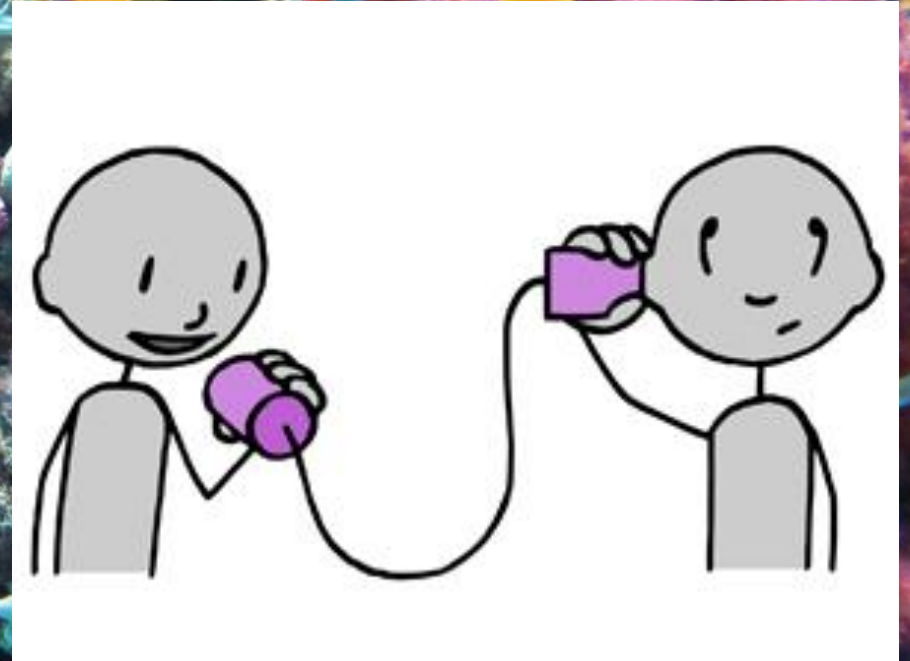


Communications

Roxana Bucioaca
Carmel Haynes



An initiative of the ACP Group of States financed by the European Union's 11th EDF.

BIOPAMA
From Knowledge to Action for a Protected Planet

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



IUCN
WORLD PARKS
CONGRESS
SYDNEY 2014

Parks, people, planet: inspiring solutions
www.worldparkscongress.org



- <https://www.iucn.org/node/18198/>
- <http://biopama.org/news/interview-with-a-caribbean-marine-conservation-champion120>
- <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](#)



BIOPAMA



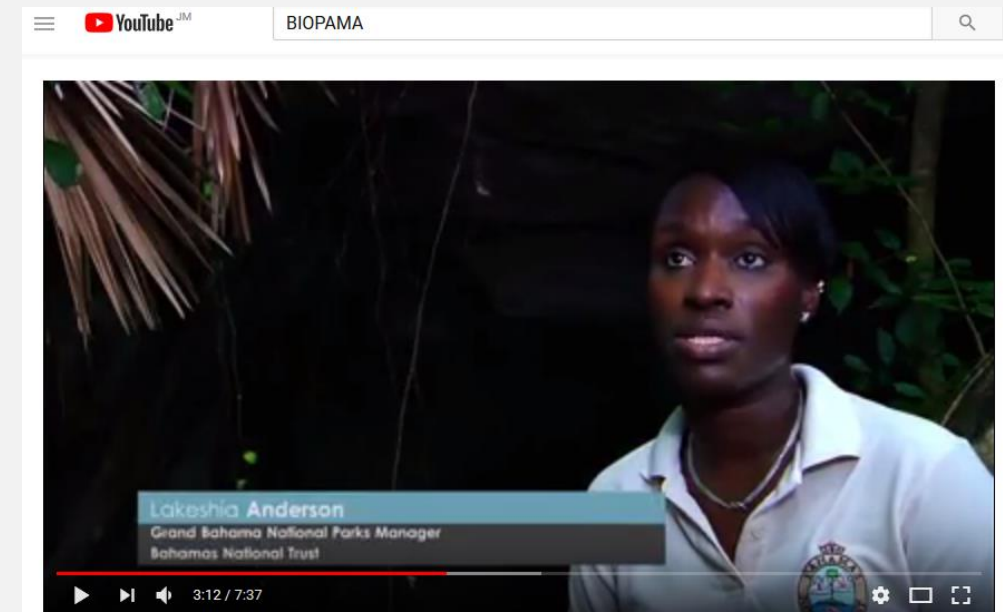
IUCN-SPREP partnership for protected and conserved areas in the Pacific

Protected areas in the Pacific benefit from a renewed 5,5 years partnership between IUCN Oceania Regional Office and the Secretariat of the Pacific Regional Environment Programme (SPREP) in the framework of the BIOPAMA Programme. The partnership has so far seen the enhancement of the Pacific Islands Protected Area Portal (PIPAP), the 'one-stop shop' for all information on protected areas. [Read more](#)



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

Key messages

- 1. 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,

The screenshot displays the website for the Centre for Resource Management and Environmental Studies (CERMES) at The University of the West Indies, Cave Hill, Barbados. The page is titled "Biodiversity and Protected Areas Management Programme (BIOPAMA)" and includes a "Project Home" section. A map of the Caribbean region is shown, highlighting various countries and territories such as Cuba, Haiti, Dominican Republic, Puerto Rico, Antigua and Barbuda, Guadeloupe, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Venezuela, Panama, Costa Rica, Nicaragua, Honduras, and Aruba/Curaçao. The website navigation menu includes links for Home, About Us, Courses and Study, Research and Outreach, Publications, and Contact Us. The left sidebar contains links for Project Home, About, Go to Caribbean Gateway, Web Applications, Activities and Outputs, Useful Links, and Contact Us.

Communications tools: what works for you?



- Where do you get your information from?
- What is effective for you?
- How we can engage?

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From Knowledge to Action for a Protected Planet



www.biopama.org

The Biodiversity and Protected Areas Management Programme (BIOPAMA) is an initiative of the ACP Group of States funded by the European Union's 11th European Development Fund.