



## New Zealand Capacity Building Workshop on Strategic Communication for Biodiversity and Climate Change

January 17-18<sup>th</sup> January, 2011

---



Auckland Discussion Group (photo W.Goldstein)



Wellington Planning Groups discussion (photo D.Stuker)

These workshops were supported by:



With thanks for the support of the IUCN Regional Councillor – Oceania, Diana Shand, the New Zealand Committee of IUCN and New Zealand IUCN Member ECO (Environment and Conservation Organisations of Aotearoa New Zealand), for administrative support, In Auckland IUCN Member Forest and Bird organised an excellent room and provided sustaining refreshments in the elegant old Parnell Community Centre, In Wellington IUCN Member WWF-New Zealand provided the meeting room in its “Treehouse” Offices, where breakout sessions could use the balconies overlooking the wonderful Botanical Gardens. Our thanks to both for this generous support.

We were also very pleased to have Dr Pam Williams with us. Pam has been a stalwart of CEC in New Zealand over the years.

The sessions were facilitated by Wendy Goldstein (Deputy Chair CEC) and Dominic Stucker CEC Steering Committee, whose attendance was supported by the IUCN Commission on Education and Communication Chair’s Fund.

January 2011

# Contents

Overview of Workshops	4
Executive Summary combining discussions from Auckland and Wellington	5
<b>Auckland Workshop Report</b>	<b>8</b>
<b>Auckland Action Plans</b>	
1. Networking / Working Together	10
2. Sharing knowledge, Act as an ideas broker. Show case best practice Provide communication toolkit?	11
3. Communicating with and influencing government	12
4. Internationalise Chinese Conservation Education network	13
<b>Auckland Issues Discussions</b>	<b>14</b>
1. How can we connect people with animals that they don't love? How to pass the message to move people? (Particularly working with immigrants).	14
2. Families the untapped audience/ learning together.	15
3. Meaningful Messages – effectively translating what conservation issues mean to our communities / why people should care	16
4. How do you tackle hostility	17
5. How can we effectively motivate for conservation of the “orphans of Rio” (Kingdom Fungi)	18
6. Empowering front line conservation activism	19
7. How do we build confidence in local community groups to take on projects in a sustainable manner	20
8. Making use of “pure NZ” to communicate importance of all biodiversity	21
9. How do we get business to accept costs and encourage meaningful investment in natural capital	22
<b>Wellington Workshop Report</b>	<b>23</b>
<b>Wellington Action Plans</b>	
1. Influence November Elections	25
2. Re-energize NZAEE (or our professional association) regionally by connecting with other groups in similar Kaupapa	27
3. National Environmental NGO Forum	28
<b>Wellington Issues Discussions</b>	<b>29</b>
1. Influencing Policy Makers	30
2. Engaging with the Media	31
3. Connecting with Youth	31
4. Issues and Opportunities in 2011	32
5. How can agencies best work with groups/individuals to achieve biodiversity outcomes on the ground?	33
6. Connecting our Various Networks – sharing global energy for sustainable change	34
7. How to make the climate lovable?	34
8. Prioritize Mass Participation for the Environment – as a competitor against other ‘life’ priorities	35
9. Valuing Education for Sustainability within government organization where policy is developed	36
10. Issues for how to encourage and support eh individual expert voice to give them more strength of numbers and more influence	37
11. How can love-based communication go beyond charismatic megafauna (cute and cuddlies)?	38
12. Complexity of information and organisations – is it always an advantage?	39
<b>Participants list</b>	<b>40</b>



## New Zealand Capacity Building Workshop on Strategic Communication for Biodiversity and Climate Change

January 17-18<sup>th</sup> January, 2011

### Overview of Auckland and Wellington Workshops

#### *Introduction*

Two groups of people involved in communication, community relations, participation, education and conservation, many working for IUCN Member organisations, met in Auckland and Wellington, New Zealand, 17<sup>th</sup> and 18<sup>th</sup> January 2011. All are interested in bringing about change for conservation. The two workshops were organised by the Regional Councillor Diana Shand with IUCN Member ECO. Venues and support by way of refreshments and equipment were provided by Forest and Bird in Auckland and WWF-NZ in Wellington – both being IUCN member organisations,.

#### *Objectives*

The workshops aimed to:

1. Advance effective communication (CEPA) for biodiversity/ climate change through exchange on issues and practices with reference to resources and tools to support these
2. Develop a New Zealand CEC network and discuss opportunities to advance communication (CEPA) nationally and through work with IUCN Commission on Education and Communication

#### *Workshop Process*

The agenda included an introduction to IUCN and the Commission on Education and Communication. We then worked using open space technology to explore in 2 discussion groups - ***What are the issues and opportunities for CEPA in NZ?*** The agenda was proposed by the participants and they self organised to discuss those issues. Notes taken in these discussions are reported below. In the afternoon session each participant shared a Key Messages ***critical for the future of CEPA in NZ*** gained from the discussions.

The group went on to discuss, from what you have heard or other ideas that came up in your discussions ***what things you have a passion to work on to advance that issue in NZ?*** These activities could be undertaken under the umbrella of CEC. Groups then developed some preliminary ideas for an action plan based on what, how, who and when. The meeting closed with a sharing circle aimed at feedback of the experience and evaluation. The reports of these activities follow.

All participants were encouraged to join CEC and identify and connect diversity of young people (18-35) to the CEC

## Executive Summary

### Main lines of discussions from Auckland and Wellington

Participants raised many issues in both workshops and to varying extents shared knowledge and ideas on the issues and came up with suggestions to take action. In both issue discussion groups and the action planning discussion in the afternoons of each workshop, participants highlighted some similar concerns and interests to make a change in New Zealand communication, education, campaigns and advocacy.

The main actions proposed in

#### Auckland Action Plans

1. Networking / Working Together
2. Sharing knowledge, Act as an ideas broker. Show case best practice Provide communication toolkit?
3. Communicating with and influencing government
4. Internationalise Chinese Conservation Education network

#### Wellington Action Plans

1. Influence November Elections
2. Re-energize NZAEE (or our professional association) regionally by connecting with other groups in similar Kaupapa
3. National Environmental NGO Forum (oriented to learning and networking)

In both cities participants talked of the need to improve the political situation for the environment. It would seem that members from both groups could co-operate on a strategy to raise the profile of the environment and especially for the next election.

