



# The Icon of the Polar Bear

How symbols are used in communications to tell stories



iPanda.com











**HELP  
SAVE  
THE  
WOW**

**DONATE**



**Convention on  
Biological Diversity**





# EARTH HOUR HIGHLIGHTS



**188**

COUNTRIES &  
TERRITORIES



**3.5BILLION+**

IMPRESSIONS FOR EARTH HOUR  
AND CONNECT2EARTH  
(JAN - MAR 2018)



**250+**

AMBASSADORS &  
INFLUENCERS JOINED  
THE MOVEMENT



**33**

COUNTRIES SAW  
#EARTHHOUR,  
#CONNECT2EARTH TREND



**17,900+**

LANDMARKS & MONUMENTS  
SWITCHED OFF THEIR LIGHTS

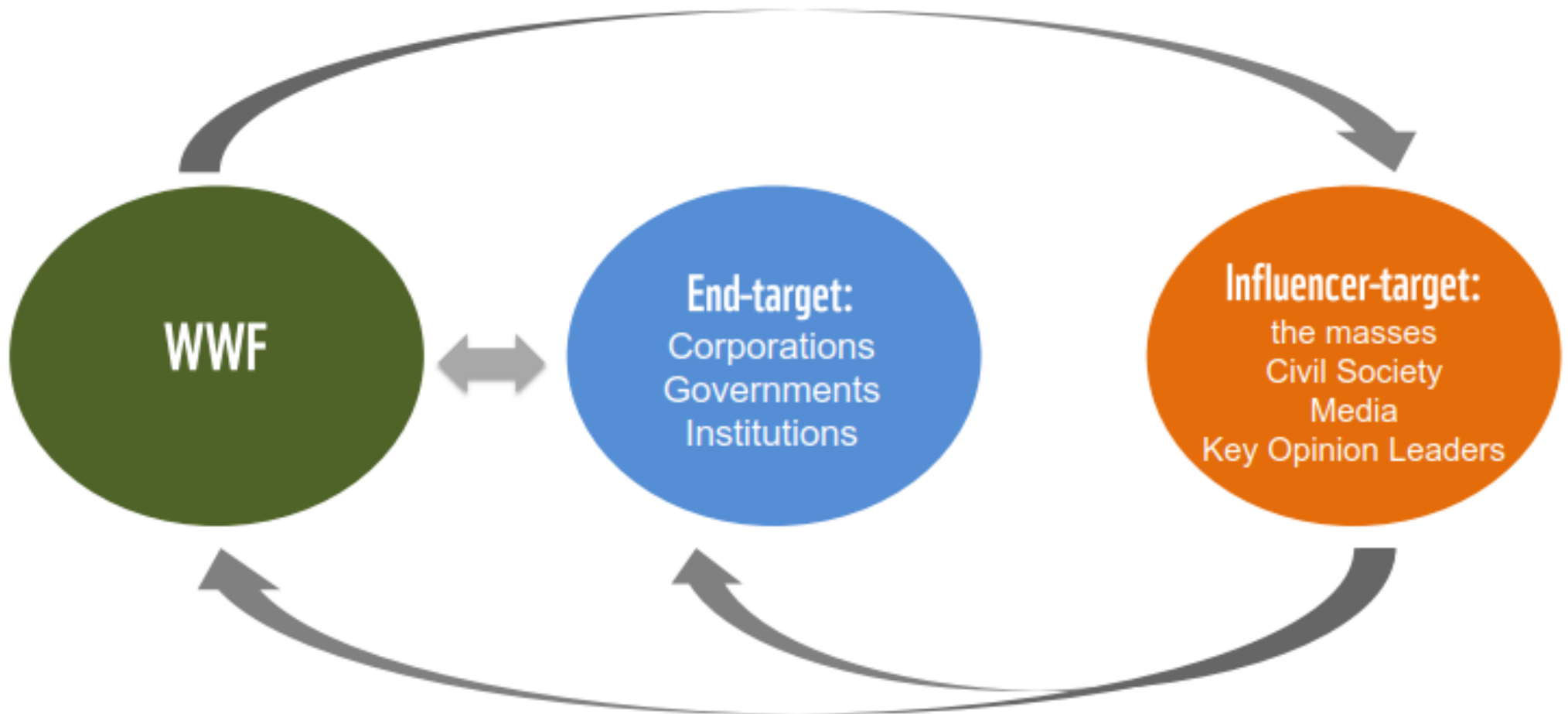




communicati  
ons.

# WHO DO WE WANT TO REACH?

TARGETING AUDIENCES FOR CHANGE









“We stopped a dam the other day in Alaska, on the Susitna River. We gave a grant of \$25,000 to a filmmaker who was making a film called The Super Salmon. The film comes out, the guy shows it around, and the governor, just like that, he kills the dam. You don’t get many clear-cut victories like that. But sometimes all it takes is one person.”

to 2020 and  
beyond



# “SUPER YEAR” 2020: A GLOBAL DEAL FOR NATURE

2020

A potential policy inflection point for  
**Biodiversity, SDGs, Climate**

## Convention on Biological Diversity:

### 2020 CBD COP15 - China:

- Aichi targets due
- New strategic framework set to 2030

### 2019:

- Heads of State
- Biodiversity Summit

## Sustainable Development Agenda:

### 2020:

- 18 environmental targets due
- New targets set to 2030

### 2019:

- Heads of State review

## Paris agreement:

### 2018 - 2020:

- Facilitated dialogue and stocktaking

### 2020:

- Nationally determined contributions updated



Communications Goals

Engage 1 billion people across the world

Make nature matter

Inspire the world to act in 2020

Audiences

WWF

Corporations,  
Governments,  
Institutions

The Masses, Civil  
Society, the Media,  
Key Opinion Leaders

Pillars

Brand  
Evolution

Earth  
Hour

Education/  
Youth  
Outreach

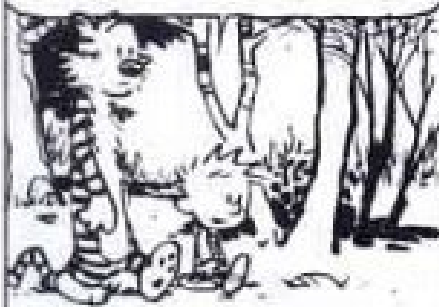
Living  
Planet  
Report

Our  
Planet



**NETFLIX**

I WAS READING ABOUT HOW  
COUNTLESS SPECIES ARE  
BEING PUSHED TOWARD  
EXTINCTION BY MAN'S  
DESTRUCTION OF FORESTS.



SOMETIMES I THINK THE SUREST  
SIGN THAT INTELLIGENT LIFE  
EXISTS ELSEWHERE IN THE  
UNIVERSE IS THAT NONE OF IT  
HAS TRIED TO CONTACT US.







