



# **Communicating Biodiversity**

(Team Communication Report)

New Brunswick Biodiversity Collaborative Meeting  
March 12, 2014  
New Maryland Centre

# For the Love of Nature: A Workshop on Biodiversity Messaging - October 3, 2013



Pour l'amour de la nature : un atelier sur comment parler de  
biodiversité - le 3 octobre 2013

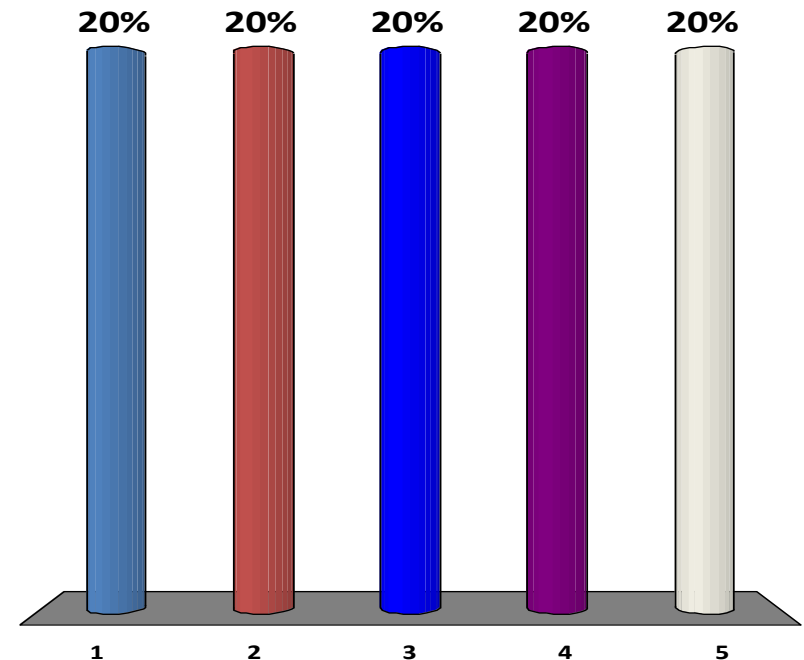
# Survey/*Enquête*



# 1. I talk about biodiversity with ...

## *Je discute la biodiversité avec ...*

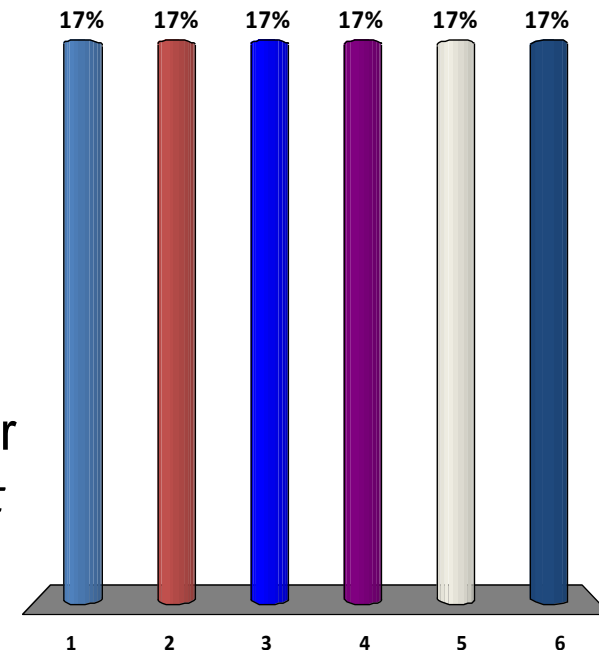
1. My colleagues ~ *Mes collègues*
2. My friends & family ~ *Mes amis & ma famille*
3. Anybody who will listen ~ *Quiconque veut écouter*
4. Nobody ~ *Personne*
5. Um... what's biodiversity? ~ *Um... La biodiversité, c'est quoi?*



