



#NATURE FOR ALL

 @natureforal  @nature.for.all  @natureforall.global

CEC WORK PLAN 2023-2025

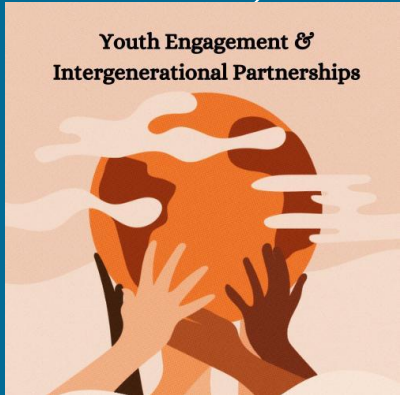
Draft for Discussion





Mission

To strengthen the work of the Union through creative, innovative, participatory, responsive, and effective communication and education, as tools to effect positive social and behavioural change for the well-being of people and planet.



Key Resolutions

<p><u>WCC-2020-Res-062-EN</u> Role of children and youth in nature conservation</p>	<ul style="list-style-type: none"> · Children and youth voice · Central role primary schools, secondary schools, colleges, universities <ul style="list-style-type: none"> · Environmental Education in formal curriculum · Children and youth in policy making <ul style="list-style-type: none"> · Online and offline activities · Facilitate global network and twinning of educational establishments 	<p>CEC CEESP</p>
<p><u>WCC-2020-Res-064-EN</u> Promoting conservation through behaviour-centred solutions</p>	<ul style="list-style-type: none"> · Awareness is not enough · Advances in behavioral science can be applied <ul style="list-style-type: none"> · Specifically, the role of zoos, aquariums, museums... · Embed action and behavior change in outreach and education <ul style="list-style-type: none"> · Champions holistic campaigns · Inspire all citizens to mobilise and adopt sustainable lifestyles 	<p>CEESP CEC</p>

Key Resolutions

<p><u>WCC-2016-Res-084-EN</u> Environmental education and how to naturalise the spaces in educational centres</p>	<ul style="list-style-type: none"> · Humans are integral part of nature · Contact with nature provides for optimal emotional and physical health and well being · Environmental education is a mainstay of nature conservation <ul style="list-style-type: none"> · Recognise the educational value of natural environments · Promote curriculum development in natural environments · Include EE in educational systems as cross cutting subject <ul style="list-style-type: none"> · Teacher training · Ensure EE has fundamental place in children's education 	<p>CEC</p>
<p><u>WCC-2016-Res-085-EN</u> Connecting people with nature globally (#NFA)</p>	<ul style="list-style-type: none"> · Broaden societal support for conservation <ul style="list-style-type: none"> · Mobilize funding · Protected areas are dependent on public support <ul style="list-style-type: none"> · Launch and support #NatureForAll · Sensitise and motivate government, ministries of education, health, environment, education institutions... <ul style="list-style-type: none"> · Share knowledge, frameworks and tools · Conduct research evidencing benefit of nature contact 	<p>CEC WCPA</p>



#NATURE
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A Global Movement to Inspire Love of Nature

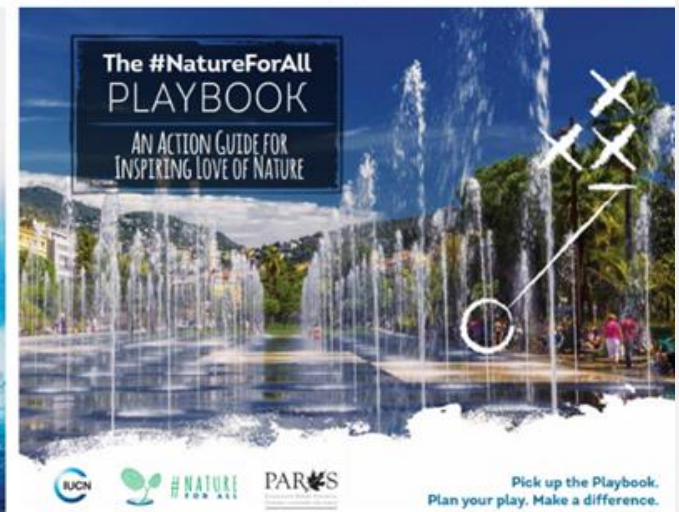
Meaningful connections with nature provide powerful benefits for individual and societal well-being and are the inspiration for actions to care for the Earth.





#NATUREFORALL IS....

