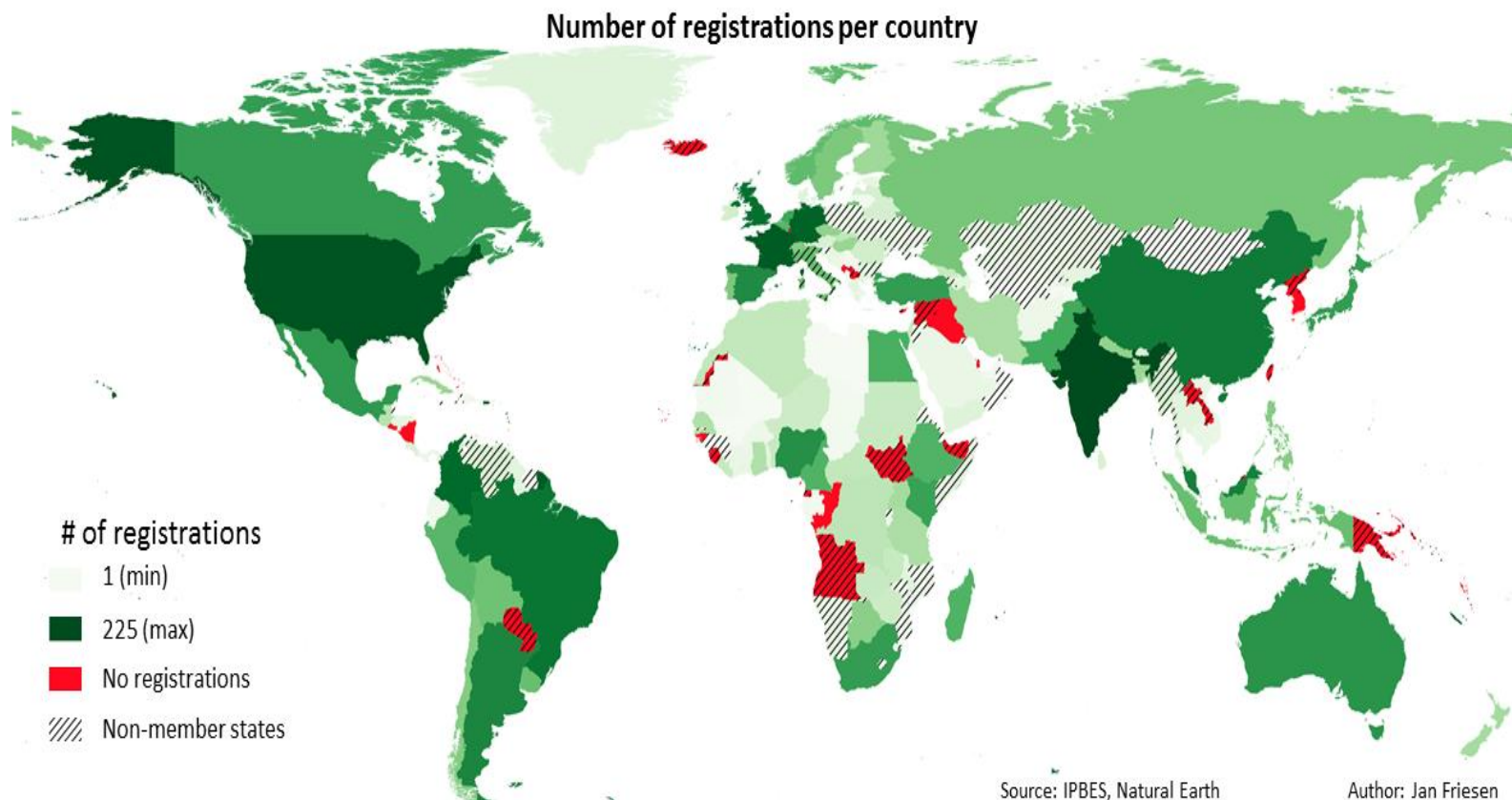


Who are IPBES stakeholders?

- Individual scientists or knowledge-holders and
- Institutions, organizations & groups working in the field of biodiversity and ecosystem services
- That can contribute to the IPBES work programme,
- Use or benefit from the outputs of the work programme
- Or encourage & support participation by others in the work of IPBES.
- But not our member States



Who are IPBES stakeholders?

