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The beauty of complexity: Biodiversity storytelling

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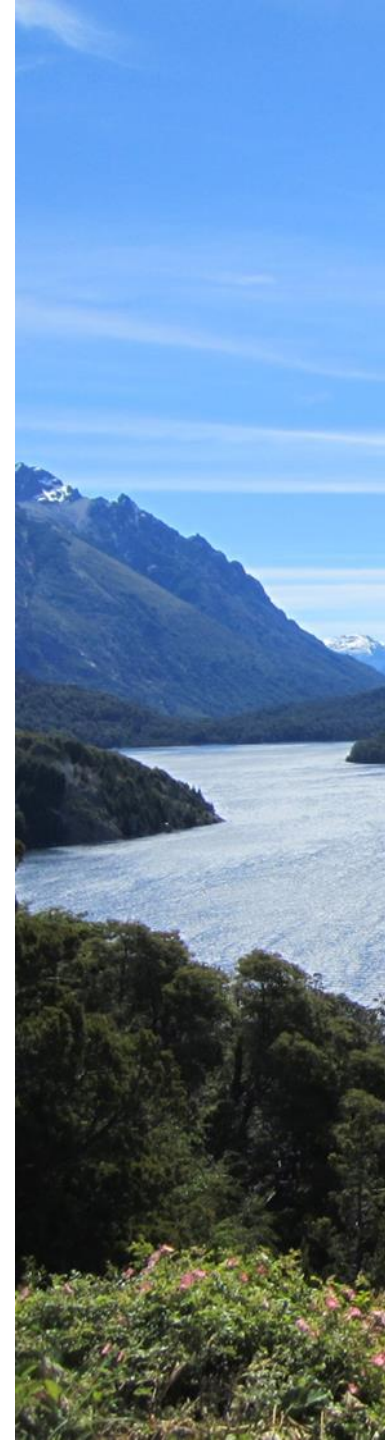
Myth: *Environmental communications have been a failure.*



Reality: There is an awareness/action gap

Society knows there is a problem...

...but the messages have not triggered action at scale.



So what triggers action?

Understanding the problem

Connection to the problem

Hope



Biodiversity: It's complicated

No simple answers

What does biodiversity do for me?

What is harming biodiversity and what does it have to do with me?

What can I do about it?



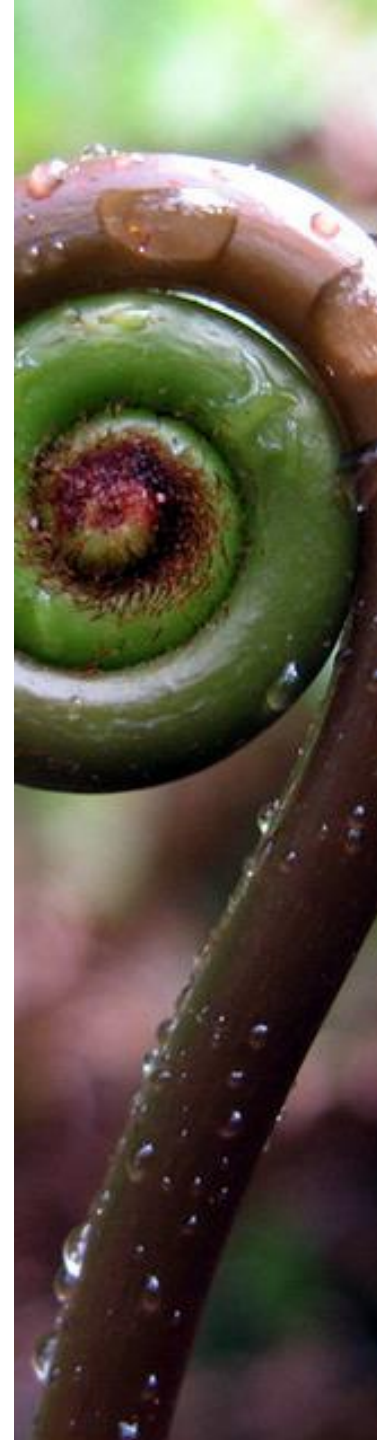
Reframe the problem

Audiences, not facts,
determine what is relevant

Re-frame around audiences'
problems, not biodiversity



What is the primary benefit?



How to drive motivation

Biodiversity is the co-benefit

Tap into existing values (then change them)

Make action relevant

Communicate the immediacy of the opportunity...

...and hope: “I can do that”



So what does this mean for us?

Accept the complexity and embrace it

Start with the needs of your audiences

Provide clear calls to action



Thank you

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