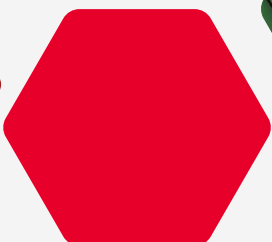




Species

ISSUE 65

2024-2025 Report of the IUCN Species Survival Commission and Secretariat



The IUCN Species Survival Commission (SSC)

The IUCN Species Survival Commission (SSC) is a science-based network of thousands of volunteer experts from almost every country of the world, all working together toward achieving the vision of “a just world that values and conserves nature through positive action to both prevent the loss and aid recovery of the diversity of life on earth.”

Members of SSC belong to one or more of near 200 Specialist Groups, Red List Authorities, Action Partnerships, Task Forces, and Conservation Committees that make up the Network, each focusing on a taxonomic group (plants, fungi, mammals, birds, reptiles, amphibians, fishes, and invertebrates), national species, or a disciplinary issue, such as sustainable use and livelihoods, translocation of species, wildlife health, climate change, and conservation planning.

Framed by the Species Conservation Cycle, SSC’s major role is to provide information to IUCN on biodiversity conservation, the inherent value of species, their role in ecosystem health and functioning, the provision of ecosystem services, and their support to human livelihoods. This information is fed into the IUCN Red List of Threatened Species.

2021-2025 Species Strategic Plan

The IUCN Species Strategic Plan encompasses the joint work of the IUCN Species Survival Commission and a number of partnerships to achieve more than 2,700 targets proposed by the Network during the 2021-2025 quadrennium.

To accomplish those targets, the Species Conservation Cycle was established, which is the conceptual framework for the Network activities. The Species Conservation Cycle’s main purpose is to guide efforts for valuing and conserving biodiversity through three essential components that are linked to each other:

ASSESS: Understand and inform the world about the status and trends of biodiversity.

PLAN: Develop collaborative, inclusive and science-based conservation strategies, plans and policies.

ACT: Convene and mobilise conservation actions to improve the status of biodiversity.



Their implementation requires two transversal components:

NETWORK: Enhance and support our immediate network and alliances to achieve our biodiversity targets.

COMMUNICATE: Drive strategic and targeted communications to enhance our conservation impact.

SSC Species Report

Annual progress in the implementation of the 2021-2025 Species Strategic Plan is documented in the SSC *Species Report*, which consists of a comprehensive description and analysis of the activities and results generated by the members of the SSC Network and Centers for Species Survival (CSS) each year. Each SSC and CSS group contributes to this document by providing a yearly summarised description of their achievements, which is presented in stand-alone reports.

Structure of the IUCN SSC and CSS Stand-alone Reports

Stand-alone reports summarize the activities conducted and results generated by each group member of the SSC and CSS. Following, is the structure of the stand-alone report and the contents under each session.

Title of the group

Photograph(s) of the Chair/Co-Chairs

Group information

Includes names of Chair/Co-Chairs, Vice-Chairs, Deputy Chairs, Red List Authority Coordinators, Program Officers, Species Survival Directors, and Species Survival Officers, their institutional affiliations, number of members and social networks currently active.

Logo of the group

Mission statement

Includes the mission of the group.

Projected impact for the 2021-2025 quadrennium

Includes the description of the impact on species conservation resulting from the implementation of the targets formulated by the group for the 2021-2025 quadrennium.

Targets for the 2021-2025 quadrennium

Includes the targets planned by the SSC or CSS group for the 2021-2025 quadrennium ordered alphabetically by component of the Species Conservation Cycle. Each target is labeled with a numerical code (e.g., T-001, T-012) that identifies it in the SSC DATA database and its status for the reported year is indicated (Not initiated, On track or Achieved).

Activities and results

Includes the targets for which activities were conducted and results that were generated during 2024 (full year) and 2025 (first quarter), ordered alphabetically, first by component of the Species Conservation Cycle, and second by Activity Category. Description of activities and results includes the indicator that best describes progress, its associated quantitative or qualitative result, and the narrative description of the activity conducted or result obtained. Each activity or result reported is linked to the Key Species Result to which it is mainly associated (e.g., KSR#1, KSR#5).

Acknowledgements

Includes the acknowledgements to funding agencies, partners, and persons who contributed to the progress of the targets of the group.

Summary of achievements

Summarises information of the group's strategic plan for the quadrennium and progress achieved implementing targets for all the components of the Species Conservation Cycle during the reported year.

Animalia

Fungi

Plantae

National Species

Disciplinary

Action Partnership

Task Force

Red List Authority

Committee

Center for Species Survival

Example for the recommended citation:

Verissimo, D.G. (2025). 2024-2025 Report of the Behaviour Change Task Force. In: IUCN SSC and Secretariat. *Species: Annual Report of the IUCN Species Survival Commission and Secretariat 2024-2025*. Gland, Switzerland: IUCN. 4 pp.