Besides increasing access and visibility to resources available from IUCN as well as locally, the need to network and share experiences seemed desired in both cities. There would seem to be a potential to cooperate on a forum to exchange learning. In Wellington the idea of a roving forum was aired with meetings in different cities that could be tuned into by others outside that area by video conferencing.

Estella Lee has founded a conservation education network working with Chinese in New Zealand. Estella has recently been asked to talk in Australia and there she is hoping to meet with Chinese educators from the Ethnic Communities Council with a view to generating a network of Chinese educators working with immigrant communities. Through CEC we may be able to link her up with others in USA and Canada.

Besides that many other actions both small and easy to put in place were suggested in the issue discussions. We hope the leaders of those groups will try to initiate them. It may be there are like-minded people in Wellington or Auckland who can find a way to link up their ideas.

The table over summarises the various issues proposed by participants in the two workshops. They are listed beside each other where there seemed some similarity.

CEC provides a means for resources and learning to be shared through its monthly newsletter. To add a story send a message to [cec@iucn.org](mailto:cec@iucn.org).

We have asked that all participants are invited to be CEC members and will welcome your ideas in planning what CEC can contribute to the IUCN International and Regional programme.

<b>Auckland Issues</b>	<b>Wellington Issues</b>
How can we connect people with animals that they don't love? [The example was given of spiders and ants]. How to pass the message to move people? (Particularly working with immigrants)	How can love-based communication go beyond charismatic megafauna (cute and cuddlies)?  How to make the climate lovable?
Families the untapped audience/ learning together	Connecting with Youth
How do you tackle existing hostility	Issues and Opportunities in 2011
Meaningful Messages – effectively translating what conservation issues mean to our communities / why people should care	How can agencies best work with groups/individuals to achieve biodiversity outcomes on the ground?
How can we effectively motivate for conservation of the “orphans of Rio” (Kingdom Fungi)	Issues for how to encourage and support the individual expert voice to give them more strength of numbers and more influence
Empowering front line conservation activism	Influencing Policy Makers
How do we build confidence in local community groups to take on projects in a sustainable manner	Connecting our Various Networks – sharing global energy for sustainable change  Prioritize Mass Participation for the Environment – as a competitor against other ‘life’ priorities
Making use of “pure NZ” to communicate importance of all biodiversity	Engaging with the Media
How do we get business to accept costs and encourage meaningful investment in natural capital	
	Valuing Education for Sustainability within government organization where policy is developed

These workshops proved to be an excellent introduction to CEC in New Zealand. While staff and members of IUCN member organisations formed the bulk of participants, many were unaware of CEC and its resources and activities. All seemed to enjoy their day and attention never flagged. Participants reported they found the workshops very worthwhile and showed considerable interest in using the Commission resources.

### ***CEC National Activator New Zealand***

Ann Brower, Senior lecturer of public policy, Faculty of Environment, Society and Design Lincoln University 7647, Christchurch, New Zealand has offered to be a National Activator for New Zealand and has been appointed by the CEC Chair.

p +64 3 325 3838 extn: 8717| f +64 3 325 3857  
e Ann.Brower@lincoln.ac.nz| w www.lincoln.ac.nz

Other contacts:

Wendy Goldstein is the CEC Deputy Chair and resides in Sydney Australia – for further assistance please contact [wendy.goldstein@mq.edu.au](mailto:wendy.goldstein@mq.edu.au).

Dominic Stucker leads our Inter generational program and is keen to network with youth  
dominic.stucker@gmail.com

# Auckland Workshop Report

## *Key issues discussed in Auckland*

1. How can we connect people with animals that they don't love? How to pass the message to move people? (Particularly working with immigrants) (p7).
2. Families the untapped audience/ learning together (p8).
3. How do you tackle existing hostility (p9)
4. Meaningful Messages – effectively translating what conservation issues mean to our communities / why people should care (p10)
5. How can we effectively motivate for conservation of the “orphans of Rio” (Kingdom Fungi) (p11)
6. Empowering front line conservation activism (p12)
7. How do we build confidence in local community groups to take on projects in a sustainable manner (p13)
8. Making use of “pure NZ” to communicate importance of all biodiversity (p14)
9. How do we get business to accept costs and encourage meaningful investment in natural capital (p15)

## *Topics posted but not discussed included:*

- Encouraging positive conservation ethics by the NZ government – what is the most effective attractant?
- Colonise facebook with our movement
- Bringing together groups doing similar / related work in NZ
- Human rights and environment (Rights of species etc) – greater discussion and advocacy
- Our transition into co- management with iwi post settlement
- Jointly funded social research to better inform marketing efforts
- Better communication between scientists and community groups and the public

## **Auckland: Key messages critical for the future of CEPA in NZ**

- Refocus on positive aspects of biodiversity to reach the widest possible audience
- Support community conservation leaders
- The attitudes of young people to nature and conservation are critical to their practice and opinions as adults – teach the young
- Networking with others to “grow” and “share” – many hands make light work increase participation and result in more action (less daunting for the individual)
- Communication of ecological processes (instead of species specifically) can support conservation (whole system approach)
- People with passion, commitment and a long neck to stick out!



- To empower people to create and be part of THE STORY
- Embrace, engage with and use popular culture and every day realities
- There needs to be a shift in the public's perception of conservation / conservationists "greenies" etc.
- In communicating conservation/ biodiversity, the words we use are important. Some words have negative connotations, engender anti reactions
- That each native living organism has its role in nature and provides use with important conservation services, We should keep them.
- Are we for nature or is nature for us?
- What advantage would this give you (person, group, organisation etc)?
- Use stories to inspire and educate
- Look for opinion leaders to change perceptions and minds
- Awareness of what different environmental groups do in NZ – so improve communication between organisations



## Auckland Action Plans

Auckland Action Plan 1: Networking / Working Together (p.10)

Auckland Action Plan 2: Sharing knowledge, Act as an ideas broker. Show case best practice Provide communication toolkit? (p.11)

Auckland Action Plan 3: Communicating with and influencing government (p.12)

Auckland Action Plan 4: Internationalise Chinese Conservation Education network (p.13)

### *Auckland Action Plan 1: **Networking / Working Together***

#### **(Common Vision/ Desired Outcomes)**

**Lead: Bill [btrusewich@doc.govt.nz](mailto:btrusewich@doc.govt.nz)**

#### **WHO**

Parks Forum

NZAAE (Green Drinks)

Royal Society

F/B

CBSG – conservation breeding

WWF-NZ

Universities

DOC

MFE

Min Fisheries

MAF/BNZ

Local Government NZ and Associations)

EDS

ECO

ECOMatters x 2Transition Towns

350.org

Conservation Volunteers NZ

Volunteer NZ

TE Araroa

Field Centres

IUCN role?

