



Republic of Iraq



Ministry of Environment



GEF-funded project: "First National Biodiversity Strategy and Action Plan for Iraq and Development of Fifth National Report to the CBD"

Communication Strategy

For The National Biodiversity Strategy and Action Plan for Iraq (2015-2020)



COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

This document has been prepared with the support of Global Environment Facility and United Nations Environment Programme, under the enabling activity project “First NBSAP for Iraq and Development of Fifth National Report to the CBD”. NBSAP is a principle instrument for implementing the Convention on Biological Diversity at the national level. The Communication Strategy is the supporting system for NBSAP implementation and it is one of the related reports to the NBSAP document.



©Copyright April 2015 Ministry of Environment, Republic of Iraq.

Supervision, Authoring, Editing and Coordinating Team

Dr. Ali Al-Lami	Head of the Team/Project Manager – MoE Technical Advisor
Diane Klaimi	UNEP-ROWA
Mrs. Mia Fant	International Consultant
Mrs. Alessandra Rossi	International Consultant
Mrs. Tala Faissal Khatib	International Consultant
Mrs. Zainab Khalil Ibrahim	Project team – MoE staff
Ms. Deena Yahya Butrus	Project team – MoE staff
Ms. Zena Abdullah Khalaf	Project team – MoE staff
Ms. Reem Abdulhadi	Project team – MoE staff
Mr. Ammar Abdulnabi	Project team – MoE staff

Table of Contents

1	Background	4
2	Communication Framework and its Goals and Objectives.....	6
3	Target Audiences	10
4	Communication Tools	11
5	Communication Action Plan (Timeline and Budget)	14
6	Monitoring and Evaluation	19

List of Tables

Table 2-1 : Communication Matrix (Priority Actions, Desired Outcomes and Key Messages)	6
Table 2-2: Communication Goals and Objectives.....	8
Table 4-1: list of communication tools	11
Table 4-2: Communication Tools and Target Audiences	13
Table 5-1: Communication Action Plan	14
Table 6-1: Monitoring the implementation process.....	19

1 Background

In order to achieve international partnership in the unified environmental work and to preserve the environment under its global framework and perspective, Iraq has acceded, or is acceding, to many international agreements and conventions. In 2009, the Government of Iraq became a party to the CBD, under which and beside many steps taken, Iraq has developed its NBSAP. NBSAP serves as a principle instrument for CBD implementation, to ensure that this strategy is mainstreamed into the planning and activities of all sectors whose activities can have an impact (positive and negative) on biodiversity and to manage sustainably and conserve the biodiversity resources in line with the global targets. One of the key elements for a successful NBSAP implementation is a Communication Strategy, to be also in line with the *Communication, Education and Public Awareness*¹ programme of CBD.

The Ministry of Environment of Iraq (MoEI) has conducted several initiatives and many communication activities with the support of different agencies that were clearly focused on effectively engaging the science and policy communities, as they are of paramount importance. These communication activities included seasonal magazines; press releases and articles; TV shows and interviews; documentaries, awareness campaigns and trainings; conferences, meetings and seminars; exhibitions; vibrant celebrations and innovative competitions; etc. MoEI also conducted a series of national and international consultations, including thematic workshops, of which the major objective was to capture views on the main biodiversity issues and gain a clear sense of the measures needed for the sustainable management and conservation of the country's biodiversity.

The Iraqi NBSAP has been developed and will be implemented in accordance with a number of key principles; and thus demands a strong communication component, the messages and activities of which will play a key role in supporting the application of these principles. Within this framework, this Communication Strategy has been developed to support the implementation of the NBSAP by providing a framework to guide the development and delivery of communication activities. Its key strategic goal is mainstreaming biodiversity, and to strengthen understanding of its linkage to human well-being, social and economic welfare and sustainable development. This entails disseminating information and creating tools to more effectively engage stakeholders and maximize their support for biodiversity conservation, and to expand communication with key stakeholders in the public and private sectors to mobilize support for this paradigm shift in the way ecosystem services are valued and used.