- 575+ partners
- Over 80 countries
- All regions of the world
- Showcasing, inspiring and empowering others
- Providing toolkits, communication and education tools
- Compiling evidence and knowledge
- 100s of tools in Discovery Zone in multiple languages



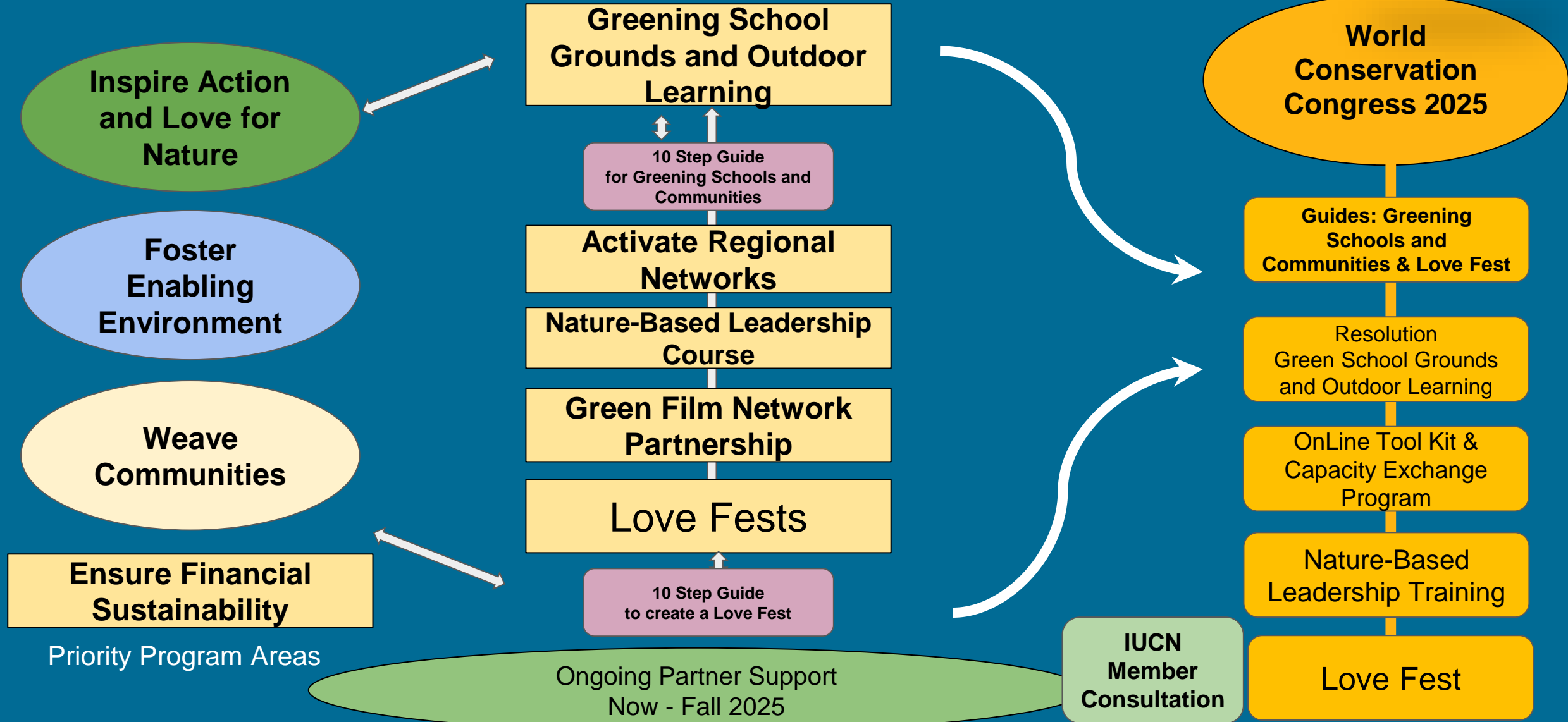


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A global network inspiring love of nature.



The way forward...





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Greening School Grounds and Outdoor Learning

Action Agenda

- Advocacy
- Inclusive Audiences and Participation
- Community Engagement & Resources
- Funding and Governance
- Policy



Children
& Nature
Network



SALZBURG
GLOBAL
SEMINAR



International
School Grounds
Alliance



#NATURE
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unesco
United Nations
Educational, Scientific
and Cultural Organization



Learning
through
Landscapes



LearningPlanet



alana

The way forward...