#### **WHY**

Avoid duplication of effort

Facilitate information sharing/ efficacy/knowledge

Don't cause conflict e.g. seeking resources

Lobbying Advocacy

Ability to take action /campaign/activate

Put the NZ Biodiversity strategy through NZ

#### **HOW**

Social media

Annual get together (in person)

Engagement / EFS/Comms/Social matters

Exchange contacts

#### **WHO**

To coordinate and facilitate?

NFP Eco Conference

*Auckland Action Plan 2: **Sharing knowledge***

**Act as an ideas broker. Show case best practice Provide communication toolkit?**

**Lead Mark [mark@ecomatters.org.nz](mailto:mark@ecomatters.org.nz)**

Utilise existing networks: e.g. NZAEE, Environment Centres, DOC networks, INNZ  
CEC links/info on DOC website- what is there currently? (Jan)  
CEC email newsletter – link to DOC website (Jan)

Directory of environmental organisations: Does this still exist? Requires dedicated person to maintain

Doug McKenzie- Mohr CBSM website existing tool for sharing social marketing

Local networks vs national networks? They are as strong as membership in terms of participation ie capacity

IUCN website – existing Oceania page

Existing networks

Royal Society of NZ – bridging the gap between science and community

PRINZ – public relations Institute of NZ

Green drinks



*Auckland Action Plan 3: **Communicating with and influencing government***

**Lead: Peter Buchanan** [BuchananP@LandcareResearch.co.nz](mailto:BuchananP@LandcareResearch.co.nz)

Election year as opportunity to influence government and lobby on environment

Go visit your MP and even Prime minister

Go visit opposition MPs

Lobby Media – build relationship with key environment reports

We need to find conservation spokespeople with mana and environmental knowledge that politicians will listen to.

Invite MPs and media to see fieldwork / research as an annual event? Quarterly story for media

ECO, F+B, FMC

“Vote for the environment” (assessment/guide prepared by leading NGO groups)

Keep NZ tourism image “pure”



*Auckland Action Plan 4: **Internationalise Chinese Conservation Education network***

**Leader: Estella Lee** [estellalee@tra.co.nz](mailto:estellalee@tra.co.nz)

Purpose to address education of immigrant Chinese in Australia, Canada, USA etc for conservation.

Focus Australia.

1. Identify if there is an existing organisation in the country
2. If there is an organisation how we can work together
3. If there is none work out how to set up one
4. Step 1 will be Australia during the period of the visit of the Director of the Trust during her visit to Australia between Jan 21- Feb 7<sup>th</sup> 2011
5. In Australia seek advice from
  - a. Pep Clark (Nature Conservation Council) (Contact information from Virginia Young)
  - b. Ryde Council – love your catchment program – for contacts (Wendy Goldstein to find out)
  - c. Ethnic Council program – Wendy to search contacts
  - d. Other countries use the CEC newsletter
6. Undertake brainstorm about how to connect and learn



Photo D. Stucker

## Discussion Issues

*Auckland Session Issue 1: **How can we connect people with animals that they don't love? How to pass the message to move people? (Particularly working with immigrants)***

**Name and email of session convenor:**

Estella Lee [estellalee@xtra.co.nz](mailto:estellalee@xtra.co.nz)

**Names of participants:**

Jan Simmons, Peter Buchanan, Maj Padamsee  
Diana Shand

**Discussion Points:**

**Root reasons / questions for attitudes?**

- Bad housekeeping e.g. ants
- Fear? Often unrealistic, sharks don't kill many people (humans not main prey)
- Image –e.g. creepy crawlies
- Upbringing, education, parents behaviour
- Invasion of my space / territory
- Cultural behaviour (inherited philosophy)

Speciesism just as wrong as racism

Economic system corrupt – change required to break philosophy, dollars comes first

Difference between introduced / native what belongs where requires a fundamental understanding. No longer science in schools, instead enquiry, not learning what is special to NZ.

Love – but many aspects of nature are brutal/harsh. Need to love and respect urbanisation separating us from nature sanitised animals e.g. cats, dogs, but killing is part of nature.

Food survival priority before biodiversity

Business people only looking 5 years ahead

Urbanised community – no longer attachment to the land

How to make something ugly look beautiful

**Recommendations/ Ideas for follow up actions**

**Solutions**

1. Provide opportunity to overcome fear in safe environment e.g. touch and feel in Auckland Museum. Kelly Tarlton expert overseeing
2. Promote understanding that animals have a territory. (Humans are part of the animal kingdom ) Understanding that animals/ insects have a place (especially indigenous), provide a service.  
Make sure children don't lose out, hasn't worked. Need to understand that allowing animals to go extinct could lead to human population collapsing (like pyramid)
3. Not love but respect (but general lack of respect in society today) Education system in US is building respect in young – why, what, where, how.
4. Requires a critical mass to change attitudes – to active voice – powerful role of community groups
5. Tough laws, penalties, instant fines because there will always be greedy/ selfish people
6. Shock tactics – images, documentaries – show how cruel shark fin soup is – feeling good issue. Make connections with the source of food, wastage. Need to generate pride in being a conservationists – need key spokespersons high profile people.

Auckland Session Issue 2: ***Families the untapped audience/ learning together***

**Name and email of session convenor:**

Phillippa Gardner [pgardner@doc.govt.nz](mailto:pgardner@doc.govt.nz)

**Names of participants:**

Chris McLean, Kit Howden, Mark Miller

**Discussion Points:**

- Local focus, local communities engaged in their place.
- Kiwi ranger – family “self Guided” activities
- Be open to non traditional partnerships – kids and parents / grandparents learning together, women’s refuge and historic, church
- Youth leadership
- Use networks to support events/ activities/ actions
- Enviroschools – established programme link b/w school and community
- Use messages that engage and excite the audience
- Know who the audience is that you wish to engage with
- Find what is important in a community and work with this, weaving in biodiversity messages
- Opportunities for children to teach parents and vice versa.
- Huge opportunities for migrants/ refugees – planting food trees Auckland
- Tihi tin matanyi – planting – urban engagement

**Recommendations/ Ideas for follow up actions**

- Phillipa send out copies of Kiwi Ranger booklet/ conservation week... family event and flyer to schools.