¹ *The CBD recognizes that a positive approach to biodiversity conservation is built by increasing awareness. The Convention's Communication, Education and Public Awareness (CEPA) programme seeks to do this by ensuring the effective transfer or translation of scientific and technical information to people, building awareness of issues impacting on biodiversity and raising the profile on the value of biodiversity to our everyday lives. The programme also promotes and explains the purpose of the Convention and how the work done under the Convention helps to ensure equitable sharing of the benefits of biodiversity and genetic resources globally*

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

The Communication Strategy covers the 2015-2020 project period, with specific activities identified for the first two years (2015 – 2016). However, it is a living document and can be modified and updated at regular intervals throughout the implementation. The Communication Strategy document should be read along with the National Biodiversity Strategy and Action Plan of Iraq for 2015 – 2020.

2 Communication Framework and its Goals and Objectives

This section goes in the detail of communication strategy's goal, main objective, specific objectives, key messages, appropriate communication tools and media and the activities.

As a first step, the identified priority issues² in the national biodiversity strategy have been summarized, to represent the main focus of the key messages to be delivered through the communication strategy and accordingly the desired outcomes of the communication strategy have been listed.

Table 2-1 : Communication Matrix (Priority Actions, Desired Outcomes and Key Messages)

Priority Issues (as stated in the NBSAP)	Key Messages	Desired Outcomes
Improving the status of biodiversity by reducing direct pressures and promoting its conservation and sustainable use	<ul style="list-style-type: none"> - Biodiversity is the foundation of ecosystem services, of which the sustainable use critically contributes to human well-being - Biodiversity supports livelihoods, and sustainable social and economic development - Biodiversity conservation and restoration are essential for achieving the UN Millennium Development Goals, including poverty alleviation - Biodiversity degradation could be significantly slowed down or reversed if the full economic value of ecosystem services were taken into account in decision-making frameworks - Sustainable development prospects are especially dependent on actions that address the degradation of biodiversity 	<ul style="list-style-type: none"> - Scientists and experts participate in, and are active members of, the various NBSAP activities and networks. - MoEI establishes strategic partnerships for programme delivery and is approached for collaboration and support by potential partner organizations. - Current and potential donors are aware of MoEI's work and support it. - Media coverage of environment and sustainable development issues reflect an understanding of biodiversity conservation. - The NBSAP programme benefits from, and is informed by regular exchange of information, knowledge and expertise among stakeholders and partners.
Maintaining the knowledge and practices of local communities and indigenous people that are relevant for biodiversity conservation and sustainable use	<ul style="list-style-type: none"> - Traditional knowledge is valuable not only to those who depend on it in their daily lives, but to modern industry and agriculture as well. - Traditional knowledge can make a significant contribution to sustainable development. - Biodiversity imparts social, cultural and spiritual values that are important for local communities and indigenous people - Attitude and behavior changes are instrumental in responding to the problem of biodiversity degradation - Local stakeholders must be involved in decision-making because they are stewards of natural assets. 	<ul style="list-style-type: none"> - Members and key stakeholders and partners are actively involved in programme delivery. - Overarching key messages are disseminated to policy makers, ensuring they are mainstreamed into development planning. - Recognition and understanding of the value of biodiversity conservation and ecosystem services are strengthened with target audiences and key stakeholders in both private and public sectors.
Protecting natural, semi-natural and human-modified habitats of Iraq	<ul style="list-style-type: none"> - Diverse and robust habitats underpin sustainable development for social and economic welfare 	<ul style="list-style-type: none"> - Synergy and interface are created between science and development policy, bridging gaps and facilitating dialogue among key stakeholders.

² The priority issues are the key concepts of NBSAP and are clearly stated under chapters 3, 4 and 5 of the NBSAP.

