



CEC Annual Report 2010

Communicating Biodiversity



IUCN Commission on Education and Communication



Introduction

A knowledge network for powering change

Faced with climate change and biodiversity loss, people are ready for messages that change hearts, minds and even behaviours. The conservation community is embracing strategic communication and new approaches to learning to go beyond jargon. The IUCN Commission on Education and Communication (CEC) seeks to engage and inspire people to value and protect nature – from policy makers to natural resource managers on the ground.

CEC is a global voluntary network leveraging the professional expertise of over 800 members in every region of the world to advance the conservation priorities of IUCN, the world's oldest and largest global environmental network.

The IUCN Science & Learning Unit provides the Secretariat's focal point for the Commission. The CEC Chair and Steering Committee guide the Commission, while Regional Vice-Chairs and National Activators connect CEC members at the regional and country level.

Benefits of CEC membership include:

- Access to a learning community with common goals
- Opportunities to showcase your knowledge and exchange ideas
- Invitations to contribute opinions and apply expertise
- Newsletter of current activities and events
- Access to the IUCN World Conservation Congress
- Participation in a specialty group or regional network

In this report, we are pleased to present highlights of CEC activities in 2010. The Commission engaged in initiatives supporting the IUCN One Programme, with an emphasis on communicating biodiversity. CEC pursued partnership activities with IUCN members, the Secretariat, other Commissions and key external partners — extending the theme of partnership across generations to engage young professionals. To strengthen its network, CEC selected more National Activators and expanded its engagement tools and activities.

Many more activities carried out by CEC members in support of the IUCN One Programme are featured in the CEC newsletter, which is available online at www.iucn.org/cec/. Content for this report comes from newsletter stories, the new CEC and CEPA brochures, and the 2010 annual report and presentation to IUCN Council.

I would like to thank CEC members for going the extra mile in 2010 to get the message out for the International Year for Biodiversity. As volunteers, your time, energy and talent is a gift to the global movement for a more sustainable future.

Keith Wheeler, CEC Chair

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Science & Learning Unit

CEC started the year in a new home, the IUCN Science & Learning Unit, and midway through gained a new CEC Focal Point.

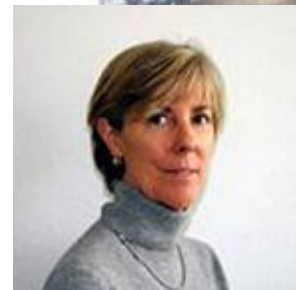
The IUCN Science & Learning Unit provides the Secretariat support for the Commission. CEC became part of this new unit, headed by Dr. Susan Mainka, in January 2010. In July 2010, Rod Abson joined the unit to serve as Science and Learning Officer and CEC Focal Point. CEC welcomes the strong and extended support to the Commission's work, which also includes additional part-time administrative assistance. The CEC Focal Point has a 'knowledge management' function in IUCN and has received support from CEC Specialty Group Leader on Knowledge Management. The Science & Learning Unit has integrated CEC into its planning process and requested its input. CEC looks forward to future collaboration.

Dr. Susan Mainka

Rod Abson

Wendy Price

Cecilia Nizzola-Tabja



Chapter 1: Communicating biodiversity

In the International Year of Biodiversity, CEC focused on 'Communicating Biodiversity':

- CEC organized a CEPA Side Event at CBD COP10 in Nagoya, where the new video 'Love. Not Loss.' was a great success.
- Several exciting workshops developed capacity for Communication, Education and Public Awareness (CEPA) to promote biodiversity.
- CEC signed an MOU with the Government of Jalisco, Mexico, to provide CEPA support for the state's biodiversity strategy 1.1 The IUCN One Programme: Biodiversity.
- CEC moved forward on an MOU signed last year with Royal Roads University in Canada to provide information on short courses and programmes for professional updating of conservation practitioners.



1.1. Bringing science to life at CBD COP 10

More than 100 people attended the CEC side event during the CEPA Fair at CBD COP10 in Nagoya, many expressing an interest in joining the Commission. The successful event, titled 'Communicating Biodiversity: Bringing Science to Life', involved the collaboration of IUCN's three strands and challenged traditional ways of communicating biodiversity messages. For the event, CEC helped to produce a short video entitled 'Love. Not Loss.' with the Secretariat of the Convention on Biological Diversity and IUCN member Wildscreen.



Report on CEC side event

IUCN's Commission on Education and Communication held a side event on 20 October 2010 entitled 'Bringing Science to Life'. The event was designed to challenge 'traditional' ways of communicating biodiversity messages. CEC member Laurie Bennett of Futerra Communications reported from Nagoya.



One of the most powerful points coming out of Nagoya, made both explicitly and also hidden in the maelstrom of debate around biodiversity policy, is the way we communicate is fundamental to the success of biodiversity conservation.

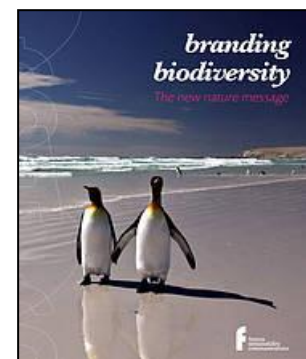
Whether at the highest levels of political wrangling, or at the grass roots of public action, communication is the glue that sticks policy and action together. Persuasion, as well as policy, is key to ringing the political and public change required to safeguard the nature on which we depend.