Program Benefits

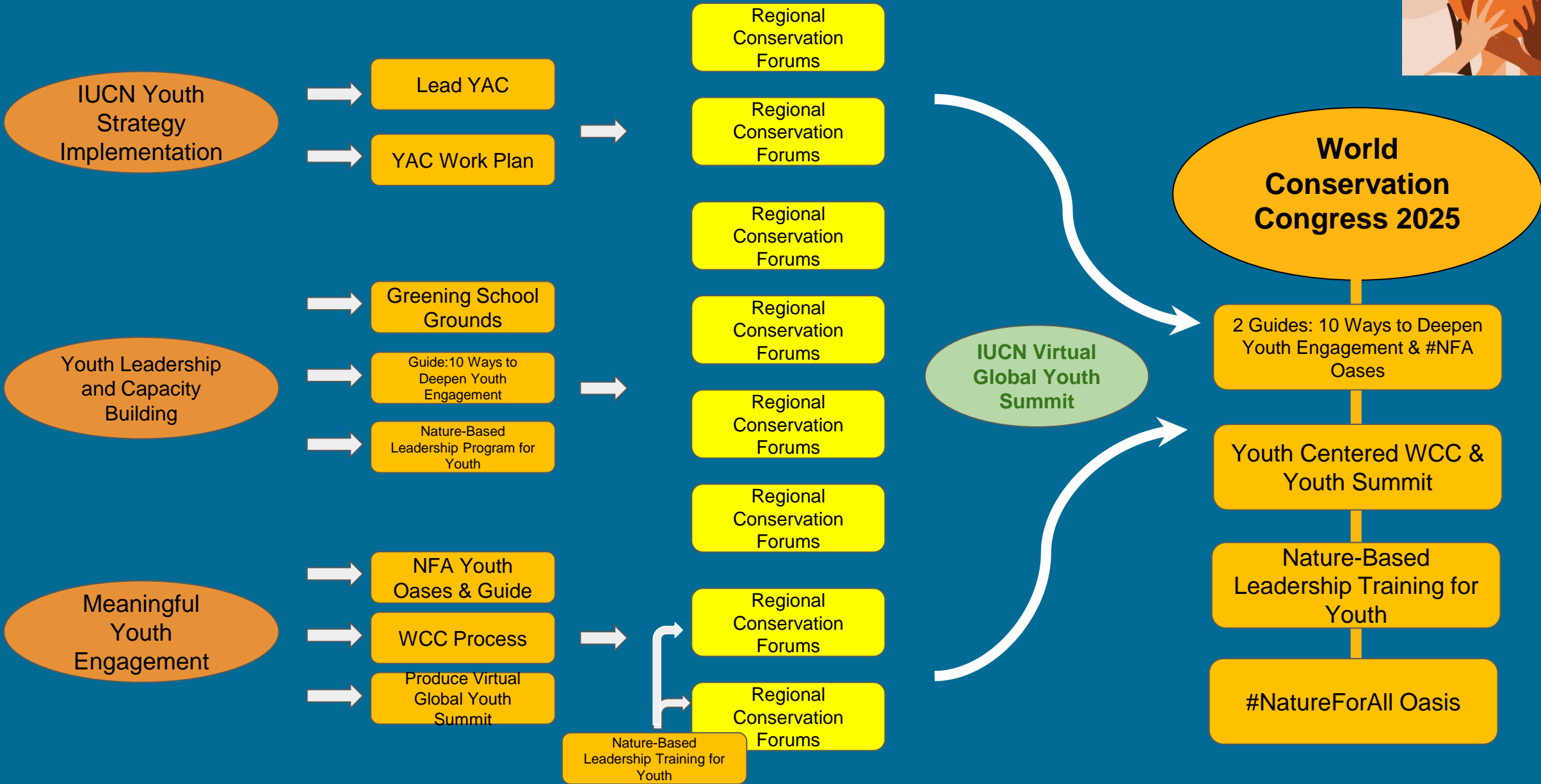
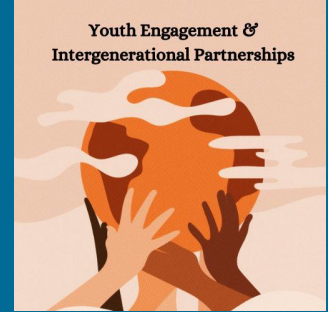


**Youth Engagement &
Intergenerational Partnerships**



We will support youth engagement through capacity building, leadership and empowerment for meaningful intergenerational cooperation.

