



# **IUCN ASIA COMMUNICATIONS**

**By: Ann Moey,  
Regional Communications Manager, Asia**



## Mission:

Influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.



# Why is Communications important for IUCN?

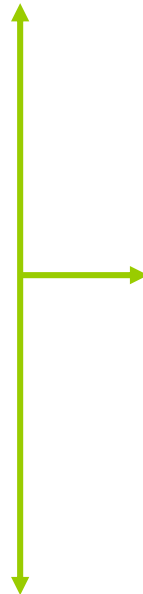
- Strategic communications is critical to achieving our overall goals
- Our brand or image is our most valuable asset and needs to be protected
- Communications is key to relationship-building, sharing of knowledge, inspiring change



# OUR COMPLEX COMMUNICATIONS ENVIRONMENT

Communications at IUCN is a network of flows:

- Projects
- Country Programmes
- Regional Office
- Headquarters
- Members
- Commissions
- Donors & Partners
- Council
- External audiences



To support delivery of the Intersessional Programme:

1. Valuing and conserving nature
2. Effective and equitable governance of nature's use
3. Deploying nature based solutions to global challenges in climate, food, development

# What does IUCN Communications Encompass?

- Communications strategy & project-specific communications plans
- Brand management
- Media relations
- Publications – newsletters, annual review etc....
- Online communications – website and social media
- Position Papers
- Reports & proposals to donors
- Internal Communications





## IUCN's “Personality”

- Science-based
- Neutral convenor - bringing all sectors together



Global communications provides services in the areas of:

- corporate communications
- brand management
- media relations
- knowledge management
- website management
- project communications



## REGIONAL COMMUNICATIONS

- Established in 2004 under Regional Programme Coordination, Regional Communications Unit established in 2011.
- The unit is currently staffed by:
  - **Regional Communications Manager,**  
Ann Moey
  - **Regional Communications Assistant,**  
Shreeya Joshi
- The unit covers its cost by supporting project implementation.





# COUNTRY / PROJECT COMMUNICATIONS

- All offices and large programmes have communications focal points. Each has a reporting line to Regional Communications Manager.
- There are 11 IUCN country offices in Asia

## Country Offices

**Bangladesh:** Naoshin Afroz

**Cambodia:** VACANT

**China:** Bo HOU

**India:** Nisha D'SOUZA

**Lao PDR:** VACANT

**Nepal:** Amit POUDYAL

**Pakistan:** Danish RASHDI

**Sri Lanka:** Kumudini EKARATNE

**Thailand:** VACANT

**Viet Nam:** Thuy Anh NGUYEN

**Myanmar:** VACANT



# ROLE OF COMMUNICATIONS FOCAL POINT

- Create strategic direction for communications in their country program, flowing from regional strategic communications plan
- Work with Programme Coordinators to integrate communications into concepts and proposals.
- Provide effective communications support to projects.
- Ensure donors and partners are properly acknowledged in all products.
- Ensure all products meet IUCN visual identity and quality standards.
- Manage press activities and track local media.
- Contribute to corporate products: websites, annual reports, campaigns...
- Disseminate relevant information within component programme (communications updates) and from the programme to the IUCN network.

**Biodiversity in European development cooperation**

Supporting the sustainable development of partner countries

Version 9

INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE

**PRESENTATION TITLE ARIAL  
40PT BOLD, BLACK, ALL CAPS**

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Vulputat, doiore XX preesse XXXX

Facillamet, Lorperat,

Quid actum sit in caelo ante diem III idus Octobris anno nouo, initio saeculi felicissimi, uolo memoriae tradere. Nihil nec offensae nec gratiae dabitur. Haec ita uera; si quis quaesierit unde sciam, primum, si noluero, non respondebo. Quis coacturus est? Ego solum me liberum factum, ex quo suum diem obit ille, qui erum prouerbum fecerat, aut regem aut fatuum nasci oportere.

Si libuerit respondere, dicam quod mihi in buccam uenerit. Quis umquam ab historico iuratore exegi? Tamen, si necesse fuerit auctorem producere, quaerito ab eo qui Drusillam euntem in caelum uidit: idem Claudium uidisse se dicit iter facientem "non passibus aequis". Veilit nolit, necesse est illi omnia uidere quae in caelo aguntur: Apollae uiaue curator est, qua scis et diuum Augustum et Tiberium Caesarem ad oculos esse.