# Research methodology and coverage

## WHAT

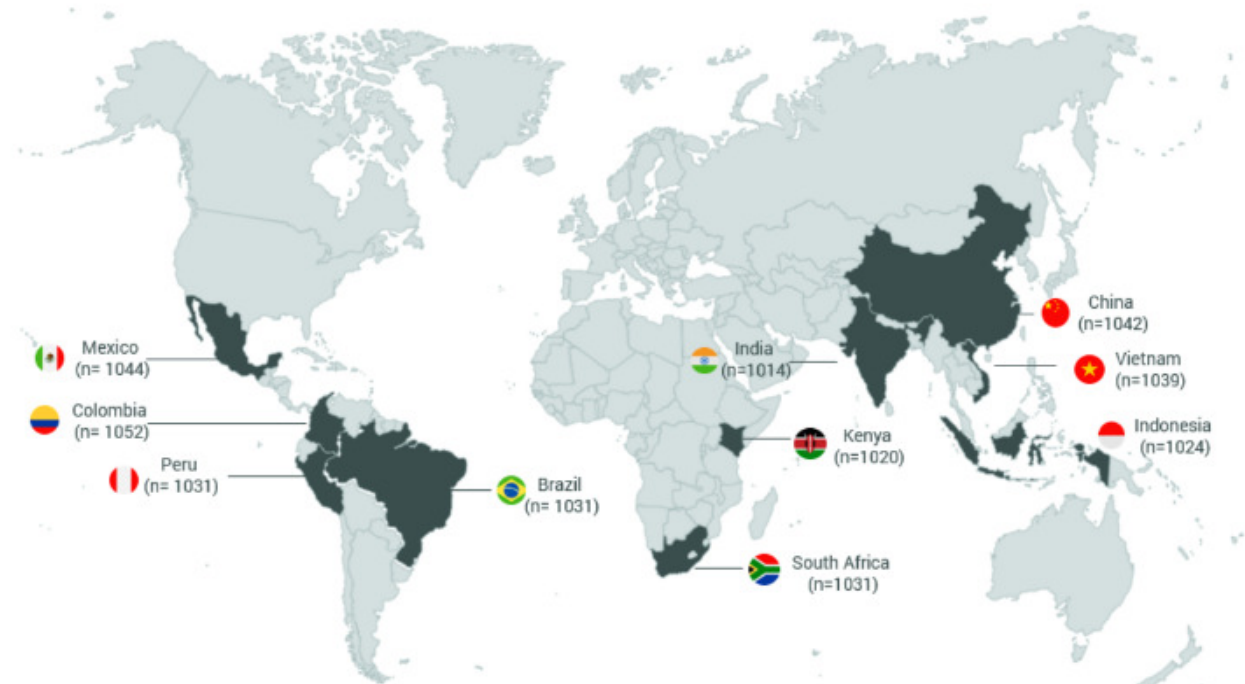
**25 minute online quantitative survey**

Fieldwork period: 3rd -13th March 2018
























## WHO

A total of **10,328 respondents**  
(non-rejecters of environmental issues)  
across 10 countries.

Surveys were conducted in the **local language among the representative of online population (18+)** for each country.



## The survey is a representative spread of each country across socio-eco demographics

										
	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
	50%	51%	51%	49%	51%	50%	50%	50%	50%	54%
	50%	49%	49%	51%	49%	50%	50%	50%	50%	46%
 18-35 yrs	52%	54%	61%	70%	47%	53%	54%	45%	51%	86%
 36-55 yrs	43%	36%	36%	28%	42%	41%	38%	44%	39%	16%
 56+ yrs	5%	10%	4%	2%	11%	6%	8%	11%	11%	1%
 Low income	30%	30%	30%	17%	25%	35%	39%	35%	25%	22%
 Medium	45%	45%	42%	39%	38%	36%	30%	26%	42%	50%
 Higher income	5%	25%	24%	42%	33%	21%	25%	34%	26%	23%
 Urban	86%	79%	50%	66%	56%	78%	81%	82%	41%	20%
 Urban outskirts	12%	16%	36%	24%	41%	21%	17%	16%	52%	69%
 Rural	2%	4%	8%	10%	2%	2%	1%	2%	7%	11%
 Household with children	78%	83%	86%	78%	77%	70%	75%	85%	67%	69%
 Household w/o children	22%	17%	14%	22%	23%	30%	25%	15%	33%	31%

# Key questions of the biodiversity awareness survey



## Knowledge and Understanding

Are people familiar of the term biodiversity (claimed)?

Do they comprehend the elements that make up biodiversity (spontaneous or unaided versus aided)?

When aided with key elements that make up biodiversity, how do they fare?



## Attitude and Relevance

How relevant is biodiversity to them?

Do they perceive various issues impacting biodiversity and in turn this impacting their daily lives in any shape or form?

Do they see the importance of taking relevant steps in protecting biodiversity?



## Behaviour and Willingness to Act

What is their past behaviour?

What is their willingness to behave, going forward?

What steps are they willing to take?

Are they aware of various initiatives (claimed)?

KPI score for each country

See/Feel/Think/Do framework

To be used as baseline KPIs for 2018













1- Aided familiarity of the term biodiversity

2- Unaided understanding of biodiversity

3- Perceived impact of actions on biodiversity

4- Lifestyle behavioural changes

	Asia				Latin America			Africa		
										
	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
	Derived biodiversity familiarity									
Aided Familiarity	63%	71%	67%	65%	81%	87%	86%	84%	59%	65%
Unaided understanding	11%	3%	0%	15%	1%	2%	2%	2%	2%	2%
Perceived impact	63%	68%	73%	67%	79%	83%	77%	80%	74%	77%
Call-to-Action	46%	47%	43%	49%	49%	51%	50%	49%	46%	48%

Perceived impact score is average top box score of all statements tested

Call to action is average of top box score for all actions except donating money (to remove monetary bias)

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Hall & Partners





# BIODIVERSITY

Why variety in nature is so vital

## WHAT COULD IT MEAN FOR THE CAMPAIGN GOING FORWARD

Broaden the understanding of 'biodiversity' to go beyond diversity of living organisms to include habitats

→ Messaging can be focussed on different types of habitats and their critical role for human well-being

The benefits of biodiversity and nature need to be associated clearly with resources, food, air, water and overall well-being

→ Showing real-life examples of the impact of declining biodiversity on peoples' well-being

Recognizing current efforts with a view to adopting significant lifestyle changes over the years should be the intended aim

→ Capitalize on existing positive behaviours (no food waste, energy saving, recycling etc.) to draw the connection with the values of biodiversity and nature

So what does  
this all mean  
for us?

# Who is WWF's Arctic Programme

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WWF's Arctic Programme harnesses the power of a global network to help identify and resolve Arctic issues and increase broad public awareness when coordinated action is most critical.

