

CONVENTION
ON WETLANDS



50TH ANNIVERSARY COMMUNICATIONS CAMPAIGN

2021

STRATEGY AND
CREATIVE EXPRESSION

02. Introduction

This presentation is an introduction to the Convention on Wetlands 50th anniversary communications campaign.

In Part One, we cover the purpose, aims, objectives and positioning of the campaign, and the strategy to deliver the campaign as a whole. Described also are its main operational components for reaching our identified key audiences.

Part Two introduces the campaign's creative expression. This is the delivery mechanism of the campaign, packaging our messaging in engaging, readily adapted ways.

The presentation includes examples of its deployment, showing an infinite capacity for user adaptation.



PART ONE

STRATEGY

GOALS AND OBJECTIVES

TARGET AUDIENCE TYPES

POSITIONING AND FRAMING

KEY MESSAGES

RATIONALE & CREATIVE EXPRESSION

MAIN DELIVERY MOMENTS

04.

GOALS & OBJECTIVES

The goal of this campaign is to achieve an increased understanding among key influencers and amplifiers about what Wetlands 'are', and the services they perform for humankind – with the ultimate goal of improving their protection.

The objectives in support of the goal are to:

1. Improve Wetlands literacy among key target groups so that they can both understand and articulate the importance, values and benefits of the habitat.
2. Create a strong link between the component habitats that make up Wetlands, with the term 'Wetlands'.
3. Increase the profile of Wetlands as an Earth-level ecosystem among key target audiences.



05.

TARGET AUDIENCE TYPES

The campaign needs to inform, inspire, and engage a variety of audiences – from decision-makers to key influencers, young people to wetlands visitors. We can do this by tuning into individual audiences' interests, commitments and passions.

Direct Audiences:

- National Focal Points (NFPs)
- Geneva Missions
- Relevant Ministers
- IOPs
- Convention staff and associates
- UNFCCC Secretariat key staff and representatives
- CBD Secretariat key staff and representatives
- Wetland and other relevant NGOs
- Wetland users/visitors

Other: UN Water, UNCCD,

Indirectly targeted audiences (reached via Amplifiers and Influencers):

- Young people aged 14 – 18 with an existing interest in environmental issues and a demonstrable willingness to communicate or take action in support of their concerns *
- Climate Ministries

Amplifier/Influencer audiences:

- Youth leaders
- Social influencers
- Legacy media
- Wetlands Managers
- Comms and policy Advisors to Ministers
- Sherpas
- Educators in key areas
- NGOs
- Opinion formers



06.

POSITIONING & FRAMING



Alignment

To elevate understanding of wetlands and their perceived importance, we need to align them with other processes, people and opportunities. These must be issues carrying the right weight and level of importance internationally – most obviously, being climate change and biodiversity.

Voice

A moderate, evidence-based voice – neutral, trustworthy and inarguable – is the appropriate voice for the Secretariat and the issue during a phase of profile raising.

Framing

The context of the campaign is wetlands as a whole, and the strategy enables us to talk about them in terms of both their collective and component parts. This means we can focus on specific types of wetlands, and their features and benefits, while framing them as part of a bigger wetlands picture. We can go from the global to the local; the Earth and the personal – and this scalability will be central to the creative expression of the campaign.



07.

KEY MESSAGES

There are two key messages to communicate at every opportunity.

Wetlands are a major, planet-wide habitat

They come in many different forms and make life possible on our planet

For example:

Restoration of mangroves, a Wetland habitat, is greatly enhancing storm protection for coastal communities.

Peat bogs, a Wetland habitat, absorb up to x% of excess carbon dioxide from the atmosphere every year.

We should also look to align Wetlands with other globally-important issues such as **Climate** and **Biodiversity**.

For example:

Wetlands are a critical habitat that cover x% of our planet. They come in many forms, from mangroves to marshes and work across the planet to help tackle climate change. Without them xx more carbon would remain in the atmosphere.