**Auckland Session Issue 3: Meaningful Messages – effectively translating what conservation issues mean to our communities / why people should care**

**Name and email of session convenor:**

Sioux Campbell [scampbell@doc.govt.nz](mailto:scampbell@doc.govt.nz) or [chameleon@exlva.co.nz](mailto:chameleon@exlva.co.nz)

**Names of participants:**

Trina Knill, Virginia Young, Lizzy Sutcliffe, Kit Howden, Diana Shand Therese Mangos

**Discussion Points:**

- Telling the story
- Values research/marketing – useful but costs
- Segmenting – e.g. water use change – heritage was connection “stewardship idea” messaging about their history and them solving the problems
- What does it mean for you? (Wi/virtual – new media) Getting past ourselves
- Use opinion leaders in communities e.g. real estate agents. Financial, farm advisors
- Promote what is happening so you shift the norm of how to behave – profile what is happening
- Need to withstand industries though
- Evaluating long lasting effects / effectiveness
- Role of Kamatua
- Barriers
- Street party / idea of sharing and creating places where people meet and build relationships
- Raising community voices stronger / politically or requesting support
- Realities of going and seeing and importance of that
- Sharing outcomes and not just problems – where are we going? What it can be like.
- Being honest about realities especially in compliance issues, e.g. marine reserves / wildfire reduction
- Test messages for meaning and clarity – use focus groups
- Staff within industry can influence change/ staff opportunities/ programme
- Profiling special/ cool places through popularist activities e.g. events/ concerts
- Evaluating effects of promotion e.g. Lord of the Rings?
- Importance of local level connections





Auckland Session Issue 4: **How do you tackle existing hostility?**

**Name and email of session convenor:**

Lizzy Sutcliffe [lsutcliffe@doc.govt.nz](mailto:lsutcliffe@doc.govt.nz)

**Names of participants:**

Lizzy Sutcliffe, Bill Trusewich

**Discussion Points:**

- Fortress approach to conservation
- Cairngorm (Scotland) – whole place becomes the park – local businesses using logo
- Remove barriers for businesses to work with us
- Conservation – backwards looking might go against how businesses and public are looking
- Use of language – use “restoration” rather than “eradication”
- Face to face contact key – don’t hide from angry people – front up to them and talk
- Communication as an invitation to a dialogue rather than final
- Follow consultation with action
- Acknowledge hostility in order to move forward.
- Admit we don’t have all the answers and there is so much more to learn i.e. from Maori culture and their greater connection to nature
- Taking people into the bush and talking about this

**Auckland Session Issue 5: How can we effectively motivate for conservation of the “orphans of Rio” (Kingdom Fungi)**

**Name and email of session convenor:**

Peter Buchanan [BuchananP@LandcareResearch.co.nz](mailto:BuchananP@LandcareResearch.co.nz)

**Names of participants:**

Virginia Young, Diana Shand, Lizzy Sutcliffe

**Discussion Points:**

- Focus on role of carbon cycle , especially carbon storage in soil through decomposition
- Consider move from victim (“Orphans”) to Heroes
- Link/ tell stories bringing fungi into relevance with processes/ cycles, climate change, visual images, cultural stories
- Fungi control trophic regulation from bottom up
- Should promote three Fs - Flora Fauna and Fungi

**Recommendations/ Ideas for follow up actions**

- Publicise through media, video, photos and stories; publicise applications of fungi; industrial processes / bio mimicry; edibility; popular guides;
- International society – lobby DOC

## Auckland Session Issue 6: Empowering front line conservation activism

**Name and email of session convenor:**

Kit Howden [kithowden@xtra.co.nz](mailto:kithowden@xtra.co.nz)

**Names of participants:**

Kit Howden, Lizzie Sutcliffe, Jan Simmons

**Discussion Points:**

Activist term not socially acceptable – use other terms like campaigner or volunteer to engage in conservation actions

Giving people cosy safe methods of acting for the common good in conservation

- Signing petitions
- Social media
- Clear messages
- Simple actions
- Speaking/ attending meetings and public forums

**Recommendations/ Ideas for follow up actions**

- More support for conservation leaders who speak out or question on biodiversity issues to get positive change

## **Auckland Session Issue 7: How do we build confidence in local community groups to take on projects in a sustainable manner**

### **Name and email of session convenor:**

Mark Miller [mark@ecomatters.org.nz](mailto:mark@ecomatters.org.nz)

### **Names of participants:**

Jan Simmons, Therese Mangos, Mark Miller

### **Discussion Points:**

- Need to identify community leaders
- Link to existing community groups – priorities numbers ; give a structure – needed for community to continue a project
- Visit existing groups to see how they achieve their projects
  - local community teaching other local communities
- Adopt an area concept
- Need for 1-or 2 key people – tends to rely on certain demographic
- Need for community training/ up skilling – funding implications
- Community groups can attract alternative funding
- Still a need for “paid officers?”
- Use positive results to promote project – create sense of pride / ownership
- Need community to share their vision at an early stage of the project to ensure “true sustainability” of project delivered by Council or similar and especially for the community to come on board
- Create a story around the project that lives beyond the actual project setting the vision for the future
- Not one model for all community groups.
- Assess each group on its merits.

## Auckland Session Issue 8: Making use of “pure NZ” to communicate importance of all biodiversity

### Name and email of session convenor:

Maj Padamesee [padamseem@landcareresearch.co.nz](mailto:padamseem@landcareresearch.co.nz)

### Names of participants:

Chris McLean, Mark Miller, Therese, Wendy Goldstein, Maj Padamesee

### Discussion Points:

- How do you exploit the branding to help conservation issues?
- 100% pure NZ (Pure You new slogan)
- NZ hugely successful with tourists but not true – letting itself down by not living up to expectation
- Freedom camping – creating waste issues in favourite spots as campers can pull up anywhere - any rules for them?
- But more pressure on the land with more tourism. What does it mean for agriculture?
- “Pure you” helps tie people in / make them enthusiastic about the environment
- Developing pride in the community
- Think that people should be more involved and aware of what they have
- Does the money for Pure NZ go to the environmental funds?
- Perception of DOCs and other groups as eradication rather than Restoration
- How much of the branding focuses on the indigenous people?
- Lots of bureaucracy – no dialogue between groups
- All eyes on NZ during Rugby World Cup – huge opportunity to help solve some problems

### Recommendations/ Ideas for follow up actions

- Talking with tourism board and changing from pure to pure you / fostering dialogue
- Rugby World Cup possible to incorporate environmental message with sponsors? Free public advertising?
- Add during the TV program. Rugby team to be involved in speak on their views and actions?
- Recycling campaign on Rugby WC
- Living forest tied in with RWC

## Auckland Session Issue 9: How do we get business to accept costs and encourage meaningful investment in natural capital?