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

Promoting sustainable management, restoration and conservation of forest ecosystems and their native species	<ul style="list-style-type: none"> - Compliance with international forest policy standards - Increased economic and turistic value from removal of pressures on forest - Increased economic value of the forest and long-term use/sustainability of forest resources 	<ul style="list-style-type: none"> - Engage with policy platforms on biodiversity conservation and ecosystem services to build on policy-relevant outputs. - Raised awareness among policy makers about the pressures on species and ecosystems, and the needs for prompt actions to reduce these pressures. - Raised awareness among ecosystems users about the sustainable management practices. - Raised awareness among policy makers and ecosystems users about the existence of the legislation. - Raised awareness among policy-makers and urban and rural people about the values of biodiversity to economy and daily life.
Preventing and controlling chemical and physical pollutants in the natural ecosystems	<ul style="list-style-type: none"> - Compliance with the international standards on environment. - Pollutants are a major and increasing cause of biodiversity loss and ecosystems dysfunction. - Continuous loss of biodiversity and ecosystems by pollution is leading to the loss of its services to the society. - National monitoring program is essential for regulating the work and efforts for reducing and eliminating the pollutants. 	
Controlling the introduction and diffusion of non-native species into the natural environment	<ul style="list-style-type: none"> - Control of invasive species is a very important biodiversity conservation response 	
Establishing protected areas	<ul style="list-style-type: none"> - Protected areas are an extremely important part of programs to conserve biodiversity and its ecosystems, especially for sensitive habitats 	
Protecting threatened species	<ul style="list-style-type: none"> - Protection of threatened species improves the allocation of ecosystem services that are important for biodiversity conservation 	
Sustainably managing ecosystems to supply important services for rural and urban people	<ul style="list-style-type: none"> - Productivity enhancement must be carefully targeted to ensure that marginalized groups are not displaced, especially those who have ill-defined tenure - Improvements should create jobs and increase livelihood options in rural and urban areas 	
Creating an enabling environment for the implementation plan for the NBSAP	<ul style="list-style-type: none"> - Changes in institutional and environmental governance frameworks mitigate graving pressures and create the enabling conditions for effective biodiversity conservation - Governance approaches with supportive laws and policies developed by central governments are essential for sustainable management at lower levels - International cooperation through multilateral environmental agreements increases commitment to the implementation of activities that effectively conserve biodiversity and promote sustainable use of ecosystem services - Increasing policy-relevant science is the key to integrating biodiversity conservation into sustainable development planning and decision-making - Evaluating the effectiveness of mainstreaming activities in diverse 	

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

	ecosystems is essential to achieving the NBSAP's main goals and objectives	
--	--	--

Against this backdrop, the overall goals and corresponding objectives of the communication strategy are as follows:

Table 2-2: Communication Goals and Objectives

Goal	By 2020, the knowledge and awareness on biodiversity conservation and the sustainable use of its ecosystem services are mainstreamed into the public and private sectors; influence policy and regulatory frameworks; foster new sustainable partnerships; and scale up communication and exchange among stakeholders.
Main Objective	The overall objective of the Communication Strategy is to ensure effective implementation of Iraq's NBSAP.
Specific goals and its specific objectives	<p>Goal 1: Strengthen recognition of the NBSAP as a resource for technical information and policy advice on biodiversity conservation and emerging environmental challenges facing Iraq.</p> <p>Objective 1.1: Generate support for the NBSAP among current partners and other biodiversity conservation and sustainable development stakeholders in Iraq;</p> <p>Objective 1.2: Integrate the NBSAP into the institutional landscape and ensure it is perceived and accepted as an important conservation and ecosystems management element that adds value to existing efforts;</p> <p>Objective 1.3: Increase the visibility and importance of biodiversity conservation, and raise demand for sustainable development practices that integrate biodiversity conservation into strategies that are devised to address the impacts of Iraq's key environmental challenges.</p>
	<p><u>Goal 2:</u> Exchange knowledge and expertise, and disseminate overarching messages, within Iraq and with external audiences, ensuring they are mainstreamed into decision-making and development planning.</p> <p><i>Objective 2.1:</i> Increase the exchange of information about biodiversity conservation policy and practice within Iraq;</p> <p><i>Objective 2.2:</i> Create synergy and interface between science and development policy;</p>

