



# AGENDA



Convention on  
Biological Diversity

## Global Biodiversity Communication Forum 5 10<sup>th</sup> December 2022

### Context and Objectives

WWF and the CBD Secretariat will co-convene the 5<sup>th</sup> Global Biodiversity Communications Forum (GBCF-5) held during the second part of the CBD COP-15.

Communication experts are invited to discuss methods for awareness raising and behavior change for communication and education during one day.

The objectives of GBCF-5 are:

- To discuss communication strategies with regard to their awareness raising and behavioral change aspect
- To exchange on communication campaigns of various actors
- To broaden knowledge of participants
- To understand scientific state-of-the-art on behavioral change
- To enhance behavioral change components based on scientific evidence in communication campaigns

The global forum is a key element of WWF Germany's project "Scaling up Biodiversity Communication for Achieving Aichi Target 1" ([project website](#)). The project aims to raise awareness on the values of biodiversity and the steps people can take to conserve and use it sustainably.

### Location

CEPA Fair room

### Date

Saturday 10<sup>th</sup> of December

### Contact

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Supported by:



based on a decision of  
the German Bundestag



## 10<sup>th</sup> DECEMBER 2022

Time	Topic	Speaker
9:00 – 9:10	Welcoming words	David Ainsworth (SCBD) & Dr Christine van Deuren (WWF)
9:10 – 9:30	Scientific introduction to the topic	Remotely: Saimy Hernandez (WWF), Octavio Salvador (WWF) & Nora Anicker (FH Bielefeld)
9:30 – 9:45	#NatureForAll	Sean Southey (IUCN)
9:45 – 10:00	tbd	
5'min	<i>Brainstorming time</i>	
10:05 -10:20	Using mobile games to change behaviour for nature	Diogo Verissimo (On the Edge)
10:20 – 10:35	Gamify biodiversity monitoring to fuel citizens' participation	Keisuke Atsumi (Biome)
5'min	<i>Brainstorming time</i>	
20'min	<i>Coffee break</i>	
11:00 – 11:15	Biodiversity My Five actions	Teppey Dohke (Japan Committee for IUCN)
11:15 – 11:30	Youth empowerment through conservation education; A case of the Wildlife Clubs of Kenya".	George Njagi (Wildlife Clubs of Kenya)
11:30 – 11:45	Changing Cities: Reshaping our future through CitiesWithNature	Willemien Calitz (Cities with Nature, ICLEI)
12:00 – 12:15	Save Earth' Skin campaign	Elyse Goldweitz (Weleda)
5'min	<i>Brainstorming time</i>	
12:20 – 13:30	Panel Discussion	tbd
60'min	<i>Lunch</i>	
14:30 – 15:00	Biodiversity Awareness Study 2022	Dr Christine van Deuren (WWF) & Charlotte Birke (WWF)
15:00 – 15:15	The voices of indigenous peoples and local communities in biodiversity conservation and sustainable use	International Indigenous Forum on Biodiversity and Forest Peoples Programme
15:15 – 15:30	The 3Cs - Get weaving! A bottom-up collaborative approach to safeguarding biocultural diversity	Monica Boța Moisin (Cultural Intellectual Property Rights Initiative)
5'min	<i>Brainstorming time</i>	
15'min	<i>Coffee break</i>	
15:50 – 17:00	Workshop Behavior-Centered Design	Rare
17:00 – 17:15	Closing remarks	David Ainsworth (SCBD) & Dr Christine van Deuren (WWF)