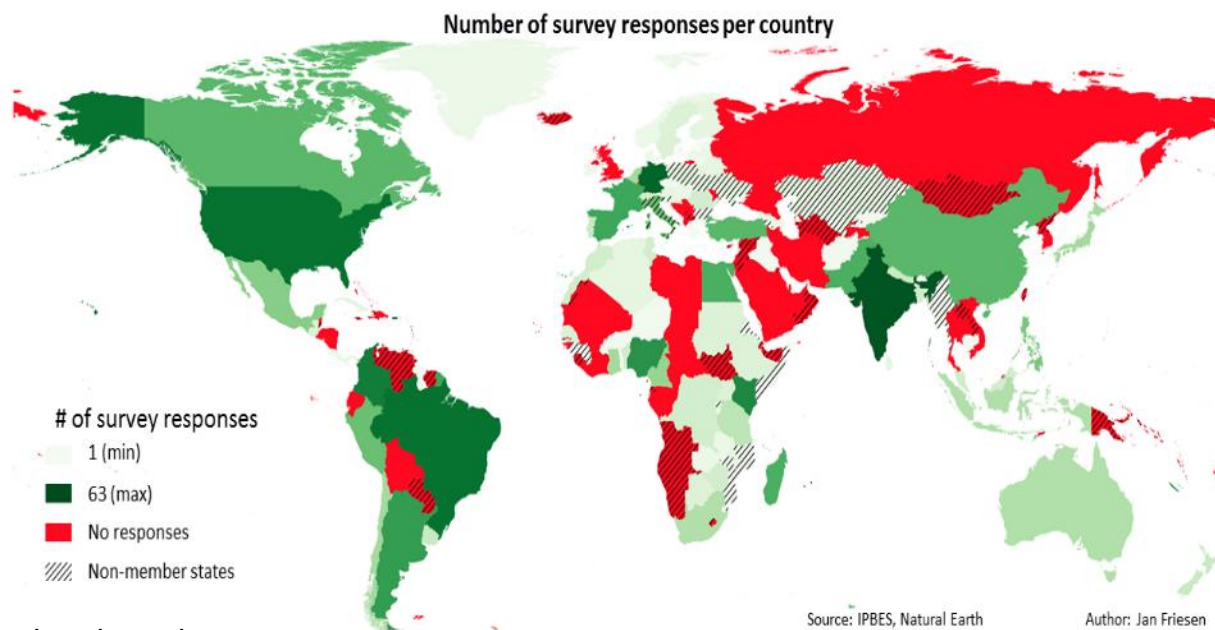


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IPBES stakeholder registrations per country as at 23 October 2016

Who are IPBES stakeholders?

- Stakeholder analysis survey – mapping/gap identification
 - Sep-Oct 2016
 - Response rate = 13%, Sample Size = 834 responses
 - Confidence level 99%, margin of error 5%