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

	<p><i>Objective 2.3:</i> Influence decision-making at administrative and policy levels at an aim of facilitating legal and institutional reforms;</p> <p><i>Objective 2.4:</i> Increase information sharing between Iraq and other countries within the same and different regions.</p>
	<p><u>Goal 3:</u> Encourage participation and full engagement of, and facilitate dialogue among, key stakeholders who create demand for change and provide capital for governance and implementation of the NBSAP and other biodiversity conservation initiatives.</p> <p><i>Objective 3.1:</i> Increase the number of stakeholders in Iraq, and create opportunities for their participation in the project governance, implementation, monitoring and evaluation;</p> <p><i>Objective 3.2:</i> Increase communication among stakeholders about governance, implementation, monitoring and evaluation;</p> <p><i>Objective 3.3:</i> Ensure that the NBSAP is widely perceived and understood as the principal instrument for implementing the CBD at the national level;</p> <p><i>Objective 3.4:</i> Ensure that it is mainstreamed into the planning and activities of all those sectors whose activities can have an impact (positive and negative) on biodiversity.</p>
	<p><u>Goal 4:</u> Strengthen recognition and understanding of the value of biodiversity conservation, in order to provide support to the NBSAP's partnership development and fundraising strategy.</p> <p><i>Objective 4.1:</i> Enhance support to the NBSAP from donors, especially those not already active in environmental issues;</p> <p><i>Objective 4.2:</i> Ensure that fundraising messages are consistent with and reflect the NBSAP's targets and priority actions;</p> <p><i>Objective 4.3:</i> Generate interest in establishing for project design and implementation;</p> <p><i>Objective 4.4:</i> Secure financial resources from different sources in support of the project's development and implementation to achieve biodiversity conservation and sustainable use.</p>

3 Target Audiences

The target audience for the Communication Strategy has influence over the Overall Project Aim and the Communication Objectives. From the original list of stakeholders in the Stocktaking and Assessment Report³, the target audience was prioritized to the most influential stakeholders who will act as contributors and end users of the NBSAP.

- Decision/Policy Makers in the field of biodiversity conservation, including the Parliament, Ministries, Provincial Councils and Municipalities.
- International and Regional Ecosystems Management and Environmental Organizations, which will provide an opportunity to identify the most important needs for science to inform policy-making, and will catalyze efforts to generate new scientific knowledge.
- Other relevant stakeholders involved in ecosystems management, including NGOs, IGOs and CBOs with ecosystems management and environmental remits, the Scientific Community (Research and Academic Institutions, International Experts and Professional Consultancies), the Private Sector (Private and Local Companies, Industries), Local Communities and Indigenous People. These stakeholders are major knowledge holders and contribute to influencing policies, as well as to engaging effectively with the General Public.
- Potential Donors/Sponsors.
- Mass Media and Communication Agencies, which are crucial to the good reputation of the NBSAP, and in reaching out to the General Public.

³ http://www.biodiv.be/iraq/implementation/nbs-ig/key-reports/stocktaking_assessment_report

4 Communication Tools

A range of communication tools have been selected to convey the Communication Strategy's messages to its various target audiences. More than one medium will be used to reach each audience group. The Communication Strategy will seek to use, as much as possible, existing channels of formal communication and mass media.