IUCN SSC CEC Behaviour Change Task Force



CHAIR
Diogo Gaspar
Verissimo
University of Oxford,
UK

NUMBER OF MEMBERS
15

SOCIAL MEDIA AND WEBSITE

Website: <https://www.conservationbehaviourchange.org/>
LinkedIn: [conservationbehaviourchange](https://www.linkedin.com/company/conservationbehaviourchange)

Mission statement

Human choices have an impact on biodiversity loss, making it essential that social and behavioural sciences, such as sociology, anthropology, psychology, economics, and marketing, among others, that seek to understand human behaviour and influence decisions people make be taken into account in conservation interventions. Therefore, the mission of the IUCN SSC CEC Task Force on Behaviour Change is to act as a knowledge broker between the behavioural sciences and those working to conserve biodiversity. This Task Force, as a cross-commission with the Species Survival Commission (SSC) and the Commission for Education and Communication (CEC), will be in a unique position to drive the adoption of behavioural change science principles at scale within the biodiversity conservation community.

Projected impact 2021–2025

The IUCN SSC CEC Task Force on Behaviour Change aims to put into practice the knowledge acquired in the field of behavioural sciences for use in intervention projects. For years, these disciplines have been overlooked in conservation contexts, despite human activities being a major cause of the biodiversity loss we are currently witnessing.

Therefore, this multidisciplinary group, with extensive expertise in behavioural sciences, human behaviour and how to influence decision-making, will be in a privileged position to create best practice guidance documents that will help the community enhance the use of social sciences in biodiversity conservation intervention projects.

Targets 2021–2025

ASSESS

T-004 Produce and publish guidelines for high quality behavioural interventions in the context of biodiversity conservation.
Status: Not initiated

PLAN

T-002 Carry out a consultation across SSC, CEC and other relevant stakeholders to identify barriers to the use of behavioural change science in conservation science, alongside what sort of support would be most valuable.
Status: Achieved

T-003 Map out the institutional landscape of other groups also working in behavioural science and sustainability to maximise synergies.
Status: On track

ACT

T-005 Develop freely accessible training materials and modules that can help build capacity across IUCN and more broadly in the biodiversity conservation space.
Status: Not initiated

NETWORK

T-006 Create and develop webinars focused on behaviour change.
Status: Not initiated

COMMUNICATE

T-001 Produce an authoritative review of the knowledge in the field to be published Open Access in the journal *Annual Reviews*.
Status: Achieved

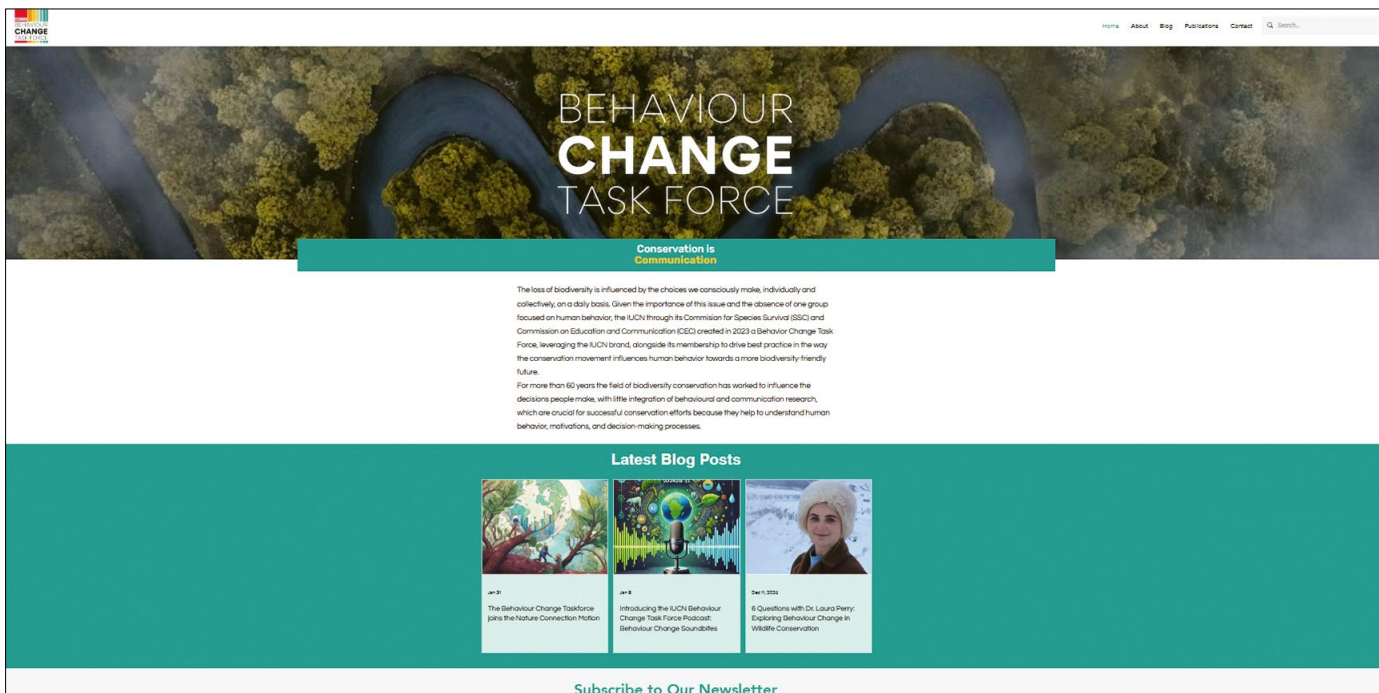
T-007 Create and develop a website of the IUCN SSC CEC Task Force on Behaviour Change, where outputs and activities are published.
Status: Achieved