Humo si interrogaueris, solli narrabit: coram pluribus numquam uerbum faciet. Nam ex quo in senatu iurauit se Drusillam uidisse caelum ascendentem et illi pro tam bono munitio nemo credit, quod uidit uerbis conceptis affirmat; se non indicaturum, etiam si in medio foro hominem oculos uidisset. Ab hoc ego quae tum audii certa clara afferro, ita illum saluum et felicem habeam.

Senecus Apotheos  
Equibia acumaci

CORAM PLURIBUS ET MUNITAM

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**Dr Holly T. Dublin**  
Chair  
Species Survival Commission

c/o South African National  
Biodiversity Institute  
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Claremont 7735,  
Cape Town, South Africa

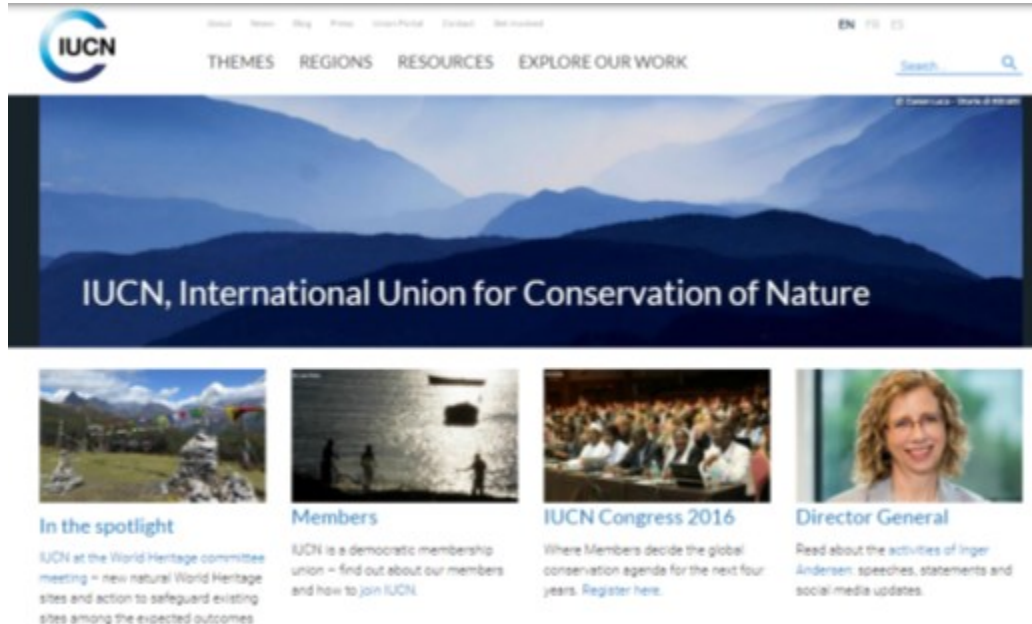
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INTERNATIONAL UNION FOR CONSERVATION OF NATURE

- All staff must follow IUCN guidelines:
- Wide variety of templates and guidelines available
    - Visual Identity
    - Style guide
    - Publications guide
    - Web guide
    - Social media guide
    - Media protocol
    - Etc.



# ON-LINE



- Key Knowledge Management platform
- Fully integrated with:
  - Regional and country pages
  - Knowledge products
  - Project information
- Now marketed with:
  - Facebook
  - Twitter
  - Quarterly newsletter