Table 4-1: list of communication tools

<p>1. <i>Website</i></p> <p>The website offers up-to-date information about the priorities and activities of the NBSAP. It is a call-to-action and resource center that houses and archives essential and downloadable resources, and includes the following features:</p> <ol style="list-style-type: none">i. Overall Aggregate Country Profileii. Highlights/Newsiii. Statistics/Info-graphics/Maps/Photographsiv. Technical Reports/Meeting Minutesv. Calendar of Eventsvi. Webinarsvii. Online Debate Platform/Interactive Portalviii. News Features and Links to Other Websitesix. Database that provides a comprehensive listing of ecosystems management and biodiversity conservation stakeholders and projectsx. Subscription Featurexi. Frequently-Asked Questions (FAQs)xii. Links with Relevant Websites
<p>2. <i>Targeted Mailing and Dissemination (Print and Electronic Delivery)</i></p>
<p>3. <i>Social Media Networks (Facebook, Twitter, Linked-In, Blogs, YouTube)</i></p>
<p>4. <i>Face-To-Face Approaches</i></p> <p>At a minimum, these should occur on a bi-annual basis. They engage key stakeholders in necessary interaction</p> <ol style="list-style-type: none">i. Working Groups/Committees to strengthen partnership and maintain communication and relationship-building that are essential throughout the project, and to facilitate information exchange and discussion among members and stakeholdersii. Seminars/Conferences/Meetings that allow staff to connect with audience members interested in biodiversity conservationiii. Capacity Building Programs/Training Workshops that focus on enhancing knowledge about conservation activities and instruments available. These workshops provide an opportunity for stakeholders to meet and participate in available programs
<p>5. <i>Mass Media</i></p> <ol style="list-style-type: none">i. Media Kits (Communiqués, Press Releases, Brochures and Posters)

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

- ii. Multimedia Material (Video News Footages, Podcasts, Testimonials and Short Films)
- iii. Traditional Media Outreach (Press Conferences, TV and Radio Broadcasts and Programmes, and Newspaper and Magazine Articles)

6. Publications

- i. Newsletters that will be sent on a quarterly basis with up-to-date information on the core and thematic activities and findings that are explored under the NBSAP
- ii. Reports that will highlight the achievements of the NBSAP, in addition to summary statistics that emphasize the strengths of its activities and programs
- iii. Policy Briefs that highlight the important of policies and programs in setting out the relevance of the NBSAP, identifying the needs to be addressed and demonstrating how the NBSAP will add value to Iraq and the region
- iv. Posters/Brochures that will be developed to reflect on the priority issues and key messages of the NBSAP, and will be provided at local, regional, national and international meetings. They will also serve as a reminder to visit the NBSAP website
- v. Banners/Panels – for local, regional, national and international meetings, workshops and events
- vi. Scientific Publications/Manuals that will be created to accompany seminars, conferences and meetings, in addition to capacity building programs and training workshops. They are easy to use and carry around, and will provide guidance on how to conserve biodiversity

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

Table 4-2: Communication Tools and Target Audiences

Target Audiences	Communication Channels												
	Website	Targeted Mailing and Dissemination	Social Media Networks	Face-To-Face Approaches			Mass Media	Publications					
				Working Groups Committees	Seminars Conferences Meetings	Capacity Building Programs Training Workshops		Newsletters	Reports	Policy Briefs	Posters Brochures	Banners Panels	Scientific Publications Manuals
Decision/Policy Makers					X		X	X	X		X	X	X
International and Regional Organizations	X	X	X	X	X		X	X	X	X	X	X	X
NGOs	X	X	X	X	X	X	X	X	X	X	X	X	X
IGOs	X	X	X	X	X	X	X	X	X	X	X	X	X
CBOs	X	X	X	X	X	X	X	X	X	X	X	X	X
Scientific Community	X	X	X	X	X		X	X	X	X	X	X	X
Private Sector	X	X	X	X	X		X		X		X	X	X
Local Communities and Indigenous People	X	X	X	X	X	X	X	X	X	X	X	X	X
Potential Donors/Sponsors	X	X	X		X			X	X	X	X	X	X
Mass Media and Communication Agencies	X	X	X			X	X		X	X	X	X	

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

5 Communication Action Plan (Timeline and Budget)

The framework below summarize the communication Strategy activities with a timeframe and proposed budget.

