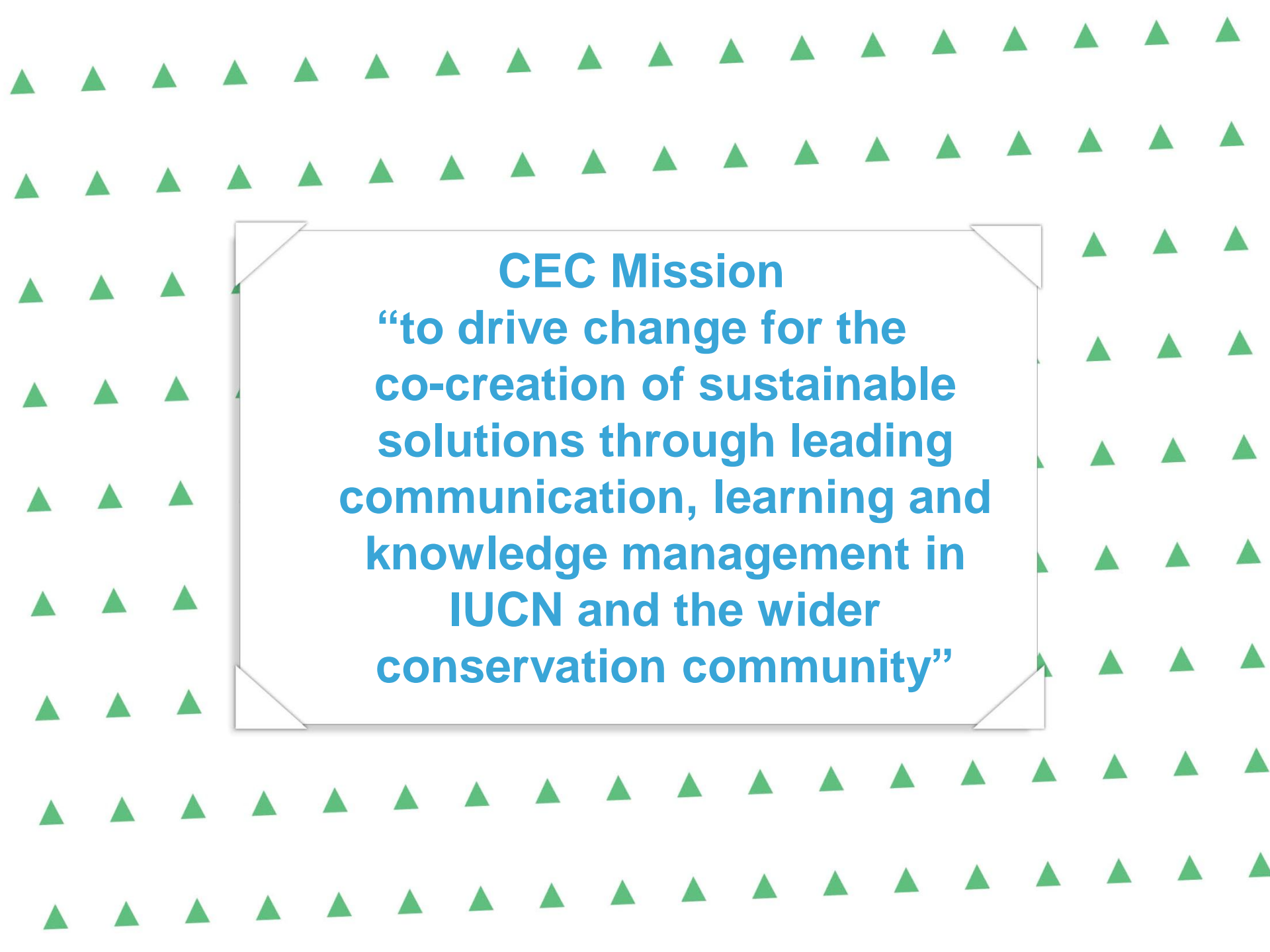


# IUCN Commission on Education and Communication Jeju, September 2012



[www.iucn.org/cec](http://www.iucn.org/cec)  
#lovenotloss #iucn2012



The background of the slide is a repeating pattern of small, solid green triangles pointing upwards, arranged in a grid-like fashion.

