



# **Ecosystem Accounting through SEEA (Experimental Ecosystem Accounts): Communications Strategy**

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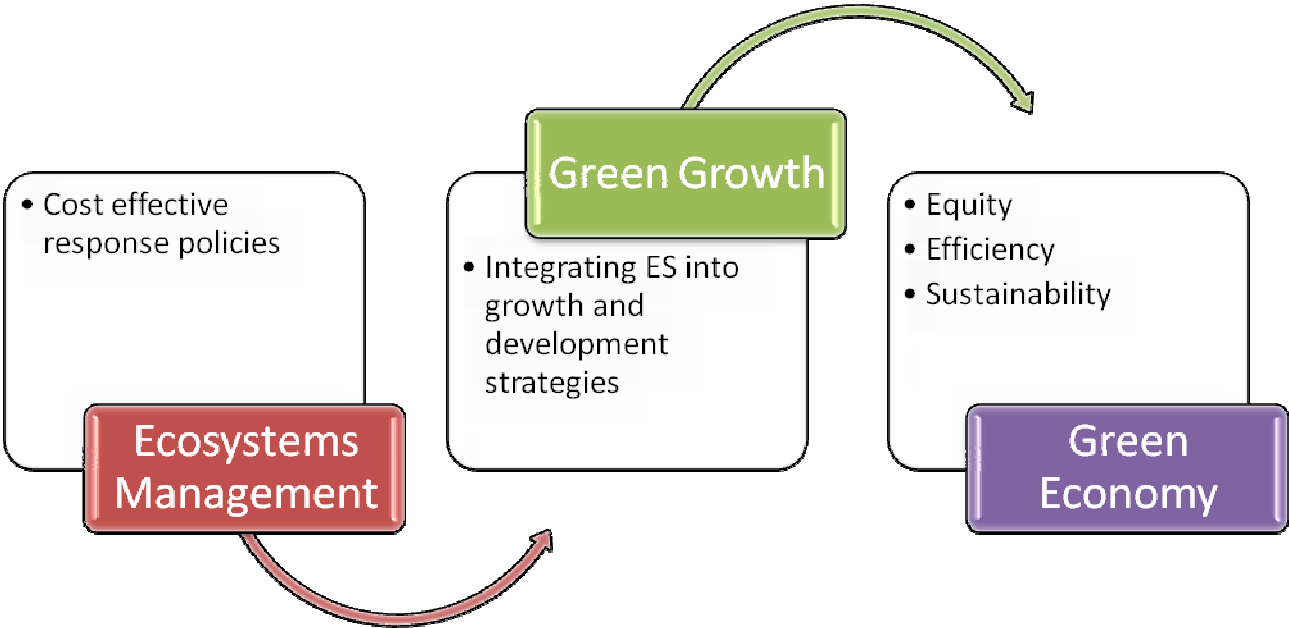
# What is a Green Economy?



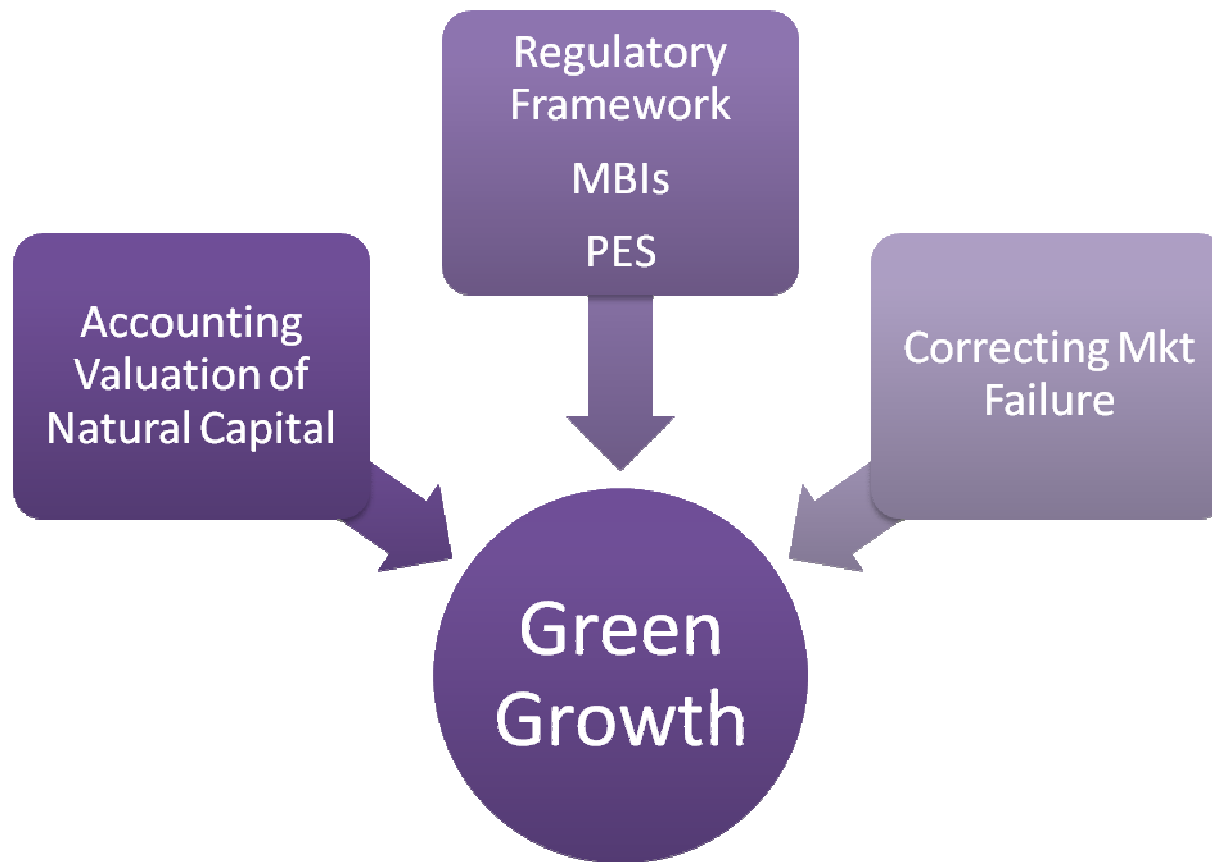
A **Green Economy** is one that results in increased human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.