Our 9 national offices combine their expertise on:

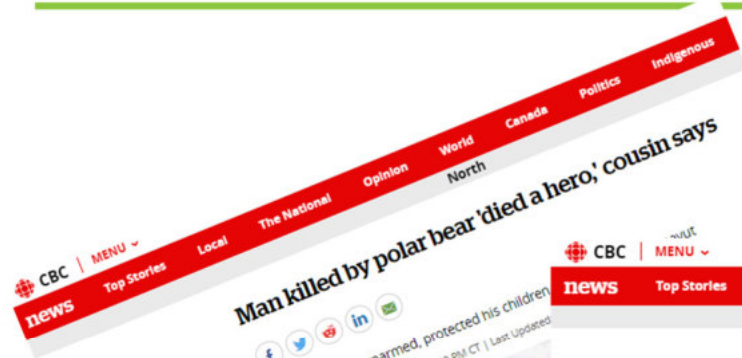
- Species
- Ecosystems
- Industry and development
- Climate change
- Local communities

How do you get the world to care  
about a place 99.9% will never visit?





# Polar bears are all over the news but only part of the story



A polar bear walks across the ice Tuesday night when he and his cousin Hayward/Canadian



## Nunavut hunter killed by polar bear and cub



5 bears destroyed following attack that also injured 2 men

CBC News - Posted: Aug 28, 2018 12:30 PM CT | Last Updated: August 28



A polar bear walks over sea ice floating in the Victoria Strait in the Canadian Arctic Archipelago. RCMP say a hunter died after a polar bear attack near Nauyasat, Nunavut. (David Goldman/Canadian Press)

A man from Nunavut has been killed in a polar bear attack, according to officials.

He was attacked by a mother polar bear and her cub, said Solomon Malliki, the mayor of Nauyasat, the northern community from which the man and two other hunters set out last week.

## Arctic cruise ship guard shoots polar bear dead for injuring colleague

Firm operating MS Bremen in Svalbard claims 'self defence' as critics online condemn killing and wildlife tourism

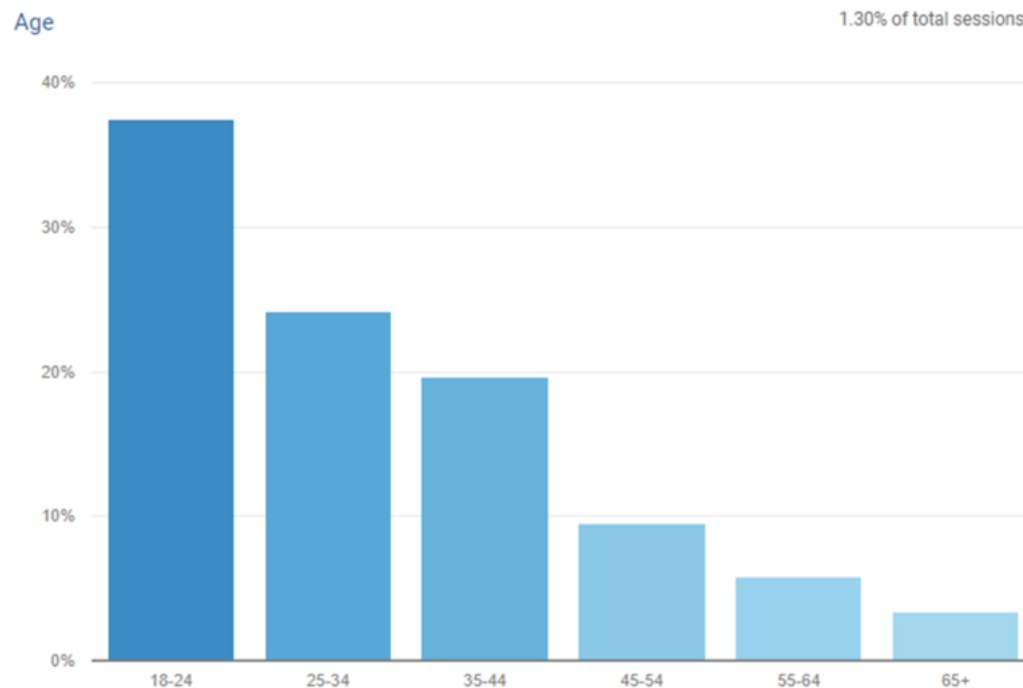


ism guard in its Arctic home range. Pictures of the animal were circulated widely /Reuters

shot dead after injuring a guard working for cruise ship  
tic archipelago in **Norway**.