Table 5-1: Communication Action Plan

Activity	Year								Budget (US\$)
	2015				2016				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Preparation									30,000
Engage international and national consultants									
Agree on channels to coordinate internal and external communications									
Website									
Develop website									
Build-up website content									
Develop database for access and use									
Review, edit and maintain existing data in a coordinated manner									
Update website in a controlled and timely manner									
Ensure project documents are available for download on the website									
Encourage partners to add links to the website									
Highlight events and promotions									
Regulate and respond to communication from visitors in a controlled and timely manner									
Monitor security and performance									
Promote website									
Targeted Mailing and Dissemination									

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

Create and maintain a mailing list									
Distribute regularly scheduled communication									
Respond to requests and inquiries from list subscribers									
Encourage organizations not involved in the NBSAP to sign up to mailing list									
Send annual reminders to subscribers									
Social Media Networks									
Establish Facebook, Twitter, Linked-In, and Youtube pages and Blogs									
Review, edit and maintain existing data in a coordinated manner									
Update website in a controlled and timely manner									
Regulate and respond to communication from visitors in a controlled and timely manner									
Monitor security and performance									
Promote pages									
Face-To-Face Approaches									70,000
Establish working groups and committees									
Ensure regular communication channels established with and between working groups and committees									
Liaise and coordinate with other working groups and committees									

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

Identify strategic timing for hosting seminars, conferences and meetings; and programs and training workshops									
Organize regular seminars, conferences and meetings									
Organize multi-stakeholder capacity-building programs and training workshops									
Promote seminars, conferences and meetings; and capacity-building programs and training workshops									
Liaise with partner organizations and support strategic initiatives, interventions and side events to raise the profile of the NBSAP									
Mass Media									
Develop links with local, national, regional and international media									
Develop media kit									
Issue press releases about significant joint initiatives and best practices									
Organize press conferences									
Track and monitor media coverage, particularly following events									
Prepare articles and facilitate their publishing in relevant magazine and newspapers									
Facilitate the coverage of the									

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

project activities in TV and radio programmes									
Develop and produce a documentary promoting Iraq's biodiversity and the NBSAP project									
Upload documentary on relevant websites and youtube									
Publications									40,000
Report progress, new findings and positive outcomes, and share these developments with partners									
Highlight NBSAP contribution and policy input in policy briefs									
Produce newsletters to share monthly achievements with partners going forward									
Develop and maintain a comprehensive distribution list for newsletters									
Develop and produce banners on promoting Iraq's biodiversity and the NBSAP project									
Display banners in relevant seminars, conferences and meetings; and programs and training workshops at national, regional and international levels									
Develop and produce a set of brochures on the intervention areas of the NBSAP project									

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

Display and distribute brochures in relevant seminars, conferences and meetings; and programs and training workshops at national, regional and international levels									
Develop posters on the intervention areas of the NBSAP project									
Display posters in relevant seminars, conferences and meetings; and programs and training workshops at national, regional and international levels									
Produce panels on key messages related to intervention areas									
Total Budget									140,000

6 Monitoring and Evaluation

Simple analysis of the activities that are planned to carry out and the tools to be produced, have been done, and another analysis will be done upon completion of the NBSAP. In addition to a regular evaluation, every year throughout the implementation to assess the effects of the communication efforts and to help finding out any gaps and allow improving performance of the communication activities, if needed.

