



CEC Annual Report 2011

A global network for change



World Scout Jamboree / Photo: Rod Abson, CEC



Welcome to CEC

The IUCN Commission on Education and Communication (CEC) is a network driving change for sustainability.

Nearly 1,000 members volunteer their professional expertise in learning, knowledge management and strategic communication to achieve the goals of the International Union for Conservation of Nature.

I would like to thank CEC members for making a difference every day. 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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Introduction

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 nearly 1,000 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 & Knowledge Management Unit provides the Secretariat’s focal point for the Commission. It is headed by Dr. Susan Mainka, with Rod Abson serving as the Knowledge Management Officer and CEC Focal Point and Wendy Price providing additional part-time administrative support. Cecilia Nizzola-Tabja, Membership Liaison Officer, celebrated her 20th year with the Commission in 2011.

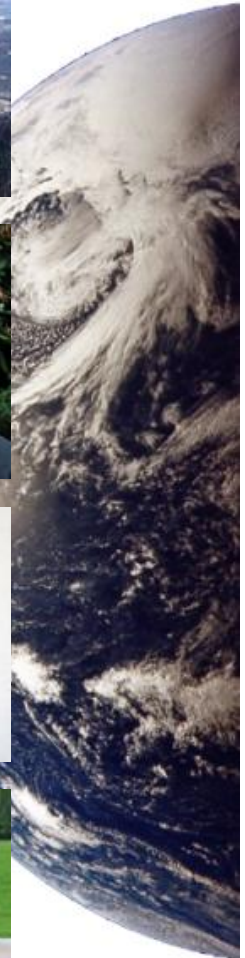
The CEC Chair and Steering Committee guide the Commission, while Regional Vice-Chairs and National Activators connect CEC members at the regional and country level.

Benefits of CEC membership include:

- Access to a learning community with common goals
- Opportunities to showcase 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

This report presents highlights of CEC activities in 2011.

The Commission engaged in initiatives supporting the IUCN One Programme, with an emphasis on building skills and raising awareness. CEC pursued partnership activities with IUCN members, the Secretariat, other Commissions and key external partners. CEC members contributed to the IUCN Regional Conservation Fora and facilitated workshops to improve communication, education and public awareness in the implementation of National Biodiversity Strategies and Action Plans across all regions. Young professionals in CEC took a leadership role in strengthening the emerging youth presence in IUCN. Our CEC Focal Point also engaged young people at the World Scout Jamboree, where CEC coordinated 1,000 person-hours of IUCN environmental education.



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 and the 2011 annual report and presentation to IUCN Council.

1. IUCN Regional Conservation Fora

CEC was represented at all of the Regional Conservation Fora held in 2011. These events, organized in each IUCN Region in preparation for the 2012 World Conservation Congress, convene IUCN's constituency to discuss regional issues and provide regional input to the IUCN Global Programme to be adopted by the Members at the Congress. CEC prepared a briefing document for the CEC Regional Vice Chairs who participated in the Fora to ensure a consistent approach and increase attention to communication and learning in the IUCN Programme. They were also encouraged to contact the IUCN Regional Director to strengthen links between the Commission and the Programme and seek opportunities for collaboration.

The two main objectives of CEC participation in the Fora were: (1) suggest ways the IUCN Programme and Regional Programme can make strategic communication, learning, change management and knowledge management more explicit in the way the Union works both internationally and regionally, and (2) conduct research to gather ideas from IUCN Members, staff and other Commissions about activities that could benefit from CEC expertise in support of the next IUCN Programme. The successful CEC video *Love. Not Loss.* was used to provoke discussion in the Fora. CEC invited all new IUCN members to name a person from their staff working in strategic communication to join the Commission.

CEC representatives at the Fora included:

- Javed Jabbar for West Asia, 2-5 May, Kuwait City, Kuwait
- Suzana Padua for South America, 13-15 June, Lima, Peru
- Félicité Mangang for West and Central Africa, 5-8 July, Brazzaville, DRC
- Wendy Goldstein for Oceania, 23-25 August, Brisbane, Australia
- Katalin Czipplan and Frits Hesselink for Europe, 6-9 September, Bonn, Germany
- Jean Perras and Keith Wheeler for Canada, 19-20 September, Ottawa, Canada
- Julian Zeidler for ESARO, 20-22 September, Johannesburg, South Africa
- John Francis and Keith Wheeler for the US Office, 21 September, Washington, DC
- Javed Jabbar and Rod Abson for Asia, 27-30 September, Seoul, Korea
- Brahim Haddane for the Mediterranean, 3-7 October, Rabat, Morocco
- Arturo Curiel for ORMA, 6-7 October, Santo Domingo, Dominican Republic

