

**To: Partners of IUCN National Committee of The Netherlands**

Re: Update of focus and organisation

Amsterdam, 21 February 2011

Dear Sir or Madam,

I would like to inform you, a partner or party concerned, about the changes within IUCN NL's organisation.

Since 1 January 2011, IUCN NL has been operating with four teams that each focus on a particular area in relation to ecosystems, namely Land, Water, Energy & Climate and Future. These teams mean that we are better equipped to integrate ecosystems and biodiversity into the economy and practical solutions. We also expect that this structure and new focus will enhance our ability to cooperate with members and enable us to remain financially sound.

Last year, the dominant theme for IUCN NL was *luctor et emergo* ('I struggle and emerge'). We had to deal with the potential withdrawal of our key financial backer, the Ministry of Foreign Affairs. Fortunately, we were able to prevent this withdrawal. Due to budget cuts that were subsequently implemented, we now perform our work with a smaller staff. In this connection, in addition to a clearer focus with respect to our objectives, we have also reduced the number of countries in which we are active from 60 to 24. IUCN NL will also communicate in a different way. Our Dutch magazine *Ecology & Development* for example, will be replaced this year by a new and more direct channel that will focus more on biodiversity in relation to the business community, economy and development.

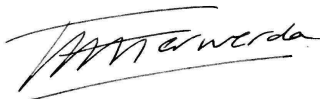
Our overall objective is still to reduce the ecological footprint of the Netherlands through solution-oriented knowledge, advice and projects, and to increase the positive impact on biodiversity and ecosystems by offering projects pertaining to the management, recovery and conservation of ecosystems.

We focus in this regard on four core tasks:

- Bringing together our 35 Dutch IUCN members (nature and environmental organisations) around a common agenda.
- Projecting IUCN NL as the knowledge and network organisation in the area of biodiversity, in respect of which we focus primarily on the Dutch business community and government.
- Placing biodiversity on the agendas of companies and government agencies through exercising influence, providing advice, encouraging new forms of cooperation and launching new initiatives.
- Offering practical solutions to companies and government agencies in close consultation with 200 local civil society organisations in 24 Southern countries, members and the wider IUCN community.

We are convinced that these changes and new team compositions have better equipped us to meet the challenges of the future. The enclosed overview contains further information about our organisation.

Kind regards,



Willem Ferwerda  
Director

Annex: update organisation IUCN NL

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