Table 6-1: Monitoring the implementation process

Desired Outcomes	Indicators	Means of Verification
- Scientists and experts participate in, and are active members of, the various NBSAP activities and networks.	- Active participation of the scientists and experts	Project reports and scientific papers
- MoEI establishes strategic partnerships for programme delivery and is approached for collaboration and support by potential partner organizations.	- Members and stakeholders provide technical assistance	- Partnership agreements and memoranda of understanding
- Current and potential donors are aware of MoEI's work and support it.	- Programme activities are implemented in partnership with members and other organizations	Project reports and scientific papers
- Media coverage of environment and sustainable development issues reflect an understanding of biodiversity conservation.	- NBSAP is supported by different private corporate foundations	Funded projects
- The NBSAP programme benefits from, and is informed by regular exchange of information, knowledge and expertise among stakeholders and partners.	- MoEI is approached by the media on national and international issues	- Analysis of media coverage
- Members and key stakeholders and partners are actively involved in programme delivery.	- Media kits are picked up by the media	Requests for toolkit
- Overarching key messages are disseminated to policy makers, ensuring they are mainstreamed into development planning.	- Environment and development reports make linkages to biodiversity conservation as appropriate	- Participation of Iraqi experts in thematic meetings
- Recognition and understanding of the value of biodiversity conservation and ecosystem services are strengthened with target audiences and key stakeholders in both private and public sectors.	- Collaboration and information sharing among members	- Increased activity and interest in promoting biodiversity conservation and ecosystem services
- Synergy and interface are created between science and development	- Decision makers and key stakeholders demonstrate greater awareness and understanding of biodiversity conservation and ecosystem services	- Project reports and scientific papers
	- Updated website promoted among decision makers and key stakeholders	- Access figures and visits to database and online resources
	- Committees are proactive and responsive	- Proceedings, minutes and media reports
	- Members are engaged in the governance of the NBSAP	- Action plans
	- MoEI staff consult members and experts in Iraq, as appropriate, when developing new initiatives and projects	Thematic programme documents
	- Public meetings are held	- Proceedings, minutes and media reports
	- New policies and laws are passed	- New laws and policy decisions
	- Public statements from key stakeholders at all levels are made, underscoring the value of biodiversity ecosystems	- Public statements and testimonials
	- Baseline research and participation in initiatives to conserve biodiversity and protect ecosystem services grow	- Media reports
	- New online communities and database are created	
	- Policy briefs are created, and meetings are held	
	- Joint initiatives and working groups are held	

COMMUNICATION STRATEGY

NATIONAL BIODIVERSITY STRATEGY AND ACTION PLAN (2015-2020) - IRAQ

<p>policy, bridging gaps and facilitating dialogue among key stakeholders.</p>	<ul style="list-style-type: none"> - Invitations to speak at events are received - Iraq's case is presented in these events - Side events and press conferences are held - Reports and manuals are produced - NBSAP is publicly recognized as a resource that is cited in events - Improve public participation and education in biodiversity at all levels of consciousness <ul style="list-style-type: none"> a) The change in the level of public awareness of biodiversity and the importance of enforcement to the legislations for a better protection to biodiversity b) Change in number, scope and diversity of the measures taken to raise the level of awareness of the biodiversity and its relevant initiatives. c) The involvement of relevant stakeholders in decision-making in the development and implementation of biodiversity national strategy interest rate d) Change in frequency of public access to biodiversity information, including through the Clearing-House Mechanism 	<ul style="list-style-type: none"> - Baseline research in target areas - Number of new initiatives - New databases and online information exchanges - Policy briefs - Workshops and meetings - Joint activities - Project reports and scientific papers - Increased invitations - Requests for pilot project information and document downloads - Press articles and media mentions - Public statements and testimonials - Invitations to participate in national and international meetings and events - Web page traffic and document downloads - Access figures and visits to database and online resources
<ul style="list-style-type: none"> - Engage with policy platforms on biodiversity conservation and ecosystem services to build on policy-relevant outputs. 		
<ul style="list-style-type: none"> - Raised awareness among policy-makers and urban and rural people about the values of biodiversity to economy and daily life. 		
<ul style="list-style-type: none"> - Raised awareness among policy makers and ecosystems users about the existence of the legislation. 		
<ul style="list-style-type: none"> - Raised awareness among ecosystems users about the sustainable management practices. 		
<ul style="list-style-type: none"> - Raised awareness among policy makers about the pressures on species and ecosystems, and the needs for prompt actions to reduce these pressures. 	<p><u>Indicators of Communication Tools :</u></p> <ul style="list-style-type: none"> - Number of website visitors - The time spent by the website visitors - Number of pages viewed by website visitors - Feedback of website users - Number of newsletter readers - Feedback of newsletter readers - Membership requests to newsletter distribution list - Number of brochures distributed - Number of follow-up contacts received from people who picked up the brochures - Feedback of brochure recipients - Number of reports distributed - Number of partner organizations responding to the content of the reports - Feedback of report readers - The number of publications. - The number of initiatives. - A number of educational programs - The number of media activities implemented. - The number of the curriculum, which included biosafety issues. - Programs / courses on the number of biosafety issues - The number of units of e-learning - The number of educational materials on Biosafety. - The number of educational activities in collaboration with educational institutions 	