## 2. My message is ....

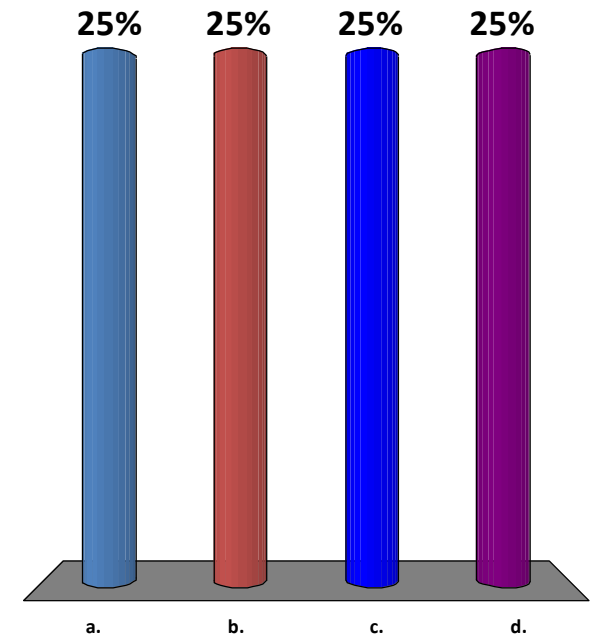
### *Mon message est le suivant ...*

1. Biodiversity/ecosystems/indigenous species are very important ~ *La biodiversité/les écosystèmes/les espèces indigènes sont très importants*
2. We humans are sure messing things up~ *Nous les humains semons la pagaille..*
3. I love nature, you should, too~ *J'aime la nature, et vous devriez en faire autant.*
4. Let's go for walk in the woods and see what we can find. ~ *Allons nous promener dans les bois et voyons ce que nous trouverons.*
5. Would you like to help me clean up the beach? *Voulez-vous m'aider à nettoyer la plage?*
6. Ecosystem services are worth US\$33 trillion per year. *Les services rendus par les écosystèmes valent 33 billions par année.*



3. ‘Social norms’ theory tells us that individuals want to act the way other people act. Which of these messages is/are more likely to be successful?  
*La théorie des « normes sociales » nous enseigne que les individus veulent agir de la même façon que les autres le font. Lequel de ces messages possède le plus de chance de réussir?*

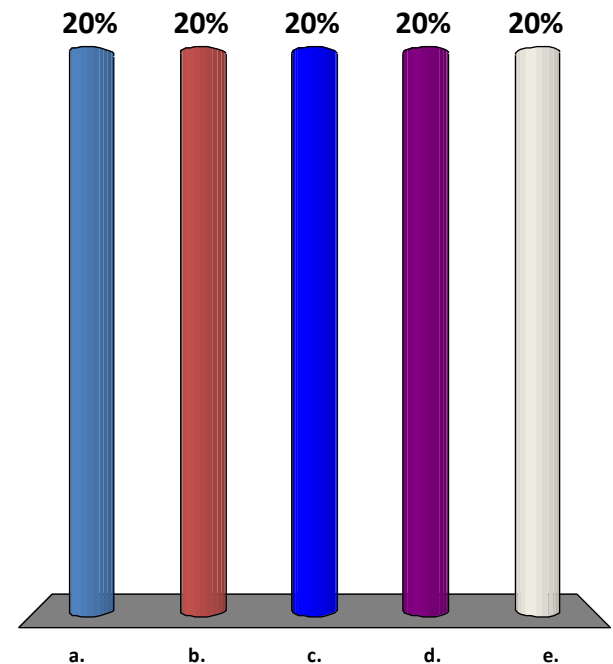
- a. “Save your planet. Re-use your hotel towel.” ~  
*« Sauvons notre planète. Réutilisons notre serviette d’hôtel. »*
- b. “Join your fellow guests to help save our planet – re-use your towel” ~ *« Joignez-vous aux autres clients et sauvez notre planète – réutilisez votre serviette. »*
- c. “86% of our guests re-use their towels. We hope you will, too” ~ *« 86 % de nos clients réutilisent leurs serviettes. Nous espérons que vous le ferez aussi »*
- d. “\$5 rebate to guests who re-use their towels” ~ *« Nous accordons une remise de 5 \$ aux clients qui réutilisent leurs serviettes »*