# People LOVE polar bears

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**700,000+**

Unique visits to our website per year

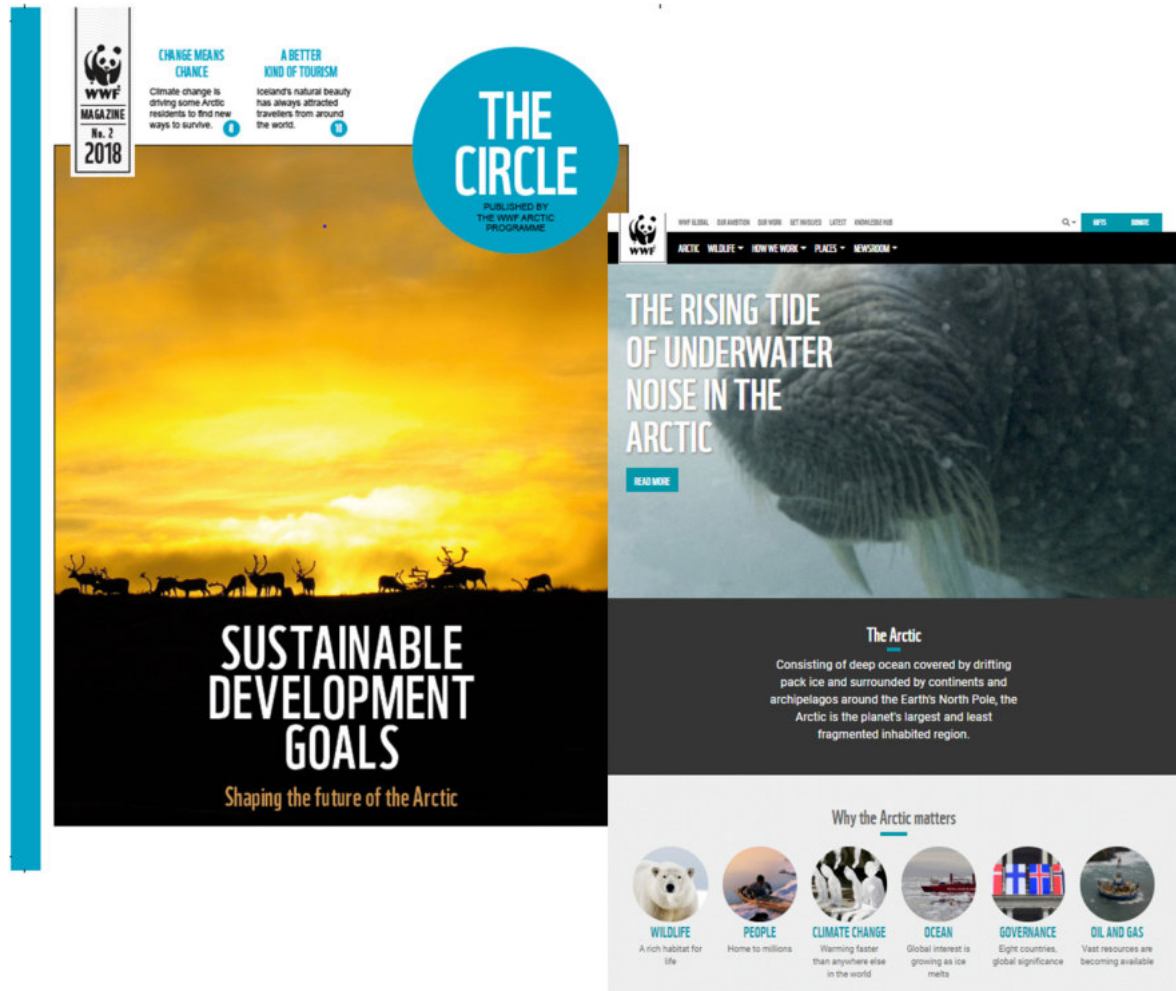
**8/10**

Most popular web pages are about polar bears

**63%**

Most visits are to polar bear content

# Communications channels



THE CIRCLE 04.18  
**Arctic biodiversity in the spotlight**  
The 2018 [Arctic Biodiversity Congress](#) kicks off next week in Finland, bringing together scientists, Indigenous peoples, policy-makers, government officials, industry, youth and civil society.



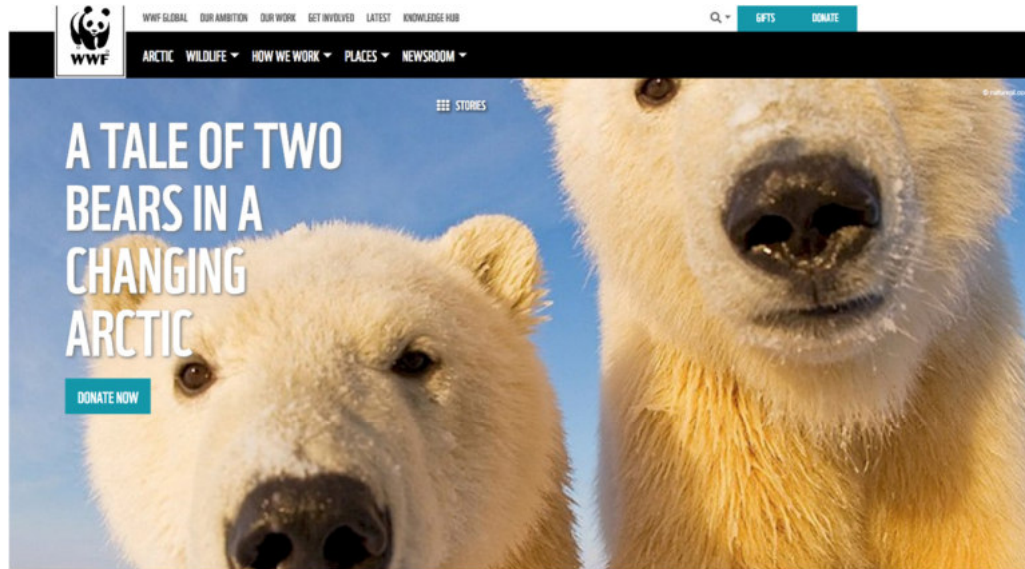
# New approach to communicating

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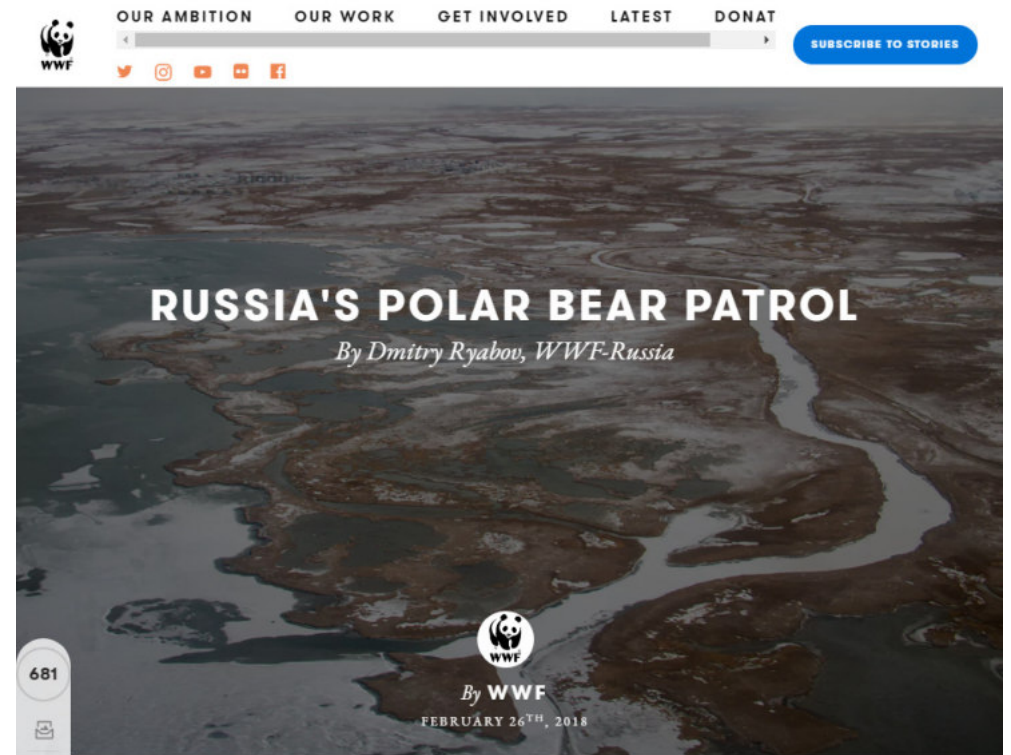
- **Switch from transmitting information to telling stories** using themes, personal experiences, audio and video.
- Support biodiversity **education** and the broader Network focus on the **importance of biodiversity**
- Show **pan-Arctic, international scope** of our work
- Highlight **national and regional** projects and activities
- Improve **credibility**
- Have content worth **sharing to spread the word**
- **Be more responsive** to news cycles, new information, new research



# storytelling use bears to tell other stories



It's spring of 2018, and hundreds of kilometres north of the Arctic Circle, on Norway's Svalbard archipelago, polar bears and their cubs are about to emerge from their dens. Here on the Barents Sea, polar bears are experiencing the fastest loss of sea ice recorded throughout the Arctic.

