

CEC Thought Leaders' Deep Dive:
Elevating the Human Dimension of Biodiversity
Facilitating IUCN Support to the Human Dimension's Agenda of the CBD
22-23 November 2013 - Rolle, Switzerland

List of Participants

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David Ainsworth is the Information Officer for the Secretariat of the Convention on Biological Diversity and the focal point for the United Nations Decade on Biodiversity. He led the team that developed and implemented the marketing campaign for the International Year of Biodiversity in 2010. David's work includes support to the identification and creation of indicators on public awareness on biodiversity and its value to human livelihoods. He has been with the Secretariat since 2003, working on a variety of communications campaigns including the annual campaign for the International Day for Biodiversity.

Stanley T. ASAH, PhD

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Dr. Stanley Tanyi Asah is Assistant professor of Human Dimensions of Natural Resource Management at the School of Environmental and Forest Sciences, College of the Environment, at the University of Washington, Seattle, USA. His research focuses on understanding pro-environmental behavior and developing persuasive communication strategies and other protocols to promote environmental stewardship. His research endeavors include work on understanding human subjectivity in natural resources management, the social psychology of ecosystem services and management, social-ecological resilience, facilitating structured understanding of complex stakeholder perspectives on contentious natural resource management problems, and nature-based recreation. Dr. Asah was a member of the first Expert Working Group on issues pertaining to a conceptual framework for the Inter-governmental Platform for Biodiversity and Ecosystem Services. Dr. Asah, originally from Cameroon, received his PhD from the University of Minnesota. Dr. Asah and wife, RaeLynn S. Asah, are parents of Sophina M.M. Asah.

Prof. Antonio Herman BENJAMIN

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Antonio Benjamin received his LL.B. from the Federal University of Rio de Janeiro, his LL.M. from the University of Illinois and his PhD from the Federal University of Rio Grande do Sul. He is the emeritus editor-in-chief of the Brazilian Consumer Law Review and the Brazilian Environmental Law Review. He is the co-drafter of several major Brazilian statutes, including the 1990 Consumer Protection Code, the 1992 Anti-Corruption Act, the 1994 Competition Act, the 1998 Crimes Against the Environment Act, the 2001 (reformed) Forest Code, the 2006 Forest Concession Act and the 2006 Atlantic Forest Act.

Professor Benjamin was appointed Justice of the *High Court of Brazil* in 2006 by President Luiz Inacio Lula da Silva. He was Assistant Attorney General of the State of Sao Paulo for over twenty years, where he was the Head of the Environmental Protection Division for 4 years. Professor Benjamin was the founding President of the *Brazilian Consumer Law and Policy Institute* and *Law for a Green Planet Institute*. He is currently chair of the *Brazil-US Law Society*, and co-president of *INECE – The International Network for Environmental Compliance and Enforcement*. Professor Benjamin is also the former President of the *Brazilian Fulbright Alumni Association*, a member of the *UN Secretary General Legal Expert Groups on Crimes against the Environment* and for many years a member of *CONAMA- The Brazilian Environmental Council*, first appointed by president Fernando Henrique Cardoso and later re-appointed by President Luiz Inacio Lula da Silva.

Justine BRABY, Ph.D

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Justine Braby holds a PhD in Zoology, a Post-graduate Diploma in Environmental Law, a Post-graduate Certificate in Education (Senior and Further Education), and a BSc in Zoology (all: University of Cape Town). Justine supports the CEC Global Chair in all IUCN CEC activities in the Namibia office. In the past couple years she has led various projects, including the Africa Adaptation Project Namibia's Climate Change Adaptation Youth Action Programme and Outreach Strategy, which involved the development and dissemination of various materials, inciting youth action through youth groups, organizing and holding a National Youth Conference, and presenting results at various conferences in Africa. She also led the NACOMA end-term Communication and Awareness Strategy Survey and Evaluation, which required extensive consultations and analyses.

Justine recently led the IUCN&CPP-ISLM's Kalahari Namib Project Namibia Baseline 'Enhancing decision-making through interactive environmental learning and action in the Molopo-Nossob River Basin in Botswana, Namibia and South Africa'. She has had experience in GEF project developments in Cape Verde, Sierra Leone, and other African countries. She has worked as a high school teacher in South Africa and in inner city schools in London (subjects like Natural Science and Biology). Justine was also elected as the Deputy Coordinator/Programme Director of the African Youth Initiative on Climate Change (AYICC, www.ayicc.net), is a fellow of the Balaton Group (a global network of leaders in sustainability, www.balatongroup.org).