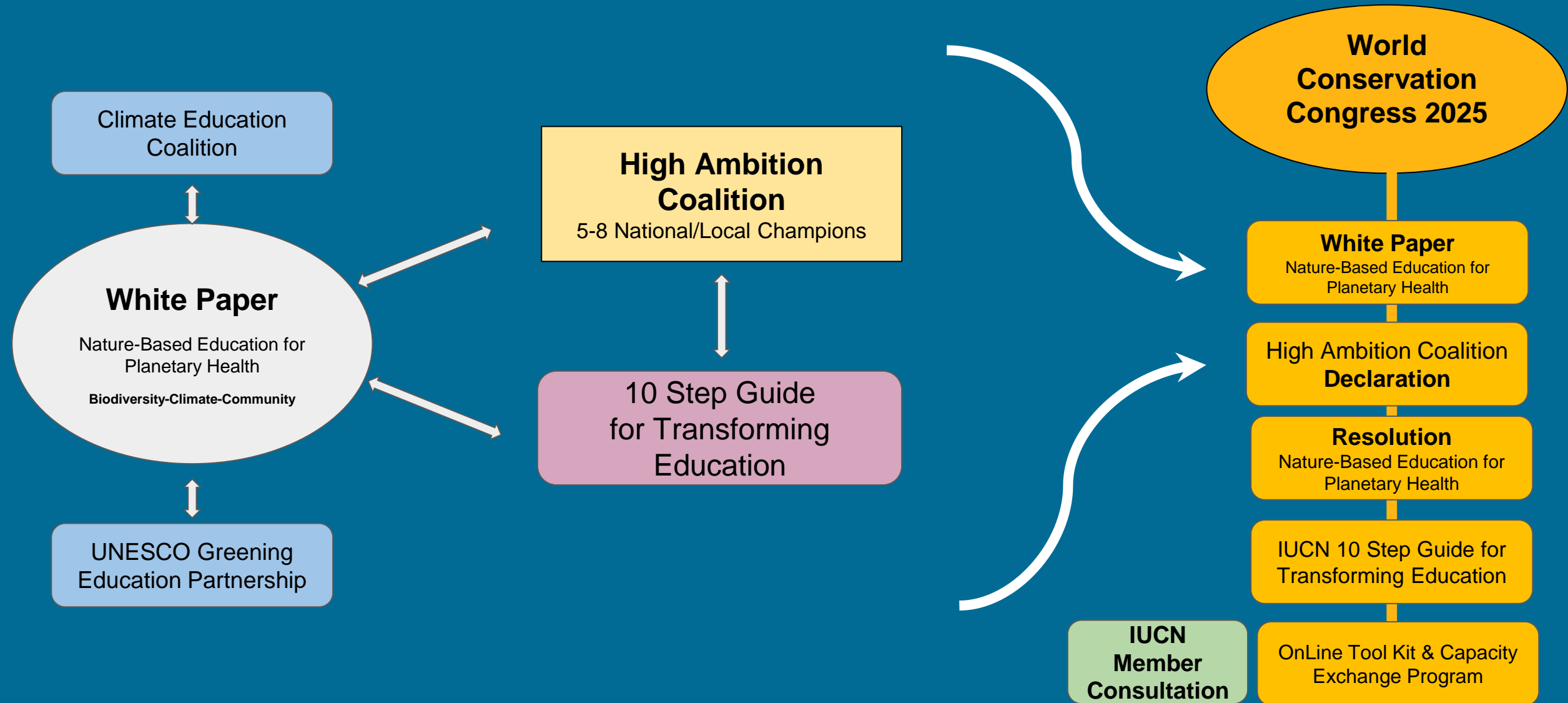
The way forward...





We aim to create the educational framework and tools for nature to be a core component of education for planetary health recognizing nature as a teacher, as knowledge, and as a learning environment.