Today IUCN's Commission on Education and Communication held a side event entitled 'Bringing Science to Life'. The event was designed to challenge 'traditional' ways of communicating biodiversity messages. With the climax of Countdown 2010 marking the end of one era, and the beginning of another, IUCN are challenging biodiversity communicators to turn over a new leaf too.

The event was presided over by CEC chairman Keith Wheeler, who started the session with a premiere of the CEC's film for Nagoya, *Love. Not Loss*. The panel of experts included Frits Hesselink, special advisor to the chair, Laurie Bennett, Head of Strategy at Futerra Sustainability Communications, David Ainsworth, Policy Officer for the CBD and Florence Clap, Biodiversity Policy Officer for IUCN France.

The presentations covered the major challenges that biodiversity communicators face, from the psychology of the audience to the infrastructural hurdles of funding and resources.

Frits called for communication to sit higher up the biodiversity agenda. Rather than being called in once the decisions are made, communicators can and should help to shape debate and make policy accessible. It's time that scientists trust communicators to take their findings and translate them into palatable messages for the wider community.



Laurie used Futerra's latest publication, *Branding Biodiversity*, as a platform to challenge communicators to focus on Love not Loss. Extinction messages are built on guilt, and making people feel guilty doesn't make them act. We need to celebrate the awe and wonder we all feel for nature, and use that to inspire people towards a positive future, rather than scare them away from an extinction crisis. He added that the economic findings coming out of reports like TEEB should be handled with care. While they are perfect ammunition to target policy makers, they risk undermining emotional connections the public have with nature.



David demonstrated the success that the International Year of Biodiversity has had putting a more positive approach into action. He showcased case stories from around the world, including intrepid Belgian travellers, and Google's Doodle competition to inspire kids about biodiversity.

Florence's campaign 'La Biodiversite c'est ma nature', has been a hit with celebrities and the public alike in France. Working with the CEC, the campaign has drafted a challenge to policy makers, and gets support for it in fun and creative ways.

The new message was applauded by John Francis, VP Research, Conservation, & Exploration at the National Geographic Society, whose new documentary Great Migrations is all about the Love message. An Ethiopian delegate confirmed that Love not Loss is not an approach confined to the urban West, and UNEP spokesman Nick Nuttal called for consistency of message across all communications platforms.

Clearly there is the potential to shake up the biodiversity message. Together we can inject it with inspiration, move it out of the shadow of complex scientific subject, and into the light of the world's most inspiring stories. □ Reported by CEC member Laurie Bennett

Photos from CEC's CEPA Side Event



**Communicating Biodiversity
Bringing Science to Life**

Wednesday 20 October — 13:00 to 15:00
COP 10 in Nagoya, Japan
CEPA Fair, First Floor, Building 2, Room 216 A

Biodiversity is the world's most elaborate scientific concept, but also, potentially, its greatest story. Love of nature for most people is about awe, wonder and joy; not habitats, ecosystem services or extinction. By using these powerful emotions to bring science to life communicators will inspire conservation action around the world.

This side event on Communication, Education and Public Awareness (CEPA) provides expert insight into the challenges communicators face, the common pitfalls of biodiversity communication, and the practical solutions that will inspire public and political action.

CEC members attending COP 10

CEC was represented by the following members:

1. Keith Wheeler, CEC Chair, USA
2. Rod Abson, CEC Focal Point, IUCN HQ, Switzerland
3. Frits Hesselink, CEC Special Advisor to the Chair, Netherlands
4. Marta Andelman, co-leader, CEC Specialty Group for CEPA, Argentina
5. Laurie Bennett, CEC member, UK
6. Yvonne Otieno, CEC member representing Youth and Intergenerational Partnership, Kenya
7. Tania Moreno, CEC member, Costa Rica

Other CEC members attending COP 10:

1. David Ainsworth, co-leader, CEC Specialty Group for CEPA, and CBD Program Officer, Canada
2. Florence Clap, UICN France
3. Brahim Haddane, Morocco
4. Sean Southey, Media Impact
5. John Francis, National Geographic
6. Andrea Margit, Brazil (maybe)
7. Daniel Robinson, University of New South Wales, Australia
8. Mike Shanahan, IIED, International Institute for Environment and Development
9. Denise Hamú, Brazil
10. Harriet Nimmo, Wildscreen, UK
11. Mr. Mahawa Diouf, L'Union SAPPAT, Senegal

Nagoya materials and related stories

[Invitation to Side Event \(flyer\)](http://cmsdata.iucn.org/downloads/nagoya_flyer_2.pdf) http://cmsdata.iucn.org/downloads/nagoya_flyer_2.pdf

[Slideshow Presentation](http://cmsdata.iucn.org/downloads/communicating_biodiversity_iucn_cec_slideshow.pdf) (PowerPoints)

http://cmsdata.iucn.org/downloads/communicating_biodiversity_iucn_cec_slideshow.pdf

