

**Critical Ecosystem Partnership Fund
35th Meeting of the CEPF Donor Council
European Commission
Brussels, Belgium
23 October 2019
14:00-17:00 Central European Summer Time (CEST)**

Collaborating on Communications

Recommended Action Item:

At a pivotal moment in the history of biodiversity conservation, the Donor Council is asked to discuss ways CEPF and its donor organizations can work together on communications products and activities to raise the profile of biodiversity conservation, the successful models developed by CEPF grantees that are ready to be scaled up, and the impact of donor support.

Two key questions:

1. What communications products or activities could CEPF provide to help your organizations prepare for the IUCN World Conservation Congress and the CBD COP in 2020?
2. How can we collaborate to share the CEPF partnership's story and promote civil society-led biodiversity conservation at these 2020 events, and more generally?

Background:

In 2020, CEPF will mark its 20th anniversary. The year is an important one for biodiversity conservation.

- Global awareness and plans for action are on the rise in response to climate change and the species extinction crisis.
- The release of the global assessment from the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) has generated a broader understanding of the urgent need for biodiversity conservation.
- Two key global conservation events are planned—the IUCN World Conservation Congress in June 2020 in Marseille, and the Convention on Biological Diversity Conference of Parties in October 2020 in Kunming, China, where members are expected to adopt a post-2020 global biodiversity framework.

With biodiversity in the spotlight, CEPF would like to leverage its experience and grantee successes to promote the role of civil society as an effective and efficient conservation partner to governments and the private sector, and to generate new investment in the proven conservation models CEPF grantees have developed.

Achieving this goal will be a challenge. CEPF and its grantees have modest communications resources, and donor organizations also tend to have lean communications teams for which CEPF and biodiversity

conservation are only a part of the agenda.

CEPF shares its story via communications materials including a website, annual report, impact report, newsletter, blog articles, social media and more. The team also works with CEPF donor communicators to share results. But we would like to look at how we might scale up our collaboration to seize the momentum currently behind biodiversity conservation and build on our results to meet the challenge of the species extinction crisis.