Thomas BROOKS, Ph.D

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Thomas Brooks joined IUCN on 3 January 2013 as Head, Science and Knowledge. Tom previously worked with NatureServe where he was Vice President for Science and Chief Scientist. He previously held biodiversity science positions in The Nature Conservancy and in Conservation International, as well as visiting appointments at the World Agroforestry Centre (ICRAF) in the University of the Philippines Los Baños and in the Department of Geography of the University of Tasmania. His field experience is primarily from tropical forest hotspots: in Kenya, Paraguay, and Indonesia and the Philippines.

Tom is an ornithologist by training, with a B.A. (Hons) in Geography from the University of Cambridge (1993) and a Ph.D. in Ecology and Evolutionary Biology from the University of Tennessee (1998). He served on the Executive Committee of the BP Conservation Leadership Programme (2002–2010), and the co-chair of the IUCN-Rio Tinto Net Positive Impact Protocol & Review Panel Team (2010–2012). He has a long-standing involvement with IUCN, and has served as co-chair of its joint taskforce on ‘Biodiversity and Protected Areas’ since 2009, the Steering Committee of its Species Survival Commission since 2004, and its Red List Committee since 2001. Tom has authored 198 scientific and popular articles.

Nancy COLLETON

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CEC Deputy Chair, Nancy Colleton, is also the President of the Institute for Global Environmental Strategies, where she leads a number of initiatives that promote a better understanding of the changing planet. Ms. Colleton has worked vigorously with senior-level government and industry executives to increase the awareness, value, and use of Earth observations to better manage risk related to extreme weather and climate change.

Through high-visibility meetings, networking, government liaison, opinion pieces and media appearances, Ms. Colleton has highlighted the need to leverage investment in Earth science and observations for more diverse uses such as conservation and business. Her work has appeared in the *Washington Post*, *LiveScience*, *The Huffington Post*, *Space News*, and numerous other publications. She has also been a guest expert on The Weather Channel and more recently National Public Radio's Marketplace.

David COOPER, PhD

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Dr. Harry David Cooper is Director, Division for Science, Assessment and Monitoring at the Secretariat of the United Nations Convention on Biological Diversity. Previously, he led work to promote the implementation of the Strategic Plan for Biodiversity 2011-2020 and national biodiversity strategies and action plans. He was Secretary of the successful tenth meeting of the CBD Conference of the Parties, Nagoya, Japan, October 2010, which adopted the Strategic Plan and its twenty Aichi Biodiversity Targets. Earlier he led the development of the Convention's Programme of Work on Agricultural Biodiversity and the Global Strategy for Plant Conservation.

Earlier, Dr Cooper worked at the Food and Agriculture Organization of the United Nations (FAO), for the non-governmental organization GRAIN and in the Agricultural Research Council of the United Kingdom.

Dr Cooper is a member of the Scientific Committee of DIVERSITAS. He was a lead author for the Biodiversity Synthesis of the Millennium Ecosystem Assessment as well as the chapters on food and agricultural ecosystems. He was part of the writing team for the second and third editions of the Global Biodiversity Outlook and the main author of the first report on the State of the World's Plant Genetic Resources for Food and Agriculture. He has edited four books on agricultural biodiversity and has written numerous papers on biodiversity science and policy.

Dr Cooper holds an MA in Agricultural and Forest Sciences and a D.Phil in Plant Physiology, both from the University of Oxford.

Anantha Kumar DURAIAPPAH, PhD (Econ)

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Prof. Anantha Duraiappah is IHDP's Executive Director. He is an experienced environmental-development economist whose work largely focuses on the equity of access and use of ecosystem services. In his previous post as Chief of the Ecosystem Services and Economics Unit of the United Nations Environmental Programme (UNEP) Prof. Duraiappah helped to initiate the Intergovernmental Platform for Biodiversity and Ecosystem Services (IPBES) and has since then played a pivotal role in its recent approval. He additionally serves on the scientific committee of DIVERSITAS, one of the Earth System Science Partnership (ESSP) partners. He has authored two books on environment and international aid and development, as well as articles in several internationally recognized journals. Prof. Duraiappah continues to successfully incorporate his expertise in science-policy interaction, economics, development and ecosystem services into his work at IHDP.