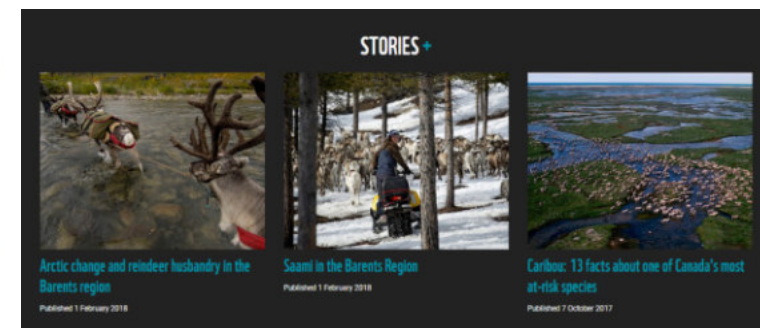
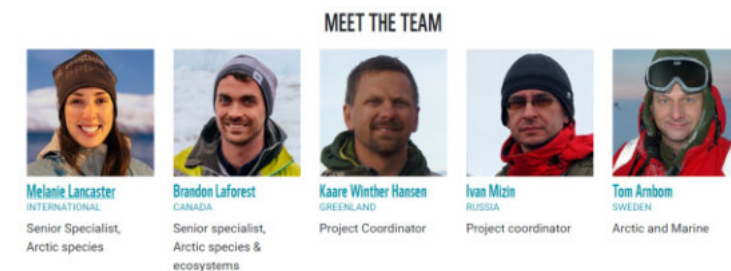
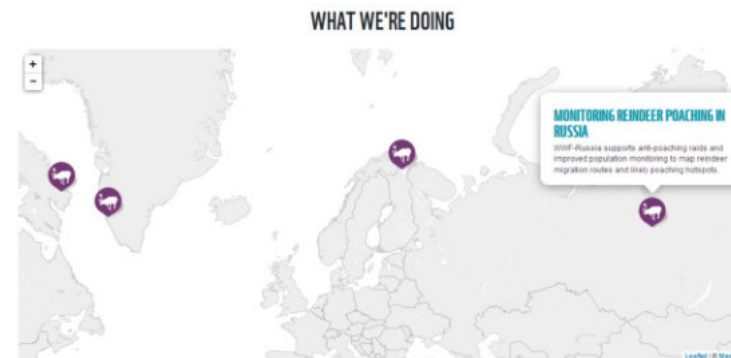
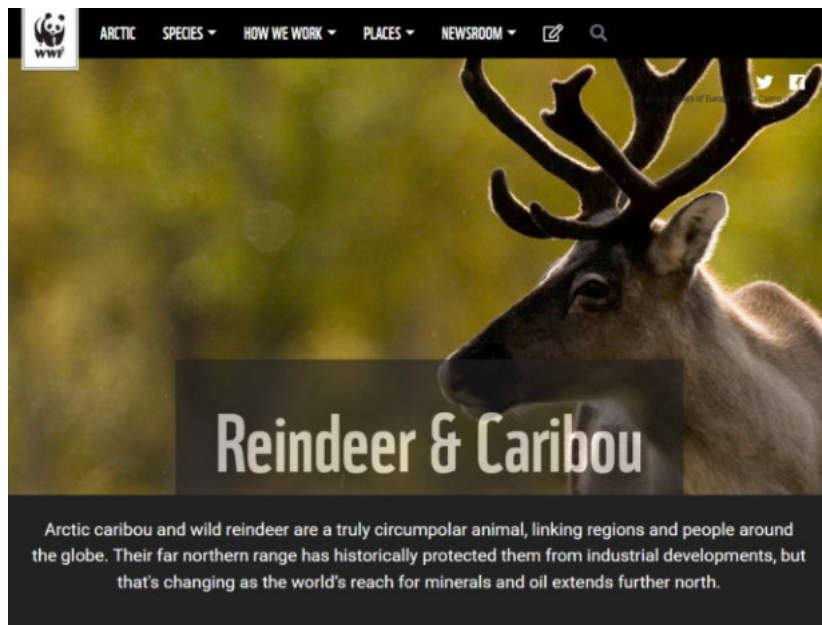


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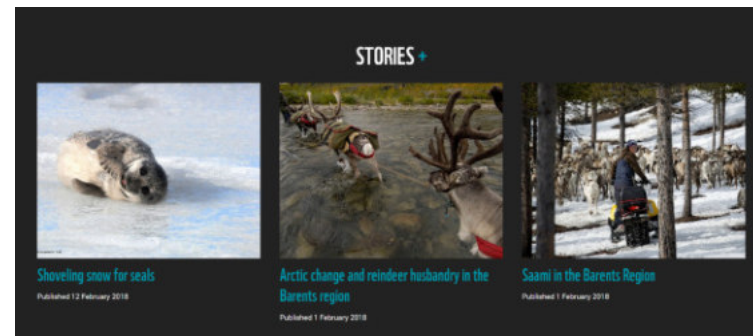
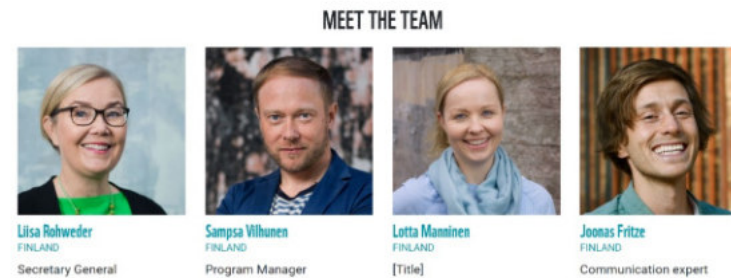
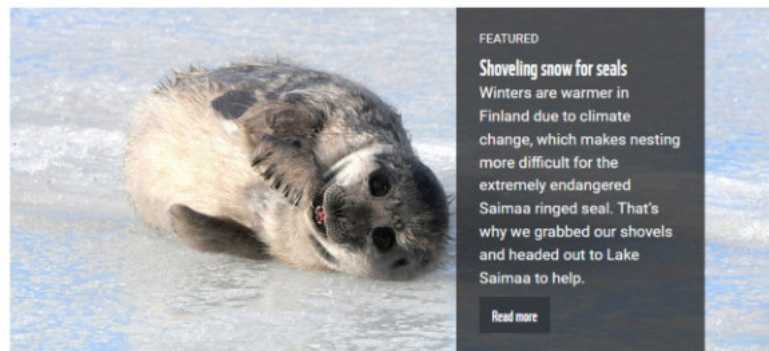
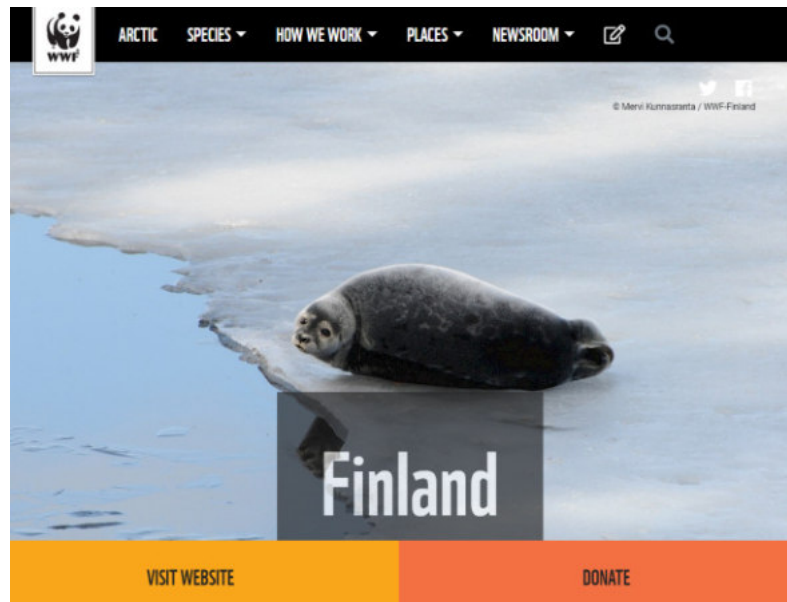
Travelling less than three hours by helicopter from Naryan-Mar, the capital of the Nenets Autonomous District, we arrive on the shores of the Kara Sea. The landscape is clearly whispering: "winter is coming". The bright colours of the autumn tundra and a light frost contrast with lakes and rivers completely covered with ice.