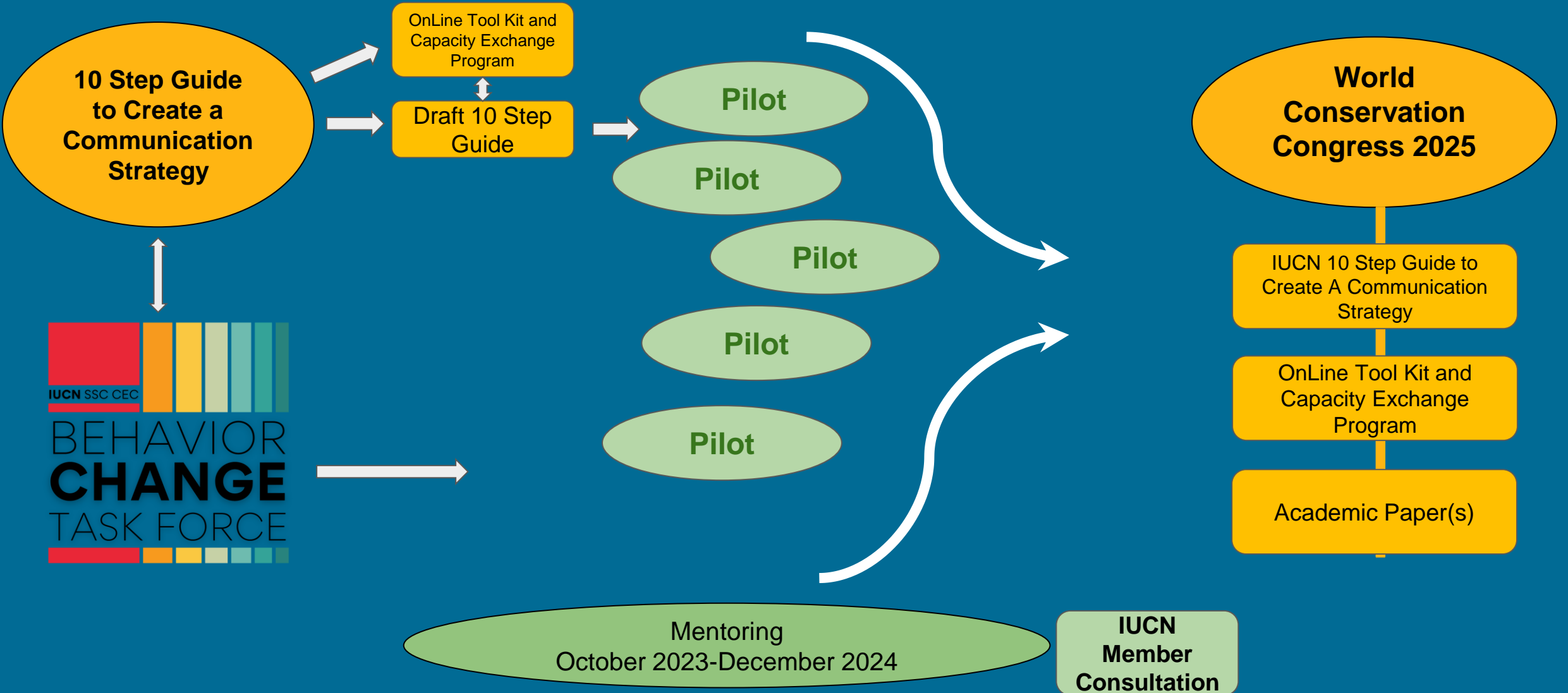
The way forward...





We will create the practical communication tools and training platform the Union needs to make a bigger difference in the world!

The way forward...



Builds on previous guides...

- 2000: 10-step Communication Strategy was developed by GIZ and an OECD-DAC working group that included IUCN-CEC, WB, WWF, GIZ, CIDA, SIDA, UNEP, etc. in 2000, and became the recommended guide for the 38 OECD member countries.
- 2000: GIZ's Communicating the Environment. Environmental Communication for Sustainable Development incorporating a conceptual framework, case studies and lessons learned.
- 2006: GIZ added 5 Sustainable Development branches to the 10 steps: Development and environmental communication, Social marketing, Non-formal and environmental education, Civil society mobilization, and Conflict management and negotiation.
- 2007: CEPA guide developed by IUCN-CEC for the CBD, with similar 10 steps adding fact sheets, examples and checklists.
- 2012: GIZ and CBD published the Strategic Communication for ABS Guide and Toolkit for Practitioners, which incorporated a practice-oriented approach, combining the 10 steps with the 8 ABS fields and a set of Job Aids and tools for each of the 10 steps.

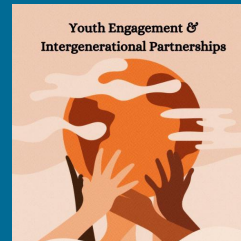
10 Steps of a Communication Strategy	
o1	Stage 1 Assessment Situation analysis and problem identification Audience and Knowledge, Attitude and Practices (KAP) analyses Communication objectives
o2	
o3	
o4	Stage 2 Planning Resources planning: Budget, time, staff Involvement of partners Media selection and mix
o5	
o6	
o7	Stage 3 Production Message design Media pretesting and production
o8	
o9	Stage 4 Action & Reflection Media use in the field Process documentation and Monitoring and Evaluation (M&E)
10	

Member Engagement...

- Invited to give input on White Paper, Guides and all products
- Share their resources and materials in Online tool kits
- Be part of Capacity Building and Mentoring program
- Be part of the Love Fests and Film Festivals
- Create and share content
- Be part of Resolution process
- Volunteer on translation



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