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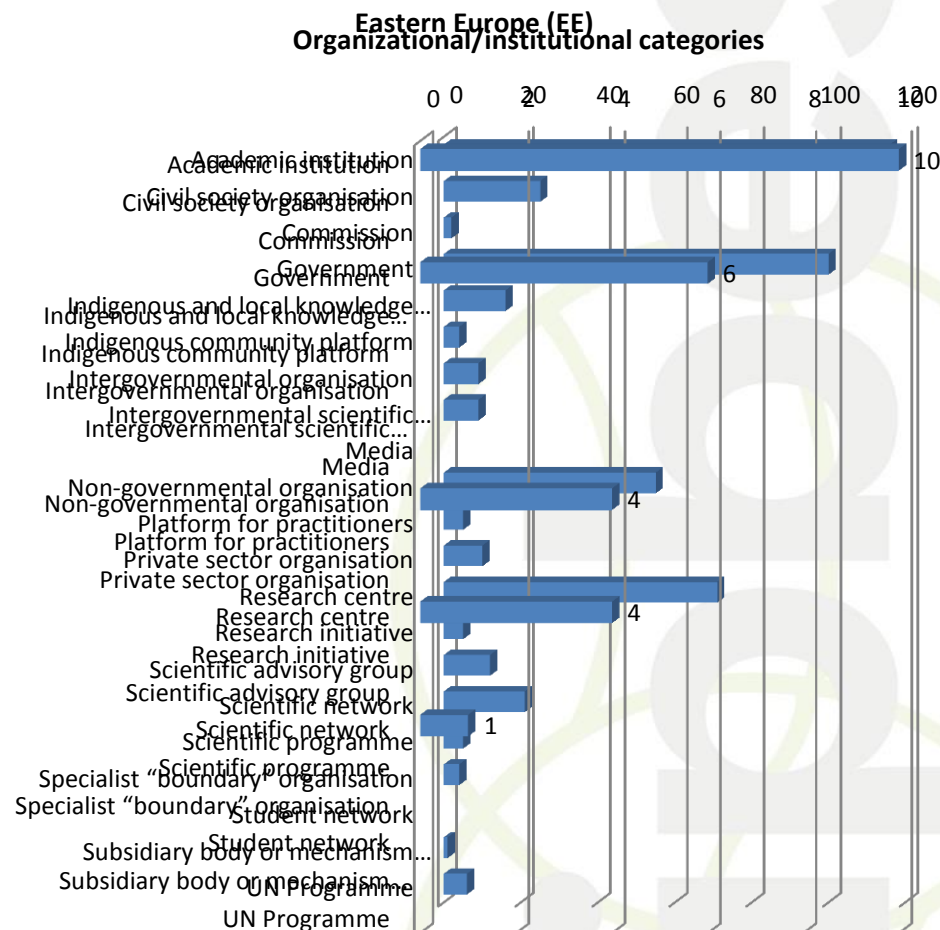
Who are IPBES stakeholders?

■ Institutional composition at global level

- Academic institutions (24%)
- Governments (21%)
- Research centres (15%)
- NGOs (12%)

■ ECA (EE region in survey)

- Only 5/21 categories were represented.
- Priority gap filling:
 - Science organizations
 - Private sector
 - ILK groups



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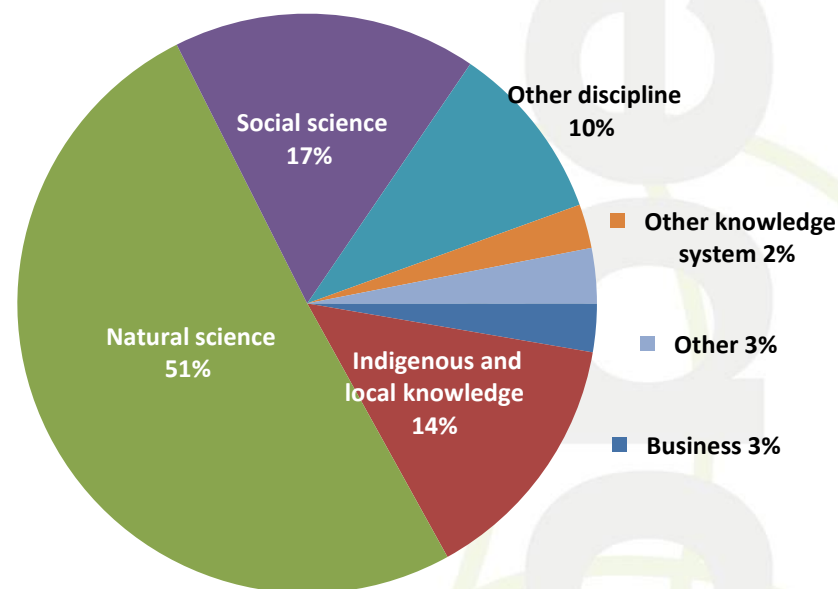
Who are IPBES stakeholders?

■ Global by individual discipline

- Natural science (51%)
- Social science (17%)
- ILK (14%)
- Business (3%)

■ Individual demographics

- More men than women
- Age 35-44 M=56% W=43%
- Age 45-54 M=67% W=32%



Profile of stakeholders engaged in their individual capacity (percentage of total responses).



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Why does IPBES engage with stakeholders?