Biodiversity loss is recognised as a significant threat to our planet and human wellbeing and tackling this must include urgent attention to preserve Wetlands around the world. From Mangroves to marshes, where water meets land is home to myriad important species and critically important services to the planet.



08.

RATIONALE & CREATIVE EXPRESSION

As the core proposition of our campaign strategy is to express why wetlands are important, we have chosen a compelling way to communicate this, that enables a flexible focus on the role wetlands play, and their many benefits.

Core Proposition of the campaign

Wetlands are important because...

Campaign Creative Expression rationale

Add value to the “Wetlands are important because...” proposition by focusing on ‘Why’, emphasising the global/planetary importance of the world’s diverse wetlands.

Creative Expression

THESE WETLANDS PROTECT LIFE

Emphasises the global/planetary importance of the world’s diverse wetlands.

Makes connections with how specific wetland types benefit (a) the planet as a whole, and (b) the world’s diverse peoples and communities – even down to named locations and individuals. Allows 360 degree story-telling, and endless opportunities to link global to local, and vice versa.



09. Main delivery moments

KEY DATES

February

Feb 2 World Wetlands day

March

March 3 World Wildlife Day 'Launch' campaign / start rollout

March 21 International Day of Forests

March 22 World Water Day

April

April 7 World Health Day

April 9 Migratory Bird Day

TBD Third meeting of the Open-ended Working Group on the Post-2020 Global Biodiversity Framework

May

TBD Convention on Biological Diversity (CBD) COP-15

May 22 International Day for Biological Diversity

June

June 5 World Environment Day

June 8 World Ocean Day

June 17 World Day to Combat Desertification and Drought

TBC UN Ocean Conference

Jul

Jul 6-15 High-level Political Forum on Sustainable Development (HLPF) 2021

Aug

Aug 12 International Youth Day

September

Sep 14-30 76th Session of the UN General Assembly (UNGA 76)

Sep 30-Oct 2 Pre-COP 26 Summit

October

October 13 International Day for Disaster Risk Reduction

October 31 World Cities Day

Nov

Nov 1-12 UNFCCC COP 26

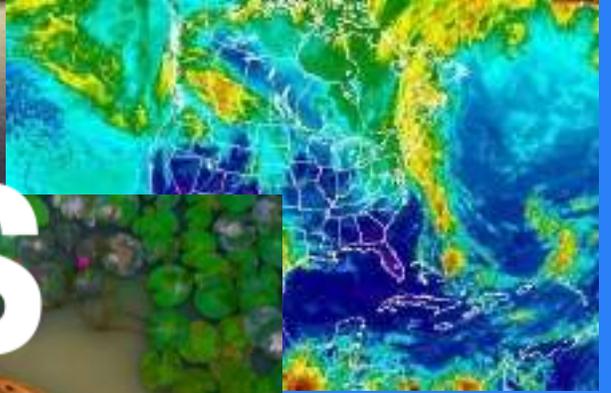
PART TWO

CREATIVE EXPRESSION

EXAMPLES OF CREATIVE EXPRESSION
SOCIAL MEDIA EXAMPLES

50TH ANNIVERSARY LOGO
TIMELINE

11.



THESE WETLANDS PROTECT LIFE



12.

EXAMPLES OF CREATIVE EXPRESSION

Social tiles and how they're constructed

Emphasising the habitat, in this case using the word 'Wetlands'. We could also refer to a specific habitat e.g. Mangroves



