



Communicating Natural Capital Accounting for Policy Impact: Opportunities Ahead

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Some Lessons from Experience

“Experience is the name everyone gives to their mistakes,” – Oscar Wilde

What works

- Targeted outreach
- Audience Research
- Strong content

What doesn't

- Scattershot outreach
- “Build it and they will come.”
- Glitzy communication with weak content

Communication priorities moving forward

- Coordination
- Focus
- Content

Coordination

- Proposal: A working group with a mix of communicators and experts
 - Share latest developments, activities, and opportunities
 - Identify areas for collaboration and coordination
 - e.g. syndicated content
 - Develop strategy around key policy processes

Focus

- Proposal: Strategy sessions around climate change and biodiversity policy processes
 - Theory of change
 - Understand points of entry
 - Audience research

Content

- Proposal: Commit to producing x number of case studies (or similar products)
 - Both public and private sector
 - Choice of topics should be based on communication potential

Thank You!