



# IPBES Business and Biodiversity Assessment Report

## ‘Primer’ Pre-Launch Briefing

*15 September 2025  
Arup, London*

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Food and Agriculture  
Organization of the  
United Nations



# Outline

1. Welcome & Introductions (3 min)
2. IPBES Overview & Briefing Purpose (10 min)
3. Scope, Scale & Significance of Report (15 min)
4. Launch Plans & Access to Report etc. (10 min)
5. Questions & Answers (20 min)

- Carla Brown
- Rob Spaul
- Neville Ash
- Rob Spaul
- Carla Brown



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## Welcome & Introductions Carla Brown





# Introductions

## ■ IPBES Secretariat

- Neville Ash, Officer in Charge
- Rob Spaul, Head of Communications
- Amarys Preuss, Stakeholder Engagement Officer
- Carla Brown, Electronic Media Officer
- Terry Collins, Media Officer
- Katharine Mansell, Global Strategic Communications Council



# 2.



## IPBES Overview & Purpose of Briefing Rob Spaull





# What is the **I**ntergovernmental **P**latform on **B**iodiversity and **E**cosystem **S**ervices (IPBES)??

- Pronounced “Ip” (like your hip) and “bes” (like best)
- An independent intergovernmental body, established by Governments in 2012 (UK was a founding member) – currently 150 States are members of IPBES.
- In response to requests from Governments, IPBES provides policy- and decision-makers with objective scientific assessments about the state of knowledge regarding:
  - The planet’s biodiversity, ecosystems and their contributions to people
  - Tools & methods to protect and sustainably use these vital natural assets
- Provides options for responses based on the best-available science.
- **IPBES’s Mission:**
  - To strengthen knowledge foundations for better policy through science, for the conservation and sustainable use of biodiversity, long-term human well-being and sustainable development.
- In many ways IPBES does for biodiversity what the IPCC does for climate change

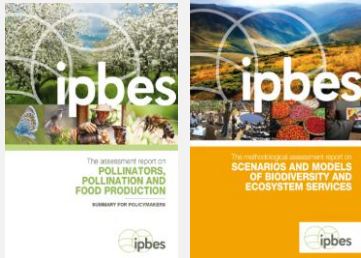


# Why Does IPBES Matter?

- Biodiversity & nature's contributions to people underpin almost every aspect of human development.
  - Production of food & clean water
  - Climate regulation & disease control
  - Vital to every business & every commercial sector
- Also, key to the success of the Sustainable Development Goals (SDGs), Paris Agreement & the Biodiversity Plan (Global Biodiversity Framework)
- Yet they are being depleted & degraded faster now than at any point in human history
- IPBES is unique:
  - Harnessing best expertise from across disciplines & knowledge communities
  - Providing policy-relevant knowledge and options for responses
  - Informing knowledge-based policies and action at all levels of Government, the private sector and civil society

# Assessing knowledge: IPBES Assessments

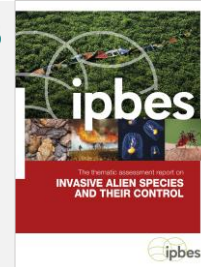
2016



2019



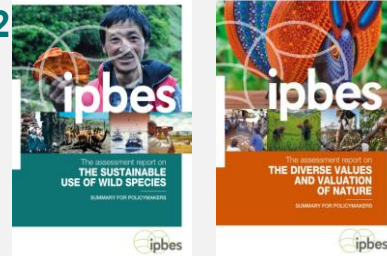
2023



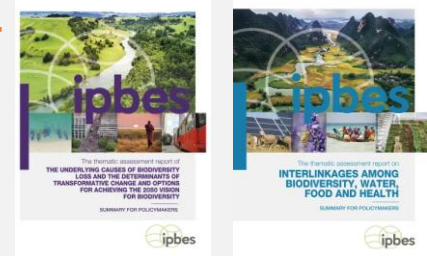
2018



2022



2024



- 13 reports (2-4 years each)
- About 3,000 expert authors
- >550,000 downloads; >800,000 views



# Purpose of this Briefing

- Introduce the **IPBES Business and Biodiversity Assessment Report (#BizBiodiversity)**
- Focus: What the Report will cover; why it is important to you & how it links to global news
- Objective: Help businesses, media & partners prepare/plan/allocate resources for launch
- Past experience = valuable for organisations/newsrooms to already identify elements of interest to specific audiences – often to lay groundwork for findings
- Opportunity to find local issues/outside broadcast opportunities in advance
- Like IPCC cannot yet share key messages or policy options – but will explain scope, scale and significance of Reports – What's New & Why Care
- All summarised in the 'Primer' – available in all 6 UN languages+ and soon online – fully public document **from 26 September 2025**

# 3



## Scope, Scale & Significance (i.e. What's New & Why Care?) Neville Ash



# 4.



**Launch Plans & Access to Report etc.**  
(i.e. What, When and How?)  
Rob Spaul

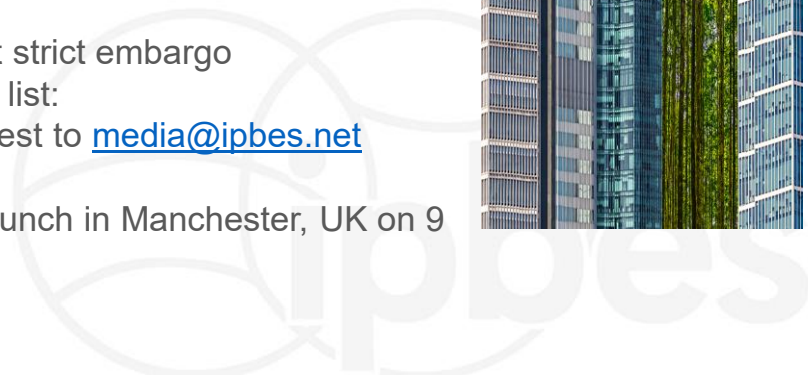
# Pre-Launch (Now until end January 2026)