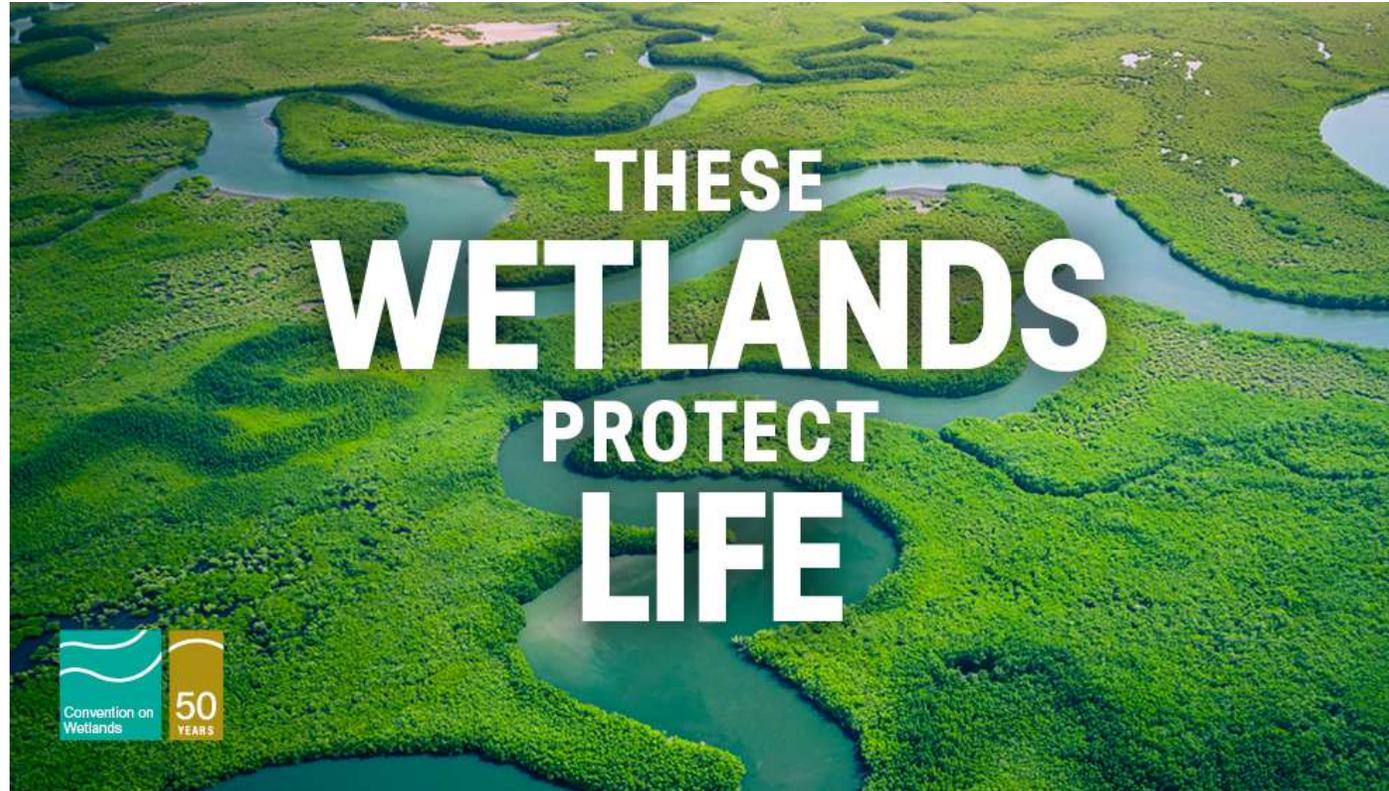
Being specific about 'These' Wetlands. Can also be 'This' Wetland, or more specific such as 'This mangrove', or we can personalise by saying 'My Wetland'

Highlighting features and benefits

13.

EXAMPLES OF CREATIVE EXPRESSION

Social tiles and how they're constructed



14.

