

Communication Strategy 2013 - 2017

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The Communication Strategy is a key document both to help build internal cohesion and to increase critical support and attention for nature conservation in the Dutch Caribbean. Input was provided by Board members, conservation professionals as well as communication experts.

Purpose

The purpose of this Communication Strategy is to provide a clear frame of reference for communication activities and associated decision making for the coming five years.

Goal

To build awareness about the wealth of biodiversity and the urgent need to support nature conservation in the Dutch Caribbean.

Strategies

In addition to educating people about the natural wealth of the islands, conservation organisations need to build greater awareness about their work, the threats and issues they face as well as their successes. In this context three fundamental strategies have been identified, namely:

- Enhancing information exchange and a shared internal vision
- Branding—creating an image that people connect with
- Creating a unified voice for nature conservation

Communication and outreach activities will be conducted in close co-operation with the conservation organisations on each island and towards the outside world they will focus on the Netherlands, Europe and the United States.

Communication and fundraising activities within the Dutch Caribbean will remain the responsibility and prerogative of the individual nature conservation organisations on the islands.

Enhancing information exchange and a shared internal vision

Improving information exchange amongst conservation organisations is an essential first step towards creating and projecting a shared vision. Additionally, ensuring the same message from all internal stakeholders makes the brand stronger and enhances a positive image of nature conservation in the Dutch Caribbean.

Branding

Improving branding will strengthen the profile of the conservation organisations in the region projecting a strong, positive image of nature conservation and associating this in people's minds with proactive nature conservation and the Dutch Caribbean.

Creating a unified voice for nature conservation

Creating a unified voice for nature conservation will help to ensure accurate information, positive messaging and the opportunity to guide media attention and to celebrate success.

Target audiences

Target audiences, in order of priority, have been identified as:

- Dutch Government (Parliamentarians and civil servants)
- Dutch Postcode Lottery and other major funders
- International conservation organisations
- DCNA's partner organisations
- Nature loving public especially those with an interest in the Dutch Caribbean such as Antilleans abroad, people with a business or personal interest in the Dutch Caribbean, visiting tourists
- Businesses with an interest in the Dutch Caribbean
- Other stakeholders such as scientists, researchers and similar

I – Enhancing information exchange

Actions
<p>Improve information sharing, including:</p> <ul style="list-style-type: none"> - regular updates on activities - successes and newsworthy items - challenges, needs, problems, issues, threats
<p>Ensure regular meetings and communication between conservation organisation management and Board members and DCNA Board members, such as via</p> <ul style="list-style-type: none"> - Board meetings - policy brief style communication - targeted meetings (DCNA Board members – conservation organisation Board members) - workshop style updates (such as on the status of the Trust Fund)
<p>Provide orientations for incoming Board members and management level staff</p>
<p>Ensure Secretariat and conservation staff interact regularly, such as via</p> <ul style="list-style-type: none"> - phone calls, emails - eConnect, social media material - provision of on site support - project based support - Management Success
<p>Provide workshops and training including:</p> <ul style="list-style-type: none"> - communication strategies and techniques - branding, marketing - media relations
<p>Encourage targeted staff exchanges between conservation organisations</p>
<p>Produce internal newsletter</p>

II - Branding

Actions
<p>Develop appealing stories and use appealing images of nature conservation in the Dutch Caribbean</p> <ul style="list-style-type: none"> - develop criteria for the selection of appropriate stories/images to improve branding and outreach
<p>Develop and consistently use branding tools:</p> <ul style="list-style-type: none"> - messaging: tagline/s (sentence), boilerplate text, elevator pitch (paragraph) - images: video and still - branded presentation outlines
<p>Develop and implement style guide</p>
<p>Review and improve printed material</p> <ul style="list-style-type: none"> - improve branding (messaging and images) - review and improve content
<p>Develop promotional videos (2 min)</p> <ul style="list-style-type: none"> - acquire film footage, film editor to develop PSA style video material
<p>Develop and periodically review a list of target audiences and key messages (see appendix)</p>