[Photo Slideshow of CEC Side Event in Nagoya](http://www.iucn.org/about/union/commissions/cec/?6353/Photo-Slideshow-of-CEC-Side-Event-in-Nagoya) (PhotoPeach)

<http://www.iucn.org/about/union/commissions/cec/?6353/Photo-Slideshow-of-CEC-Side-Event-in-Nagoya>

Communicating Biodiversity: Bringing science to life through Communication, Education and Public Awareness (CEPA brochure) http://cmsdata.iucn.org/downloads/cepa_brochure_web.pdf

CEC - Powering Change for Biodiversity (CEC brochure)

<http://www.iucn.org/about/union/commissions/cec/?6350/New-Brochure-CEC---Powering-Change-for-Biodiversity>

My Experience in Nagoya by CEC Young Professional Yvonne Otieno (news story)

<http://www.iucn.org/about/union/commissions/cec/?6510/Experience-in-Nagoya-Yvonne-Otieno>

Japan Civil Network Promotes CEPA during CBD COP10 (news story)

<http://www.iucn.org/about/union/commissions/cec/?6533/Japan-Civil-Network-Promotes-CEPA-during-CBD-COP10>

CEPA and Biodiversity: CEC Member Interviewed on Green TV Japan (Laurie Bennett, video)

<http://www.iucn.org/about/union/commissions/cec/?6321/CEC-Member-on-Green-TV-Japan>

1.2 New biodiversity video

CEC and the CBD Secretariat produced a new video in partnership with CEC members in Wildscreen and Futerra. This video presents a new biodiversity message. It challenges communicators to talk about nature in terms that people want to listen to.



As the video opens, the narrator intones, "We are living in the age of the sixth mass global extinction. Experts warn that in the next 30 years we'll lose one fifth of the entire species on the planet." Soon a road sign asks, "But is anybody listening?"

The video, titled "Love. Not Loss", proposes a new direction for biodiversity communication. It was created for screening at the CBD COP10 in Nagoya in October 2010.

Citing research and showing communities engaged in learning, the video raises key points:

- The single most important factor behind taking action is our childhood experience. How can this wonder be harnessed to change our behaviour?
- In all parts of the world we are beginning to see that public awareness does lead to change, where people can see the benefits from making their own contribution.
- It's NOT the depressing accounts of the wildlife we are losing that moves us, it's awe and wonder, enhanced by understanding, that can inspire us to take action. It's love, not loss.

The video was produced by Jeremy Bristow for Wildscreen. IUCN CEC members contributing to the video include: Harriet Nimmo, CEC Special Advisor for Multi-media Communication and Chief Executive of Wildscreen; Laurie Bennett, CEC member and Head of Strategy, Futerra Sustainability Communications; David Ainsworth, CEC Specialty Group Leader for CEPA and Information Officer, Secretariat for the

Convention on Biological Diversity; Frits Hesselink, CEC Special Advisor and HECT Consultancy founder; and Keith Wheeler, CEC Chair.

Funding for this film came from the Government of the Netherlands, as part of its contribution to Communication, Education and Public Awareness (CEPA) activities under the Convention on Biological Diversity. View the video >> <http://www.youtube.com/watch?v=BvldwOEzreM>

1.3 Partnership for biodiversity: Examples

Throughout the year, CEC promoted the biodiversity **campaigns** of the French Committee for IUCN, Futerra, Secretariat of the Convention on Biological Diversity, and Wildscreen.



An MoU with the Government of Jalisco, Mexico

CEC Chair Keith Wheeler and Ms. Martha Ruth del Toro Gaytán signed a Memorandum of Understanding (MoU) between CEC and the Government of Jalisco to coordinate biodiversity action on 26 July 2010, in Guadalajara. The MoU is a commitment to coordinate actions related to biodiversity, support CEPA with workshops, and to back-up the Strategy for the Conservation and Sustainable Use of Biodiversity of Jalisco. It was signed by Keith Wheeler and Ms. Martha Ruth del Toro Gaytán, Secretary General of the *Secretaría de Medio Ambiente para el Desarrollo Sustentable* (SEMADES) from the Government of Jalisco.

The agreement was spearheaded by CEC Regional Vice-Chair for Mesoamerica, Dr. Arturo Curiel Ballesteros, Director of the Instituto de Medio Ambiente y Comunidades Humanas (IMACH) from the University of Guadalajara (Jalisco), Mexico. Ing. José Antonio Gloria Morales, Jalisco Secretary General of Education, and CEC Special Advisor Frits Hesselink were also in attendance.



1.4 CEPA Workshops

Communication, Education and Public Awareness (CEPA) has the potential to unlock global action on biodiversity conservation. To be successful, communicators must use science and policy wisely, to develop messages that inspire people around the world about life on earth. CEC members facilitated a number of CEPA workshops in 2010:

- Regional workshop for IUCN and Commission members in North Africa/Mediterranean region organized by Brahim Haddane, CEC Regional Vice-Chair, and Susana Calvo, Spanish Ministry of the Environment;
- 10-country workshop on biodiversity and media in Indonesia with the Secretariat of the Convention on Biological Diversity (SCBD);
- Workshop with IUCN members and WCPA members in Peru; and
- Stakeholders' workshop with the Wildlife Trust of Bangladesh.

