If a tree falls in a forest and no one is around to hear it, does it make a sound?

“Science consists of two parts: the obvious one: doing the science, and the not so immediately obvious: communicating of science”.
Inspiring …

People
Places
Solutions

• https://www.iucn.org/node/18198/
• https://www.iucn.org/content/former-fisherman-belizean-coastal-village-becomes-environmental-advocate-and-community
Inspiring....

- IUCN Protecting the Planet Newsletter: 13,000 recipients monthly
- PANORAMA – profiling success stories in conservation and development (panorama.solutions) link
Communications tools: BIOPAMA

- **biopama.org**: global audience, 100,000 unique users (before rebranding)
- BIOPAMA newsletter (launch 2018)
- Yammer: a BIOPAMA community of 600 members (yammer.com/biopama)
- Social media #BIOPAMA
- Youtube channel ([link](#))
- Technical and policy briefs
- State of Protected Area Reports
- Publications and e-multimedia features
- BIOPAMA champions
- IUCN and EC-JRC tools
- BIOPAMA global communications strategy, branding; Communications Manual for EU external action
The Caribbean Gateway
Communications approaches in the region
The formulation of better policies and management decisions for national and transboundary systems of PAs through the analysis and visualisation of spatial and temporal data, can lead to improved social, economic and environmental outcomes.

2. The Caribbean Gateway can facilitate collaboration/networking between scientists and decision-makers in the development of best practices in biodiversity and protected area management.

3. The Caribbean Gateway can provide access to tailored tools for cross-sectoral planning and negotiations, which can support better data management through the development of standards-based data access and visualization applications.

4. The financial and human resource burden of data management and analysis to facilitate national reporting for domestic use and for the Convention on Biological Diversity can be more widely shared.
Communications tools: REGIONAL

- IUCN regional: PILARES and IUCN ORMACC website
- Events: Regional GCFI (annual),
- CERMES website
- CERMES Connections newsletter and other communications products
- Presentations at regional and international workshops and meetings
- Stakeholder briefing sessions
- Outreach activities and assistance
- CERMES and UWI publications
- Teaching and learning programme
- Student and faculty research
- Consultancy contracts
- Social media
- UWI: TV,
Communications tools: what works for you?

- Where do you get your information from?
- What is effective for you?
- How we can engage?
From Knowledge to Action for a Protected Planet

www.biopama.org

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