

Critical Ecosystem Partnership Fund

Fourteenth Meeting of the Donor Council
World Bank Headquarters, Washington, DC
10 November 2008
2 p.m. – 5 p.m. EST

Communications Plan for CEPF's Tenth Anniversary

Recommended Action Item:

The Donor Council is asked to **endorse** development of a special communications and outreach plan for 2010 in recognition of CEPF's tenth anniversary and the importance of the year to the international community.

Background:

The year 2010 will mark the 10-year anniversary of the Critical Ecosystem Partnership Fund (CEPF). Launched in August 2000, CEPF has become a global program enabling hundreds of civil society groups to help protect critical ecosystems in ways that benefit people and nature.

Designated as the International Year for Biological Diversity, 2010 also marks the target for the Parties to the Convention on Biological Diversity (CBD) to achieve “a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth.” This target was subsequently endorsed by the World Summit on Sustainable Development and the U.N. General Assembly and was incorporated as a new target under the Millennium Development Goals. The tenth CBD meeting will be hosted by the government of Japan, a CEPF partner, in October of this milestone year.

The CEPF anniversary and importance of the year to the international community represents an excellent opportunity for the program to design and implement a special communications and outreach plan to demonstrate:

- The impact of CEPF and the many partners it supports, including the contribution toward the CBD 2010 biodiversity target
- The important role of civil society in conserving critical ecosystems for local and global benefits
- Good practices and key lessons learned by the global program and its partners

Selected activities would be an integral part of the CEPF global replication and dissemination strategy in development as detailed in the Strategic Framework (FY 2008-2012)¹.

Some provisional activities for the 2010 plan are included here for Donor Council discussion and feedback. The plan would be refined and expanded together with the donor partners' communications and outreach teams, as well as with the Working Group. Special attention would be paid to defining key audiences and approaches, as well as language needs. Selected activities and preparation could also be designed to take place in 2009 in the run up to the year.

¹ http://www.cepf.net/xp/cepf/static/pdfs/CEPFStrategicFramework_FY08_12.pdf

The proposal to develop a special communications and outreach plan and provisional activities were also discussed with the Working Group during its Twentieth Meeting held on 24 October 2008 in preparation for this meeting of the Donor Council.

Provisional Activities for CEPF Anniversary:

- Publish book on CEPF at 10 demonstrating the program's unique approach and impact. The book would be a similar format to the new GEF book "Financing the Stewardship of Global Biodiversity" and be a key celebration and communications tool to share with donors, government representatives and other partners.
- Launch CEPF series of issue papers focused on key themes and analyzing good practices and lessons learned. This would be an ongoing series; 2-3 to be produced during 2010.
- Analyze and document CEPF contribution to the CBD 2010 biodiversity target and relevant indicators.
- Host major event at CBD 10 sponsored by CEPF and its donor partners to bring together governmental leaders, donors and nongovernmental representatives to discuss and showcase the benefits of engaging civil society partners in biodiversity conservation.
- Consider hosting other events or forums, for example focused on the vital role of small grants, at the CBD meeting or potentially in the run up to the meeting at key locations.
- Conduct targeted media outreach for placement of key stories about the program and our unique approach and success (for example, explore selected stories together with Kyodo News Service and creation of landmark series with Discovery Channel, which reaches a global audience of 431 million homes in 170 countries and territories).
- Create selected stories, interviews and other communications throughout the year under the umbrella of the CEPF tenth anniversary for use on the CEPF Web site and newsletter, as well as in partner communications.