Activities and results 2024-2025

PLAN

Planning

T-002 Carry out a consultation across SSC, CEC and other relevant stakeholders to identify barriers to the use of behavioural



Updated webpage
 Photo: IUCN SSC CEC Behaviour Change Task Force

change science in conservation science, alongside what sort of support would be most valuable. (KSR 8)

Number of technical documents to support the development of conservation plans/strategies: 1

Result description: In 2024, the IUCN SSC CEC Behaviour Change Task Force conducted a comprehensive needs assessment to identify key challenges and opportunities in conservation behaviour change. The Taskforce recruited participants through diverse outreach channels and successfully conducted 71 individual interviews with participants from two primary sources: IUCN Commission Networks (specifically the Species Survival Commission and Commission on Education and Communication) and key stakeholders recommended by the IUCN Behaviour Change Task Force. This process spanned from January to July 2024. Following the data collection phase, the Task Force implemented a structured qualitative analysis approach. To build necessary capacity within the team for this qualitative data analysis, the SSC Small Grant was instrumental in hiring a consultant to enhance the skills of the Taskforce Programme Officer through a targeted workshop and provide technical support in analysing and documenting the qualitative data collected during the Needs Assessment. The interview content was systematically analysed to identify patterns, trends, and emerging themes relevant to conservation behaviour change practices. These findings are currently being synthesized into a comprehensive final report that is being revised for publishing, following the peer review process.

[SSC Grant awarded]

COMMUNICATE Communication

T-001 Produce an authoritative review of the knowledge in the field to be published Open Access in the journal *Annual Reviews*. (KSR 12)

Number of media articles mentioning IUCN Species theme: 1

Result description: The Behaviour Change Task Force published a review article in the *Annual Review of Environment and Resources* titled '[Changing Human Behaviour to Conserve Biodiversity](#)'. This comprehensive review delved into the most impactful research on behaviour change for biodiversity conservation, examining various threats, stakeholder groups, and communication strategies. Key findings include effective strategies for influencing different groups to adopt conservation-friendly behaviours, as well as the identification of critical gaps in the design and implementation of behaviour change interventions. This article offers valuable insights for researchers, policymakers, and practitioners working to address the urgent challenges facing biodiversity conservation.

T-007 Create and develop a website of the IUCN SSC CEC Task Force on Behaviour Change, where outputs and activities are published. (KSR 13)

Number of digital communication outputs developed in relation to specific taxonomic groups: 5

Result description: The Task Force website, initially developed in 2023, completed its redesign in mid-2024. The new version enhances the user's experience and positions the site as a platform for hosting our

latest publications, including tools developed by the Task Force, while providing resources for professionals working in nature conservation with a focus on social and behavioural sciences. In addition to the updated website, we have also launched a LinkedIn account and a newsletter to share relevant content from IUCN and highlight key topics in the conservation behaviour change field.

Summary of achievements

Total number of targets 2021–2025: 7

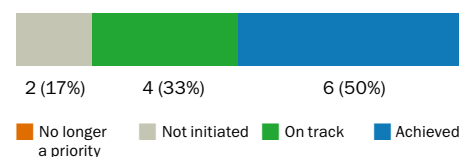
Geographic regions: 7 Global

Actions during 2024–2025:

Plan: 1 (KSR 8)

Communicate: 2 (KSR 12, 13)

Overall achievement 2021–2025:



Suweon Treefrog
(*Dryophytes suweonensis*)
Photo: Amael Borzee



Marsh Cinquefoil
(*Comarum palustre*)
Photo: Magnus Goransson



Phallus aureolatus
Photo: Juliano Baltazar



Eurasian Griffon (*Gyps fulvus*)
Photo: Andre Botha



Black Rhino (*Diceros bicornis*)
Photo: Save The Rhino Trust Namibia



Azores Nursery Spider
(*Pisaura acoreesins*)
Photo: Paulo A.V. Borges



Black and White Snapper
(*Macolor niger*)
Photo: David B. Snyder