# New website – more than just bears!

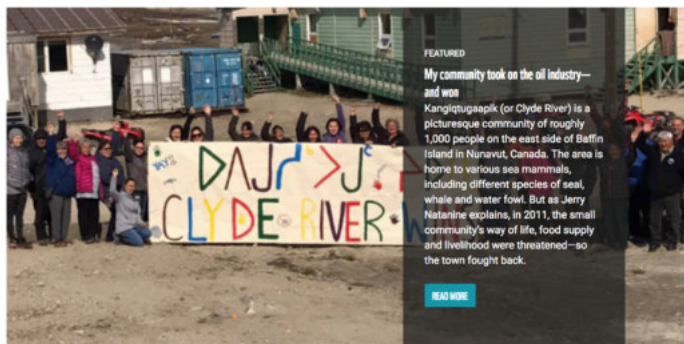
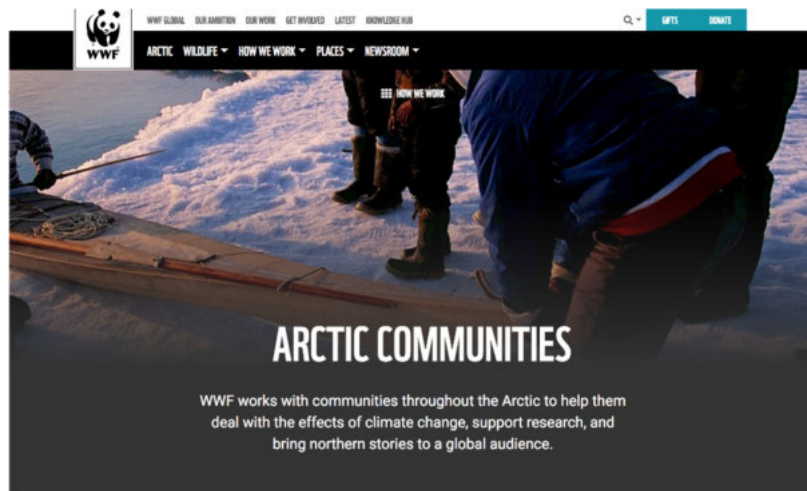




# Highlighting places



# Highlighting people



## The next generation

### Giving youth a voice in the Arctic's future

The Arctic is home to roughly 100 species of mammals, 200 species of birds, several thousand species of insects, and 125 different kinds of fish, reptiles and amphibians. It also has more than 2,000 plant species on land, not to mention the algae, krill, zooplankton and microorganisms that live beneath the water's surface. Each of these species plays a critical role in maintaining an ecological balance in the Arctic. The challenge is how to protect this delicate balance.

IN OCTOBER, 35 young people aged 18 to 25 will gather in Nuuk, Greenland to tackle this question. They're part of the first Arctic Youth Summit, which is coinciding with this year's Conservation of Arctic Flora and Fauna (CAFF) Arctic Biodiversity Congress. The youth represent the nine Arctic countries—Canada, the US (Alaska), Russia, Finland, Sweden, Norway, Iceland and Greenland—as well as the Arctic Council's observer states, Singapore, India and Germany.

Nineteen-year-old **TASHA ELIZARDE** from Juneau, Alaska and 24-year-old

**JULIA LYNZE EZEKIASSEN** from Nuuk, Greenland are two of the young people taking part in the summit. They may live thousands of kilometres apart, but they share a common desire: ensuring youth have a voice in the Arctic's future. We spoke to them about their views on biodiversity and what it means for their communities.

**When you hear the word biodiversity, what do you think about?**

**TASHA:** From my understanding, biodiversity is the variety of life. It basically

means just how different and diverse the world is. Not just the environmental aspect, but also how environmental diversity plays into our ways of life. For example, I live in Juneau, which is in a rainforest. That's a very different environment from that of the people I know who live in the actual Arctic circle, people up in Utqiagvik. Because of the way the environment is set up, the way we grew up and live is very different.

**JULIA:** Biodiversity means the variety and variability of life from different sources on earth. For instance, it explains the diversity of living organisms on land and in the sea and also their connection to the ecosystem. Although biodiversity can be understood in different ways, I am interested in Arctic biodiversity because I live in Greenland. I am especially interested in



Julia Lynze Ezekiasen



Tasha Elizarde

the known species of living organisms in the Arctic and how some conditions and tendencies influence the welfare and lives of these species and the ecosystem.

**Why is protecting biodiversity important to you?**

**TASHA:** When we think about climate change and other environmental problems, like ocean acidification, we see these impacting our environment and biodiversity. That affects the people who are living there. But people are not the only things being affected.

For instance, I live near the Mendenhall Glacier in Alaska, which has been receding over the past few decades. You can see some really extreme photos that compare what the glacier used to look like in the 1800s, the 1900s and now. Growing up, there was this hiking trail where we could see the glacier. When I

was maybe 10 or 12 years old, I was able to see it really well. Nowadays, when I hike that same path, I can't see the glacier because it has receded so much.