# 4. To engage people, I like to ...

## *Pour impliquer les gens, j'aime ...*

- a. Share nature experience stories ~ *Partager des histoires d'expériences dans la nature*
- b. Use art, music, technology ~ *Utiliser l'art, la musique, la technologie*
- c. Make sure they know just how dire things are ~ *M'assurer qu'ils savent combien la situation est grave*
- d. Share joy and humour ~ *Partager avec joie et humour*
- e. Give them hands-on activities ~ *Leur proposer des activités pratiques*



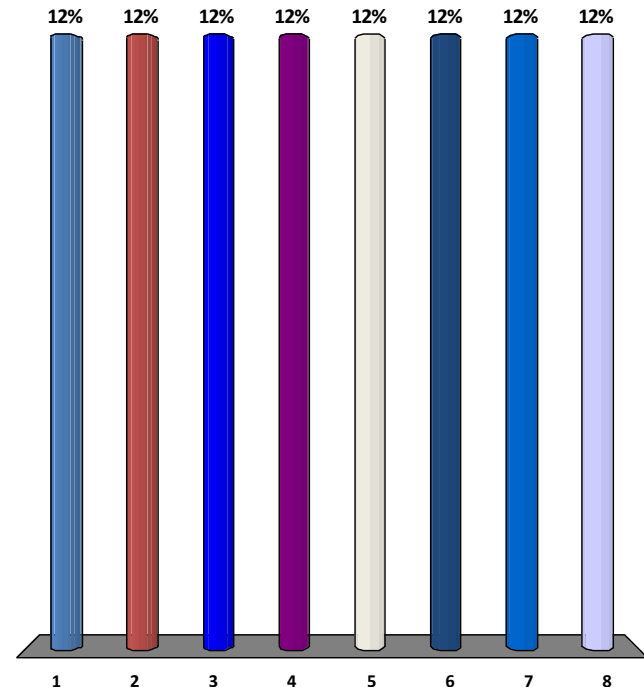
## 5. Communication: Areas for Collaborative Action -

To “*encourage stewardship of the province’s natural environment through effective public education*”, we need ...


Communications : Domaines d’action en collaboration

Pour : « *encourager l’intendance des environnements naturels de la province avec une éducation publique efficace* », nous avons besoin ...

- a. Common vision ~ *D’une vision commune*
- b. Internal communications ~ *De communications internes*
- c. External communication,  
audiences & media ~ *De communications  
externes, auditoires & médias*
- d. Evaluation/indicators ~ *Évaluation/indicateurs*
- e. **YOU! ~ VOUS!**
- f. All of the above ~ *De tout ce qui précède*







*Thank you – and don't forget!*  
*Merci – et à ne pas oublier!*

- Turning Point devices
- Check out the NB Biodiversity Collaborative Website:
  - <http://www.nben.ca/en/collaborative-action/collaboratives/biodiversity->
  - <http://www.nben.ca/fr/groupes-en-action/efforts-en-commun/effort-en-collaboration-pour-la-biodiversite-au-nouveau-brunswick>
- Share your biodiversity project on the website!
- And .... get outside!

6. Communication: Areas for Collaborative Action -  
To “*encourage stewardship of the province’s natural environment through effective public education*”, we need ...

- a. Common vision
- b. Internal communications
- c. External communication,  
audiences & media
- d. Evaluation/indicators
- e. **YOU!**
- f. All of the above





4. To engage people, I like to . . .

- a. share nature experience stories
- b. use art, music, technology
- c. make sure they know just how dire things are
- d. share joy and humour
- e. give them hands-on activities

3. 'Social norms' theory tells us that individuals want to act the way other people act. Which of these messages is/are more likely to be successful?

- a. "Save your planet. Re-use your hotel towel."
- b. "Join your fellow guests to help save our planet – re-use your towel"
- c. "86% of our guests re-use their towels. We hope you will, too"
- d. "\$5 rebate to guests who re-use their towels"



## 2. My message is ....

- a. Biodiversity/ecosystems/indigenous species are very important
- b. We humans are sure messing things up.
- c. I love nature, you should, too.
- d. Let's go for walk in the woods and see what we can find.
- e. Would you like to help me clean up the beach?
- f. Ecosystem services are worth US\$33 trillion per year.