# ES to GE



# Mainstreaming for Green Growth /Economy



# Important pathways of mainstreaming of ES into policies



- the UN System of integrated Economic and Environmental Accounts (SEEA);
- strategic environmental assessment;
- valuation of natural capital,

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# Rationale of the Communications Strategy for SEEA and NCA



Conservation and Development Practitioners need to;

A. Highlight the benefits and opportunities of mainstreaming Ecosystem Services

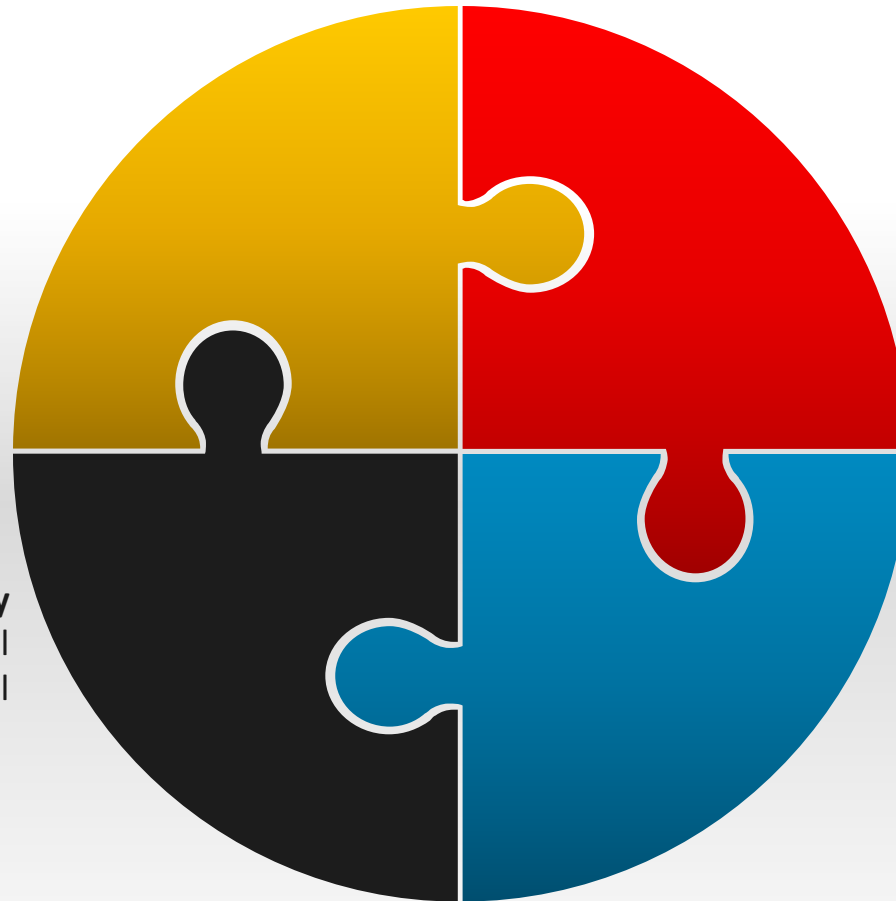
B. Convey a sense of urgency and the need to conserve and restore ecosystems.

C. Mobilize target groups into action

# Functions of The Communication Strategy



**Raising awareness**  
Creating demand for  
change



**Developing and disseminating information**  
Delivering key messages to  
target audiences

**Building capacity**  
Making the case for natural  
capital

**Publicize NCA**  
Branding the project in  
association with its main  
supporters in relevant  
global fora.

# Communications objectives



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Exchange information horizontally and vertically.

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Disseminate overarching message and key messages to policy makers through clear cut links with the policies

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Strengthen recognition and understanding of the value of ecosystem's services

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Create synergy and interface between science and development policy

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Engage with policy platforms on Ecosystem Services (e.g. biodiversity-related MEAs, IPBES, GLOBE, TEEB, VANTAGE ) to build on policy-relevant outputs.

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Build and support communications capacity at the national and local level.





Series

1  
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**Gregory DeAngelo**

**John Gowdy**

**Department of Economics, Rensselaer Polytechnic Institute,**

**Troy New York 12180 USA**

# Web Site: Cost Efficient to Disseminate Knowhow



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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



# Social Media Tools: Reaching Quickly to Targeted Professional Groups



## New communications tools

Linkedin network

Social media

announcement of the events and activities of the project

internal e-mail list  
([proecoservkhub@unon.org](mailto:proecoservkhub@unon.org)),  
project facebook page, and twitter

Mailing lists of the relevant initiatives

Project activities and organized events

TEEB, Bio-econ network, IISD, ESP

# A Request



<https://www.surveymonkey.com/s/MPP5J6C>