Poul ENGBERG-PEDERSEN, PhD

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Poul Engberg-Pedersen is a 59 years old Danish citizen, with a PhD in political science and development studies. He joined IUCN as Deputy Director General / Managing Director in May 2011. He led the IUCN Secretariat's development of the *IUCN Programme 2013-2016*, adopted by the World Conservation Congress 2012, as well as a new business model and operational plan for IUCN.

From 2005 to 2010, Poul Engberg-Pedersen was Director General of Norad, the Norwegian Agency for Development Cooperation. He led the transformation of Norad from a bilateral implementing agency to a policy-supporting knowledge centre for Norway's large and ambitious development cooperation, comprising bilateral, multilateral, business and NGO channels of collaboration. Prior to this, Poul worked for the World Bank in Washington DC on governance and anti-corruption, exploring proactive ways to strengthen transparency and accountability (2002-2005), and for the United Nations on refugee issues in the Horn of Africa (1977-1978). Between 1994 and 2002, he headed a development research centre for the social sciences in Denmark. Earlier, he advised on environmental management and development effectiveness for a major Danish consultancy company.

He has been on the executive boards of large development and humanitarian NGOs, of the African Capacity-Building Foundation and of Nordic development research councils. Achieving results on the ground through development cooperation has been his goal throughout his career, which started in Ethiopia in 1977.

Ernesto ENKERLIN-HOEFLICH, PhD

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Ernesto Enkerlin-Hoeflich was elected WCPA Chair for the period 2013 – 2016 at the World Conservation Congress in October 2013. Ernesto is a prominent Mexican conservationist, environmentalist and researcher, specialized in parrots' ecology, environmental policy, sustainability and biodiversity stewardship. His efforts at the National Commission on Protected Areas of Mexico (CONANP), which he presided from 2001 to 2010, were distinguished with the 2005 Sultan Qaboos Prize for Environmental Preservation by UNESCO and one of the 2009 Distinguished Service Awards by the Society for Conservation Biology. The International Union for Conservation of Nature (IUCN) awarded Enkerlin one of the 2008 Packard Awards and the Kenton Miller Award for Innovation in Protected Areas Conservation in 2009.

He has also worked as a research professor at the Center for Environmental Quality (ITESM) and as an adjunct research scientist for the Center for Environmental Research and Conservation of the Earth Institute at Columbia University, in the United States.

Nelao HAIMBODI

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Nelao Haimbodi is currently the CEC Chair Conservation Communication Expert Support to the CEC Chair in Namibia. Nelao has a background in media and corporate communications, holds a BA in Media Studies and Industrial Psychology (University of Namibia) and is a Fulbright Scholar who obtained a Master of Arts Communication Management from Emerson College in Boston, Massachusetts. Further to that she is due to complete her MSc Sustainable Development from the University of London's School of Oriental and African Studies (SOAS) in 2015.

Having had an early start in advertising industry, Nelao brings with her a wealth of experience with regards to branding and positioning acquired whilst working as an Accounts Executive and Copywriter at a Namibian agency. Other skills include facilitation, stakeholder research and a background in international relations, having worked at the Ministry of Foreign Affairs as a Liaison and Information Officer.

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Frits Hesselink (Netherlands, 1945) is a former Chair (1994-2000) of the IUCN Commission on Education and Communication (www.iucn.org/cec). He has a background in International Law and started his career in 1970 as a Fellow at the Institute for International Law of the State University of Utrecht. In 1975 he co-founded the Dutch Institute for Environmental Communication, of which he was an executive director from 1983-1998. During this period he and his Institute played a leading role in the preparation, design and management of several of the Dutch Interdepartmental Programs for Environmental Education and National Environmental awareness campaigns. Since 1998 Frits Hesselink is executive director of HECT Consultancy, a private company working for international organizations, governments, NGOs and the private sector on issues of biodiversity and sustainable development. HECT offers services in strategic communication, multi-stakeholder dialogues, professional updating and knowledge management (www.hect.nl).

Recent activities include his role as lead author of the CEPA Toolkit for the Convention on Biological Diversity (<http://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>), -e-learning courses on biodiversity communication on his platform www.frogleaps.org, an e-learning course on climate change policy for IUCN staff worldwide, and several conservation and adaptation projects in different regions of the world. He is the author of a range of articles and books on strategic communication often in partnership with other CEC members. To explore what makes him tick in his day-to-day work, read his blog: *the Art of Positive Change* (<http://cepatoolkit.blogspot.com>).

