



Advance Comms Briefing to UN Partners

New IPBES Report: Invasive Alien Species Assessment

Online: 1 August 2023

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Food and Agriculture
Organization of the
United Nations



Outline

1. Basics about the report
2. Details about process
3. Specific 'asks'
4. Q&A





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- Basics of the report

Overview

- **Recent IPBES Assessment Reports:**
 - Global Assessment Report (May 2019)
 - Multiple Values of biodiversity (July 2022)
 - Sustainable Use Wild Species (July 2022)
 - **Invasive Alien Species (Sept 2023) (Also known as the IAS Report)**
- **3 More Ongoing Assessments**
 - Nexus Assessment (Dec 2024)
 - Transformative Change Assessment (Dec 2024)
 - Business and Biodiversity (2025)
- **This Briefing**
 - Primer on IAS Report
 - No previews of findings/options
 - Identify areas of priority for your constituencies & help us to promote the launch & uptake



Invasive Alien Species & Their Control

▪ Stats

- 86 scientists (from 49 countries and many different disciplines) + 200 contributing authors
- Draws on more than 13,000 references, including ILK (specific call to holders of ILK)
- >4 years in development
- In response to Govnts & stakeholders & especially to help inform implementation of GBF under CBD
- 6 Chapters and an SPM (Summary for Policymakers)

▪ Why focus on IAS?

- Point of departure: IAS identified by Global Assessment as one of 5 main direct drivers of biodiversity loss
- Large body of scientific knowledge showing negative impacts etc but no global, critical synthesis on topic
- Governments, including through CBD COP14 decision – requested IPBES to assess knowledge on these issues
- GBF Target 6: Reduce introduction/est. of IAS by at least 50% by 2030 etc. vs. Aichi Target 9 (measures in place)

▪ 5 Points

- Overview (process/steps; how many & what; where most occur; causes (direct & indirect); impacts) – definitions vital
- Looks at current & future trends & projects what we can expect in future
- Options for action (very NB) – can be prevented & mitigated; different types of management/costs
- Focuses on governance and policy instruments to make use of the options for action/future prevention

▪ In Summary

- Inform decision-makers about best evidence and response/management options on IAS to help meet SDGs and GBF targets



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■ Details about process



Pre-Launch Process

- **Primer & Media Outreach**
 - Primer 4 pages, all UN languages & German, www.ipbes.net/ipbes-10/primers
 - In-person media outreach in London & Paris in June
 - Social Media assets via Trello from next week
- **Media & Key Partner Accreditation**
 - Begins later this week – invitation by email (to join email list: <http://eepurl.com/hxkQgn>)
 - 2 Types: In-Person and Online
- **Spokespersons**
 - Co-chairs & IPBES Executive Secretary
 - Only about scope, scale & significance of the report (No preview of findings)
- **#IPBES10 Plenary Session**
 - In Bonn, Germany from 28 Aug – 2 Sep to consider Summary for Policymakers
 - Closed intergovernmental sessions
- **Expected Approval Plenary Session**
 - Morning of Sat, 2 Sep



Embargoes & Media Launches

- **Embargoed Access to Media Release, Summary for Policymakers & B-Roll**
 - Links sent by email - only to accredited journalists & Heads of Comms of Key Partners
 - Media release (incl. By the Numbers and Quotes from UN Partners)
 - Approved SPM (not laid out)
 - B-Roll, which will include a range of photo and video material and animation
- **Embargoed Interview Opportunities**
 - +/- Mid-afternoon (CEST) Sat, 2 Sep → +/- noon on Mon, 4 Sep
 - Co-chairs, CLAs and IPBES leadership
- **Media Launch**
 - Media launch/embargo lifts: 2pm (CEST) Mon, 4 September
 - Venue: UN Campus, Bonn, Germany
 - Hybrid Format: In-Person & Online (Zoom webinar for media/YouTube for public)
 - Full social media assets via Trello (available to partners soon after approval of SPM on Sat, 2 Sep)
- **Questions: media@ipbes.net**



Post-Launch

- **Focus**

- Uptake Events
- All authors & MEP/Bureau & Partners & Stakeholders
- Laid-out SPM (CBD SBSTTA); Presentation; Video Materials; Social Media & Full Report
- Impact tracking (TRACK)





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Specific 'Asks'



Pre-Launch ‘Asks’

- **Amplify Primers & ‘Buzz’**
 - Primer already public in all UN languages
 - Share widely within org. and networks – public documents
 - Use a ‘script’ on scope, scale & significance to mobilise excitement
- **Promote Media Accreditation & Media Alerts/Reminders**
 - Will begin this week – invitation by email (to join email list: <http://eepurl.com/hxkQgn>)
 - Media alerts/reminders – Mid/late August
 - Please also sign up for the embargoed material
- **Social Media Amplification**
 - #InvasiveAlienSpecies Report - @IPBES
 - Media materials on primers, including short videos, coming soon
- **Messages from Principals**
 - 1 Written messages – English, max 200 words + Bio Pic
 - Inclusion in media release & front matter SPM
 - 1 Video messages – max 1 minute (can be same as written message)
 - Inclusion in social media and launch promotion
 - No mention of key messages/specific findings – if possible by 18 August 2023
- **Prepare for Integration into Formal Processes**



Launch 'Asks' (1st Week of September)

- **Amplify media release**
 - Will reach you under embargo on early PM of 2 Sep – release 14:00 CEST 4 Sep
 - Statements from your principals/organizations will be extremely valuable
 - Possibility of media interviews of your principals/experts for comment
- **Amplify social media**
 - Full sets of social media assets will be provided via Trello boards (including b-roll) from 2 Sep (primer earlier)
- **Questions: media@ipbes.net**



Post-Launch ‘Asks’

- **Consider Hosting/Mobilizing ‘Uptake Events’**
 - Key targets: decision-makers & practitioners
 - IPBES authors/experts available to participate
 - Immediate and over rest of 2023 and beyond
 - Help ‘localise’ importance/relevance & help spread reach and impact
- **Share Assets**
 - Laid-out SPMs, outreach videos, full reports
 - Ongoing social media campaigns





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Q&A / Discussion



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Thank you!
¡Gracias!
Merci !



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