2. Communicating biodiversity

CEPA workshops for NBSAPs

The Secretariat of the Convention on Biological Diversity invited the IUCN Commission on Education and Communication to contribute to its workshop series on updating and revising National Biodiversity Strategies and Action Plans (NBSAPs) worldwide. CEC prepared notes to guide facilitation and content to help CEC members participating in the NBSAP workshops provide a consistent message, adapted to each region. The advisor to the CEC Chair organized a helpdesk via Skype to support the CEC facilitators, enhance quality of performance and promote the same CEC messages. Almost all of the CEC facilitators made use of this helpdesk.



As in the IUCN Regional Conservation Fora, the CEC video “Love. Not Loss” was used as a basis for discussion on communicating biodiversity. CEC focused on promoting the tools and methods of Communication, Education and Public Awareness (CEPA), emerging from Article 13 of the Convention on Biological Diversity.

CEC members provided CEPA training in the following workshops:

- Juliane Zeidler for Southern Africa, 14-20 March, Kasane, Botswana
- Wiebke Herding for Europe, 15-19 April in Vilm, Germany
- Tala Khatib for North Africa and the Middle East, 2-7 May, Beirut, Lebanon
- Rony Mustamu for South, Southeast and East Asia, 9-13 May, Xi’an, China
- Khadire Diop for West Africa, 22-26 May, Dakar, Senegal
- Khadire Diop for Central Africa, 19-23 June, Brazzaville, DRC
- Grace Mwaura for East Africa, 27-30 June, Kigali, Rwanda
- Ana Puyol for South America, 13-15 July, Quito, Ecuador
- Carlette Falloon for the Caribbean, 17-20 October, St. George, Grenada
- Tina Trampus for Central Asia, 17-20 October, Istanbul, Turkey
- Tania Moreno for Meso-America, 28 November to 2 December, Costa Rica
- Katalin Czippán for East Europe, December, Minsk, Belarus

3. Youth participation and intergenerational partnership

CEC at the World Scout Jamboree

The Commission on Education and Communication helped to deliver over 1,000 person-hours of environmental education at the 22nd World Scout Jamboree in Sweden. Rod Abson, CEC Focal Point, coordinated IUCN's involvement with the World Scout Jamboree. A team from the CEC, including Ivana Savic who also attended the Jamboree, prepared workshops on Environmental Rights of the Child, and Celebrating Biodiversity. The event presented a unique opportunity to discuss directly with young



people from all parts of the world, and to run activities and games to explore critical environmental subjects in a cross-cultural environment. Learning exercises explored conservation-oriented questions: What would the world be like if designed by Scouts? If you could let your imagination go wild and bring a new species to life, what would it look like? How can we make a difference in our home societies so that we live in a more harmonious world for people and nature?

The Jamboree was attended by more than 40,000 Scouts from 146 countries. CEC took the lead in coordinating the IUCN workshops at the Jamboree's Global Development Village as part of its focus on learning and building the capacity of young people to take effective conservation action.

Survey of Commission Chairs on young people in IUCN

A survey by the CEC Young Professionals Leadership Team looked at youth engagement and intergenerational partnership across the six IUCN Commissions. Based on results, recommendations included groups for young professionals on the remaining Commissions (CEESP, CEM, and SSC) and more partnership across generations; input into the IUCN draft Programme; and, for Congress, a workshop proposal on youth engagement and a motion on diversity of generations in Council and Commissions. A report was prepared by CEC members Adriana Suárez Delucchi, Lisa Marika Jokivirta and Dominic Stucker. Under the umbrella of the Task Force on Intergenerational Partnership for Sustainability, convened by CEC youth leadership, young professionals from across Commissions are following up on these recommendations.

CEC assisted CEESP to form youth leadership team

The two Commissions worked together to create a new Youth Leadership Team in CEESP. CEC member Dominic Stucker assisted Catie Burlando, who has been appointed to CEESP's Steering Committee.

Input to IUCN draft Programme from cross-Commission survey

Based on a second cross-Commission survey, the Task Force on Intergenerational Partnership for Sustainability wrote a report as input into the draft IUCN Programme review process, the Union's policy and action framework for 2013-2016. It synthesizes survey responses from 257 people of all ages, representing all IUCN Commissions and regions. Survey participants offered insightful inputs across the core and thematic program areas. Commission Chairs supported dissemination of the survey and report, and many contributors and editors added to the success of this effort.