**CEC Mission**  
“to drive change for the  
co-creation of sustainable  
solutions through leading  
communication, learning and  
knowledge management in  
IUCN and the wider  
conservation community”



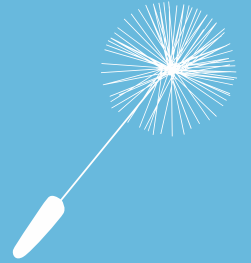
### **Funny Talking Penguins from IUCN Love Not Loss Campaign**

This short film, one in a series of eight that we've recently created, sums up why we felt this mission was so important. You see: animals can't communicate about the challenges they're facing.

[show film] <http://www.youtube.com/watch?v=-shx0D2hHic&feature=BFa&list=PLC45A61CC8D73C5D2>

# OBJECTIVE 1

## We are change agents



First, we opened up thinking around what CEC could be.

We explored deep change processes.

And we considered new learning, new relationships, new partnerships and new practices.





**CEC**

Commission on Education and Communication




And then, over time, we started to change some things about CEC...

- We adjusted the structure and governance of the commission
- We doubled the number of CEC members
- We focused on knowledge management, making sure to integrate it with strategic communication, capacity building and education
- ... we aimed high: we wanted a change in the paradigm

# OBJECTIVE 2

We are  
communications  
catalysts



We wanted to inspire a transformation in the conservation dialogue – we needed to connect it to human values. We decided the best way to do that was with a new message for conservation.



..the result was “Love. Not Loss.” Many of you will have seen this film – it’s had thousands of views online. We’ve just created a new film, which we’re launching at this congress, that aims to teach scientists and communicators how to actually tell this love story for nature. “Love. Not Loss.” has also been the driver behind many of our events and initiatives over the last few years.





For example, at COP 10 in Nagoya, our side event '**Bringing Science to Life**' attracted over 100 conservation communicators who helped us challenge 'traditional' ways of communicating scientific conservation messages. With our valued partners, we have advanced the conservation dialogue on emerging issues: This means making links between agriculture, business and food security; As well as between the environment and national security

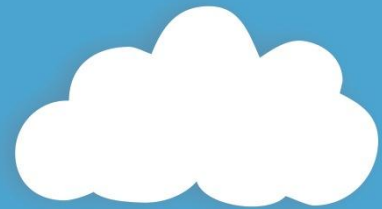


# OBJECTIVE 3

## We develop capacity for change

But a new message isn't the whole story...the objective of our "Love. Not Loss." work is to not only to raise awareness but to get people to care enough **TO TAKE ACTION.**

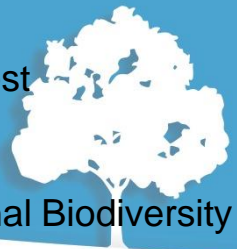




Commission on Education and Communication (CEC)

What does this look like in practice? An example: the CBD Secretariat called on us to boost communications capacity for the International Year of Biodiversity.

- So we identified experts in communication, education and public awareness;
- And we led 15 regional sessions to build CEPA capacity among focal points for National Biodiversity Strategies and Action Plans (NBSAP);
- And we tested logos and messaging for the IYB, which ultimately reached 146 countries in 29 languages





We also conducted workshops, training and e-learning courses that reached around the world to build our capacity. This included:

- The Climate Science E-Learning Course for IUCN staff worldwide
- Climate change adaptation training programs in Mexico and in Namibia





That key area called CEPA – going back to CBD Article 13 – requires professional expertise that many CEC members have shared worldwide in training sessions for conservation managers. For example, in Bangladesh, Iran, Peru, the Mediterranean, Northern Africa, South East Asia and with foresters in Ghana

# OBJECTIVE 4

## We engage youth as partners



CEC deliberately pursued new partnerships. We've done lots of work across generations to engage young people. That's because they are essential in bringing about the transition to sustainability, not to mention the IUCN mission of biodiversity conservation.



This objective gained traction through a CEC pilot project – the Intergenerational Partnerships for Sustainability. Today, there's a Task Force, a youth representative on the IUCN Council, and our Young Professionals Network has 263 members who have contributed to strategic events at an International scale, including the 22nd World Scout Jamboree in Sweden, to coordinate biodiversity actions.



# OBJECTIVE 5

## Partners for catalytic action



CEC has forged many other partnerships in the past four years. We've facilitated networks across the world - holding events, workshops and brainstorms - providing the opportunity for conversation, knowledge share and relationship building.





