

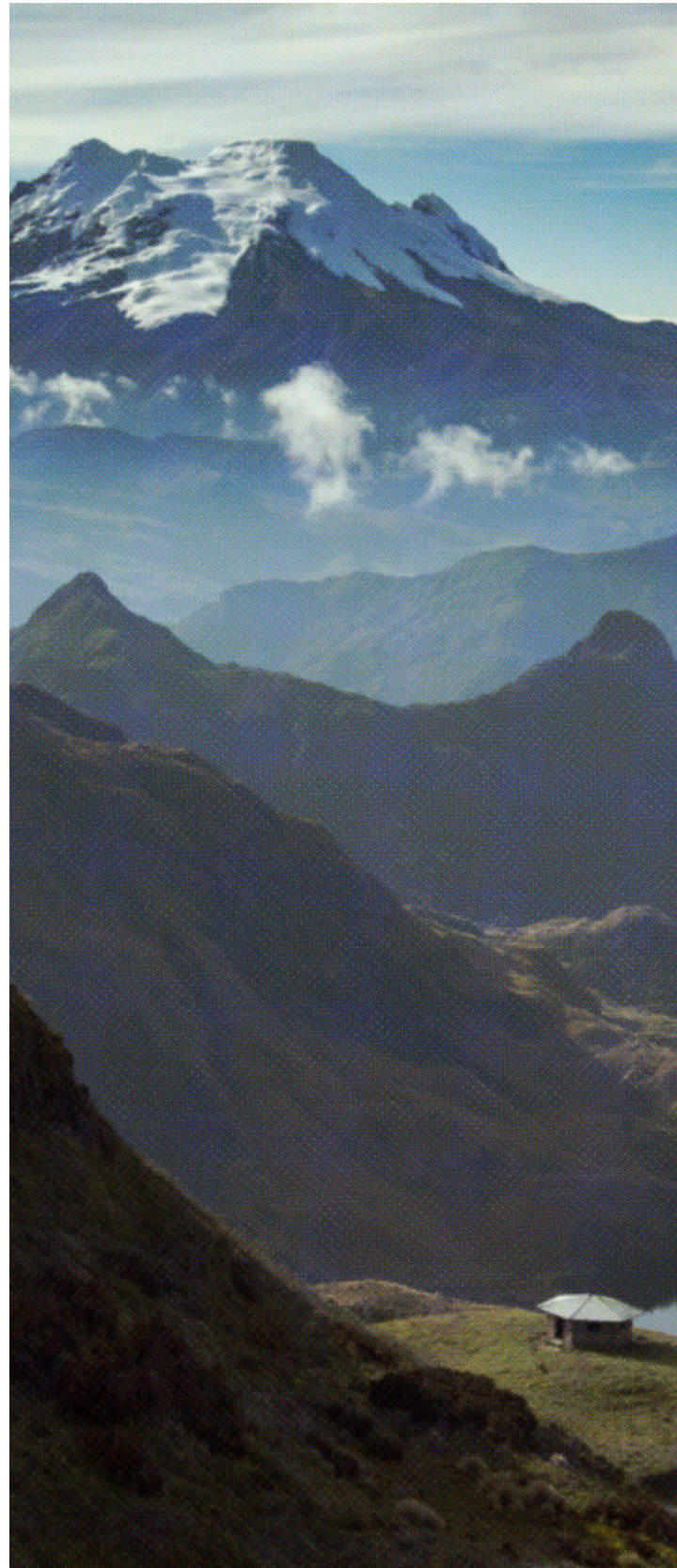


# THE AMAZON WE WANT

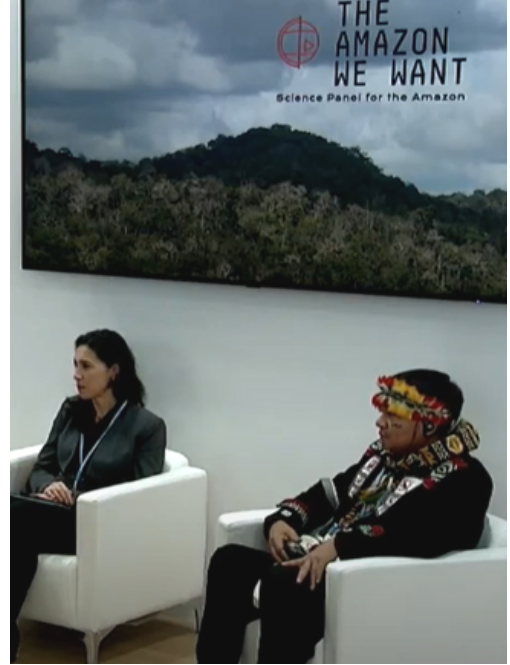
Science Panel for the Amazon

## PRINCIPLES FOR EFFECTIVE COMMUNICATION AND PUBLIC ENGAGEMENT

A HANDBOOK FOR  
SPA (SCIENCE PANEL FOR  
THE AMAZON) AUTHORS



# GENERAL TIPS FOR MEDIA INTERVIEWS



1

## THE VALUE OF THE AMAZON

The main purpose of communicating the work of the SPA to global, national and regional audiences is contributing to **understanding the importance of the Amazon** and engaging them in supporting the SPA call for action towards a **sustainable future for the region**.