- To support implementation of the IPBES work programme
 - Increase relevance & impact of IPBES
 - Facilitate creativity & innovation
 - Attract scientists & knowledge-holders from citizen science & ILK etc.
 - Strengthen support from diverse regions & disciplines
 - Balance contributions across regions, sectors, genders & knowledge type
 - Deliver science & knowledge to decision-makers
 - Mobilize resources

What are the guiding principles?

- IPBES aims to ensure stakeholder engagement is:
 - Transparent
 - Inclusive
 - Representative
 - Responsive





2. Scope: Advancing the Work of IPBES

Advancing the work of IPBES

Assessments

Building Capacity &
Knowledge

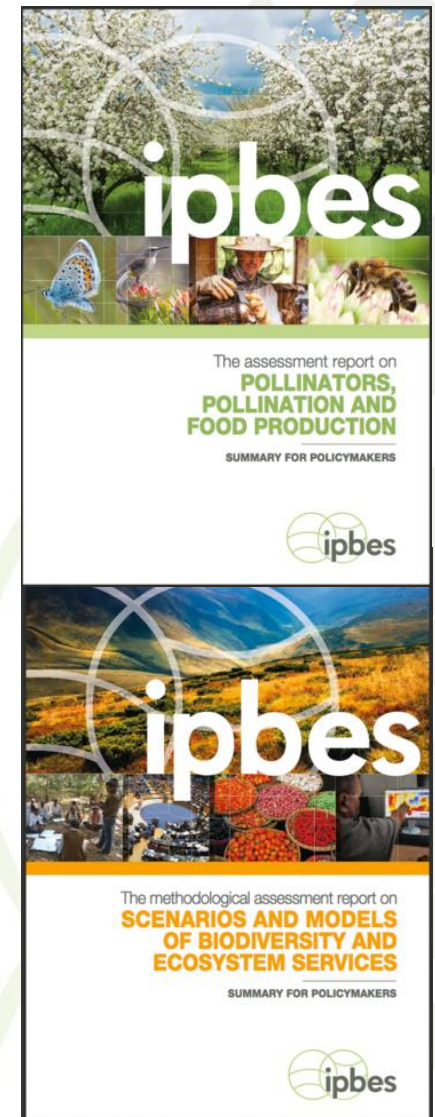
Policy Support

Communications &
Outreach



Assessments

- **Stage 1: request & scoping**
 - Governments, observers & stakeholders request & suggest topics
 - Scoping by Bureau, MEP and expert group (80%/20%)
- **Stage 2: expert evaluation of state of knowledge**
 - Nomination and selection of experts & fellows (80%/20%)
 - Drafting of an assessment report – 2 external review phases open to all experts (FoD and SoD)
- **Stage 3: approval/acceptance by Plenary**
 - Member State negotiations
 - Stakeholder Day/s prior to Plenary session
- **Stage 4: outreach, uptake & tracking**
 - Launch/localization events (regional, sub-regional & national)
 - Policy & decision-maker outreach/advocacy
 - Capacity & knowledge building, policy support and communications & outreach



Building capacity & knowledge

- **Capacity-building**
 - List of priority capacity building needs
 - Capacity building rolling plan & implementation
- **Knowledge and data**
 - Knowledge generation
 - Identification of gaps (1st draft this year)
 - Gap filling (from large funders to PhDs)
 - Indicators
 - Web portal
- **ILK**
 - New ILK approach
 - Participatory mechanism
 - Web portal
- **Review**
 - Internal
 - External (2018)



Policy support

- Web portal (architecture & population)
 - Catalogue of relevant assessments
 - Catalogue of policy support tools & methodologies
- Facilitating use
- Catalyzing further development



Communications & outreach

- **Brand-building**
 - Name recognition (incl. acronym & visual identity)
 - Dissemination of material/collateral (also electronic)
 - Stakeholder gap-filling
- **Traditional media**
 - Op-eds, articles and interviews
 - Media monitoring (especially non-English)
- **Social media**
 - Twitter, Facebook, LinkedIn and YouTube
 - Tagging, reposting, sharing & promotion
 - Monitoring (especially non-English)
- **Operational**
 - Voluntary regional communication partners
 - Impact tracking
- **Events**
 - Launch/localization events (regional, sub-regional & national)
 - Stakeholder Day/s