Youth Councilor reported on 76th Council Meeting

CEC member Grace Mwaura participated in the May and November 2011 meetings of the Council as IUCN Youth Councilor. She reported on progress of youth involvement in IUCN, noting that a 'youth representative' will be included in all future Congress Preparatory Committees and that she will join the ad hoc Working Group on the IUCN Visioning Process. She initiated ongoing efforts to ensure a place for young people on the Council, integrate youth engagement and intergenerational partnership into the IUCN draft Programme, shape workshop proposals for Congress, and draft a Motion to recognize IUCN Youth Champions. For more information, visit <http://intergenerationalpartnership.wikispaces.com/>

4. Partnerships for communicating biodiversity

CEPA presentation and SWOT analysis for zoo and aquarium partners

CEC explored collaboration with people who work in museums, botanical gardens and interpretive centres at March 2011 conference in Spain. Susana Calvo, CEC Regional Vice-Chair for the



Mediterranean, delivered a presentation on the use of the CEPA Toolkit. Chris Mahon, Chair of the IUCN UK National Committee, met with delegates and prepared a SWOT Analysis about CEC engagement with people in these organizations and networks. SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. Opportunities to make contact with individuals through their professional associations such as WAZA, IZE, EAZA and BCGI were explored during the conference.

Advice for CBD Target 1 indicators

CEC participated in the GEO BON meeting on the Adequacy of Existing Observation Capabilities (as related to the Aichi targets), held 1-3 March 2011 in Wageningen, The Netherlands, and took the lead in formulating advice from meeting about Target 1 indicators 1. CEC also provided its own advice to the

Convention on Biological Diversity on Target 1 of its strategic plan: Awareness of biodiversity values. CEC has prepared a letter that includes advice on looking to other experience from around the world in trying to measure a values based target, stresses the need to go beyond simply awareness, and the importance of establishing a baseline to measure progress over the decade.

Communicating protected areas and forests

The CEC Chair also participated in June in a meeting in Ottawa with the WCPA Chair and Head of Parks Canada about communication strategies for global protected areas. The WCPA Chair was also invited to participate in the recent CEC Steering Committee meeting in Hungary to strengthen collaboration between the two commissions. In November, the CEC Chair and CEC Special Advisor delivered a keynote address during Asia-Pacific Forestry Week in Beijing, China. The title of the plenary session was 'New Media – New Messages: Forestry communications in Asia and the Pacific.'

5. Climate change

African Adaptation Project Namibia

CEC members Juliane Zeidler, Gillian Martin Mehers and Frits Hesselink participated in a series of activities to develop and implement awareness and learning tools strengthen the capacities of people in climate change adaptation. A range of tools and methods were offered to reach different target audiences.

Workshop in Mexico explores adaptation

CEC members Arturo Curiel and Frits Hesselink offered a capacity building workshop on climate change adaptation at the University of Guadalajara, Mexico. They also developed a facilitator's guide for the workshop, which was shared with the participants at the event and posted on the CEC website and used subsequently in the region.



Climate, Mind and Behavior Symposium

CEC's Keith Wheeler and Jack Byrne attended a symposium at the Garrison Institute, New York, exploring how to shift human behavior to reduce greenhouse gas emissions and enhance resilience to climate change.

Symposium with UPEACE

CEC members Wouter Veening and Frits Hesselink partnered with UPEACE, development organizations and security institutions in the Netherlands to organize a symposium on climate change, water stress, conflict and migration. The symposium developed recommendations for a range of national and international actors.

Youth in the Climate Movement

Lisa Jokivirta (lead author) and Dominic Stucker, both CEC Young Professionals Leadership Team members, wrote "We're In This Together: Five reasons young people are needed to solve the climate crisis" for the August edition of Monday Developments Magazine, making reference to efforts within CEC and IUCN for youth engagement and intergenerational partnership.

6. Knowledge Management

Creating a National Strategy for Environmental Intelligence

A conference in June 2011 brought together those who develop the technologies that monitor the Earth with those who need the information to better manage it. CEC was a cooperating partner. 'The Forum on Earth Observations™ V: Creating a National Strategy for Environmental Intelligence' is the signature event of the Alliance for Earth Observations, which is headed by CEC Specialty Group Leader Nancy Colleton. The discussion covered topics including insurance, international development, military operations, ocean monitoring, and public-private partnerships.