2

## USE NON-TECHNICAL LANGUAGE AND SPECIFIC EXAMPLES

In general, the media targets broad audiences, who usually do not fully understand scientific and technical language and related and underlying concepts. **Be as clear as you can**, avoid the use of technical language as much as you can. Whenever possible, use clear, simple examples to make your point better understood.

X

**Not clear:** "Air temperature and land surface temperature, although with the same tendency, often differ, with differences between them resulting from differences in the specific heat values of air, soil, and water, and from complex interactions among atmospheric properties, soil moisture, net radiation, and elevation."

✓

**How to make it a bit clearer:** "Surface air temperature and land surface temperature show a tendency of an increase due to a combination of global warming and land cover change. Although both show the same trend, they often differ due to the different characteristics of air, soil, vegetation and water in absorbing and losing heat."

3

## USE COMPARISONS

Comparisons allow people to better understand dimensions that are otherwise incomprehensible. For example, "The Amazon basin is home to over 2,406 species of fish; more than those found in the entire Atlantic Ocean." "One hectare of the Amazon forest has more tree species than the whole of the European continent." "One tree in the Amazon houses more ant species than all of Great Britain".

4

## AVOID POLITICAL DEBATES

The SPA is a Scientific Panel. Avoid entering into political debates, especially those involving political parties. You may highlight that SPA has provided recommendations relevant for policymaking such as zero deforestation and degradation by 2030- but the Panel is not engaged in assessing specific political actions of actors through political debates.



## KNOW WHEN TO SAY 'I WILL HAVE TO CIRCLE BACK ON THAT'

5

You might not have all the answers. When asked about something you do not know, we suggest you say **“I do not have the answer right now. I can discuss with other Panel members and get back to you.”** Alternatively, if you already know the chapter that covers this subject, you can recommend the full chapter, chapter in brief, say you will get in touch with the lead authors of that chapter, or that you will put the lead authors in contact with the person asking the question.

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6

## AMPLIFY THE SPA'S MISSION BY MENTIONING SPA IN INTERVIEWS

Those who represent the SPA in an official capacity **are strongly encouraged to speak about the SPA during any interviews** they give in order to amplify our mission, but must make it clear when they are speaking in their own right as an expert, rather than representing the SPA, unless the interview is coordinated directly through the SPA Communications team.

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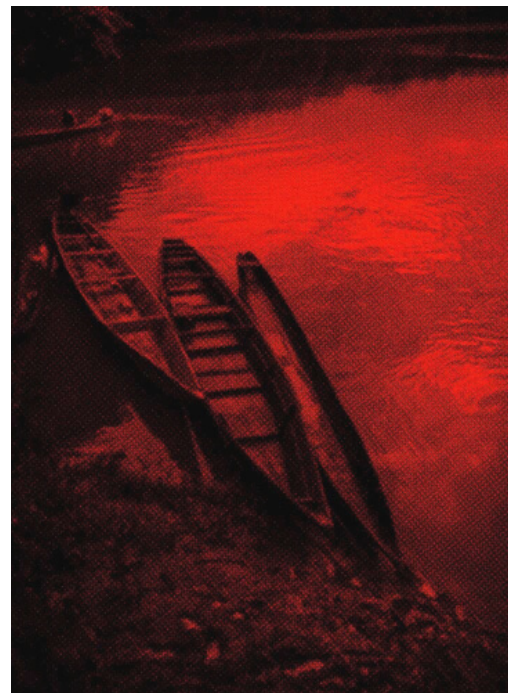
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## STAY ON TOPIC

Journalists are always trying to catch headlines, and often try to make headlines by asking incendiary questions. Try to write down your main message into a headline and repeat it as many times as possible.

- “The SPA urges the combination scientific and Indigenous and local knowledge to better understand the Amazon to contribute to informed policy decision-making.”
- “The Amazon is important for everyone on this planet and everyone should care about it.”
- “If we continue deforestation, forest degradation and wildfires and expand unsustainable activities in the Amazon, it might soon reach a tipping point in which many of its species and cultural diversity will not be able to survive.”

# MAIN POINTS ABOUT THE SPA



1

1. The SPA was officially launched on **July 23rd, 2020**, and is currently formed by approximately **240 scientists**, of which **two-thirds are from Amazonian countries**, including seven Indigenous members. The purpose of the SPA is to debate, analyze, and assemble the accumulated and collaborative knowledge of the scientific community, Indigenous Peoples and local communities (IPLCs), and other stakeholders who live and work in Amazonian countries.

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2

The main goal of the SPA is to provide a comprehensive, objective, and transparent platform to perform a scientific assessment of the current state of the Amazon, what other knowledge should be known (i.e., research gaps), and the available solutions to conserve the Amazon and advance sustainable and equitable development in the region.

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3

Decision-making for the SPA process is guided by clear and reliable data, and this rigorous Amazon-wide scientific framework explores opportunities for policy relevant actions, assembling the accumulated and collaborative knowledge of the scientific community, IPLCs, and other stakeholders who live and work in the Amazonian countries.