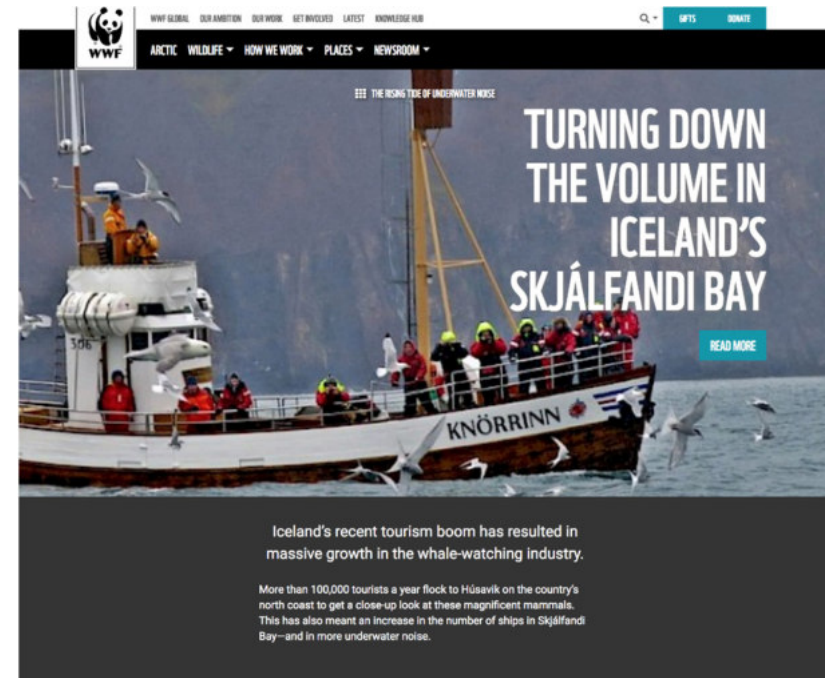
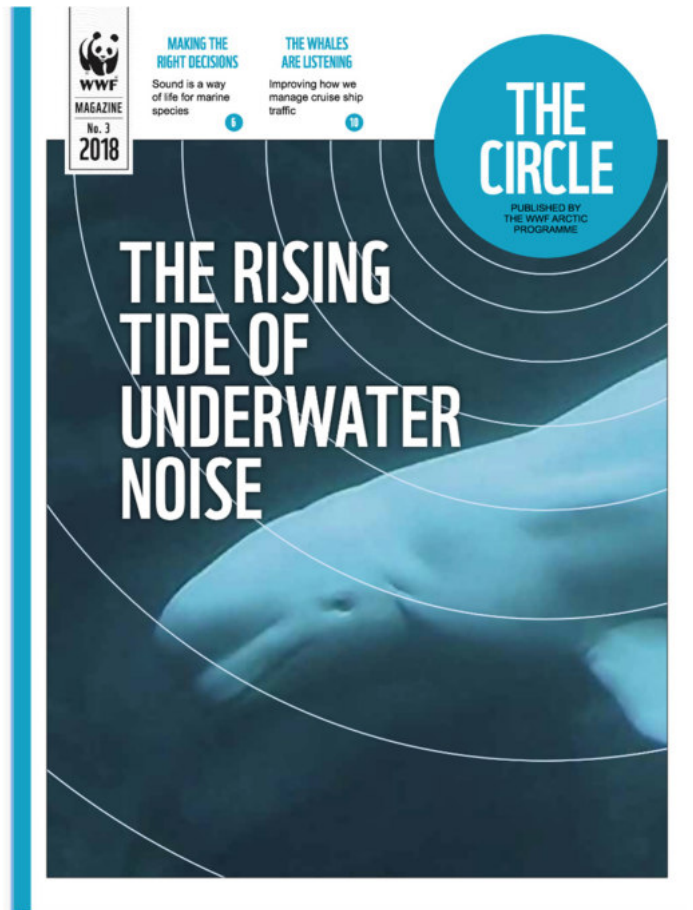
**JULIA:** It is critical to protect Arctic biodiversity so the lives and ecosystems of Arctic species can be preserved.

**TASHA:** I feel young people are not given the platform to effect change. There is often an unwillingness or inability on the part of the people in leadership positions to take our opinions into account.

It's a known fact that hunting and fishing have always been a big part of Greenland's culture. It's important to preserve and protect Arctic biodiversity to sustain this way of life, but in my community, overhunting has also had a negative impact on biodiversity. Another threat—both locally and internationally—is pollution. For example, the lack of waste management here in Greenland is a real problem, as is the environmental impact of increased shipping from both cargo and cruise ships. I also think that the lack of knowledge of Arctic biodiversity among the people who live in the Arctic can be considered a threat. To preserve the biodiversity of my community, I would really like to see increased focus on the subject. Politicians can do better when it comes to disseminating that knowledge. Communicating with the community about



# Bringing it all together

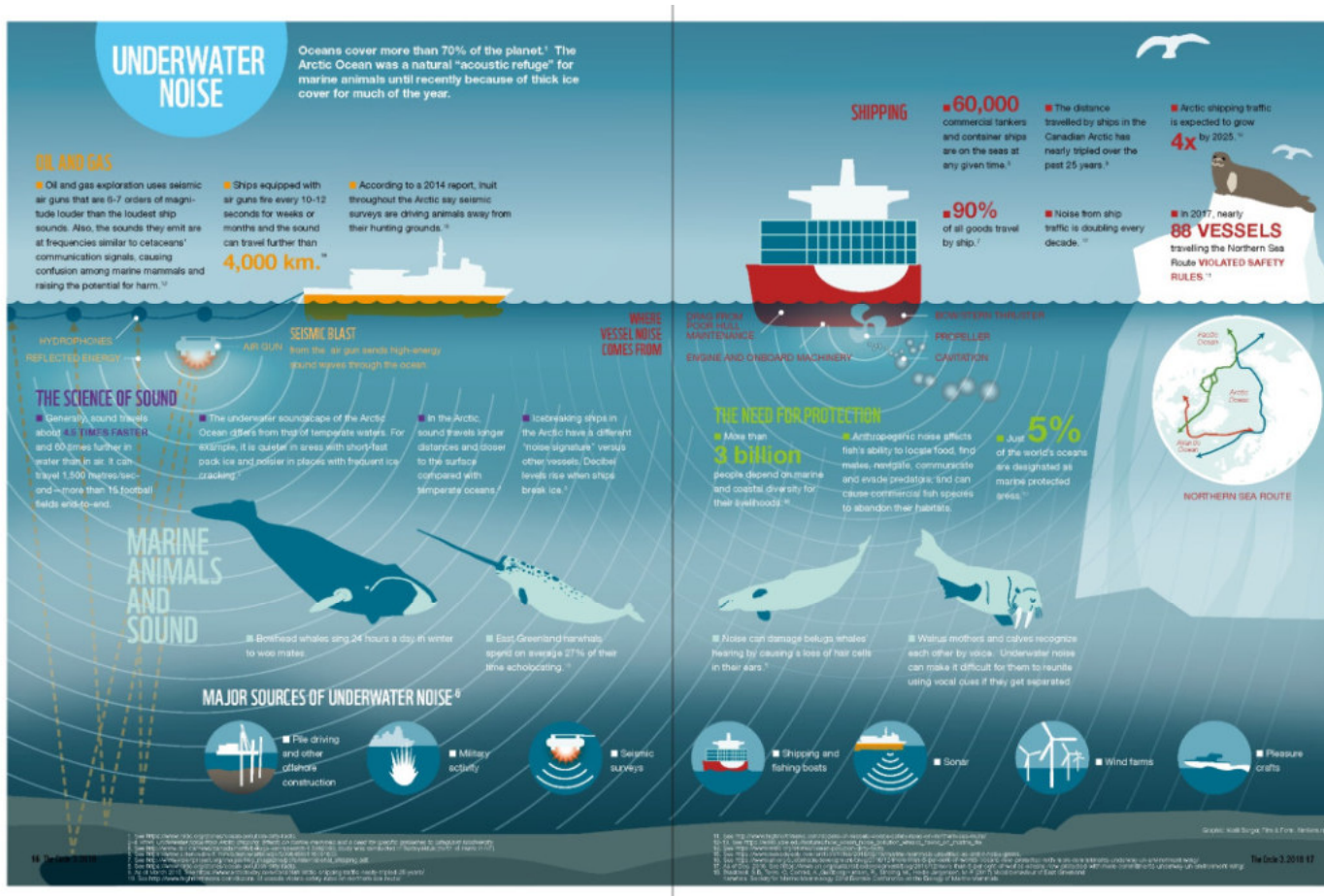


Meet Belén García Ovide, a Spanish marine biologist who has worked as a whale-watching guide in Iceland and studied the impact of underwater noise on Húsavík's whales.