EXAMPLES OF CREATIVE EXPRESSION

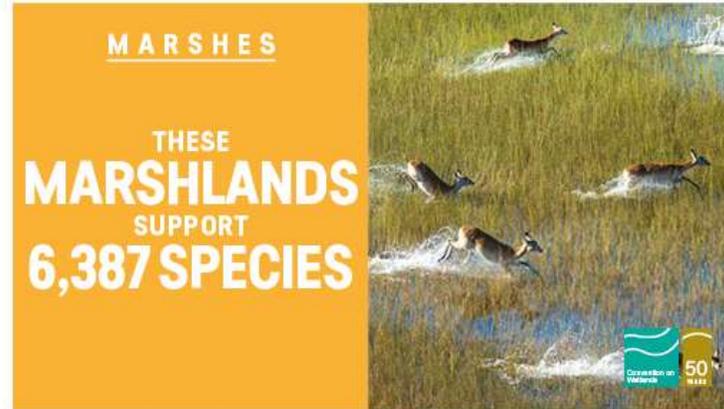
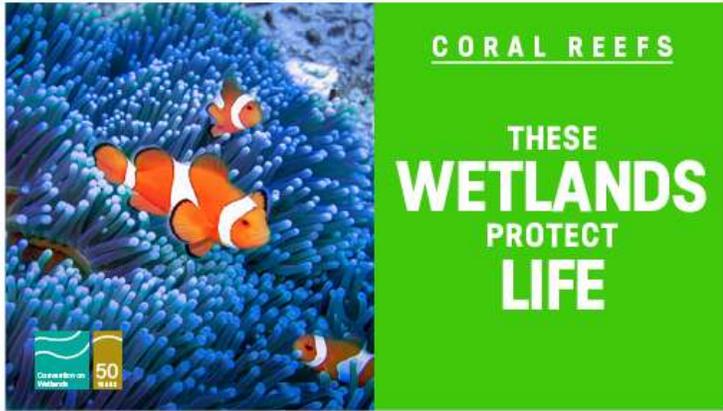
Personalisation



15.

EXAMPLES OF CREATIVE EXPRESSION

Personalisation – alternative formatting using colour



16.

EDITABLE SOCIAL MEDIA CARDS

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Editable text

Editable colour



Editable photo

Partner logos



Your post/message goes here

17.