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Justin Kenney has more than 20 years of experience in strategic communications, cutting across business, government, policy and advocacy. Since April 2012, he has served as senior director of communications at The Pew Charitable Trusts, working with the environment initiatives. Before that he served in the Obama Administration as the director of communications and external affairs at the National Oceanic and Atmospheric Administration, or NOAA. He is a former senior public affairs officer with the Pew Charitable Trusts, where he managed strategic communications, including campaigns on ocean conservation, climate change and wilderness protection. He served as director of communications for the Pew Ocean Commission, the first independent review of federal ocean policy in more than 30 years. He oversaw a successful three-year public meeting tour, effective translation of scientific materials to the public, completion of the commission's recommendations and rollout of the commission's final report. He also served as the deputy director for communications for the White House Council on Environmental Quality during the Clinton Administration, as the senior environmental policy advisor to the Secretary of Commerce, and as the communications director for NOAA's National Marine Sanctuary Program. Kenney earned a master's degree in public communication from American University.

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Hanying Li is a passionate development professional with a strong interest in environment, social and sustainable development gained over a period of 16 years' working mainly in Asia region. She has a good understanding of the key development needs and challenges, especially in China. Hanying processes strong coordination, communications, networking, and program/project management skills.

Over the course of her career, Hanying has worked in numerous development settings that include a recent role of fundraising coordination in the Asia-Pacific region for a major international NGO, program coordination for Northeast Asia, program management of a multi-country coastal management initiative in the Great Indian Ocean Area, as well as communication and education for NGOs, government, and the legislative body in China.

Hanying has demonstrated experiences in a variety of areas including environmental education and communications, climate change, policy advocacy, livelihoods, poverty alleviation, gender issues, disaster risk reduction, biodiversity conservation, gender equality, and etc. She is an IUCN CEC member since 2007.

Stewart MAGINNIS

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Stewart is Global Director of IUCN's Nature-based Solutions Group with over 28 years of field and policy experience in natural resource management, biodiversity conservation and sustainable development. He has lived and worked in Tanzania, Sudan, Ghana, Costa Rica and Mexico, the experience from which has been a central influence in shaping the development of Forest Landscape Restoration, of which Stewart has been a leading proponent.

He is responsible for overall supervision of those IUCN programmes whose primary focus lies at the human well-being / natural resource interface, being; Forest and Climate Change; Water; Ecosystem Management; Marine and Polar; Business and Biodiversity ; Economics; Social Policy; and Gender. He is also the Secretariat focal point for the Commission on Environmental, Economic and Social Policy (CEESP).

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Gillian is the founder and CEO of Bright Green Learning, a Swiss-based social enterprise that helps environment and development organizations optimize their impact through more considered learning processes. Gillian works in complex learning process design, multi-stakeholder dialogue facilitation, and other co-creation and collaborative learning processes using tools such as systems thinking, games-based learning, Appreciative Inquiry and more. She has worked over 20 years and in more than 55 countries with a variety of partners including international and national NGOs, UN, business, government agencies and multi-sectoral networks. Since 2006, she has blogged (www.welearnsomething.org) actively about her work in informal and formal learning with different environment and development organizations. Previously she was the Head of Learning at the International Union of Conservation of Nature (IUCN -the oldest and largest global conservation network) and Director of Capacity Development at LEAD International (Leadership for Environment and Development). Gillian is a Certified Professional Facilitator (CPF) with the International Association of Facilitators.

Aroha Te Pareake MEAD

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Aroha has been involved in indigenous cultural and intellectual property and environmental issues for over 30 years at tribal, national, Pacific regional and international levels. She previously worked as the National Policy Director for Te Tau Ihu o Ngā Wānanga – the National Secretariat for the three Māori/tribal universities, and before that she held managerial positions in Te Puni Kōkiri, the Ministry of Māori Development. She led the organization of the conference that developed the 1993 Mataatua Declaration on Cultural and Intellectual Property Rights of Indigenous Peoples; the 1994 Roundtable of Indigenous Peoples and Self-Determination; and the 6th International Conference of Ethnobiologists as well as numerous, national, regional and international conferences on traditional knowledge, cultural and intellectual property rights, biodiversity and genetic resources. The most recent conference she led was Sharing Power: A New Vision for Development held in Whakatane, New Zealand, January 2011. A multi-disciplinary conference that explored decentralisation in the governance and management of bio-cultural resources; enabling indigenous peoples and local communities to have greater rights and responsibilities in governance and management of the landscapes and ecosystems they live in and near; and looked at alternatives to the current capital based economic model that has created social and economic inequities and large scale environmental damage.