CEC made it a priority to collaborate with IUCN Commissions, Members, Programmes and Secretariat. **For example:**

CEC held a joint Steering Committee meeting with WCPA in Ecuador and developed awareness-raising strategies for national parks and protected areas; With CEESP, CEC members delivered training around the ground-breaking conference 'Sharing Power: A New Vision for Development'; and with SSC, CEC members participated to build capacity amongst SSC Specialty Chairs





We also tapped our own network to catalyse change. This involved selecting Regional Vice-Chairs and National activators and engaging in regional activities. **For example:**

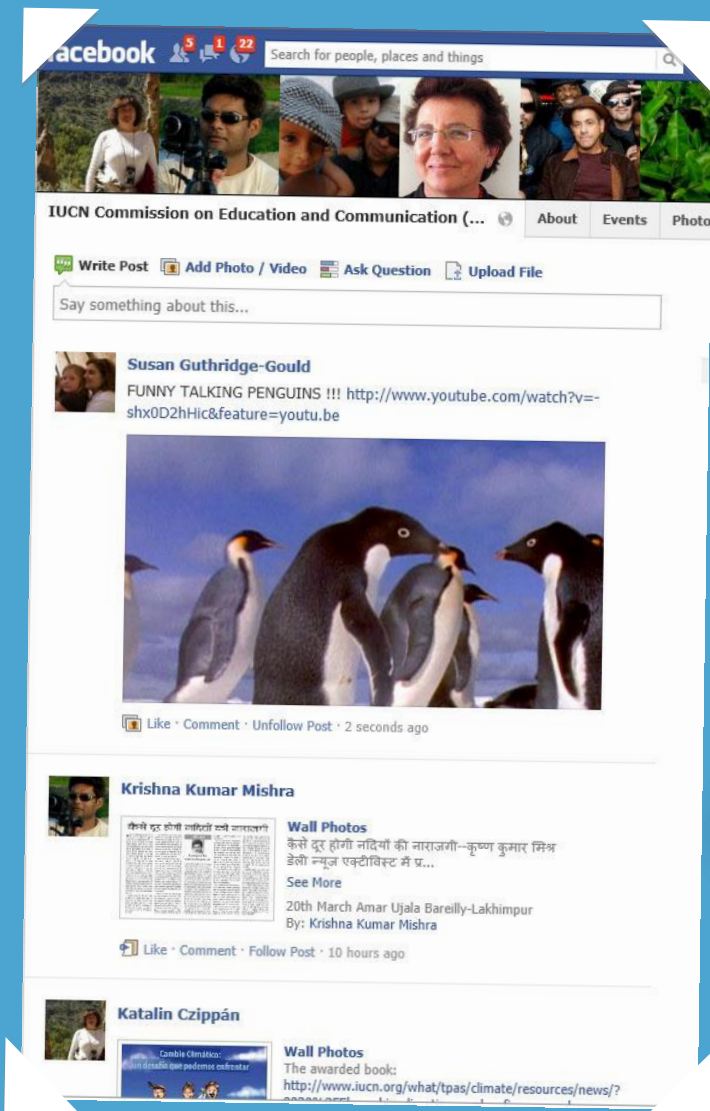
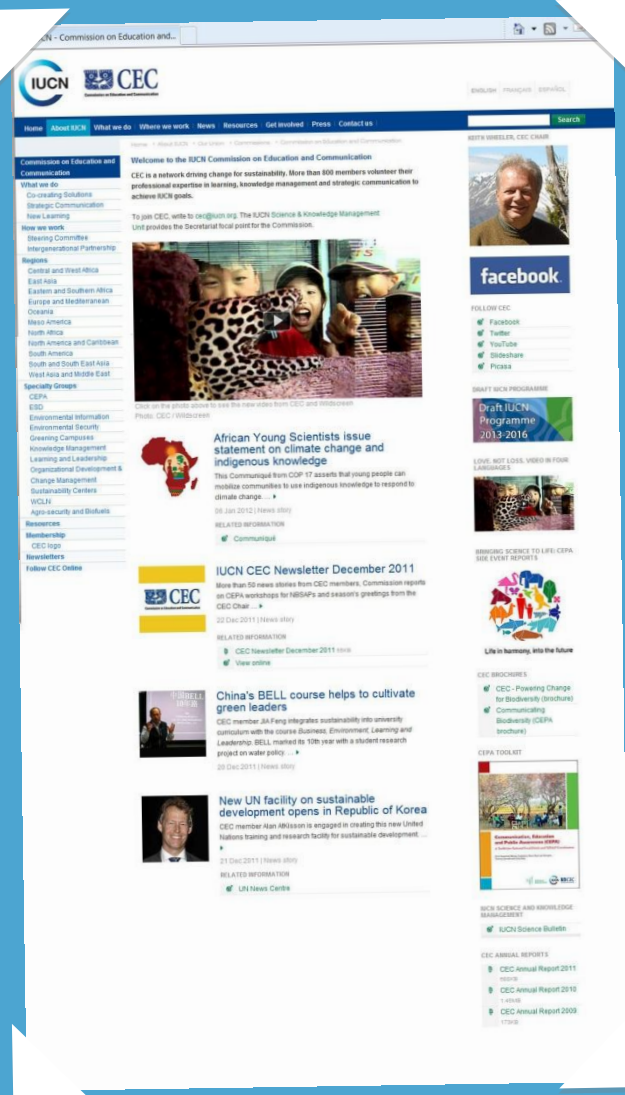
- CEC National Activators from 12 countries in West and Central Africa mobilized support for environmental education, and;
- CEC expanded its network in Europe, in particular through environmental education for children.