- **Primer**

- Scope, scale and significance – and logistics
- Finalised in EN – FR, ES, AR, RU, ZH, DE + soon
- Public from 26 September – please spread as widely as possible
- Will be on IPBES website and social media
- Spokespersons for interviews (not about findings yet) – co-chairs (including Matt Jones – UK UNEP WCMS) & IPBES Executive Secretary
- Requests: [media@ipbes.net](mailto:media@ipbes.net)

- **Media & Partner Accreditation**

- Begins mid-November 2024– must agree to respect strict embargo
- To receive invite to accredit join IPBES media email list:  
[www.eepurl.com/hxkQgn](http://www.eepurl.com/hxkQgn) (only media) or send request to [media@ipbes.net](mailto:media@ipbes.net) (partners too)
- 2 Types of accreditation: In-person (attend media launch in Manchester, UK on 9 February) & Online



# UK Parallel Programme & Stakeholder Day

- **Host country events pre- and post-Plenary session**
  - Several events (for business, research, public etc) also in Manchester
  - Not formally part of IPBES Plenary session – complement & leverage
  - Initial event: business forum – 9 September
  - Find out more: [ipbes12@defra.gov.uk](mailto:ipbes12@defra.gov.uk) & Defra Newsletter
- **IPBES Annual Stakeholder Day**
  - Stakeholder Day - Monday, 2 February 2026 – Manchester Central
  - Open to all – BUT must register [mea-ipbes-stakeholders@un.org](mailto:mea-ipbes-stakeholders@un.org)
  - Actively seeking UK private sector participation
  - Please connect with Amarys Preuss (IPBES Stakeholder Officer)



# Launch

## ■ 12<sup>th</sup> Plenary Session of IPBES (#IPBES12)

- Hosted by the UK Government (Defra, UKRI, JNCC and partners)
- Manchester, UK – 3-8 February 2026 (not open to public/media)
- 150 member States; +/- 900 delegates
- Will consider the Summaries for Policymakers (SPMs) line-by-line
- Expected to approve Business and Biodiversity Report on morning of Sun, 8 February.

## ■ Following Approval

- Expected by not later than 2 pm GMT/1 PM CET on Sun, 8 Feb, IPBES will send to all accredited journalists and partners (via email and strictly embargoed):
  - Media Release (EN, FR & ES) (+/-5 pages)
  - Approved Summary for Policymakers (+/- 40 pages)
  - B-Roll (still images, animations & some video)
- Limited opportunities for interviews (under embargo) with co-chairs & IPBES leaders
- Refer questions & requests to [media@ipbes.net](mailto:media@ipbes.net)



# Launch (Cont.)

- **Hybrid Media Launch (starts 1pm GMT/2pm CET, Mon, 9 Feb 2026)**

- Open to all accredited journalists (via Zoom webinar & in person) – for participation.
- Open to all accredited partners (in person) – as observers.
- Open to general public (via YouTube livestream) – as observers
- Embargo will be lifted at start of media launch
- Presentation by the 3 co-chairs of all key messages, findings & policy options
- Q&A/Discussion – all co-chairs & coordinating lead authors
- Expected to end by about 14.30 GMT/15.30 CET
- Following launch, media release, Summary for Policymakers and B-roll released to public

- **Interviews**

- Interviews (one-on-one & group calls)
- Co-chairs, Coordinating Lead Authors, IPBES leadership
- Opportunities for localisation/deep-dives on specific issues
- Science Media Centre London plans to host launch briefing with Matt Jones (TBC)



# Social Media

## ■ Pre-Launch Assets

- From October
- Focused on Primer (scope, scale and significance)
- EN; FR and ES
- #BizBiodiversity #IPBES12 and @IPBES

## ■ Launch Assets

- From launch 9 February 2026
- All key messages & major policy options
- EN, FR and ES
- #BizBiodiversity #IPBES12 and @IPBES

→ Follow @ipbes on X, Facebook, LinkedIn, Instagram, BlueSky, Mastodon & Threads

Tag @ipbes #BizBiodiversity #IPBES12



# Post-Launch

- **UK Parallel Programme Continues**

- **IPBES Uptake Events**

- Seminars, workshops, lectures, side events etc.
- Connect with IPBES to invite authors/experts to help localise messages for your organisation
- Summary for Policymakers, Full Report, Videos, Fact Sheets etc.
- Refer questions & requests to [media@ipbes.net](mailto:media@ipbes.net)

- **Further IPBES Engagement**

- Engage with future IPBES assessments, capacity-building, knowledge & data etc.
- IPBES stakeholder networks [mea-ipbes-stakeholders@un.org](mailto:mea-ipbes-stakeholders@un.org)
- Consider exploring support to IPBES and our work: Sonia Gueorguiev, Head of development of IPBES: [sonia.gueorguiev@un.org](mailto:sonia.gueorguiev@un.org)





**Q&A**

**Thank you!**  
**¡Gracias!**  
**Merci !**



IPBES Secretariat, UN Campus  
Platz der Vereinten Nationen 1, D-53113 Bonn, Germany  
[secretariat@ipbes.net](mailto:secretariat@ipbes.net)

      
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