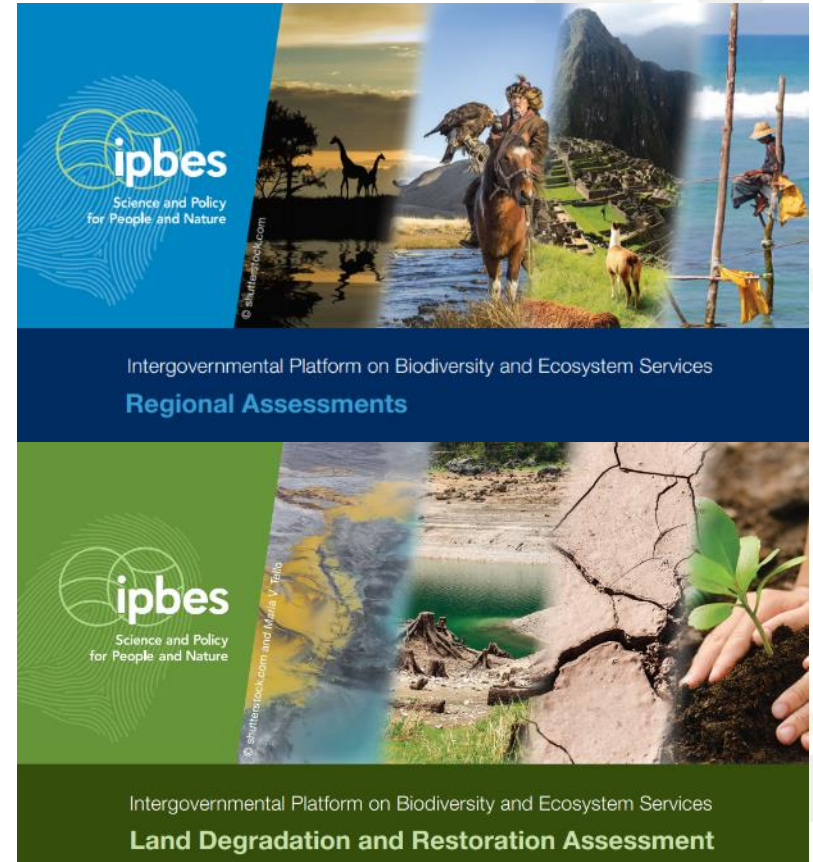


3.

Specific Opportunities

External review of 6 IPBES assessments

- Who? Why?
 - Scientists, experts & knowledge-holders
 - Policy-relevance & credibility
- 4 Regional Assessments & Land Degradation & Restoration
 - Deadline: 26 June 2017 (24 July for Americas)
- Global Assessment
 - 15 June – 15 August
- How?
 - Go to www.goo.gl/gLOdCj



Assessment outreach

- 3-phase approach (with professional global PR support)
 - Pre-Launch: (Ltd content) Strategic communications plan, media briefings, media training, linked op-ed articles, media notice, social media campaign, 'ally' development, global conference briefings & promotional materials.
 - Launch: Media training, 2x IPBES-6 Media Conferences (LDR & regional), live webcasts, media releases, interviews & social media activation.
 - Post-Launch: (a) first 2 months: 'top-tier' op-ed articles, SPM layout & printing, promotional materials & video production (b) 3rd month – regional launches (at least 1 per region) (c) 'author-led' institutional events, global conference briefings & promotional materials (d) impact showcasing.
- Stakeholder support & promotion will be key



Impact tracking database

- Overview

- What do we mean by impact?
- Why is it important to track & promote?
- Objective of the Impact Tracking Database

- How will it work?

- Role for Stakeholders

- Anticipated timeline



Impact tracking database



Objective:

**Record, document and share indicative examples
of IPBES outputs impact**

Definitions in the context of this project:

- **Outputs** are completed work products and deliverables from across the IPBES work programme
- **Impact** is the use and/or influence of an IPBES output, in the form of science, knowledge and/or data, in policy-making and/or decision-making relating to biodiversity and ecosystems services.

- ✓ Compile and maintain indicative evidence of short, medium and long-term IPBES outputs impact;
- ✓ Share this evidence with the wider IPBES community via a public searchable database to be hosted on the IPBES website; and
- ✓ Facilitate the use of the database to support both IPBES communications/outreach and the creation and expansion of IPBES communities of practice.