**iucn.asia**

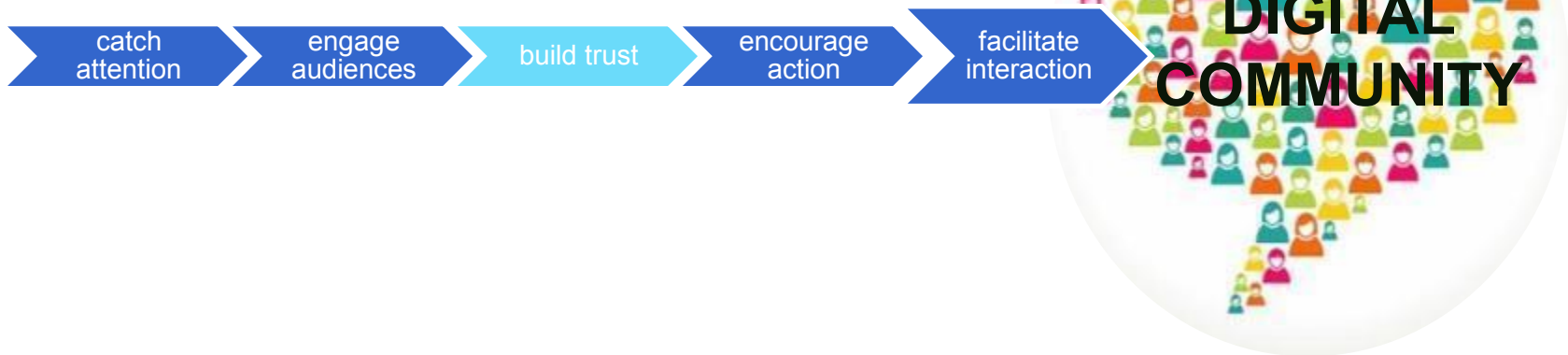


**@IUCNAsia**

# Digital strategy: web, social media, e-newsletter

- Vision: to build an online **digital community**

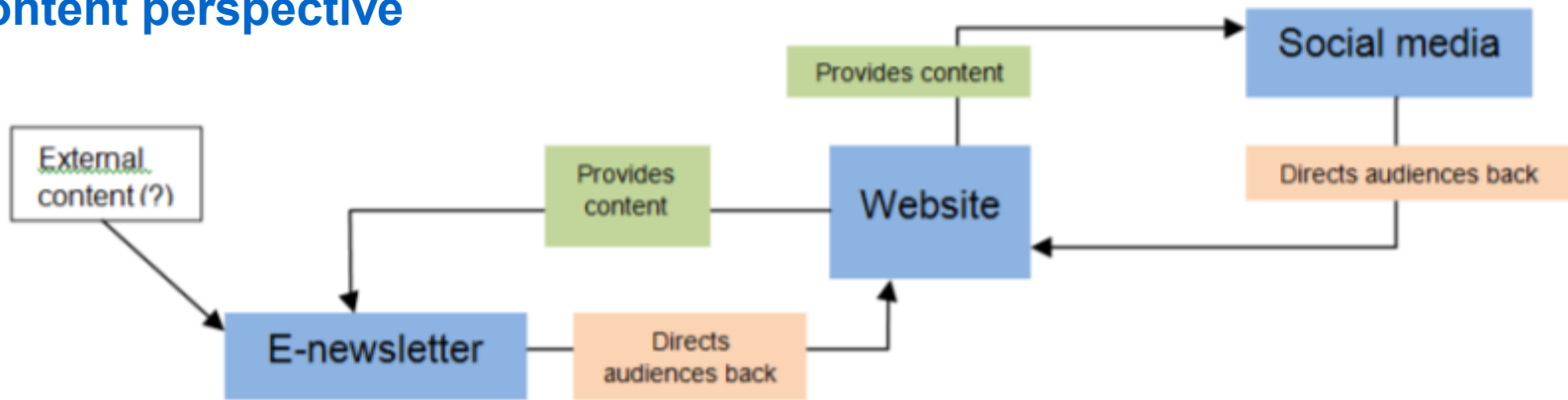
The objective of the digital strategy is to help drive policy change by growing organizational influence through building, engaging and sustaining an IUCN digital community in Asia.



