

# 5. TRAINING SESSIONS

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Two training sessions are being organized on the margins of the Symposium and, although tailored for the needs of particular project stakeholders, are open to anyone interested.

## 1. IISD TRAINING ON

### 'STRATEGIC COMMUNICATIONS: HOW TO MOVE THE RIGHT PEOPLE TO ACTION'

*Date: Monday 25 February, 14:00 – 17:30*

*Audience: IKI and EU-PI project members*

It takes tremendous effort to generate comprehensive policy recommendations that weave biodiversity and ecosystem services considerations into all aspects of human activity. This is a tremendous “first step” in creating economic wins that advance peoples live while strengthening our shared environment. But it is just the first step. Policy recommendations must be effectively communicated to key stakeholders – from government decision makers to peers to business groups and beyond – and move them to act.

'Strategic Communications: How to move the right people to action' takes attendees through the process of building a plan to share research findings using the least amount of resources (time, money) for the maximum results. The workshop shares how attendees can best use the tactics professional communicators deploy to achieve their goals. Most importantly, 'Strategic Communications' teaches attendees how to reframe their messages to resonate in peoples' hearts and minds, moving them to act. By identifying the right audiences, crafting messages that appeal to self interest (“What's in it for me?") and using memorable stories, any person can become a more effective communicator.

**About the facilitator:** Matthew TenBruggencate is a Media and Communications Officer with the International Institute for Sustainable Development. After working in the newsrooms of CBC Manitoba, the Winnipeg Free Press and CTV Winnipeg, he transitioned to public relations - first handling employee communications for Manitoba Telecom Services, then directing all communications at The Winnipeg Chamber of Commerce. Matthew believes in the transformative, unifying power of well-told stories. With a full digital skill set (video, audio, photography, design, writing) he crafts messages that resonate with audiences.

## 2. TEEB TRAINING ON SCENARIOS AND MODELS

*Date: Wednesday 27 February, 12:15 – 17:30*

*Audience: IKI and EU-PI project members*

What are the plausible future outcomes of policies and human activities? This session will guide participants through a process to imagine and define future agriculture and food systems scenarios that will impact biodiversity and ecosystem services. Participants will look into different types of food system scenarios and assess how they can be matched to the needs of a particular policy or decision context. Participants will form small groups to evaluate scenarios in their own countries and identify the ecosystem services associated with those scenarios.

**Trainers:** Salman Hussain, Tomas Declercq, Jacob Salcone, William Speller (TEEB Office)