### Name and email of session convenor:

Katrina Knill [kknill@doc.govt.nz](mailto:kknill@doc.govt.nz)

### Names of participants:

Phillippa Gardner, Estella Lee, Bill Trusewich, Sioux Campbell

### Discussion Points:

- The Warehouse is a good model had convinced leaders – how do we get them to influence peers
- Need to ID and develop opinion leaders
- Carbon trading
- Investment portfolio – case studies that relate value of conservation to industry;
- Need research to back up
- Target consumers as principle influencers
- Find something that benefits reputation of company and work together
- Tie in with sustainable business community / networks and build relationships first
- Channel potential investors into where you need \$\$
- Encourage regulation

### Recommendations/ Ideas for follow up actions

- Promote and give kudos for “good Behaviour”
- Post treaty settlement iwi business/ conservation potential is huge – need to provide advice, support, education etc.
- Make it easy to id and do etc
- Post free warrants to provide endorsement to companies
- Find matchmakers e.g. used to be NZ Parks and Conservation
- Film industry – pitch conservation estate
- Nationally coordinated / multi agency marketing programmes of natural resources
- Smart use of limited \$\$ e.g. cinema, marketing align with movie Avatar
- Tie in corporate team building with volunteer activities and concessions
- Include message, action and take home to family
- Show how individual actions contribute to bigger collective outcome and subsequent spin off e.g. reducing carbon emissions
- Engage with Lions and Rotary and other networks that have business people as members.

# Wellington Workshop Report

The Workshop in Wellington had the same process described on page 4 of this report.

In response to the question “***What are the issues and opportunities for CEPA in NZ?***” participants listed and discussed the following issues. The notes from these are at the back of this report.

## Wellington Session Issues

1. Influencing Policy Makers
2. Engaging with the Media
3. Connecting with Youth
4. Issues and Opportunities in 2011
5. How can agencies best work with groups/individuals to achieve biodiversity outcomes on the ground?
6. Connecting our Various Networks – sharing global energy for sustainable change
7. How to make the climate lovable?
8. Prioritize Mass Participation for the Environment – as a competitor against other ‘life’ priorities
9. Valuing Education for Sustainability within government organization where policy is developed
10. Issues for how to encourage and support the individual expert voice to give them more strength of numbers and more influence
11. How can love-based communication go beyond charismatic megafauna (cute and cuddlies)?
12. Complexity of information and organisations – is it always an advantage?

### ***Other topics posted but not discussed included:***

- Wasteland to Wonderland – shifting perceptions
- How do we keep pace with speed of change in media, technology, communications?
- Call to identify and invite a diversity of young New Zealanders into CEC and other IUCN Commissions

## Key messages ***critical for the future of CEPA in NZ*** from Wellington

- Create common communication messages between interest groups/agencies
- We don’t need to reach everyone with our messages, just the right people and enough of them to achieve critical mass to achieve desired outcomes
- New Zealanders value action and green open spaces; capitalise on this
- Expertise of young and old valued
- Enthusiasm for as many groups as possible to join together visibly this year with an election issue wish list for NZ/Aotearoa 2011 and beyond!
- Need to actively connect, strategize and take action to influence politicians this election year
- Diversity is strength – there is no single right way/answer
- Join together – strength in numbers and new perspectives
- Learning from the older generation who have witnessed environmental changes
- A word can be interpreted in many different ways and needs to accurately reflect the intended meaning. If it doesn’t then change it, find another word.
- We need an overall theme/key message that connects us all.
- Duplication of work areas across organisations. Opportunity for specialisation → managing workload and simplifying messages.
- The New Zealand sense of identity, pride and connection to nature are huge advantages to build on.

- Creativity is unleashed when we are asked to think and given the opportunity to speak.
- Importance in policy formation of joining in along with others to show your support for and agreement with a particular stance.
- We can make a difference... (learn something / leave something) all the time.
- There is already lots of resource/skill/knowledge/stuff happening that we can learn from/connect to (instead of reinventing the wheel all the time).
- We each have powerful stories of change to share.
- IUCN members (ie DOC, Landcare, NZCA, F+B, ECO, WWF, Lincoln University, NZ Ecological Society) should tell their staff and members that are members of IUCN and there are great resources and information available.
- Empowering individuals by sharing their expertise through show and tell.
- Making sure we connect with others who are a part of this movement. Not feeling isolated, sharing ideas and knowledge.
- The imperative of networking better and sharing information on conserving biodiversity more effectively. The huge potential of social networking by Internet.
- Portraying a vision of how we want to live in our place in the future. Collaboration, collaboration, collaboration!!
- Education the 'power' people about sustainability – focus on local government organisations, vice-chancellors (unis) and environment court judges. Can we make it compulsory?
- There is strong need for media to cover our stories – mass media.
- We are not 'normal.' Most people hold different views or perspectives.