North Africa & Mediterranean

A regional workshop for North Africa & Mediterranean was organized by Brahim Haddane, CEC Regional Vice-Chair for Northern Africa, and Susana Calvo, Spanish Ministry of the Environment.



Le Commission de l'Education et la Communication de l'UICN a organisé un atelier régional sur le Guide Pratique CEPA au Royaume du Maroc en collaboration avec le Département de l'Environnement marocain et avec le soutien du Service des Parcs Nationaux de l'Espagne - Ministère de l'Environnement d'Espagne. Cet atelier a eu lieu du 23 au 26 mai 2010 à El Hoceima (Maroc) sur la côte méditerranéenne.

Les experts de 06 pays de l'Afrique du Nord (Maroc, Algérie, Tunisie, Libye, Egypte et Mauritanie) ont été invités à participer à cet atelier sur la communication, l'éducation et la sensibilisation du public. Chaque pays a désigné 3 participants pour profiter de cette formation (Service des Aires Protégées, Point focal CBD et un représentant d'ONG spécialisée en éducation environnementale dans les aires protégées).

C'est ainsi que 18 personnes ont pu suivre cette formation qui a été animée par Monsieur Frits HESSELINK de la CEC et facilité par Dr HADDANE Brahim, Vice Président régional de la CEC pour l'Afrique du Nord. L'atelier a traité les 04 chapitres relatifs à l'utilisation du Kit de l'éducation et à la communication de la CBD et illustrés par des exemples.

Une excursion a été organisée pour la visite du Parc National d'El Hoceima (marin et terrestre) avec un entretien avec les usagers de l'espace du parc et de ses ressources naturelles. Les participants ont pris connaissance des difficultés de la gestion de l'aire protégée et des problèmes entre les usagers et l'administration locale. Au terme de cet atelier l'évaluation des connaissances et des acquis a été

conduite par l'animateur dont les résultats ont été très satisfaisants. Un certificat de participation a été remis à chaque participant par le facilitateur à l'occasion de la cérémonie de clôture.

Bangladesh



In Bangladesh, CEC members Frits Hesselink and Malcolm Whitehead facilitated a five-day CEPA workshop on board a boat cruising the Sundarbans. It was strategic communication planning meeting of the Tiger Action Plan, launched by the Wildlife Trust of Bangladesh, and inspired by the CEPA Toolkit.

The workshop was the first step in bringing the BTAP to a larger audience of potential partners including Forest Department, local and national NGOs, local community people, media personnel; and laid the first building bricks for developing a communication roadmap. The BTAP lays the groundwork for tiger conservation activities in Bangladesh. However, we need to plan a communication strategy that helps understand what community is best to target, who the influencers are, and what behaviours are the best to target for change. It also helps identify the interventions which lead to the desired behaviours of the target audiences to conserve tiger and the Sundarbans.

This workshop took place on a boat in the Sundarbans – the purpose of which was to embed the participants in the conservation context of the BTAP. The participants were provided with the BTAP before the workshop as a reading material. Mr Frits Hesselink of HECT Consultancy and former Chair of the IUCN Commission on Education and Communication (CEC) with assistance from Mr Malcolm Whitehead, Head of Discovery and Learning, Zoological Society London (ZSL), supported the Sundarbans Tiger Project team in the facilitation of the workshop.

Indonesia

Representatives of government and the media from 10 ASEAN member states attended a December 2009 workshop in Jakarta to explore CEPA and media relations in reference to the International Year of Biodiversity (IYB). The capacity-building event was organized by the Secretariat of the Convention on Biological Diversity (CBD), in partnership with the ASEAN Centre for Biodiversity (ACB), and with the support of the Government of Indonesia and financial support of the Government of the Netherlands. CEC members Cynthia Chin, Dinh Thi Minh Thu and Ronny Mustamu served as facilitators at a CEPA workshop co-organized by the CBD Secretariat and the ASEAN Centre for Biodiversity.



Chapter 2: CEC across the IUCN One Programme

2.1 Climate for learning



In 2010, CEC developed the Climate Science e-Learning Course with IUCN's Climate Change Coordinator. CEC also co-sponsored a forum on energy, climate change and national security in Washington. CEC continued to develop dialogues with a variety of thought leaders in the area of climate change and national security, participating in a Washington D.C. forum. CEC also participated in an expert climate knowledge management meeting with WMO. And in Mexico, CEC delivered a session at FAO ABDC conference food insecurity and climate change.

CEC session at FAO conference

The FAO International Technical Conference on Agricultural Biotechnologies in Developing Countries (ABDC-10) took place in Guadalajara, Mexico from 1 to 4 March 2010. Keith Wheeler, CEC Chair, and several CEC members participated in the FAO event, delivering a session on engaging public participation in biotechnology policy, titled 'Empowering public participation in informed decision-making'.