Knowledge management & communications for food security

The CEC Chair participated in several events related to knowledge management and communication for food security and sustainable agriculture. The CEC Chair attended the Rio+20 meetings at UNEP in New York in January and May 2011. He also attended meeting on Greening the Economy with Agriculture, focusing on Rio+20 and organized by FAO/OECD in Paris in September 2011. The Chair met with the Deputy Director of FAO about CEC involvement in sustainable agriculture communications and knowledge management.

He participated in the USDA Agricultural Outlook Conference in Washington DC in February and two events of the Keystone Centre in March in Washington DC and in Colorado in July on Field to Market: The Keystone Alliance for Sustainable Agriculture. The Chair also attended the Soil and Water Conservation Society's International Annual Conference in Washington DC in July.

CEC input to IUCN Knowledge Management

The CEC Specialty Group Leader for Knowledge Management, Andy Alm, has been working with the Science & Knowledge Management Unit on advising about the development of IUCN's Knowledge Management strategy development and action plans.

7. Collaboration across the Union

At the CEESP Sharing Power conference

CEC support the first global conference to be convened by the IUCN Commission on Environmental, Economic and Social Policy (CEESP). The event, 'Sharing Power: A New Vision for Development' in January 2011 was a multi-disciplinary conference about decentralization in the governance and management of biocultural resources. CEC's Keith Wheeler, Wendy Goldstein and Brad Smith facilitated a workshop called 'Sharing Power - Communicating Change - Shaping Our Future'. CEC members Dominic Stucker and Frits Hesselink co-facilitated the workshop 'Sharing Power Between Generations' with support from Tui Warmenhoven, a local Maori lawyer, community activist and mother. After the Sharing Power Conference, Dominic Stucker and Wendy Goldstein facilitated capacity building workshops on strategic communication for biodiversity and climate change in Auckland and Wellington, organized by IUCN Councillor and CEC member Diana Shand.

A special issue of Arborvitae magazine

To mark the International Year of Forests, CEC joined IUCN's Forest Conservation Programme to create a special full-colour issue of arborvitae. The issue took a critical yet constructive look at how forest values are being communicated to non-foresters. One theme that ran through several articles is the need to recognize and respond to people's emotional connections to forests; another is the powerful impact of photographs to inspire readers to act on written messages.

The stories covered diverse topics. Childhood experiences in nature are on the wane, and Cheryl Charles, Assistant Deputy Chair of IUCN CEC, discussed what this means for forests. Forest experts can better 'arouse' the general public about their subject, wrote CEC Special Advisor Frits Hesselink. Doom and gloom messages on biodiversity aren't working and should be replaced by positive messages that inspire action, argued CEC member Laurie Bennett. Internet resources for knowledge sharing among the forest community were offered by Andy Alm and Jack Byrne. The abundance of conservation success stories from Africa was celebrated by IUCN CEC member Haroldo Castro. Visual communication for conservation has its strengths and weaknesses, wrote Juliane Zeidler, CEC Regional Vice-Chair for Eastern and Southern Africa. Juliane also volunteered as CEC editor for Arborvitae's special issue.

CEPA side event at Nagoya Protocol meeting

A CEPA side event on 'ABS Implementation and the Communication Challenge' was organized by the ABS Capacity Development Initiative for Africa with CEC, UNU and other partners at the Nagoya Protocol meeting in June 2011. ABS stands for Access and Benefit-sharing. CEC has been involved in supporting the Convention on Biological Diversity on matters of communication and education since the mid-1990s. CEPA tools and methods will play an important role in raising awareness and building communications capacity for ABS.

Activities in the regions

In West and Central Africa, the CEC Regional Vice-Chair for the region, Tommy Garnett, took an active role in implementing a Regional Programme for Environmental Education in seven West African countries, coordinated by the IUCN Guinea Bissau Office. The aim is to integrate environmental education in national curricula. Also in 2011, he helped to establishing a consultative status with the ECOWAS Commission to enable conservation actors to contribute to regional dialogues and processes regarding governance of natural resources. The Regional Vice-Chair strengthened the CEC network through efforts to connect with IUCN-PACO, the CEC focal point based in Ouagadougou, and participants at a regional forum of IUCN members in Brazzaville.

A regional initiative for South America related to the Nagoya targets has been developed in Brazil, where CEC Regional Vice-Chair Suzana Padua has been an active participant. She has taken the opportunity to communicate the principles of CEC. The Ministry of Environment, IUCN Brazil, WWF Brazil and the Institute for Ecological Research (IPÊ) are promoting a series of participatory meetings with five segments of society (private sector, civil society organizations, traditional and indigenous community representatives, academia and governments). From these meetings, a document will be prepared to be taken to Rio+20. It will eventually provide the basis for a law on biodiversity conservation.

