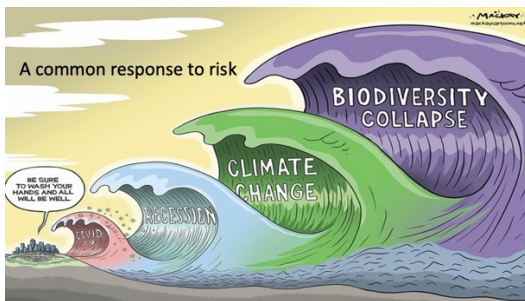




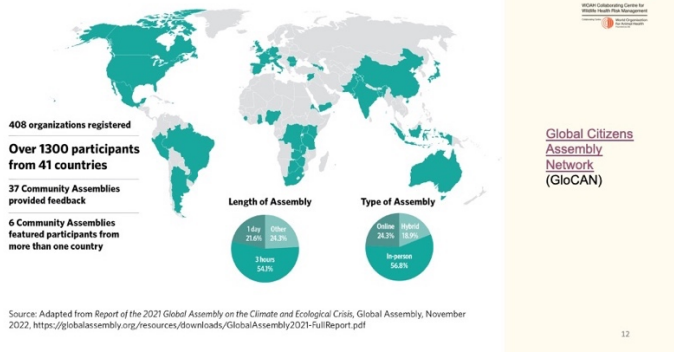
Hi again everyone. Today, we are going to move on from describing the problem and link to how you communicate the risks by starting with a stakeholder analysis as the basis of a communications plan.



We covered these concepts yesterday, but as a recap, keep them at the back of your mind as we delve into evidence that there is a problem here that we need to analyse.



Figure 2. Key Statistics on the Reported Community Assemblies



Because this is a global situation, whatever is decided here will have a global impact. The governance of global decision-making is at a crossroads, with large sections of society feeling disenfranchised. Wildlife trade and associated crime is one of the many consequences of this imbalance.

So when we are looking to solutions to transboundary issues such as disease spread in wildlife trade, I'd like you to also consider potential transboundary solutions that go beyond the quadripartite. For example, the Global Citizens' Assembly Network (GloCAN) is a research collective that generates actionable insights to inform policymakers, funders, process designers, advocates and the wider community of practice designing, implementing, and evaluating global citizens' assemblies.

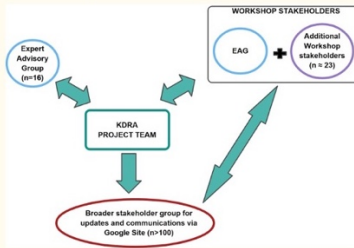
Global citizens' assemblies bring together everyday people from around the world to learn, deliberate, and make judgments or recommendations on a topical issue. In the past few years, there have been growing calls to organise these forums for citizen deliberation to accelerate global action on pressing issues such as climate emergency, AI regulation, and global poverty. This forum could be a useful mechanism for assessing the global attitude and help quantify the risk to health from the wildlife trade.

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This brings us to the importance of risk communication which is vital to all steps of the WDRA process. It allows **engagement with relevant experts and stakeholders** in a way that will maximize the quality of analysis and the probability that the **recommendations** arising will be **implemented**.

KDRA – workshop stakeholders – getting to the problem



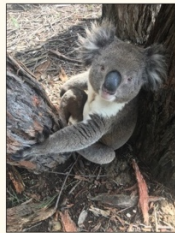
- Stakeholder participant agreement
- 32 hours of online workshops
- Post Workshop evaluations
- 14 MURAL workspaces containing over 1000 sticky notes
- Feedback on 13 literature review chapters by 30 reviewers (many of whom reviewed multiple versions of more than one chapter)
- Review of 13 disease risk assessments by 23 subject matter experts

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Over the last couple of years, the koala disease risk analysis programme I introduced to you yesterday has been embedded into the koala recovery program, coordinated by the Australian Government, Wildlife Health Australia, and other stakeholders. If you are interested in this process we can share the report with you. However, the success of the process was due to the principle of promoting inclusive participation, to guarantee an accurate problem description. The team spent considerable time identifying and finding ways of engaging 16 members of the Expert Advisory Group, another 23 additional stakeholders and informing over 100 other stakeholders of the KDRA. Feedback from evaluations of this has been uniformly positive to date.

