



## UNESCO's contribution to biodiversity: Call for articles and podcast submissions for The Conversation

In order to strengthen the visibility of UNESCO's programs on its action in the field of biodiversity, the three natural science sectors (EES, HYD and PCB) have accepted DPI's proposal to establish a media partnership with The Conversation, which DPI will coordinate. The World Heritage Centre (WHC) and the Intergovernmental Oceanographic Commission (IOC) are also invited to participate in order to promote their action in the area of biodiversity.

In 2021, biodiversity is at the top of the global agenda and it is an opportunity for UNESCO to position itself as the major and historic player. In addition, UNESCO celebrates its 75th anniversary, IOC its 60th anniversary and the Man and the Biosphere program celebrates its 50th anniversary throughout the year. The convergence of agendas offers a unique opportunity to promote programs.

As part of this partnership, UNESCO and The Conversation will jointly launch a series of articles to highlight UNESCO's activities and achievements in the field of biodiversity.

### Why The Conversation?

- **Mission:** The Conversation is an online media whose status as a non-profit association serves to consolidate its action to put expertise back at the heart of public debate, bringing together citizens, scientists and public policy makers with a basis of expert data. The Conversation aims to enrich public debate, have impact and ultimately influence public policies.
- **Editions:** France, Spain, Great Britain, Canada, Africa, New Zealand, Australia, USA, Indonesia
- **Target / Audience:**
  - ✓ General public (70% general public; 30% researchers / experts)
  - ✓ The Conversation sites altogether: 200 million articles read / month
  - ✓ 42 million readers per month through national, regional and international republics copyright free under the Creative Commons license, distribution via 22,000 sites
  - ✓ 60,000 subscribers to The Conversation France newsletter
  - ✓ Once published, researchers can be solicited for participate to TV programs, which increases the visibility of their work.
- **Editorial rules:**
  - ✓ To ensure the added value of the media and optimize republications, articles and podcasts must report expertise, impactful, novel scientific information, field research, address concrete examples and open research questions; no corporate or review articles are accepted (on conferences, for example)
  - ✓ All articles are signed by researchers affiliated with a research institute and edited with a journalist specialized in the field.

- ✓ Articles can be written in French, English and Spanish.
- ✓ This series will be featured in The Conversation France and will also be featured on UNESCO platforms as appropriate - each story should be translated into digital content, i.e. Instagram or Twitter stories and the web pages of UNESCO.

In accordance with the partnership agreement between UNESCO and The Conversation, the series of articles throughout 2021 aims to:

- Promote scientists and experts whose work have made a significant contribution to the establishment and development of the MAB program and offer them media and general public visibility
- Highlight UNESCO's scientific mission and position the Organization as a provider of solutions in the field of biodiversity, whether through the implementation of programs or as a laboratory of ideas / concepts / ethical principles.
- Highlight the local solutions of biosphere reserves
- -Offer visibility and influence to UNESCO in the context of biodiversity's strategic priority at the international level.

### **How to do concretely?**

We call on researchers to submit article proposals that will be submitted to The Conversation's Editorial Board, according to the criteria defined in the editorial rules described above. Content must be scientific, solution-oriented and highlight truly inspiring initiatives on the ground and major UNESCO programmes.

The proposed article ideas will be selected according to the following criteria:

#### ***1. General questions for the article series.***

The individual article should help provide answers to the global question: "How does UNESCO contribute to biodiversity action?".

In particular for the 50th anniversary of the MAB Programme, we want to know "How can biosphere reserves concretely promote sustainable development?" and "What solutions are proposed for sustainable development on the ground."

#### ***2. Novelty and scientific discoveries***

Articles should describe new findings, which may be recently published in peer-reviewed articles or which are related to ongoing research projects. They should address current research questions on biodiversity and lessons learned from fieldwork, i.e. fieldwork carried out in designated UNESCO sites.

#### ***3. Diversity in the regions***

The articles proposed should ideally cover research from all UNESCO regions. In addition, researchers must have diverse origins. We particularly encourage submissions from Africa and Small Island Developing States (SIDS) as a UNESCO Global Priority Region and early career

scientists. We invite all researchers to seize the opportunity to give visibility to their work and to their region.

#### **4. Diversity of subjects**

The article / podcast series will provide the opportunity to highlight the intra / inter-divisional and intersectoral achievements of UNESCO and its stakeholders. Articles should cover research results in one of the following areas:

- The ethics of a new alliance between human and living beings
- Conservation and sustainable use of biodiversity
- Sustainable development in biosphere reserves
- Pathways of ecological transition and transformative change
- Ecosystems: tropical rainforest, mountain ecosystem
- Ecological restoration (United Nations Decade)
- Source problems at sea, water pollution, water management
- Oceans (IOC anniversary, United Nations Decade, United Nations Conference)
- Impacts of climate change (next IPCC report, COP26) and interactions with biodiversity
- Nature-based solutions and natural disasters
- Education for sustainable development
- Science-based policy recommendations
- Participatory governance

#### **5. Submission process**

- All researchers are invited to send their idea for an article with a proposed title, a short summary (150 words), relevant references, necessarily scientific content focused on solutions and highlighting truly inspiring initiatives in the field and major UNESCO programs
- The contact details of the affiliate organization of their research (essential for The Conversation to provide access to their back office and to the journalist in charge of editing)
- Deadline: **March 15 2021**. Please send your proposal to [mm.vogel@unesco.org](mailto:mm.vogel@unesco.org).
- A review committee made up of members from different sectors of UNESCO will assess proposals for science-related articles.
- Recommendations are sent to The Conversation's Editorial Board who will choose and establish a timetable.
- Articles will be developed together with The Conversation researchers and writers / journalists.
- The final article is published after approval of the research under the name of the researcher.
- Based on the number of articles, the publication pace will be determined for publication throughout 2021.

For any further information do not hesitate to contact: Martha-Marie Vogel: [mm.vogel@unesco.org](mailto:mm.vogel@unesco.org) and Marie-Christine Pinault Desmoulins [mc.pinault-desmoulins@unesco.org](mailto:mc.pinault-desmoulins@unesco.org).