- Soft Launch: end of August 2017
- Official Launch: March 2018 during IPBES-6 Stakeholder Days

Stakeholder networks

- What are IPBES stakeholder networks?
 - Concept & importance
 - Specific mandate from Plenary
- Examples of Networks
 - IIFB
 - Open-ended network of IPBES Stakeholders
- How and why to get involved?



What are stakeholder networks?



- **Decision IPBES 4-4:II Stakeholder engagement strategy**
 1. Takes note of the progress made by the stakeholders of the Platform in, and the in-kind contributions made towards, the self-organization and structuring of an open-ended network of stakeholders since the third session of the Plenary;
 2. **Welcomes strategic partnerships between open-ended networks of stakeholders and the Platform;**
 3. Requests the Executive Secretary to collaborate with the open-ended networks of stakeholders, undertake the activities set out in the initial implementation plan of the stakeholder engagement strategy and finalize the institutional arrangements needed to establish such strategic partnerships;
- **Networks reporting during IPBES-4**
 - ✓ International Indigenous Forum on Biodiversity (IIFB)
 - ✓ "IPBES Stakeholder Network" (name change)

Self organization of “IPBES Stakeholder Network”

Report IPBES/4/INF/16

Contributors – volunteers from:



- ✓ International Union for Conservation of Nature - IUCN;
- ✓ Network-Forum for Biodiversity Research Germany - NeFo;
- ✓ International Council for Science - ICSU/Future Earth;
- ✓ Society for Conservation Biology - SCB;
- ✓ American Museum of Natural History - AMNH;
- ✓ World Wide Fund for Nature - WWF;
- ✓ ProNatura / FoE Switzerland;
- ✓ Helmholtz Centre for Environmental Research - UFZ;
- ✓ Ecological Society of Germany, Austria and Switzerland - GFÖ/Marburg University;
- ✓ International Biogeography Society - IBS/Marburg University;
- ✓ Swiss Academy of Sciences / Swiss Biodiversity Forum

Self organization of IPBES Stakeholder Network

The Network has the following objectives:

- Foster two-way communication with IPBES;
- Identify and mobilize:
 - stakeholders, taking into account regional and gender balance and diverse knowledge systems;
 - experts from different regions and scientific disciplines; and
 - knowledge holders.
- Reach out to a diversity of:
 - potential users of IPBES deliverables, and
 - providers of information, knowledge and Data
- Disseminate information
- Mobilize in-kind contributions
- Build capacity



Self organization of IPBES Stakeholder Network

Communication channels



IPBES Engagement Network

- Google group: **IPBES Engagement Network** (290+)
- Facebook Page: **IPBES Engagement Network** (330+)
- Twitter: **@IPBESengagement**
- LinkedIn group: **IPBES Engagement Network** (90+)

Stakeholder Day/s

- What are Stakeholder Day(s)?
 - Overview
 - Participants
 - Importance/value
 - Typical agenda elements
- Stakeholder Day(s) @ IPBES-6
 - Save the date: March 2018
 - Likely issues
 - Webcast



What are Stakeholder Day/s ?



- 1 or 2 days prior to IPBES plenary meeting
- in parallel with regional consultations
- Co-organized by IPBES and
 - ✓ Historically: IUCN and ICSU/Diversitas
 - ✓ IPBES-5: open-ended network of IPBES stakeholders

Managed by a **project team** responsible for:

- ☐ Agenda
- ☐ Facilitation
- ☐ Speakers
- ☐ Consultation on breakout groups topics
- ☐ Letters for Visas
- ☐ Stationaries, catering
- ☐ Lessons learnt, report

What are Stakeholder Day/s ?



Agenda template

- Raising awareness session for new comers
- Update session
 - Assessments
 - Task forces
 - COM/stakeholder engagement
- Breakout groups for bottom-up feedback.

IPBES-5 additions

- Webcast live + recording available
- Showcase stakeholders contributions/initiatives

IPBES-6 additions

- Chat with Webcast live audience
- Showcase of impacts of IPBES deliverables



4.

Questions & Discussion