A major objective of the Conference was to take stock of the application of biotechnologies across the different food and agricultural sectors in developing countries, in order to learn from the past and to identify options for the future to face the challenges of food insecurity, climate change and natural resource degradation.

About the climate change e-course

Three CEC members helped to develop an e-course for professional updating on climate change aimed in particular at IUCN's national and regional staff, working together with the IUCN Climate Change Coordinator. An online survey to identify needs was conducted, followed by the design of modules, which were then uploaded by CEC to the [CEC Portal](http://cec.wcln.org/climatechangeupdate) at <http://cec.wcln.org/climatechangeupdate>.



IUCN staff are increasingly called upon to answer questions about IUCN's position on climate change. The strong international focus of IUCN's climate policy work is shifting, and the Union now aims to have a stronger national and regional focus. This course is designed to support staff in their discussions with colleagues, IUCN members and governments. The pilot version will offer modules on four topics: climate science; United Nations Framework Convention on Climate Change; IUCN's position; national policy. The first module is now online, with a video introduction by Ninni Ikkala, IUCN Climate

Change Coordinator. This e-Learning course is an example of CEC input to the IUCN Programme,” says Keith Wheeler, CEC Chair. One of the first steps in the process of developing the course was a survey sent to 50 staff members in IUCN offices worldwide. The results identified the needs for professional updating, topic areas and options for delivery. The survey was conducted by Jack Byrne, CEC Specialty Group Leader; Frits Hesselink, CEC Special Advisor; and Andy Alm, CEC Specialty Group Leader, with Ninni Ikkala and Claire Parker of IUCN. View the e-course >> <http://cec.wcln.org/climatechangeupdate>

2.2 Livelihoods and Green Economy

CEC members contributed to a special issue of *arborvitae* newsletter on the subject ‘communicating forest values to non-foresters’ with the IUCN Forest Programme. As part of a project with the IUCN Eastern and Southern Africa Regional Office (ESARO) office, CEC members agreed to write a chapter about strategic communication to influence policy. The CEC Special Advisor to the Chair participated in a workshop organized by the IUCN Economy and Environmental Governance Group to discuss IUCN’s engagement in the ‘Greening of the World Economy’.

Communicating forest values

To mark the International Year of Forests, and in editorial partnership with CEC, this issue of *arborvitae* takes a critical yet constructive look at how forest values are being communicated to non-foresters.



The issue opens with a joint Editorial by Stewart Maginnis, Head of IUCN’s Forest Conservation Programme and Keith Wheeler, Chair of IUCN’s Commission on Education and Communication. Cheryl Charles discusses how childhood experiences in nature are on the wane, and what this means for forests. Frits Hesselink suggests how forest experts can better ‘arouse’ the general public about their subject. Laurie Bennett argues that doom and gloom messages on biodiversity aren’t working and should be replaced by positive messages that inspire action. Andy Alm and Jack Byrne outline some Internet resources for knowledge sharing among the forest community. Frits

Hesselink reports on how a biodiversity communication strategy moved from one of informing forest owners to one of supporting specific changes in forest management in Estonia. Haroldo Castro reflects on the importance – and abundance – of conservation success stories from Africa. Juliane Zeidler looks at some of the strengths and weaknesses of visual communication for conservation.

View the newsletter >> <http://www.iucn.org/forest/av>

Chapter 3: Communication and collaboration

Collaboration with the IUCN constituency

In the spirit of collaboration and partnership, CEC co-sponsored 'Healthy Environment, Healthy People' conference with University of Guadalajara, an IUCN member. The conference was organized by the CEC Regional Vice-Chair for Mesoamerica, Arturo Curiel, in his capacity as head of an IUCN member organization.



CEC was pleased to participate in the IUCN UK National Conference in Scotland, 'Nature – What's in it for me', following on the annual CEC meeting in nearby Aviemore. CEC organized a speakers' panel of CEC experts and a CEPA workshop, and represented IUCN on several occasions due to last-minute cancellations of participants as the Icelandic volcano erupted. Also in 2010, CEC invited all new IUCN members to name a person from their staff working in strategic communication to join the Commission.

CEC members collaborated with the IUCN Regional Office for Europe and the International Institute for Environment and Development (IIED) to establish the Biodiversity Media Alliance. CEC also promoted the Biodiversity Media Alliance with members in Europe and on the CEC website.

CEC members also participated on the jury for the IUCN-Reuters-COMplus Award

Collaboration with Commissions

The CEC Specialty Group on Environmental Security actively planned and contributed to joint efforts with CEL on climate, energy and national security issues. This process is being championed by CEC members and has broad cross-Commission engagement. It is expected to lead to a workshop at the



next Congress. Four CEC members have submitted plans for workshops at the forthcoming CEESP Conference 'Sharing Power'. CEC also contributed to the development of an interactive training course for IUCN Red List Assessors and a related Training of Trainers course.



Collaboration with the Secretariat

CEC welcomed the appointment of staff focal points for the Commission by several IUCN Regional Offices including SUR, ROWA, ARO and ESARO. CEC participated in the opening of the IUCN office in Brazil. CEC invited the Head of Global Communications to its Steering Committee meeting in Aviemore, Scotland, in order to promote better linkages and collaboration in efforts to reach audiences.