III – Creating a unified voice

Actions
Give presentations at relevant national, regional and international venues
Host organisations and persons of interest providing: <ul style="list-style-type: none"> - information (formal/informal), face-to-face meetings, presentations - organisational support for meetings, field trips and similar - logistical support and interpretive services
Meet regularly with key members of target audiences formally/ informally, especially: <ul style="list-style-type: none"> - Dutch Parliamentarians - Dutch Ministry staff - Major funders (particularly Dutch Postcode Lottery) - Partners
Link nature conservation websites to facilitate optimal branding, messaging and access to information
Maintain up-to-date agreements with all parties regarding use of (photo/film/text) material
Content
Create tailored content for different audiences and channels focusing on: <ul style="list-style-type: none"> - discoveries: new findings - new work - personal interest stories
Expand use of social media to reach a wider audience <ul style="list-style-type: none"> - track social media metrics to identify successful channels, messages, timing etc - rebroadcast conservation social media messages providing additional contextual information - develop strong social media content based on stories, activities, conservation voices (including weekly Blog and FaceBook posts) - review and add to existing YouTube material
Provide media stories based on conservation achievements or opinions
Create additional printed materials to promote nature and conservation such as: <ul style="list-style-type: none"> - wall/desk calendar - attractive coffee table book - Nature Lovers guides to the islands - Nature Guide Book series - ID cards and similar
Communicate the results of research and monitoring activities (via BioNews etc)
Pilot the development of interactive resources such as iBook, online applications and similar as educational/outreach tools
Develop photo contest and or photo exhibition
Information Resources
Maintain up-to-date, attractive content rich source of information on nature and conservation in the Dutch Caribbean (DCNAnature.org) including governance material, printed material, blog and similar
Maintain Dutch language website (DCNA.nl) as a portal to online resources
Assist with the content management aspects (such as providing, uploading, maintaining maps, data, publications) of the development of the Dutch Caribbean Biodiversity Database (DCBD) including species information (Biodiversity Explorer)
Maintain and expand an archive of photographic material (SmugMug)
Maintain and expand an archive of film material (Tropisch Koninkrijk, Mauricio Handler's footage etc)
Develop and maintain up-to-date online contact management database
Distribution
Expand use of traditional media (newspaper, magazines, radio, TV) <ul style="list-style-type: none"> - develop targeted media list - provide regular press releases - use Partners to connect to traditional media - look for 'media moments' for press trips and similar
Identify Partner communication channels (in-house newsletters, member magazines, social media, web etc) and provide target material
Link to Dutch Ministry and similar in-house communication channels
Develop targeted mailing lists for specific communication materials such as: <ul style="list-style-type: none"> - Annual Reports - printed materials e.g. scrapbooks etc - eConnect - BioNews - policy briefs
Exploit social media and internet opportunities <ul style="list-style-type: none"> - link to relevant blogs - link to Partner websites and social media

Appendix

Target Audience	Core Messages
Dutch Government: Particularly Ministries EZ, I&M, BZK, Rijkswaterstaat, OCW	<ul style="list-style-type: none"> - Nature and conservation in the Dutch Caribbean is a worthwhile investment - National pride: be proud of our tropical biodiversity (and aware that it comes with responsibilities) - Mainstreaming: nature and conservation should be integrated into all sectors of government - Nature is economically important to the islands - Aesthetic and human health and wellbeing values of nature should not be overlooked - Focus on what's new in the Netherlands: corals, mangrove, seagrass, tropical forest
Dutch Postcode Lottery and other major funders	<ul style="list-style-type: none"> - Celebrating successful nature conservation - Nature conservation is a sound investment - "Poster child" for nature conservation, networking and integration
International conservation organisations	<ul style="list-style-type: none"> - Model regional network of nature conservation organisations - Good investment (in biodiversity hotspots) - Premier partners and effective facilitation in the Dutch Caribbean - Information resource and gateway
Partner Organisations	<ul style="list-style-type: none"> - Gateway to the (Dutch) Caribbean - Networking made easy: communication, liaison, facilitation - Information resource - Opportunity to engage in Caribbean nature conservation
Public	<ul style="list-style-type: none"> - What's new in the Netherlands! - Conservation in action in the Dutch Caribbean - Beauty and fragility of nature on the islands - Information gateway - What you can do (to help safeguard nature)
Nature lovers	<ul style="list-style-type: none"> - Be part of the Dutch Caribbean "conservation family"
Antilleans abroad	<ul style="list-style-type: none"> - What's happening back home - We could really use your help
People from abroad with an interest in the Dutch Caribbean	<ul style="list-style-type: none"> - Protect your investment - Get involved: lend nature a hand
Tourists to the Dutch Caribbean	<ul style="list-style-type: none"> - Information gateway - Nature lovers paradise - Protect your vacation spot
Business interests	<ul style="list-style-type: none"> - Excellent examples of Blue/Green economy initiatives - Good partner for businesses genuinely interested in corporate social responsibility - Nature conservation is good (for) business
Other	<ul style="list-style-type: none"> - Reliable conservation partners - Easy communication, liaison, facilitation - Information gateway

DCNA Partner Group in the Netherlands

DCNA has worked hard to build good relationships with partner organisations in the Netherlands in support of conservation needs on the islands. Representatives of the Dutch partners meet with DCNA staff annually in the Netherlands.

