

## Achieving transformative change for the post-2020 global biodiversity framework

**Nature must be placed at the heart of decision-making, and be seen to enable a better future, not prohibit human prosperity. Despite it being the foundation of our existence, many individuals do not link their basic survival to nature. The following recommendations are derived from the expert perspectives of 81 people from government, business, local and indigenous communities, citizen groups and academia in 35 countries on how to achieve transformative change for the post-2020 global biodiversity framework<sup>1</sup>.**

### RECOMMENDATIONS FOR THE POST 2020 FRAMEWORK

- **Tell the story:** Create an ambitious vision for change & tell the story of how that change will be achieved.
- **Go public:** Invest in a global, public campaign to communicate the CBD's purpose and why nature is the priority.
- **Get fit:** Invest in expert teams to facilitate the immediate and long term capacity of government and other sectors to enact biodiversity goals.
- **Dialogue:** Invest in socially and culturally tuned-in and expertly facilitated solutions-focused dialogues at all levels to create understanding, cooperation, and ownership of solutions.
- **Enable:** Target the drivers of biodiversity harm with SMART<sup>ii</sup> plans to re-orient all social, productive, and economic systems to grow, not reduce natural abundance.
- **Lead to last:** Design or redesign nature-focused strategies, laws and legal frameworks, and funding systems to support a resilient transition and be resilient in periods of instability.
- **Amplify:** Scale-up and multiply social and technological innovations that will lead to systemic changes benefitting nature.
- **Set milestones:** Set clear solutions-focused milestones for every 2-4 years with implementation and communications support.
- **Make space:** Support a higher level of participation from change partners: subnational governments and local NGOs, peoples and sustainable businesses.
- **Implement to succeed:** Design goals, action plans, and budgets around the idea that most people must believe the goals can be successfully implemented.
- **Connect:** Lead to link issues socially and globally (such as biodiversity harms, food scarcity, poverty, and health impacts).
- **Prioritise:** Orient all goals — within and across all government sectors and environmental agreements — to the diversity and prosperity of nature as the key to success.

**BirdLife International is the world's largest nature conservation partnership, with 115 partners. Through our unique local-to-global approach, we deliver high impact and long term conservation for the benefit of nature and people.**

**For more information, see [www.birdlife.org/post2020](http://www.birdlife.org/post2020) or contact:**

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## ACTIONS FOR POST-2020 SUCCESS

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Priorities that the post-2020 framework should address to overcome underlying challenges and create the environment that will support sustained, successful change include the following:

### GOVERNANCE

- De-silo 'environment' across ministries. Remove 'productive' vs. 'non-productive' designations.
- Transition leaders and ministries to view protecting nature as the solution for prosperity— not an inhibitor — through facilitated dialogue and awareness-building programmes.
- Create buffers to protect the implementation of biodiversity goals from budget and leadership changes and from social and economic disruptions.
- Aim for a vision that is truly ambitious and holistic.

### COLLABORATION

- Create a system to reward countries that successfully partner for change.
- Increase the leadership role of sub-national governments in giving input and recognise their role in implementing biodiversity goals.
- Evaluate the degree to which not-for-profit organisations are supporting NBSAP implementation and create support structures for them.
- Commit to fully collaborative relationships with local and indigenous communities.
- Partner ambitiously to grow innovation in business and economic models.

### IMPLEMENTATION

- Support the success of NBSAPs as the primary goal: strategise what ministries, organizations and businesses need to successfully implement NBSAPs.
- Frame strategic targets as a means to refine NBSAPs.
- Commit to adaptable and fluid goals that embrace cycles of experimentation and learning.
- Create a series of achievable short-term goals within the long term 2050 strategy and a 10-year plan.
- Acknowledge and plan to address gaps such as: timely NBSAP completion, non-Party countries, and geographic areas that the CBD doesn't cover.
- Ensure that key reporting is tailored and standardized across the world with independent verification, and that it is not competitive or reputational but collaborative.
- Reduce redundancy across MEAs and reporting processes.

### COMMUNICATION

- Commit to a public image for the CBD and appropriate resources accordingly.
- Provide support for integrating communications both internally within governments and externally across sectors worldwide.
- Ensure that communication is a part of every activity and is socially and culturally relevant.

### FINANCE

- Ensure full long-term funding for transitions, communications, and growing capacity to achieve goals.
- Create an innovative approach to achieve full funding— such as drawing funds from a percentage of subsidies reductions in sectors like fossil fuel production.

<sup>1</sup> This and all BirdLife's other positions on the post-2020 framework are available at [www.birdlife.org/post2020](http://www.birdlife.org/post2020)

<sup>ii</sup> Specific, Measurable, Ambitious, Realistic & Time-bound, to which we add Unambiguous & Scalable: Green et al. 2019 <https://doi.org/10.1111/cobi.13322>