Sharing messages Wellington (photos D.Stucker)

### Visions for CEPA in 5 years

- 2011 coordinating together for common messages → especially an election wish list for our place and our future
- New Zealanders understand importance of biodiversity/ecosystems and are voting accordingly
- Government and individuals all living biodiversity, climate change, diversity respect and celebration, public health, poverty eradication, peace. To the forefront / at the core – together creating community – really.
- Sustainable and low-carbon living in mainstream and enjoyable ☺ 2016



# Wellington Action Plans

## Wellington Action Plan 1: Influence November Elections

**Who:** Liz Springford, Lisa Clapcott, Sue Galbraith

### **What to do?**

FAQ responses and short abstracts: agreed message(s) which most accurately and compellingly reflect the importance of 'our place'  
Encourage organizations to share existing resources

### **Results?**

Common message and understanding for voting public  
Sound bite / short snappy messages in common  
All candidates, parties, and votes are GREENER

### **How?**

Approach all party reps with messages in common

### **Who/leader?**

All of us, existing organizations, especially ECO

### **When?**

Sept/Oct or earlier – product out there  
Nov elections

### **What help?**

ECO is the starting point – don't reinvent the wheel, but critique and build on  
Right message – not reiterate existing

Build an ECO Vote for the Environment Hannah, Elizabeth, Cath W  
Not re-invent (pictorial tree ranking)

→ Facts that we agree on, sharing resources, making NGO etc job easier  
→ changing behaviour where you're at, easier, not additions to overloaded lives

### **How to do this efficiently / easily?**

Charter for the Environment? (too big?)

→ on the net  
→ public meeting  
→ eg desirables: much bigger pot for diversity  
→ Environment: 'nice to have' or 'must have'?

Have to explain (simply and compellingly) why biodiversity is critical

→ examples  
→ stories  
→ pictures

And not just your vote, but local action (eg RMA submissions) can be even more influential

Work in harmony with nature, not against (build on pictures of natural disasters, 'loss,' – heaps of current examples)

Great ironies – nice green, clean country and image, but no resourcing for this - \$50 million token protection vs. \$8 billion plus on other stuff

Crunchy messages and numbers regarding ridiculous behaviour

How do we make this happen easily/effectively?

→ win/win (biodiversity pot bigger → who losses? RONS?)

Pairing \$?

Why are birds as important as people, jobs, etc?

“Like a bird in the mine: if it dies, you’re next.”

Important role of bees, plankton in sustaining ecosystems.

Picture, anecdote → then have layers of research/studies behind this

Have three levels of info:

- 1) entry level – picture, anecdote
- 2) intermediate (1-3 paragraphs)
- 3) advanced scientific level (research)

Hopeful that mining campaign was so successful! ☺ - Dr. Suess - Lorax, Jared Diamond – Collapse, Easter Island example – encouraging longer term thinking

NZ love of nature is there – that’s our image, mythology, despite increase in urbanization and decrease in outdoors

Insurance, investment, quality of life, security



## **Wellington Action 2: Re-energize NZAEE (or our professional association) regionally by connecting with other groups in similar Kaupapa**

Lead: Jocelyn Papprell

### **What to do?**

Need direction from National Executive. Is NZAEE worthwhile? – clarification of message/outcomes

Regional people need to contribute to website: time, actions, stories

Not just Seaweek: Hold meetings in different places in regions: zoos, islands parks

List on website key things NZAEE has done over time: submissions, enviro school, curriculum, conferences

### **Results**

Move people/organisations to see value of education for sustainability in schools and communities

### **How?**

Network with other similar groups

Use online networks more effectively – put more links

Advocacy Portal

### **Who?**

Jocelyn to write up concerns and ideas and send to Pam W., then on to National Executive

National Executive and Regions lead

### **When?**

Within 12 months – by next NZAEE conference

This year – election year – ‘organise’ letters and questions to politicians regarding education for sustainability (biodiversity/conservation/sustainable development)

### **What help needed?**

Individual members to add what they can.



Discussing the NGO Forum Wellington (D.Stucker)

## Wellington Action 3: National Environmental NGO Forum

Who: Lee Barry, Quentin Duthie, Diana Shand, Nicole Baker - scribe

### Vision – Ideas

- Neutral space to share
- Like Mittagong Forum
- Multi-faceted, including strategising
- What are the objectives?
  - Develop an integrated work program or
  - Discussing broad approaches to issues
  - Is it developing common understanding, loose strategising? Or firm agreements?
- Could have north island / south island groups
- Regular? Annual? Or one-off?
- Overcoming divide and rule / disagreements on different positions
- Developing complementary but different positions based on strengths – or reconcile different positions → this think allows inclusion – accept diversity within movement
- Figure our skill shortage / weaknesses and build capacity for whole movement, especially lobbying politicians and using new media

### Who is in?

- Heads, strategists, free-for-all
- How big? Which organisations?

### Structure?

- Maybe Forum first, then strategy/program retreat with 2 from each organisation
- Start smaller at frits and build it up.
- Could be meeting on issue by issue, eg mining campaign and Wild Rivers campaign
- Election year good time to not be undermining each other
- Pool funding for campaigns? And/or joint fundraising? → use as sell to donors.

### Actions?

- Go back and float idea sensitively in respective organisations
- Couple of us put out a written proposal
- Invite everyone to the pub?
- Have a discussion at next available opportunity.
- Piggy-back.
- Low carbon → video conference when group is larger
- Can IUCN NZ Committee help/host?
- Membership – link to objectives → large-scale national / international campaigns.

### Organisations?

WWF, F+B, ECO, EDS, Greenpeace, 350, Sustainability Council

Also possibly: Oxfam, FMC, Ecologic, SANZ, SEF, Engineers for Social Reesponsibility, NZILA

Single 'meta' issue: government economic development agenda vs. sustainable economy, clean, green paradigm (or marine?)

# Wellington - Discussion Sessions

## Wellington Session Issue 1: Influencing Policy Makers

<b>Name and email of session convenor:</b> Sue Galbraith, <a href="mailto:sgalbraith@doc.govt.nz">sgalbraith@doc.govt.nz</a>
<b>Names of participants:</b> Quentin Duthie, Scott Metcalfe, Elizabeth Lee, Nicole Baker, Sue Galbraith
<b>Discussion Points:</b> <ul style="list-style-type: none"><li>• There's a step between getting politicians to say they'll do something and taking action</li><li>• The main motivator is public opinion (schedule and mining proposal)</li><li>• Eg: Game Animal Council – explain how this could result in conflict between competing interests – politicians keen to minimise conflict and maximise public appeal</li><li>• Embarrass politicians into taking action – Guardian article attacking NZ's green image and ultimately placing sites in World Heritage Endangered List</li><li>• Biodiversity offsets/trade-offs could see loss of biodiversity. Once property rights are assigned, you can't take it away again.</li><li>• Strength in numbers – strengthen NGO networks</li></ul>
<b>Recommendations/ Ideas for follow up actions</b> <ul style="list-style-type: none"><li>• Accompany arguments about why something is needed with a more populist reason about how it might benefit their interests. Make informed documents about trade-offs. Offer and take advice from experts and NGOs.</li><li>• Strengthen NGO networks and make it easier to join, make submissions</li><li>• Link with organizations like TEEB, "Get Up" and get messages out to wide public</li><li>• Employ consultants and talk to businesses about business sustainability, procurement</li><li>• Elect people with your point of view as decision-makers</li><li>• Learn from the older generation, who have seen environmental changes</li><li>• Promote restoration success stories</li></ul>

## Wellington Session Issue 2: **Engaging with the Media**

**Name and email of session convenor:**

Sue Galbraith, [sgalbraith@doc.govt.nz](mailto:sgalbraith@doc.govt.nz)

**Names of participants:**

Sue and ?