Chapter 4: Building our network

CEC continued to improve its structure in 2010, with a focus on Specialty Groups and National Activators. CEPA is a major focus, with workshops and the CEPA Toolkit helping to develop capacity to implement the global environmental Conventions. CEC members also participate in dialogues on emerging issues, promote youth engagement, and explore social networking to reach new audiences. Building on education for sustainable development, CEC is developing certificates through the World Conservation Institute and access to online courses. Strategic communication advice is offered across many areas of IUCN. Action is mobilized through regional networks or the new **specialty groups**:

- CEPA, Communication, Education and Public Awareness
- Education for Sustainable Development
- Environmental Information
- Environmental Security
- Greening Campuses
- Intergenerational Partnerships for Sustainability
- Knowledge Management
- Learning and Leadership
- Organizational Development and Change Management
- Sustainability Centres
- WCLN, World Conservation Learning Network

4.1 Annual meeting

CEC's new Specialty Group Leaders joined Steering Committee members at their annual event, meeting for the first time with CEC Regional Vice-Chairs, CEC Special Advisors, IUCN staff and guests. The group of 32 participants identified strategies and outcomes related to the International Year of Biodiversity, World Conservation Congress, and how to manage conservation knowledge to achieve results for IUCN.



Keith Wheeler, Chair of the IUCN Commission on Education and Communication, convened the CEC Steering Committee for their second meeting of the 2009-2012 intersessional period. The group met in

Aviemore, Scotland, from April 14 to 16, 2010. Facilitation was provided by Wendy Goldstein, CEC Deputy Chair, and Chuck Phillips, CEC Specialty Group Leader.

CEC's new Specialty Group Leaders joined Steering Committee members at their annual event, meeting for the first time with CEC Regional Vice-Chairs, CEC Special Advisors, IUCN staff and guests. The group of 32 participants identified strategies and outcomes related to the International Year of Biodiversity, World Conservation Congress, and how to manage conservation knowledge to achieve results for IUCN.

The meeting aimed to engage CEC's leadership in working to contribute to the IUCN One Programme and in performing against the CEC mandate on strategic communication (CEPA) for the environmental Conventions, innovative learning for professional updating, and strategic dialogues to co-create solutions. Participants also considered knowledge management for IUCN as networking organization, with the vision of having one seamless and integrated way to share knowledge throughout the various programmes and Commissions and to share that information with a vast general audience. The meeting addressed the following objectives:

- Plan for the World Conservation Congress in Korea;
- Plan contributions to the International Year of Biodiversity;
- Knowledge provision to the new CEC web presence;
- Targets and criteria for an increase in membership including youth;
- Work with other IUCN Commissions and programmes, especially WCPA;
- Progressing the World Conservation Learning Network.

Some key points of the discussions:

1. CEC calls for more support to IUCN Global Communications: The Steering Committee recommended that as communicating the issues of IUCN is a huge task to carry out, IUCN Global Communications requires increased support and resourcing. In particular it is suggested that IUCN staff need to embrace new social media in their work.

2. IUCN and CEC need to share knowledge but lack adequate systems: CEC recommends that IUCN (Secretariat) develops an effective and seamless knowledge management system suitable for 21st century needs. By the next Congress, IUCN needs to be THE environmental knowledge institution or it will lose its global position. Presently IUCN and its six commissions are operating with 20th century knowledge management tools. The challenge is to increase the capacity of the entire organization, not only in corporate communication but also in strategic communication, learning and knowledge management. IUCN needs to be able to share its knowledge with other institutions to assist in decision making. CEC needs this structure in place to support the work of its own Commission so it can play its role as a knowledge provider on communication, learning, education and capacity building and be supported as a fully functional network around the world. The Commission must deliver its mandate, yet it is a constant challenge to pull out the capacity of all CEC members to contribute experience and advice to the IUCN programme as there is no system to store and process the information.

3. CEC's role is changing. One theme that emerged from the discussion is the evolving function and structure of the CEC. Is CEC moving towards an emphasis on strategic communication, learning and knowledge management and away from its past role as an 'education' commission? This shift reflects changes in how IUCN's audiences want to acquire information. Demand-oriented learning is informal with use of social media; in contrast, school education (with which the term education is usually

associated) traditionally takes a more supply-oriented approach. (Even so, the Commission is developing up a professional capacity building programme drawing on tertiary education.) Should the Commission change its name to reflect its emerging role?

4. **CEC needs a networked structure:** It was suggested a less hierarchical structure could facilitate learning and knowledge management, supporting the Commission's new functionality and role. The role of Regional Vice-Chairs was thought to potentially create a blockage as regional members defer to the Regional Vice-Chair for advice. In a way we are moving towards a networked structure with the Specialty Groups overlaying the regional structure with national activators. Should the Commission change its structure to reflect a more networked organization? This could be revised in the next mandate, starting 2013, though experimented with in the interim.