# OBJECTIVE 6

**We embrace change  
like social media**



On our watch, the importance of online communications has grown hugely



We have embraced this. For example:

- CEC members share hundreds of stories each year through our electronic newsletter;
- And we have pioneered the use Twitter and Facebook within IUCN;

As you'll see in a minute, we're looking for you to help us promote an important film we've made with the rest of the world to spread the love not loss message



# Our role is changing

- Lead biodiversity communication for Aichi Target 1
- Develop capacity in IUCN and beyond
- Promote innovative, nature-based solutions
- Catalyze change via youth and media



But first, a quick look at these four key points about our plans for transformational change in the next four years:

Under a new chair, elected here at Congress, CEC will:

1. Lead IUCN's work on biodiversity communication for Aichi Target 1;
2. Develop IUCN capacity to support the delivery of the IUCN Programme, providing knowledge-based services and advice;
3. Promote innovative and nature-based solutions through communication, education and knowledge management;
4. Continue to build on youth engagement, social media, and the exchange of knowledge at the country and regional level;

As we move into the 2013-2016 programme, our vision is to help bring about a global community that loves and values nature.

But we need people to act on our message, not just hear it. Our communications need to inspire behaviour change. How?



## How to Tell a Love Story

Click:

[http://www.youtube.com/watch?v=rrz8nxzo\\_nw&feature=BFa&list=PLC45A61CC8D73C5D2](http://www.youtube.com/watch?v=rrz8nxzo_nw&feature=BFa&list=PLC45A61CC8D73C5D2)



**Funny Talking Frog from IUCN Love Not Loss Campaign**

Click:

<http://www.youtube.com/watch?v=wwviMBEABIQ&feature=BFa&list=PLC45A61CC8D73C5D2>



**Funny Talking Hippos from IUCN Love Not Loss Campaign**

Click:

[http://www.youtube.com/watch?v=RXzhOjSi\\_rw&feature=BFa&list=PLC45A61CC8D73C5D2](http://www.youtube.com/watch?v=RXzhOjSi_rw&feature=BFa&list=PLC45A61CC8D73C5D2)



PLAYLIST 2012 World Conservation Congress

by iucn



**Funny Talking Bears from IUCN Love Not Loss Campaign**

Click:

[http://www.youtube.com/watch?v=l\\_f-uZxShrs&feature=relmfu](http://www.youtube.com/watch?v=l_f-uZxShrs&feature=relmfu)



### Funny Talking Elephants from IUCN Love Not Loss Campaign

Click:

<http://www.youtube.com/watch?v=-zmMY-bVWVU&feature=BFa&list=PLC45A61CC8D73C5D2>



**Funny Talking Raccoon from IUCN Love Not Loss Campaign**

Click:

<http://www.youtube.com/watch?v=GOWsr5Q0Lbw&feature=BFa&list=PLC45A61CC8D73C5D2>



**Funny Talking Tsessebe from IUCN Love Not Loss Campaign**

Click:

<http://www.youtube.com/watch?v=eLjk5yhn1-g&feature=BFa&list=PLC45A61CC8D73C5D2>



### **Funny Talking Flamingos from IUCN Love Not Loss Campaign**

Click:

<http://www.youtube.com/watch?v=xQUObl-AzAM&feature=BFa&list=PLC45A61CC8D73C5D2>

**Please help us share  
'How to tell a love story'**



**[www.iucn.org/cec](http://www.iucn.org/cec)  
#lovenotloss #iucn2012  
Thank you**