She's sounding alarm bells over the effect the thriving whale-watching industry is having on whales in Skjálfandi Bay. And she wants to see more done to ensure the industry doesn't harm the mammals that sustain it.



# Bringing it all together



WWF @WWF Follow

Shhhh... whales depend on sound. As Arctic shipping increases, it's harder for them to feed, navigate and find mates.

Arctic nations are meeting on ocean issues this week. We hope they'll chart a course for less noise and more life 🐋

Ocean noise can cause panic, stress and damage to their ears.

0:51 20.2K views

5:30 AM · 1 Oct 2018

759 Retweets 1,316 Likes

14 799 1.3K

WWF October 1 at 8:30 AM · 🌐

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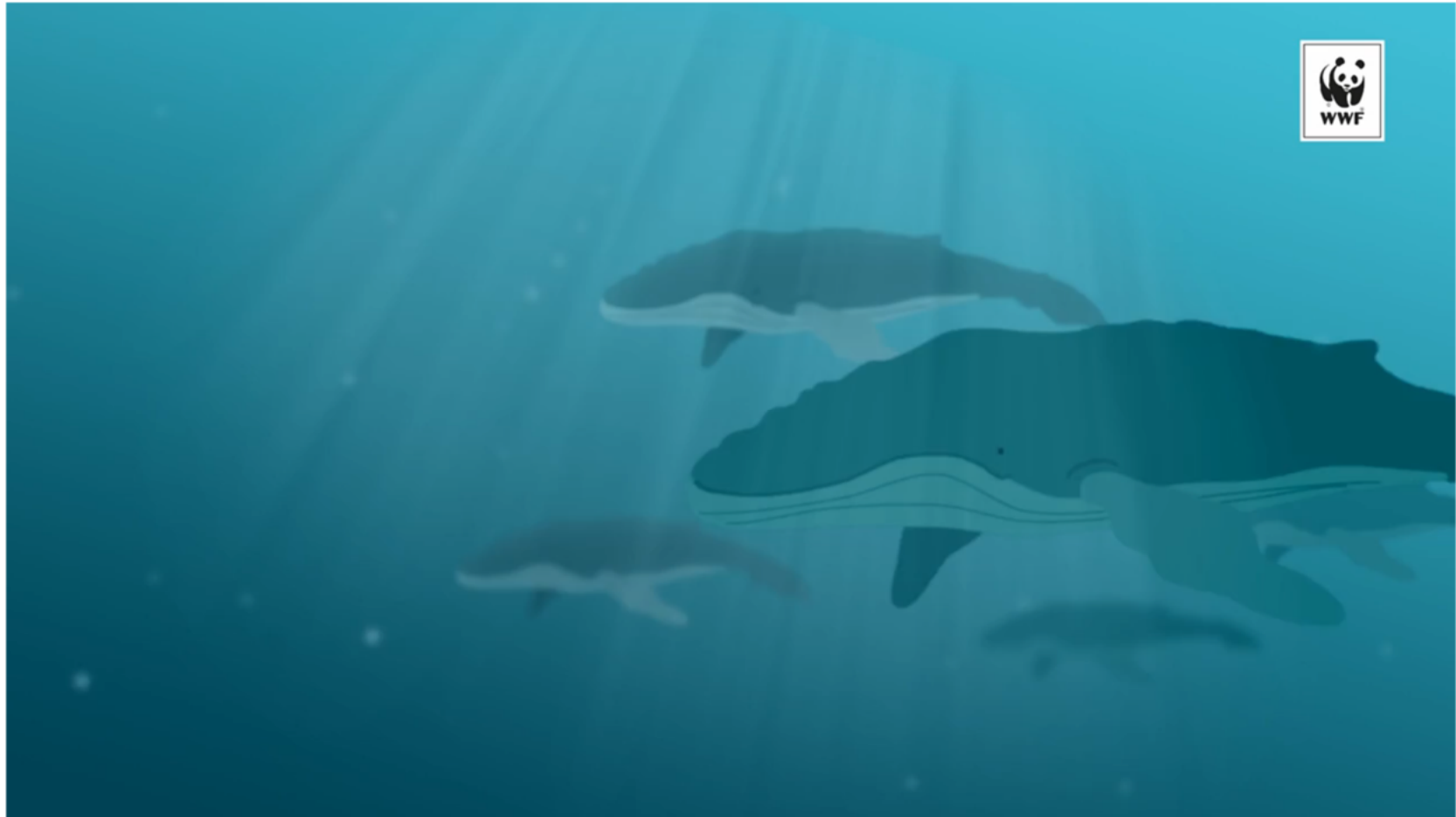
Shipping in the Arctic is increasing and threatening whales.

901 13 Comments 256 Shares 22K Views

Like Comment Share

# Shhhh...

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“Our goal is that  
they come for  
the bears but  
they stay for the  
Arctic.”





home













Facts prove.

Stories

move



Low bridge  
75 yds  
ahead





IF YOU HIT THIS SIGN,  
YOU WILL HIT THAT BRIDGE





**Scarborough  
Borough  
Council**

**Dogs  
(Fouling of Land)  
Act 1996**



**MAXIMUM PENALTY  
£1000**

**CLEAN  
IT UP !**

**Attention  
Dog Guardians**

Pick up after your  
dogs. Thank you.

**Attention Dogs**

Grrrrr, bark, woof.  
Good dog.

District of North Vancouver.  
**Bylaw 5981-11(i)**





“I think [Hansen] thought, as did I, if we get this set of facts out in front of everybody, they’re so powerful – overwhelming – that people will do what needs to be done. Of course, that was naïve on both our parts.”



A story is a fact wrapped in  
an emotion, that can  
provoke us to take action  
to change the world  
around us.

# A fact

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**The King died and the Queen died.**

# A story

---

**The King died.**

**And the Queen died of a broken heart.**

# FOR SALE

Baby shoes,  
never worn.



# Group exercise

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**Create a six word story that shares with your audience, the importance, richness or value of Arctic biodiversity.**

**How will you creatively share that six word story?**

*e.g. podcast, documentary, blog, educational material, or something new!*

When crafting your six word story consider:

1. Who is the audience? Policy-makers, people living in the Arctic, people living outside the Arctic.
2. What's your angle?
3. What do you want them to do, what is the call to action?
4. How will you promote it?
5. Who would you partner with to help share your story?