Aroha has published widely on Maori and indigenous issues, particularly on traditional knowledge, indigenous values and conservation, cultural and intellectual property policy.

Louisa NAKANUKU-DIGGS

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Louisa Nakanuku-Diggs is an environmental communications and marketing specialist. She specializes in media content analysis, social media, digital branding, marketing and advertising, and, commercial and graphic display. Louisa is currently writing her doctoral dissertation on the relation between pragmatist tradition in American sociology and the theory of modernization that was given formal coherence by Daniel Lerner in his classic text, *The Passing of Traditional Societies*. Her dissertation illuminates an important omission in the intellectual history of the theory of modernization and development by tracing three key concepts – communications, empathy and symbols – to American social thought about communications. These concepts not only inspired important advancement in communication studies in North America, but also in fields such as development studies.

Leisl NESKAKIS, PhD

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Dr. Leisl Neskakis is the Academic Officer in the Science Management Unit at UNU-IHDP. As such, project liaison, agenda development, proposal design, exploratory activities and support for the planning and inception stages of future research projects form the most crucial activities of Dr. Neskakis' functions. She is also in charge of supporting the development, maintenance and implementation of IHDP's science management strategy, including the areas of capacity development and science-policy dialogue.

Before joining IHDP, Dr. Neskakis held the positions of educator, research officer and researcher, respectively. She has a Bachelor of Arts Degree, a higher diploma in Education and an Honours Degree in Psychology all from the Nelson Mandela Metropolitan University; a Master's Degree in Social Science Research Methods from Stellenbosch University; and a Ph.D in Sociology from Bielefeld University in Germany.

In her previous research, Dr. Neskakis conducted a study that focused on the influence of organizational culture on technology transfer and thereby offered an explanation as to why some organizations were more successful than others in technology transfer. This work emphasized the importance of the influence of the human dimension on the predominantly technical activity of technology transfer. She is currently focusing on conducting a study that aims to identify and analyze the factors that influence successful international and national climate change policies.

Cyriaque SENDASHONGA, PhD

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Cyrie Sendashonga (Rwandan/Canadian) is a biologist by training, holder of a Master of Sciences and PhD degrees in Zoology from the Free University of Brussels (Belgium). She has had a long career in the field of natural resources management, encompassing both research and development perspectives.

Her working experience started in 1979 as a Research Fellow and subsequently a Post-Doctoral Scientist at the International Livestock Research Center (ILRI) in Nairobi, Kenya. In 1992, she joined the United Nations Environment Programme (UNEP) in Nairobi where she worked on biodiversity and biotechnology issues in the framework of the programme to support the implementation of the Convention on Biological Diversity (CBD). In 1996, she was tasked to coordinate the development and implementation of the UNEP/GEF biodiversity project portfolio. In 1998, she moved to Montreal, Canada, to head the Biosafety Programme at the Secretariat of the CBD. In that capacity, she coordinated the final round of the negotiation of the Cartagena Protocol on Biosafety and its subsequent implementation.

She has also worked for CIFOR (Center for International Forestry Research) in February 2006 as Regional Coordinator for the Central Africa Regional Office based in Yaounde, Cameroon, where she played a critical role in raising the profile of the institution in the eyes of key partners and other stakeholders in the region and contributed significantly to fund raising initiatives for CIFOR's activities in the region and beyond. She joined IUCN in 2010 as Director, Programme and Policy Group.