DCNA Partner Group Members

Conservation International (CI) NL

Every person on Earth deserves a healthy environment and the fundamental benefits that nature provides. But our planet is experiencing an unprecedented draw down of these resources, and it is only by protecting nature and its gifts—a stable climate, fresh water, healthy oceans and reliable food — that we can ensure a better life for everyone, everywhere. Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

De 12 Landschappen

With more than 100,000 hectares of nature and landscape, the 12 Landschappen are among the biggest nature managers of the Netherlands. Twelve private nature conservation organisations, one in each Dutch province. Each with its own character, but all with the same goal: to protect their nature, landscape and their cultural heritage.

International Union for the Conservation of Nature, Netherlands (IUCN NL)

IUCN NL is the national platform for the IUCN members based in the Netherlands and forms a bridge between nongovernmental organisations, the government, business and science interests. It focuses on a variety of subjects relevant to the struggle against the loss in biodiversity. IUCN NL applies this knowledge to provide a constructive Dutch contribution to solving global issues in the fields of nature and the environment. IUCN NL also provides financial support to nongovernmental organisations—mainly in developing countries—that focus on the conservation of nature and the improvement of the environment in relation to poverty reduction. IUCN NL continues to act as an intermediary.

IVN Natuur en Milieueducatie

IVN is a unique organisation, focused on getting people involved in nature, environment and landscape. It is about knowledge, passion and undertaking action: head, heart and hands. IVN strives to promote the importance of a sustainable, green living environment through nature and environmental education. They do this through education that touches people; education which emphasises the indissoluble relation between human kind and nature. The 19,000 IVN-members work hard on local nature and environmental education all over the Netherlands. Strengthening the relation between children and nature through nature and environmental education gets their special attention.

Natuurmonumenten

Natuurmonumenten is an association with over 730,000 members, run by a management team, board and a member's council. Thirteen district committees represent the members in their district. Together, these district committees form the council, which meets with the Board of Directors to discuss and decide on general policy issues. Natuurmonumenten now manages 101,066 hectares distributed over 345 areas in the Netherlands. In order to further develop the ecological infrastructure, Natuurmonumenten recognises the importance of working together with other conservation organisations. It also has international connections with fellow organisations in Germany and Belgium. Natuurmonumenten believes that a sustainable and healthy natural environment is vital for life and for living and must be safeguarded.

Stichting Samenwerkingsverband Nationale Parken

The foundation works with the twenty Dutch National Parks, which form a colourful mosaic of nature areas, characterised by their exceptional landscapes and rare plants and animal species. Landowners, site managers and other stakeholders ensure that the special characteristics of these areas remain intact and the most exquisite nature sites are preserved. In National Parks, nature can be experienced at close hand; for recreation, education and research.

Staatsbosbeheer

Staatsbosbeheer is commissioned by the Dutch government and manages a large part of the nature reserves in the Netherlands. Working towards a sustainable living environment for man, plant and animal is central to our mission. We maintaining, restore and develop our natural and cultural landscape. We share our enthusiasm and care for our national heritage by opening our sites to the public as much as possible and by promoting outdoor recreation. As an organisation, Staatsbosbeheer works for and on behalf of society. We cooperate actively with Dutch citizens and the organisations and institutions that represent them. We contribute to the production of environmentally-friendly, renewable raw materials such as timber.

Vogelbescherming Nederland

Vogelbescherming Nederland is an independent, national nature conservation organisation supported by 153,000 members, companies and organisations. Vogelbescherming is the Dutch partner of BirdLife International, the organisation working for the conservation of birds and their habitats worldwide. Through specific conservation programmes, intensive cooperation, political lobby, legal action, clear education and effective campaigns, Vogelbescherming is working on the conservation of birds in the Netherlands and the Dutch Caribbean.