Example - KDRA - keys to success- communication!

- A strong project team, supported by a world expert in wDRA
- Appropriate funding and resourcing
- Consistent and transparent stakeholder engagement process
- The "right" people in the room – broad and expert stakeholder representation
- Regular cross-checking for alignment to the wDRA process
- Effective use of collaboration tools eg Mural, Teams
- Excellent communication (an 'open door' policy for out-of-session comments, the participation agreement, rigorous documentation of decisions and processes)
- Extensive input from Subject Matter Experts to assist in drafting Hazard Literature Reviews and reviewing Hazard Risk Assessments.



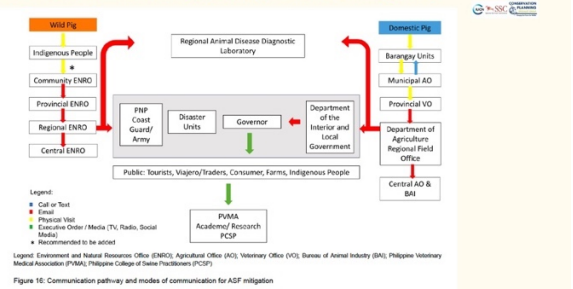
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The koala disease risk analysis was coordinated by a number of individuals and key stakeholder organizations in Australia. This DRA utilised the IUCN CPSG process of conducting a wildlife disease risk analysis and was the

- First National Wildlife Disease Risk Analysis in Australia
- Conducted entirely online
- Considered *all* populations of a species under all states of management (*in situ* & *ex situ*), every jurisdiction
- In an Iconic species with wide diversity of stakeholders (local, national and international)
- It was confirmed that Survival was threatened by multiple factors and with
- Many significant information gaps.

A number of keys to success were identified through the KDRA, focused mainly around effective communication.

ASF communications pathways in the Philippines



In 2021-22 an opportunity arose thanks to the IUCN SSC for wild suids to bring together those involved in wild suid conservation and domestic pig industry together in an online WDRA exercise for African Swine Fever (ASF) in the Philippines. One of the outputs was this communications map, where stakeholders could identify key communications that linked investigations of ASF in critically endangered wild suid species on the left, with those for domestic pigs on the right. This was to enhance the management of both sectors by providing clear and agreed communication channels in risk assessment and management.

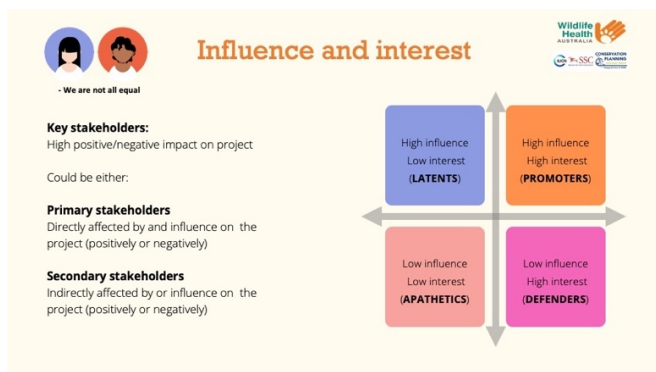
Stakeholder groups and organisations represented	Stakeholder/ Expert
Researchers	
Government departments	
Captive Breeding	
Indigenous communities	
Funding agencies	
Media	
Wildlife health expert participants	

