



## Biodiversity Conversation Series

Ideas and Action Recommendations

April 2018

### Communication Strategies

- Portray biodiversity less as a victim of climate change and more as part of the solution, especially when it comes to adaptation and mitigation.
- Communicate that humans are a part of nature, not apart from it.
- Represent a multiplicity of life forms in Canadian Biodiversity symbols, not just mega mammals.
- Celebrate our non-human diversity, just as we celebrate our human diversity
- Share success stories that communicate positive and hopeful messaging.
- People need to be connected to the land and have hands-on, visceral experiences with nature.
- Tourism and public use of parks is an important factor in connecting people to nature but this must be better managed so not to cause damage.
- Better nature education and experiences in childhood to help foster nature ethics and understanding in adulthood.
- Use technology and social media to encourage people to connect with nature.
- Improve science communications so it reaches the public
- Use marine protected area models as an example as they help protect a huge variety of species and consider the various stages of movement.
- Help people better understand how they are connected to the environment, which may help change their behaviour.
- Connect the global and the local, ensuring interplay in conservation initiatives.
- Raise awareness and focus on educating decision-makers and citizens, both locally and globally.
- Identify and acknowledge common interests
- Engage women and promote gender equality since they understand generational links.
- Breakdown the disconnection between people and place so consumers better understand their environmental impact.

### Engaging and educating young people

- Expose children to nature at an early age.
- Teach them the names of species and show them different ecosystems.
- Engage young people on their terms.
- Creatively engage young people using new technologies and different media types.
- Make video games that get kids interested in biodiversity conservation.

## Language

- Change the language we use for humans vs. those we use for biodiversity, e.g., using “links” for human infrastructure and “corridors” for biota.
- In following Indigenous knowledge, consider lands and waters as relationships, not resources.
- Depoliticize the word “environment”.
- Associate calls for biodiversity conservation with calls for climate action.
- Stop portraying species and ecosystems as victims. If biodiversity is perceived as a savior, then it will become increasingly sacrosanct.
- Harness the emotional “scale” through the charismatic megafauna, e.g., polar bear
- Address the disconnect where people see 'nature' or 'wilderness', not biodiversity.
- Address hope and trust.
- Improve communication and dissemination of news and work associated with international collaborative models and the International Union for Conservation of Nature.
- Celebrate individual, organizational and industry efforts of progress and effort.
- Ensure that youth today understand the environment as a system of biodiversity and that it is a crucial to well-being on all levels.
- Museums and other organizations that engage the public should continue to inform and inspire with the evidence (specimens), data, and knowledge of the value, importance, functionality and beauty of biodiversity.
- Create public displays of museum collections, art exhibits that promote biodiversity—its challenges and opportunities, take the collections outside, public murals, community events

## Collaboration/Strategic Alliances/Partnerships

- Work together and ‘cross-pollinate’ between government, academia, and other sectors.
- Diversify the voices at the table.
- People working to produce or synthesize evidence should engage directly with multiple groups of decision-makers and pinpoint critical knowledge gaps.
- Bring agencies and organizations together to synthesize data and other information and build capacity and expertise for landscape-scale conservation.
- To ensure that the health and wellbeing of all species thrive, foster broad collaboration and shared visions.
- Work at all scales, including all levels of government (federal, provincial, municipal and Indigenous), and with private landholders, and engaged citizens.
- Break down the stovepipes between government agencies at every level, and various biodiversity 'disciplines'.
- Engage local communities in biodiversity protection.
- Look to Indigenous traditions and knowledge in different locations for information and practices about living with the land sustainably.
- Re-invent institutions and science to reflect a systems-based approach.
- Engage and collaborate with companies and business leaders; position them as partners rather than harm-doers.
- Make collaboration and multiple partnerships a requirement to qualify for funding.

- Complete a network analysis and then bring together organizations and initiatives that already exist.

## Policy Recommendations

- Collectively and individually look at evidence that informs decision-making as well as the evidence that inspires the public to care.
- Have broad based plans, transparent science, and shared EIA results.
- Build on initiatives, rather than re-invent them.

### Nature Needs Half

- Leave half the world for nature to solve the many challenges we are facing.
- Reconnect spaces worldwide—biosphere reserves with parks, wildlife corridors, etc.
- Issue with this concept: this leaves humans out of the equation
- Focus on biodiversity enhancement and proactive conservation, rather than just conservation.

### Aichi Targets

- Act on all 20, not just target 11. Also work them in tandem.

### Connection between local and global biodiversity systems are essential for conservation

- Conserve locally, regionally, provincially, nationally and internationally as they are intrinsically linked.
- Find solutions that are far more holistic and don't depend on "out there" solutions but rather permeate our daily existence and locales.

### Time/Scale

- In planning for biodiversity conservation, consider time since many species are vulnerable to being in the right place and space at the right time.

### Migratory Species/Boundaries

- Improve connections between protected parks in Canada to allow animal passage.
- When developing conservation approaches, keep organism movement in mind.
- Design for landscape corridors and connections, and avoid fragmentation.
- Identify species that move the most, what their key life needs are, and what barriers will prevent them from achieving this.
  - Provide protection for the greater movers as this will in turn provide better coverage for species that don't move as much.
  - Identify breeding grounds, species fecundity, rearing habitat, and overwintering.
  - Tackle protection measures and ensure pathways exist for these species.
- Focus on evidence-based conservation rather than strategies that attract the most funding or political support.
- Enhance cross-border cooperation while evaluating and addressing ecological factors.

- Biodiversity conservation should be front and centre in official community plans to ensure green space remain habitats.
- Conduct 'hotspot mapping' to address connectivity at the community level.
- Require more complete reporting by companies.
  - a. Label products with an index of sustainability that includes sources of all parts or ingredients and measures of transport.
- Preserve and promote urban biodiversity, as it is critically important and an often-unrecognized opportunity.
- Find ways to create new pockets and interconnected systems of biodiversity in urban areas.
- Take responsibility for nurturing biodiversity in our own backyards — not just in the wild.

## Legislation

- Implement/improve biodiversity conservation legislation.
- Foster the cap and trade program, as it involves commitment and actions from governments, businesses and individuals.
- Allocate revenues from cap and trade program to support research and to implement the needed protection.
- Put a price on what we want to reduce (carbon in this case) to achieve goals, and to subsequently re-invest in solutions.
- Fully protect 17% of Canada. Support and enhance biodiversity in 100% of Canada.
- Consider the underlying challenges and barriers while globally addressing biodiversity goals.
- The Canadian government should advocate for an international level UN initiative, building on the process of the IPCC, in partnership with IUCN, involving museum and research curators, artists, and the humanities in addition to the social sciences.

## Drivers and Barriers

- The Federal Government should lead a national, provincial and local round table process to plan, decide, condition, mitigate and monitor for smaller, more local decisions.
- The will to act at all scales (home, school, and governmental levels) needs to be increased.
- Increase control over major resource industries worldwide that are destroying habitats, wildlife, and people's lives.
- Work with the entities in power rather than against them to shift priorities.
- Move away from our current model of disconnectedness and parceling of land, to one of large landscapes and flexible planning.
- Situate the relationship between humans and nature at the centre of everything we do.