**Discussion Points:**

- Win over the media – stir their passion – challenging as media like conflict and bad news
- Easy guide to biodiversity
- Seminar for journalists
- Human interest/interaction stories
- Personal connections
- Example of transformations
- Passion of iwi/volunteers who have restored sites/islands

**Recommendations/ Ideas for follow up actions**

- Inspirational stories
- Relationship between indigenous people and resources
- Story ideas – silly season
- ... JTO and run environmental seminar
- Look for human interest / positive angles on biodiversity – people who have devoted their lives to conservation
- Strengthen awareness of indigenous conservation efforts; ancestral links to the land and sea
- Promote social and health benefits of conservation to media
- Link biodiversity with the economy – ie bees and plankton connectivity, ecotourism
- Our survival – sustains us and economy
- Use graphics, pictures, videos
- Stories about everyday eco-warriors / iwi / business

## Wellington Session Issue 3: **Connecting with Youth**

**Name and email of session convenor:**

Jocelyn Papprell [Jocelyn.papprell@ecan.govt.nz](mailto:Jocelyn.papprell@ecan.govt.nz)

**Names of participants:**

Jocelyn Papprell, Diana Shand, Hannah Griffin, Robin Yarrow, Matt Barnett

**Discussion Points:**

- Organisations' representatives are not telling/communicating through their own staff/members that they are a member of IUCN – eg DOC staff had no idea that DOC is a member of IUCN and that they had access to the resources and skills of IUCN and IUCN Commissions; Landcare the same.
- Need to connect with existing youth groups and help them, eg alert them/support them to opportunities and speakers
- ECO My Flat – a student competition – sign up at beginning of year, go to workshop in May, put into practice and then there are prizes
- Telling stories important, tell the stories make it cool, social.
- YouTube – Frosty Boy and God, The Double Rainbow, The Story of Stuff
- Jack Johnson type of networking for transport associated with his concerts

**Recommendations/ Ideas for follow up actions**

- For Wellington, we will ask Mayor Wade-Brown to make sure that for any concert held in Wellington must have the concert advertising and ticket booking associated with funding our transport-sharing opportunities; GECKO, Helen Tullet
- DOC staff and other groups (GECKO, WWF, etc) could dress up as teams of endangered species
- Photograph of 'the best cure for veganism is bacon' – to be put up on Facebook and ask people to visit shop/chain and say this is an objectionable message
- [www.takingitglobal.com](http://www.takingitglobal.com), Avaaz, DOC blogs, IUCN RSL feeds to Facebook, flashmobs

## Wellington Session Issue 4: Issues and Opportunities in 2011

**Name and email of session convenor:**

Liz Springford [liz.springford@gmail.com](mailto:liz.springford@gmail.com)

**Names of participants:**

Pam Williams, David Brooks, Liz Springford

**Discussion Points:****Opportunities**

- The election: setting the agenda and key issues
- Rugby World Cup: Kiwi pride in showcasing our place (or not)

**Issues/Threats**

- TPPFTA (Trans Pacific Partnership Free Trade Agreement) due for completion by November 2011
- RONS (Roads of National Significance) \$11 billion of car/truck emission expansion
- ETS review ~ July 2011
- Mining, drilling, dairying – safeguarding our people and our place

**Recommendations/ Ideas for follow up actions**

- Role for IUCN? Coordinating or helping to coordinate?

**1) Environmental groups joining forces to put pressure on candidates and parties on issues of critical importance**

- Could list the key issues with individual organisations signing up to each issue, promote on their websites and full page ads in national media, etc. (and indicate membership numbers). Possible key issues: natural assets protection (fresh water), biodiversity, public education and support, sustainability, mining/drilling, ETS review.
- Use mining campaign success as leverage in a close political campaign
- Organising people to attend meetings with questions, write letters to paper

**2) Rugby World Cup**

- How is government actually supporting what gives us pride in our place as clean and green? And underpins our vision and export message
- DOC's environmental schools are underfunded, etc.



## Wellington Session Issue 5: How can agencies best work with groups/individuals to achieve biodiversity outcomes on the ground?

<p><b>Name and email of session convenor:</b> Harley Spence <a href="mailto:harley.spence@gw.govt.nz">harley.spence@gw.govt.nz</a></p>
<p><b>Names of participants:</b> Kelly Stratford, Matt Barnett, Janet Hollow, Marie Canny, Harley Spence</p>
<p><b>Discussion Points and Recommendations/ Ideas for follow up actions</b></p> <ul style="list-style-type: none"> <li>• Align business planning cycles</li> <li>• Create interagency 'one stop' process to create and facilitate projects (web portal)</li> <li>• 'Green Drinks' style forums</li> <li>• Clearly define interagency contact processes and people</li> <li>• Intergroup co-ordinated communication strategy and work programmes</li> <li>• Identify target audiences and gaps. Then align communication strategies.</li> </ul>

## Wellington Session Issue 6: Connecting our Various Networks – sharing global energy for sustainable change

<p><b>Name and email of session convenor:</b> Jocelyn Papprell <a href="mailto:Jocelyn.papprill@ecan.govt.nz">Jocelyn.papprill@ecan.govt.nz</a></p>
<p><b>Names of participants:</b> Robin Yarrow, Diana Shand, Hannah Griffin, Ani Metcalfe, Jocelyn Papprell</p>
<p><b>Discussion Points and Recommendations/ Ideas for follow up actions</b></p> <ul style="list-style-type: none"> <li>• Directory of environmental groups</li> <li>• Mapping of online resources – geographically and themed – on Google Map</li> <li>• Link the various sites: connect and affiliate to each other through umbrella org</li> <li>• Need to encourage people to connect and continue to encourage people to use the resource: Tweet, Facebook → filter news to us</li> <li>• Important to link globally to energise the positive action so that change required is valued</li> <li>• Communicating affiliations, etc to membership</li> <li>• Shifting focus from jobs for \$\$ to jobs for change/passion</li> <li>• Connecting with university and school groups – (mentoring) but membership of those groups is transitory as people move through education; could connect uni groups with international/inspiring speakers</li> <li>• Sharing the stories – the anger, the passion, ie photos of things that inspire or annoy and share them on Facebook with comment</li> </ul>