EDITABLE SOCIAL MEDIA CARDS

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Editable text



Editable photo

Partner logos



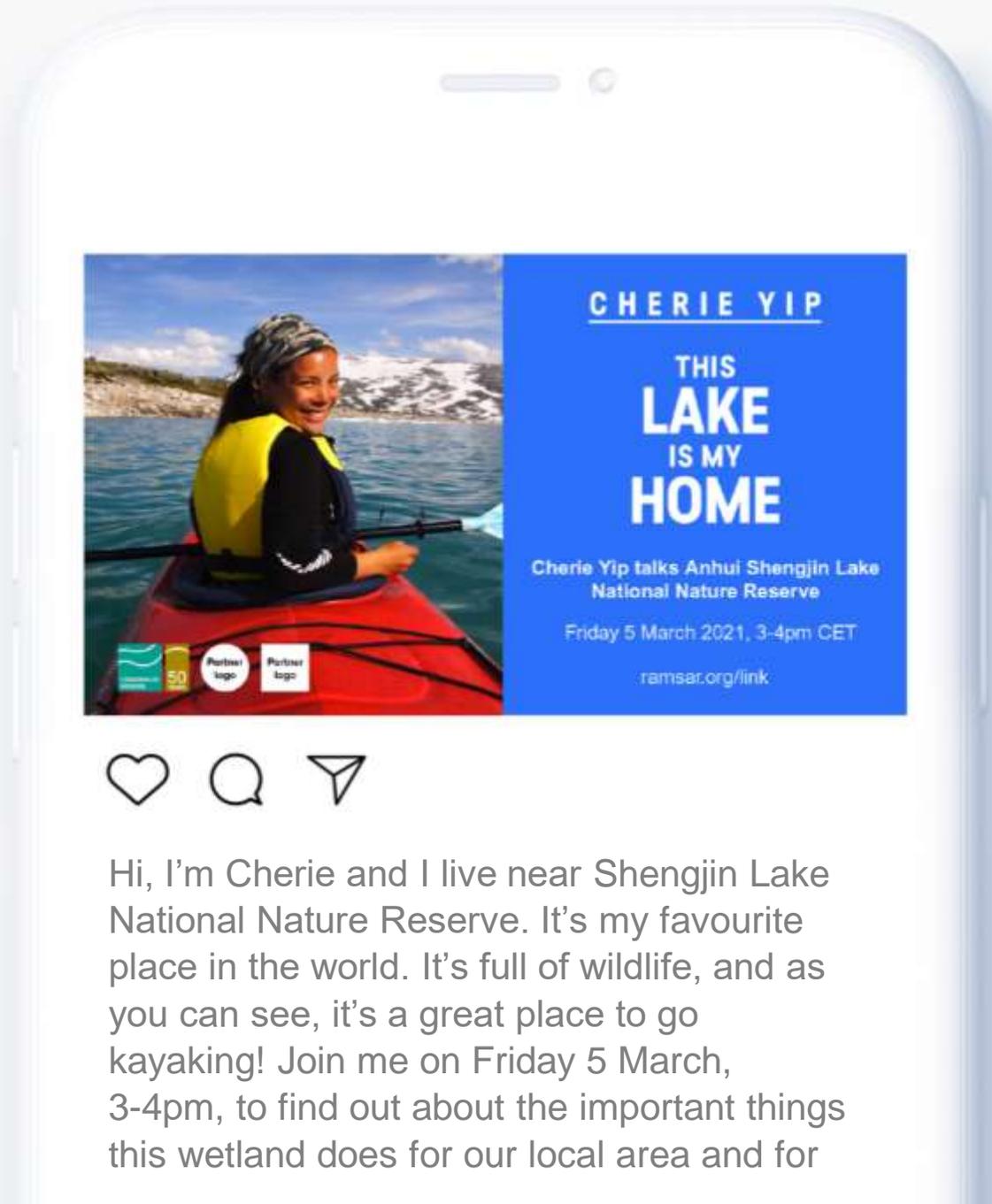
Your post/message goes here

18.