Keith WHEELER

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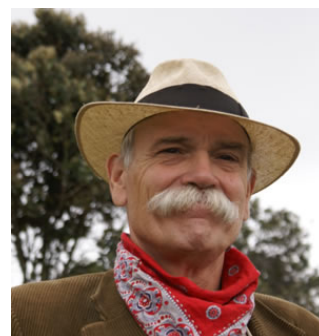


Keith is Chief Executive Officer for ZedX Inc., an international agro-environmental knowledge management and IT company (www.zedxinc.com), and is a Senior Partner of WorldViews LLC an international sustainable development and training consultancy. In addition, Keith is currently the President of the board of Trustees of the Paul F- Brandwein Institute, an international conservation science education not-for-profit (www.brandwein.org) dedicated to the education of future leaders and their recognition of human interdependence with nature, and a Director of the Keystone Center, an international NGO focused on environmental conflict resolution.

Keith served on President Clinton's Council for Sustainable Development (PCSD) Education and Communication Task Force (1993-1999); was Co-Chair of the White House Initiative Education for Sustainability, and Co-Chair National Forum for Partnerships Supporting Education about the Environment. He was the first Executive Director and CEO of Global Rivers Environmental Education Network (GREEN), a 135-nation international nongovernmental organization that was the recognized leader in watershed education and conservation. He served an Assistant Director for the Adirondack Park Agency, leading the development of interpretative programs for the six million acre park. In addition, Keith was internationally recognized soil scientist for the USDA and for Cornell University from 1976-1987. Keith Wheeler is a former Chair of the IUCN Commission on Education and Communication (www.iucn.org).

Piet WIT

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Piet Wit has been member of the CEM Steering Committee since the Montreal World Conservation Congress in 1996, now being the CEM Chair since 2008. He was member of the board of the Netherlands Committee of IUCN for 12 years.

Piet has taken part in numerous missions for IUCN-executed projects, a/o the Waza-Logone project

(Cameroon), the West-African Wetland Programme, the Coastal and Marine Zone Programme in West Africa, The Okavango Delta Management Plan (Botswana), the Uganda Wetland project and the Rufiji Delta and Floodplain (Tanzania).

Piet is currently Director of Syzygy, a consultancy firm on Conservation-cum-Development. He is also member of the board of the Hustai National Park Trust Mongolia as well as Member of the board of the Foundation Reserves for the Przewalski Horses in The Netherlands, both IUCN members. Other functions include Functional Specialist CIMIC (NATO unit for reconstruction of society during peace keeping operations), Secretary of the executive council of Daridibó (Guinea Bissau), Advisor to the Board of the Foundation Chimbo (The Netherlands) and Councillor of the Neder-Betuwe Municipality.

Piet's experience includes long-term missions on biodiversity conservation and management projects. Highlights in this career were his work at the Garoua Wildlife School in Cameroon (training protected areas' staff from francophone Africa), with DELFT HYDRAULICS (integrated water management projects), with the Hustai National Park Project in Mongolia and with the Dutch Army in Uruzgan, Afghanistan (application of the ecosystem approach to the development of agriculture). Piet Wit graduated at Wageningen University in 1971 on Range Ecology with a focus on Grassland ecology, Plant taxonomy and -geography of tropical and subtropical regions and Entomology.

Juliane ZEIDLER, PhD

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Juliane Zeidler was elected CEC Chair for the period 2013 – 2016 at the World Conservation Congress in October 2013. Juliane is co-founder of Integrated Environmental Consultants Namibia (IECN) and Namibia-based Natuye. She has been working in the fields of environment and development for more than 15 years and is well-known in Namibia and internationally. Between 1998 and 2002 Juliane coordinated the implementation of the research, outreach and capacity building components of Namibia's National Programme to Combat Desertification for Desert Research Foundation of Namibia and carried out support work for the National Biodiversity Programme of the Ministry of Environment and Tourism in Namibia. From 2002 until mid-2004 she was the programme officer for Dry and Sub-humid Lands at the Secretariat of the Convention on Biological Diversity (CBD) of the United Nations Environment Programme, based in Montréal, Canada. In this capacity, she provided and coordinated scientific advice to the ongoing negotiation process of this and other work programmes of the Convention.

For IECN, Juliane is involved in the preparation of a range of projects relating to climate change adaptation, biodiversity conservation and sustainable land management, focused on developing, implementing and evaluating projects under the Global Environment Facility (GEF) in Africa, primarily for UNDP. Over the past years she worked on major assignments in Angola, Comoros, Eritrea and Madagascar. In Namibia she is currently the coordinator of the Capacity Building Technical Task Force on Sustainable Land Management, and with her IECN team she is involved in the implementation of various biodiversity conservation, land management and climate change adaptation projects with strong community outreach, training and education elements.