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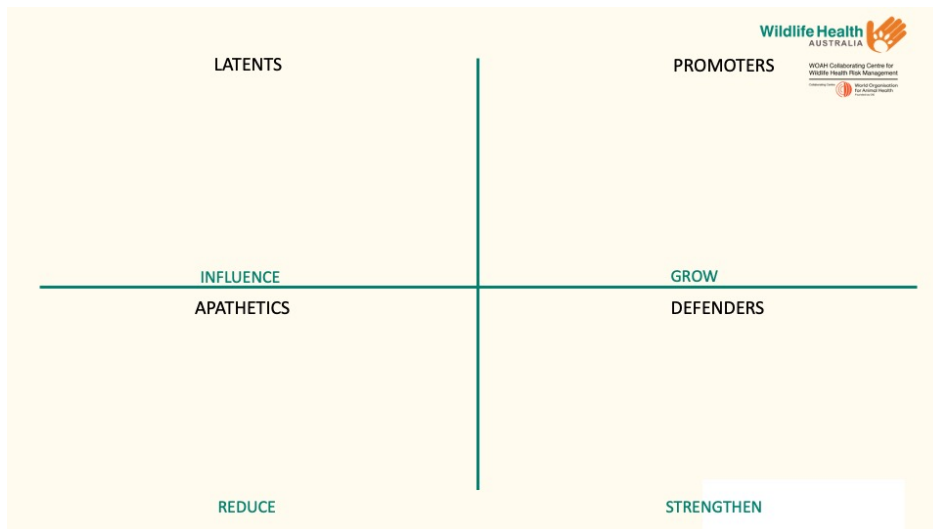
OK – to start this process, I’ve put some categories here on stakeholder groups for you to consider. We will give you a few minutes to think on this to input a stakeholder for each group, and to expand the list as you think needed

Group Role	Stakeholder/Expert	Information Needs	Communication method(s)	When	Responsibility
Operational/implementation					
Governance					
Compliance, auditing and monitoring					
Public					

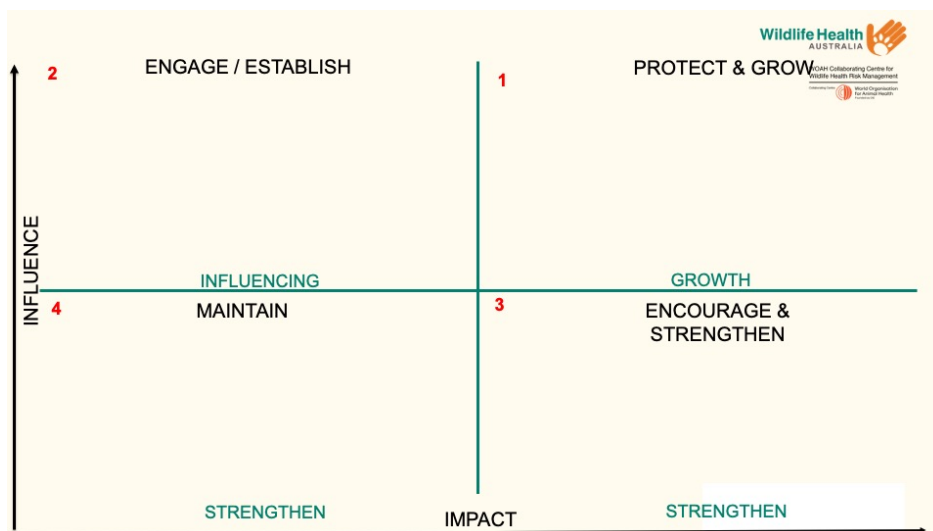
Next, you can combine some of those stakeholders into these groups, with who they are, what information you think they will need to be most effective, how you will communicate, when to communicate and who is responsible for that communication.



These keys to communications success relate to how well stakeholders are invested. Those of us working in conservation are often referred to as defenders – low influence but high interest. We often deal with latents in the environmental sector - high influence, but low interest, while also trying to engage the apathetics (low interest, individually, low influence) and turn us all into promoters combining high interest and high influence. These promoters are key stakeholders in any project and can be both primary or secondary as indicated on the slide.



OK – your turn, from the stakeholder list you have developed



This is another way of mapping your stakeholders to highlight you can use this process any way that is of most use. Using the previous diagram, move those around that make most sense here.

Wildlife Health AUSTRALIA
WCHM Collaborating Centre for Wildlife Health Risk Management
Wildlife Health Risk Management
Wildlife Health Risk Management

And Finally....

Communication Risks	Risk Mitigation Plan
Lack of interest and fear	Cultural appropriation. Education.
Funds	Research grants (scholarships)
Distance	Involve local population
Access to information	Workshops. Posters, folders, flyers.
Fake news	Workshops, posters, folders, flyers.
Cultural barrier	Education. Involve local populations.

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And finally, in addition to developing a risk communication plan, you need to develop a mitigation plan for risks TO communication!