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4

SPA is convened under the auspices of the United Nations Sustainable Development Solutions Network (SDSN). Carlos Nobre and Andrea Encalada have been the Co-Chairs of the Panel, which was convened by world-renowned economist Professor Jeffrey Sachs, President of SDSN. A number of global leaders participate on the Strategic Committee, including chef and entrepreneur Gastón Acurio, conservationist Avecita Chicchón, professor Luiz Davidovich, conductor Gustavo Dudamel, diplomat María Fernanda Espinosa Garcés, scientist Enrique Forero, Minister Valerie Garrido-Lowe, biologist Angel Guevara, Congresswoman Marina Helou, entrepreneur Guilherme Leal, Coordinator of the Indigenous Organizations of the Amazon Basin José Gregorio Díaz Mirabal, former President of the Inter-American Development Bank Luis Moreno, Indigenous leader Beka Munduruku, former President of the Brazilian Development Bank André Lara Resende, Ambassador Rubens Ricupero, professor Fernando Roca, photographer Sebastião Salgado, Nobel laureate and former Colombian President Juan Manuel Santos, soccer professional Clarence Seedorf, chancellor Marcelo Sánchez Sorondo, UNDP Administrator Achim Steiner, and actress Christiane Torloni.

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The Panel is **inspired by the Leticia Pact for the Amazon**, adopted by the governments of the Amazonian countries on September 6, 2019, which highlights the importance of research, technology, and knowledge management to guide decision-making.

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On November 12th, 2021 the 2021 Amazon Assessment Report was launched at COP26. It consists of 34 chapters and are **categorized into three sections**:

6

1. The Amazon as a Regional Entity of the Earth System
2. Anthropogenic Changes in the Amazon and their Impacts
3. The Solution Space: Finding Sustainable Pathways for the Amazon

The Chapters in brief are available in English and Spanish. The Executive Summary and Policy Brief are available in English, Spanish, and Portuguese.

# MAIN SPA REPORT MESSAGES



1

## DANGEROUS TIPPING POINTS

The Amazon region is approaching a catastrophic potential tipping point due to deforestation, degradation, wildfires, and climate change. Crossing such a tipping point could result in a permanent loss of rainforest and a rapid shift from rainforest to degraded dryer ecosystems with lower tree cover.

2

## BIOLOGICAL DIVERSITY AT RISK

The Amazon Basin is the world's most biologically diverse areas. The true species diversity of the Amazon is currently underestimated, as it has an exceptionally rapid rate of new species discovery (one every other day). At the current rate, it will take several hundred years to take stock of all the biodiversity of the region. The Amazon is home to a remarkable share of known global biodiversity, including 22% of vascular plant species, 14% of birds, 9% of mammals, 8% of amphibians and 18% of fishes that inhabit the Tropics.

3

## ROLE IN THE GLOBAL CLIMATE SYSTEM

The Amazon biome is one of the **most critical elements of the Earth's climate system** and plays a critical role in global water cycles and regulating climate variability. A significant amount of moisture flows south via "aerial rivers", and it is an important source of water for ecosystems, agriculture and human use beyond the Basin. **The Basin produces the largest river discharge on Earth, accounting for about 16 to 22% of the world's total river input to the oceans. It is also a crucial carbon storage and sink, storing approximately 150 to 200 billion tons of carbon in its soils and vegetation.**

4

## INDIGENOUS RIGHTS AND KNOWLEDGE

Around 47 million people live in the Amazon, **including nearly 2.2 million Indigenous people who are distributed among over 400 groups and speak over 300 languages. IPLCs are vital to the conservation and sustainable management of Amazonian agroecological and biological diversity**, as well as ecosystems. However, due to many pressures and weakening protection of their rights, the Amazon's peoples, cultures, and knowledge are under threat. **Guaranteeing territorial rights and self-determination of Indigenous Peoples and local communities is among the most important strategies for protecting biodiversity and biocultural landscapes in the Amazon.**

# THE SCIENCE PANEL FOR THE AMAZON RECOMMENDS 4 URGENT ACTIONS:



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1

## MORATORIUM ON DEFORESTATION IN AREAS APPROACHING A TIPPING POINT

17% of the Amazon has already been deforested and an additional 17% degraded, threatening the survival of the whole.

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2

## ZERO DEFORESTATION AND DEGRADATION BY 2030

Safeguarding and strengthening the rights of Indigenous Peoples and local communities is vital to conserving forests and fighting climate change while providing many benefits to society.

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3

## RESTORE TERRESTRIAL AND AQUATIC ECOSYSTEMS

Restoring and remediating forest cover and aquatic ecosystems is essential to preserve the Amazon's resilience to climate change and conserve bio- and cultural diversity.

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4

## A VIBRANT BIOECONOMY OF HEALTHY STANDING FORESTS AND FLOWING RIVERS

Halt illegal activities and environmental crime, and promote sustainable value chains by combining scientific, technological innovation and traditional knowledge.

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# AS A REMINDER:



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## SHARE THE LAUNCH AND REPORT:



Watch the launch [here](#).



Read the report [here](#).

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