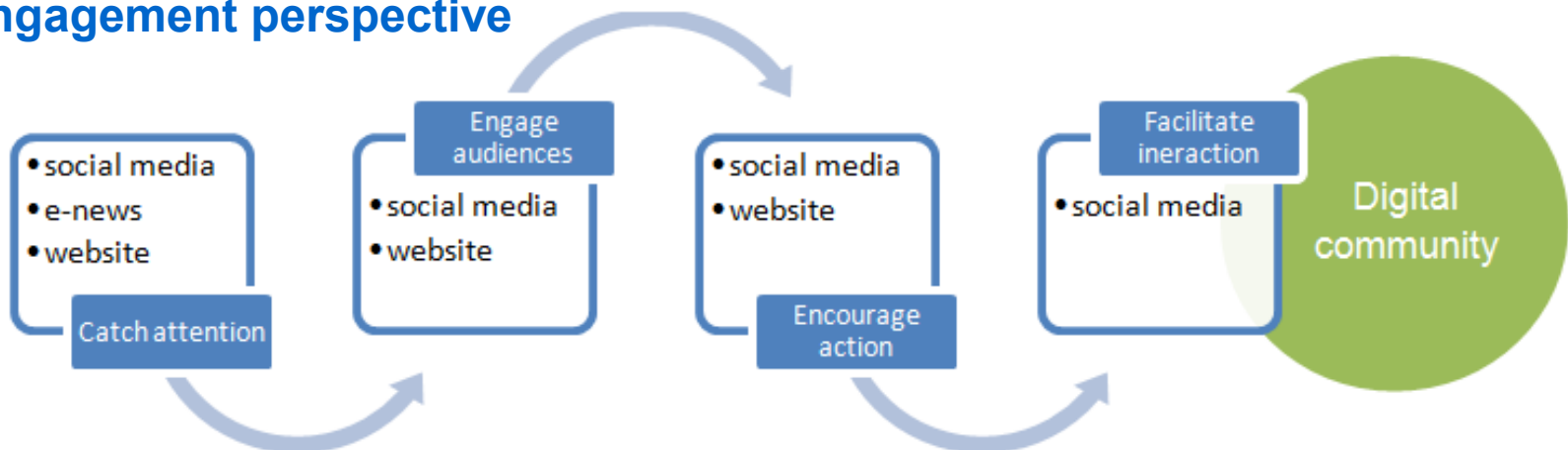


## How the web, social media and the e-newsletter are integrated

### Content perspective

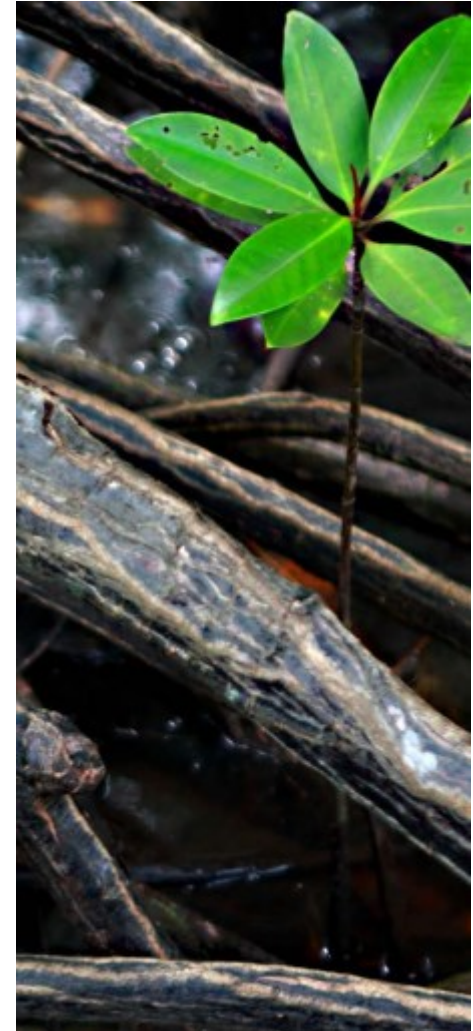


### Engagement perspective



# IUCN MEDIA GUIDELINES

- Positive media coverage is a prized commodity gained by building relationships with journalists.
- **Goal of media engagement for IUCN:** To openly communicate with IUCN's target audiences in a clear, transparent and timely manner and in ways that are in keeping with our brand and that advance our mission.
- **Core Requirements:**
  - Adhere to the DoA of IUCN
  - Consult fully when there is any potential of controversy





# Regional Communications Strategy 2014-2017

## OBJECTIVES

- To influence government policies and mechanisms to achieve IUCN Asia's programmatic objectives; to influence private sector to create positive change in business practices
- To increase visibility of IUCN brand among key target audiences and promote full understanding of IUCN's role and global mandate
- To support our Membership and strengthen the IUCN Union
- To ensure IUCN's knowledge products/tools are targeted and accessible to key target audiences (in the most effective way to influence change)
- To strengthen internal communications within IUCN Asia



Thank you