SOCIAL CARD

SOCIAL MEDIA CARD EXAMPLE

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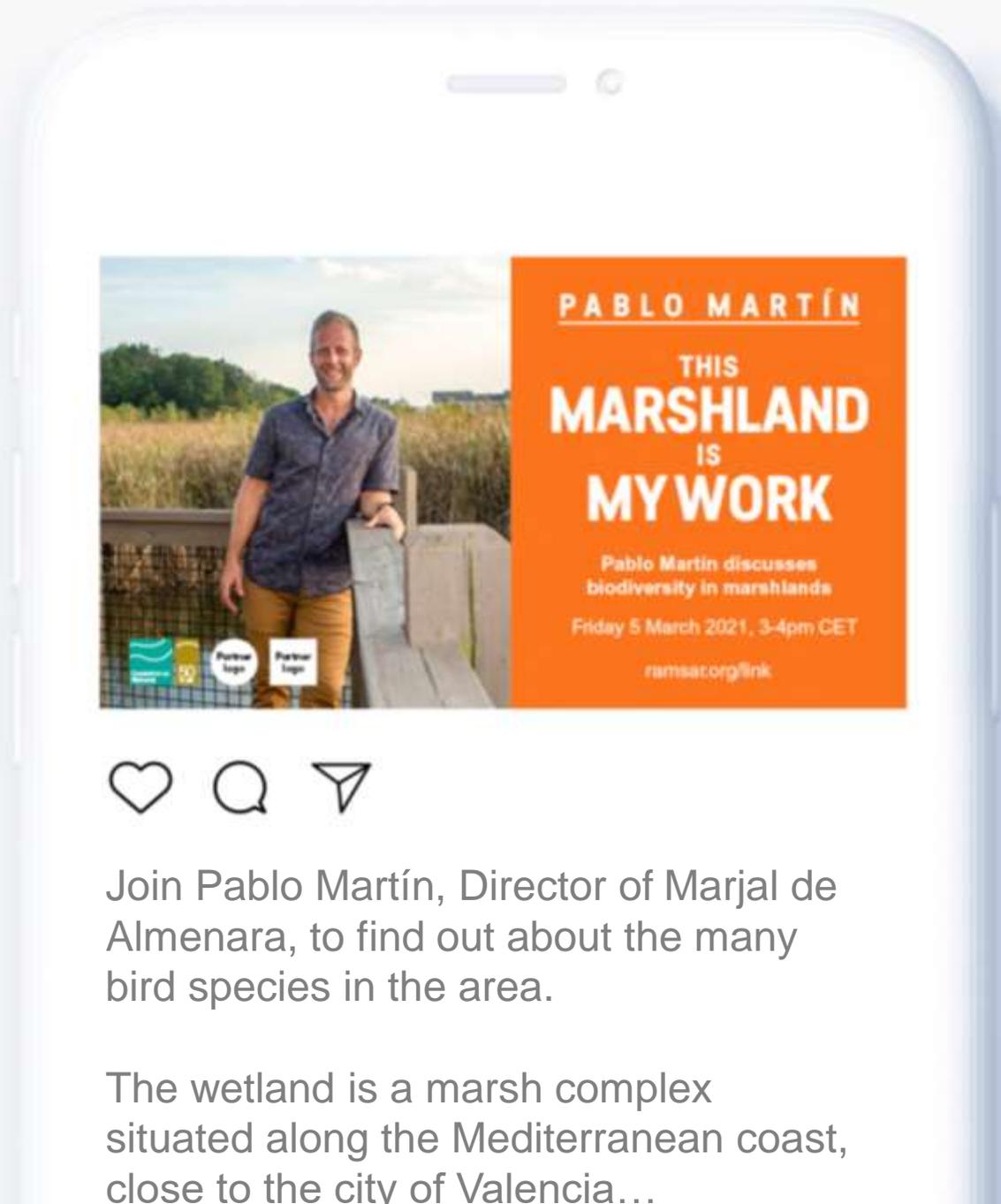
Hi, I'm Cherie and I live near Shengjin Lake National Nature Reserve. It's my favourite place in the world. It's full of wildlife, and as you can see, it's a great place to go kayaking! Join me on Friday 5 March, 3-4pm, to find out about the important things this wetland does for our local area and for

19.

SOCIAL CARD

SOCIAL MEDIA CARD EXAMPLE

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20.

SOCIAL CARD

TWITTER PROFILE



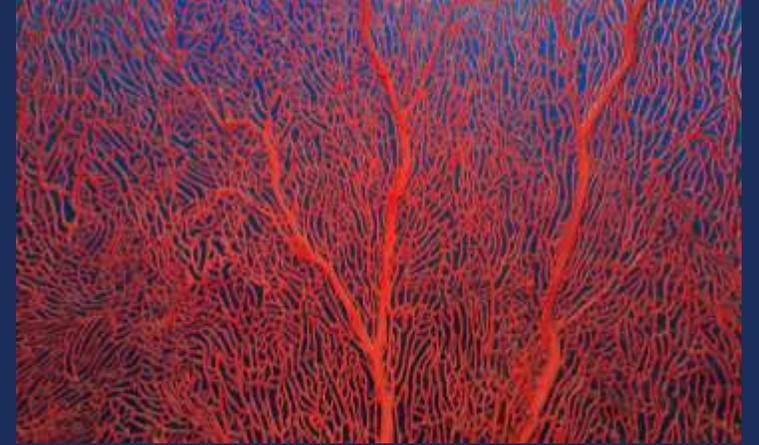
21.

50TH ANNIVERSARY LOGO



22. Timeline

- 30th November Trello Board available for CPs and partner with logo for the 50th Anniversary, brand guidelines and Power Point Presentation explaining the campaign. All available 3 in languages (English, French, Spanish)
- 2nd February WWD – all WWD communications assets will feature the 50th Anniversary logo
- Mid February New 50th anniversary assets available on the Trello board: social media tiles, templates etc
- 3rd March Soft launch of campaign on World Wildlife Day





THANK YOU