The CEC Regional Vice-Chair for Oceania, Konai Helu Thaman, participated in a student symposium on the value of forests and trees. The event for the International Year of Forests took place at the University of the South Pacific, Suva, Fiji.

CEC members Frits Hesselink and Juliane Zeidler contributed to the IUCN Eastern and Southern Africa project to develop a publication on conservation and sustainable development, linking policy and practice in Africa. The CEC members wrote a chapter on the role of communication in influencing policy.

8. Building the CEC network

Specialty Groups and National Activators

CEC continued to build its network through 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. Strategic communication advice is offered across many areas of IUCN. Action is mobilized through regional networks or specialty groups.

Through its Regional Vice-Chairs, CEC has 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.

Specialty Groups in 2011 included the following:

- CEPA, Communication, Education and Public Awareness
- Education for Sustainable Development
- Environmental Information
- Environmental Security
- Greening Campuses
- Young Professionals Leadership Team
- Knowledge Management
- Learning and Leadership
- Organizational Development and Change Management
- Sustainability Centres
- WCLN, World Conservation Learning Network
- Agro-security and biofuels

Video in Arabic, French and Spanish: 'Love. Not Loss.'



CEC had its popular video translated into four languages. Produced with Wildscreen and Futerra, the video is intended for use with conservation professionals to spur discussion about how to 'communicate biodiversity'. CEC and producer Jeremy Bristow worked together to translate the video into Arabic, French and Spanish. Translations are available on the IUCN YouTube channel, where the English version has been viewed 10,150 times.

Many CEC members assisted with translation. Based on very positive feedback received about the film and requests from around the world for it to be available in additional languages to English, the Commission asked CEC members to volunteer to translate the script into Arabic, French and Spanish.

Connecting online

CEC made active use of 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.

Electronic bi-monthly newsletter

Making connections through the newsletter, CEC members shared more than 200 news stories about their professional work in strategic communications, education for sustainable development, learning and knowledge management. The number of submissions continues to grow each year. In 2011, each newsletter offered 40 to 45 individual news items, most submitted by CEC members in response to calls for submissions, the others generated by the Commission and the Editor. Five bi-monthly issues plus a special annual report issue have received an average of 1,300 total opens each. Approximately 35 percent of the list of 800 e-mail recipients opens the newsletter and of this group about half click past the lead summary to read the full story.

9. Planning for 2013-2016

CEC Steering Committee meeting

The CEC Regional Vice-Chair for Europe, Katalin Czippán, and the Göncöl Foundation hosted the annual CEC Steering Committee meeting in Vác, Hungary, 16-18 October 2011. IUCN Councillors Vilmos Kizsel, Javed Jabbar, Brahim Haddane and Nick Lopoukhine participated actively in the meeting as well as IUCN Director of Communication, John Kidd.

In preparation for the meeting, CEC sought feedback from all CEC members via a survey (in English, French and Spanish) about their ideas for CEC programming in 2013-2016. The survey collected ideas for CEC support identified by other programmes and partners of CEC for support (the 'demand' side). It also solicited the visions and opportunities for potential actions that were identified by over 200 CEC members (the 'supply' side). From this broad, interactive analysis, critical needs and high-potential opportunities were selected to form the core of the next CEC strategic plan.

Post-CEC Steering Committee meeting

The CEC Regional Vice-Chair for Europe took the opportunity of having international experts in education and communication in Hungary to organize three workshops on 'Learning to Change for Sustainability'. The events were held at the Parliament the day following the CEC Steering committee meeting. Participants included Hungarian members of IUCN and CEC, members of the Education for Sustainable Development roundtable; governmental staff responsible for the sustainable development strategies and national parks; decision makers from relevant ministries and educational decision makers. The event was co-organized by the Office of the Parliamentary Commissioner for Future Generations, the Education for Sustainability Roundtable of the Sustainable Development Committee of the Hungarian Parliament and (ESD) and Corvinus University.

10. Ongoing commitments

CEC will continue the process of preparing a new strategic plan to support the IUCN Programme 2013-2016. CEC will plan, propose and implement a variety of activities for the 2012 World Conservation Congress and Rio+20. At these and other events, the Commission will continue to seek opportunities to advance IUCN aims through strategic communication, learning and knowledge management. CEC will:

- Develop the 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 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

CEC, along with the Global Communications Unit of IUCN will continue to support Target 1 of the Strategic Plan for Biodiversity adopted in Nagoya, which supports the promotion of the International Decade of Biodiversity 2011-2020.

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