5. **CEC may need to do things differently at the regional level.** Participants from Africa said that it is difficult to find entry points to engage CEC in IUCN'S work in the region and link to the IUCN programme. This is difficult as the programme planning process did not include CEC in its planning process.

6. **CEC needs to (re)-develop its communication strategy.** Communication is lacking in the region and between regions. Such as strategy could emphasize CEC's role in facilitating linkages of experiences South-South. It would also focus on how to engage CEC members in all regions so they feel they are part of something that is meaningful.

7. **CEC's next meeting could address a refreshing or review of its own vision and strategic plan.** CEC needs to make explicit the metrics by which we measure our own success (how will we know we made a difference) and why we prioritise certain aspects such as knowledge management.

8. **In terms of process, CEC used a new tool (for us) called Posterous in this meeting** — making the event virtually paper-free, helping with simultaneous reporting, and providing practically instant feedback on group work and planning. By the end of the meeting, all of our work plans were completed and posted on the web, accessible to all. The site formats the reports in a form that is easily uploaded to our official website pages for all CEC members and others to read. Posterous was introduced by the CEC Specialty Group Leader on Knowledge Management. □

4.2 Engagement tools and activities

CEC populated a new **website** built on the IUCN platform and conducted a member survey on website needs. The Commission's electronic **newsletter** is scheduled to deliver some 200 news stories over ten issues through December 2010. Submissions from CEC members are up significantly over previous years, making the newsletter a networking forum for members. For print, CEC produced a new Commission **brochure** and a new CEPA brochure.

Recently, CEC established new **social networking** accounts on Facebook, Twitter, Slideshare and Picasa and uploaded videos to the IUCN YouTube channel. These tools were populated with content from CBD COP10 and will continue to enhance CEC networking online.



CEC Regional Vice-Chairs conducted **surveys** of CEC members in South America, Eastern and Southern Africa, and West and Central Africa to identify areas for action and networking needs. CEC also tested the new IUCN Constituency Relationship Management Tool and is looking forward to its launch.



4.3 Intergenerational partnership

Engaging young people and collaborating across generations is essential for supporting the sustainability movement and the IUCN mission of biodiversity conservation. CEC continued in 2010 to advocate youth engagement in IUCN and Commissions. CEC supported the process of appointing a young person to the IUCN Council for the first time. Grace Mwaura, 23, of Kenya, is a CEC member and winner of a 2011 Rhodes Scholarship.



The CEC Young Professionals Leadership Team, with 30 members, continued to promote the engagement of young people in IUCN concerns. The group collaborated with other young professionals in WCPA and CEL, democratically selected a youth representative (Yvonne Otieno, at left) to join the CEC delegation in Nagoya, and promoted use of a Wikispace.



Dominic Stucker of the CEC Steering Committee was guest editor for the CEC September 2010 newsletter: Youth and Intergenerational Partnership. http://cmsdata.iucn.org/downloads/cec_newsletter_september_2010_full.html

For more information about CEC activities for young professionals, see the Intergenerational Partnership wiki: <http://intergenerationalpartnership.wikispaces.com/>

Visit the CEC website: http://www.iucn.org/about/union/commissions/cec/cec_how_we_work/youth_ips/

4.4 National Activators

Through its Regional Vice-Chairs, CEC selected National Activators in all regions. The selection process sought CEC members working in IUCN member organizations or recommended by an IUCN National Committee. Their role is to inform Regional Vice-Chairs of national activities, communicate with IUCN national offices, and enhance Commission impact in their countries.

Eastern and Southern Africa

Botswana — Tracy Molefits, molefits@yahoo.co.uk
 Kenya — Ochieng Ogodo, ochiengogodo@yahoo.com
 South Africa — Maria Moate, MariaMo@sanparks.org
 Uganda — Deborah Baranga, dbaranga@zoology.mak.ac.ug

North Africa

Egypt — Manal Fawzy, dm_fawzy@yahoo.com

West and Central Africa

Benin — Joséa Dossou-Bodjrenou, ntongmu@yahoo.com
 Cameroon — Jonas Kemajou Syapze, oped_cam@yahoo.fr
 Democratic Republic of Congo — Naum Butoto, ugeafi@yahoo.fr
 Gambia — Abdou Khadire Diop, abdoukhadire@yahoo.fr
 Ghana — Ken Kinney, kkinney@thedevin.org
 Guinea — Selly Camara, camaraselly@gmail.com
 Guinea-Bissau — Nicolau Mendes, uicn@sol.gtelecom.gw
 Liberia — Henry Smith, Society_conservation@yahoo.com
 Mali — Alassane Ballo, ballowalia@yahoo.fr
 Nigeria — Esther Agbarakwe, esther.agbarakwe@youthclimate.org.uk
 Senegal — Abdou Khadire Diop, abdoukhadire@yahoo.fr
 Sierra Leone — Joseph Rahall, jorahall@yahoo.com
 Togo — Tsivanyo Mensah Todzro, adt-togo@cafe.tg

Meso America

Costa Rica — Alicia Jiménez, ajimenez@earthcharter.org
 Cuba — Martha Roque Molina, marthar@ama.cu
 Dominican Republic — Faustina Varela, faustinavarela@hotmail.com
 Mexico — Maria Guadalupe Garibay, ggaribay@cucba.udg.mx
 Nicaragua — Maria Teresa Mariscal, mariscalteresa@yahoo.es

