

The SwedBio Communication Strategy

1. Target Groups

The work of SwedBio is targeted to a number of different actors and organisations, all of which - directly or indirectly – are (or should be) concerned with sustainable management of biodiversity for poverty alleviation and local livelihoods

These different actors have vastly different point of departure, objectives, and need for and interest in information about biodiversity management and the work of SwedBio, and can be grouped into five main categories:

- Sida staff
- Organisations and networks that SwedBio may support financially
- Swedish organisations involved in international development cooperation
- International networks and organisations
- The Swedish public at large

2. Communication objectives

The overall communication objective is that the different target groups should be able to easily access and understand information about both the importance of biodiversity to poverty alleviation, and about the work of SwedBio.

- **Sida staff, including the Embassies**, should have access to targeted information about linkages between biodiversity and other key development cooperation aspects (e.g. biodiversity and health, biodiversity and poverty alleviation, biodiversity and conflicts etc). They also need to have access to information about SwedBio, and how they can draw on SwedBio as a resource.
- The **organisations and networks that SwedBio may support financially** shall have access to information about the objectives and scope of SwedBio, SwedBio's criteria for financial support, and our routines for application and assessment of proposals.
- **International organisations and networks, working with natural resources (including biodiversity) and international development cooperation**, e.g. bilateral and multilateral donors, international research institutes and international environmental organisations, shall have access to information about SwedBio's objectives, activities and results, including from the work with biodiversity integration.
- **Swedish actors involved in international development cooperation**, shall have access to information about both biodiversity-livelihood linkages (the importance of biodiversity to poverty alleviation), and about SwedBio and its work.
- **The Swedish public at large, including teachers and students**, shall be able to get a general overview of both the issues (the importance of biodiversity to poverty alleviation) and the work of SwedBio.

3. Contents and message

The most important message to disseminate are:

- General information and awareness about the importance of biodiversity for local livelihoods, poverty alleviation and economic growth, including linkages to health, human rights, conflicts etc.
- More targeted information on specific linkages, and “how to” integrate biodiversity within different development cooperation programmes/projects.
- Information about the work of SwedBio, including objectives, points of departure, activities and results

4. Methods

Different communication methods will be used depending on target group and message, including:

- SwedBio homepage
- Information at Partner Point (at Sida´s homepage)
- Printed material:
 - Information folder about SwedBio, in English
 - Thematic Fact Sheets, in Swedish and English
 - Reports from studies etc, mainly in English
 - Annual reports and plans
- PowerPoint presentation