North America

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 USA — Brian Day, brian@naaee.org

South America

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 Bolivia — Mery Ruth Mariaca, mmariaca@conservation.org
 Brazil — Suzana Padua, suzana@ipe.org.br
 Chile — Gabriela Omegna, gomegna@conaf.cl
 Colombia — Olga Bermudez, olgaber@gmail.com
 Ecuador — Cecilia Amaluisa, cecilia.amaluisa@ceppecuador.org

Perú — Sofia Brutton, sofiabrutton@hotmail.com
 Uruguay — Hernán Sorhuet, hazparne@adinet.com.uy
 Venezuela — Alejandro Alvarez, alvareziragorry@gmail.com

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South and South East Asia

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Europe

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 France — Cécile Ostria, c.ostria@fnh.org
 Romania — Peter Lengyel, lengyelpeter@yahoo.com
 Spain — Susana Calvo, scalvo@oapn.es

Oceania

Fiji — Leba Mataitini, lebamataitini@connect.co.fj
 Tonga — Seuula Fua, johanssonfua_s@usp.ac.fj
 New Zealand — Anne Brower, Ann.brower@lincoln.ac.nz

National Activators in West and Central Africa

In February 2010, 16 CEC National Activators from 12 countries in West and Central Africa met in Sierra Leone at an event organized by CEC Regional Vice-Chair Tommy Garnett.



La réunion des animateurs de la commission d'éducation et de communication de l'IUCN en Afrique centrale et occidentale s'est tenue du 4 au 5 février 2010 à Freetown en Sierra Leone. Elle a regroupé 16 animateurs issus de 12 pays (Bénin, Ghana, Mali, Sierra Leone, Sénégal, RDC, Guinée Bissau, Togo, Guinée, Libéria, Pays-Bas, Burkina Faso, Ireland). Les participants du Cameroun et du Burundi ayant raté leurs vols. La modération était assurée par Chris Maas Geesteranus, expert en éducation environnementale, membre de la CEC de longue date et bénévole au comité néerlandais de l'IUCN.

Cette 1ère rencontre du genre dans la sous-région visait à :

- Elaborer un plan stratégique régional et des plans d'activités au niveau national et régional prenant en compte les activités de la CEC et la vision de programme unique de l'UICN ;
- Présenter les plans d'action des différents pays, soulignant le statut d'adhésion à la CEC ;
- Réfléchir sur le sens et le rôle de la CEC dans le contexte de la sous-région Afrique centrale et de l'ouest et l'approche de la CEC à contribuer au renforcement de l'éducation environnementale durable dans la région ;
- Développer la collaboration et les partenariats au niveau national et régional. Campagne d'adhésion à la CEC.

Les travaux ont démarré par la lecture, par Tommy Garnett, Vice Président de la CEC, du message de salutations de Keith Wheeler, Président de CEC, adressée à tous les participants.

Les animateurs CEC présents ont présenté leurs plans d'action prenant en compte le renforcement des capacités, la communication, la co-crédation des solutions sur les sujets émergents, le travail avec la commission mondiale des aires protégées. □ *Félicité Mangang, Chargée de communication du Bureau UICN pour le Programme pour l'Afrique Centrale et Occidentale*

Chapter 5: CEC in the near future

CEC will continue to monitor five IUCN Resolutions. As of 2011, CEC will be preparing a new strategic plan to support the IUCN Programme 2012-2016. CEC will also start reflecting on the best way it can have impact at the 2012 World Conservation Congress, Rio+20 and other opportunities to advance IUCN aims through strategic communication, learning and knowledge management. CEC will:

- Develop new Strategic Plan
- Prepare for IUCN World Conservation Congress in Jeju, Korea
- Focus on strategic communication, biodiversity, climate change and environmental security
- Strengthen regional networks
- Collaborate and integrate across the IUCN Programme
- Broker alliances with non-traditional partners
- Engage new audiences
- Integrate more effectively Strategic Communication, Learning and Knowledge Management

CEC, along with the Global Communications Unit of IUCN will support Target 1 of the Convention on Biological Diversity adopted in Nagoya, which supports the promotion of the International Decade of Biodiversity 2011-2020.

CEC will also continue to support the Resolutions and Recommendations adopted at the 4th IUCN World Conservation Congress, in particular those related directly to CEC:

- 4.098 Intergenerational partnerships
- 4.102 Advancing knowledge management in conservation
- 4.103 Acknowledging Spanish-language environmental education publications
- 4.104 The World Conservation Learning Network: next steps
- 4.105 Communication, education and public awareness (CEPA) in conservation

For the full text of these resolutions in English, French and Spanish, see the CEC Manual >>

http://cmsdata.iucn.org/downloads/manual_cec_steering_com_2009_rev2010.doc

Or, visit the IUCN Resolutions & Recommendations web page >>

http://www.iucn.org/about/work/programmes/global_policy/gpu_resources/gpu_res_recs/

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