## Wellington Session Issues 7: **How to make the climate lovable?**

**Name and email of session convenor:**

Scott Metcalfe [scott.metcalfe2@gmail.com](mailto:scott.metcalfe2@gmail.com)

**Names of participants:**

Lee Barry, Marie Canny, Nicole Baker, Matt Barnett, Harley Spence, Scott Metcalfe

**Discussion Points and Recommendations/ Ideas for follow up actions**

- Can climate mitigation action be lovable?
- “CO2 – they call it pollution; we call it life” – values-based propaganda → no compunction; vs liberal
- Put a human face on it
- Communicate a vision of a low carbon future
- Go for short-term gain and losses as well
- Climate difficult because intangible
- Mobilizing locally; mining
- Maori view / haupapa
- New Zealanders connection to the land; pride; loving what we've got; appeal to resilience, practicality / just do it



## Wellington Session Issue 8: Prioritize Mass Participation for the Environment – as a competitor against other ‘life’ priorities

**Name and email of session convenor:**

Lee Barry [lbarry@wwf.org.nz](mailto:lbarry@wwf.org.nz)

**Names of participants:**

Margaret Metcalfe, Marc Slade, Janna Kostus, Lee Barry

**Discussion Points:**

General themes: (1) shaming and competition, (2) collaborating and celebration

- Seeing interconnections –
- Promoting power of the individual
- Messaging/awareness to promote interconnectedness
- Connect with ‘sustainability advisors’ within corporations to education and increase awareness amongst workers
- ‘Vote for me’ – green party billboard [showing child]
- economy is a subset of environment – how to represent that?
- Use fishing analogy
- Influence key community leaders / decision-makers: tipping points
- Challenge national pride (Manawatu River) → physical connection
- Regional council catchments
- Long time for action to be achieved
- An international voice to criticize our environment – or local celebrity
- Promote discussion on alternative index to GDP – will inspire discussion of our values
- Detraction to New Zealanders
- Education of new migrants about NZ bush/native species
- Cultural barriers and opportunities

**Recommendations/ Ideas for follow up actions**

- Approaching sustainability people in organizations – and others to act as influences
- Working at catchment level
- Talking and celebrating shared successes / different views
- Teach thinking systems in schools
- Get someone else to open our eyes to our environmental issues
- Working with New NZers – as significant and increasing percentage of population
- Develop conduits to Maori / Pacific Island communities

## Wellington Session Issue 9: Valuing Education for Sustainability within government organization where policy is developed

**Name and email of session convenor:**

Jocelyn Papprill [Jocelyn.papprill@ecan.govt.nz](mailto:Jocelyn.papprill@ecan.govt.nz)

**Names of participants:**

Kerry Swadling, Harley Spence, Alison Davis, Pam Williams

**Discussion Points:**

- WRC: EE is embedded within biodiversity
- Behavioural shift – values/action
- Linking work to core business – have appropriate words for corporate domain
- Much effort into celebrating success – and linked to core business outcomes
- Understand that there is a collision of worldviews – disjunction
- Taiwan example: CEOs and managers given workshop on EfS and sustainability generally in hope of changing paradigm
- Use the ‘money plus action = policy change’ formula → to believe in long-term change
- Need to find programs that have made a difference: i.e. driving on beaches, drains to sea
- Organizational change: sharing the learning and positive change
- Need to be adaptable/flexible to be able to invest in changing outcomes

**Recommendations/ Ideas for follow up actions**

- Connect organizations to schools to ensure learning and valuing is seen as contributing to whole cycle of knowledge and change – big picture thinking – sustainability literate → businesses, universities, schools, government councils, other organisations all linked
- Local government association – SOLGM – work the networks at higher level
- Check whether CEC has tools for EfS that businesses and organisations could pick up and use
- Support for EfS for environment court judges
- Identify individuals that have influence and knowledge within local government
- Engage youth with political process: lobbying the politicians; need them with something to do

## Wellington Session Issue 10: **Issues for how to encourage and support eh individual expert voice to give them more strength of numbers and more influence**

**Name and email of session convenor:**

Ani Metcalfe [anitmetcalfe@hotmail.com](mailto:anitmetcalfe@hotmail.com)

**Names of participants:**

Janna Kostus, Debby Rosen, Diana Shand, Ani Metcalfe

**Discussion Points:**

- Kids, youth and adults are / can be experts; peer to peer education, school field trips, swaps, TNHS
- How to enable their voices? – show and tell approach, include feelings; have to feel that someone is listening, to feel it's worth it
- Mentor or buddy approach – remember: 2-way learning and education
- Connect more groups: umbrella organisations, weight of numbers, affiliation to IUCN / CEC
- How to include people? Group awareness of credibility, expertise; offer tools, techniques to group members
- Acknowledge and respect the older generations' wisdom; talking from a wise place; tangata whenua; kaupapa rauako matauranga; encourage life-long learning
- Continue to submit/influence for open community technology
- Scouting – USA / Grey Power / SeniorVet
- How to train 'visitors' – how to positively educate and learn?
- How to foster a sense of belonging → empowerment?

**Recommendations/ Ideas for follow up actions**

- An expertise mapping project on GoogleMaps with links to PodCasts and YouTube videos to raise profile of local and iwi voices; map expertise in organisations and communities and link to map from all our organisations' websites
- Influence national government, regional GWCC and local WCC departments to 'use and value; local expertise; eg: TNHS, expert panels, advisory groups – listened to
- Within our organisations create and record mentor and buddy situations and internal experts panels; steer mentees, buddies, extra hands to individual experts
- Encourage Celia Wade-Brown to create buddy system for each Councilor
- Strongly connect our existing organisations – use umbrella organisations eg ECO and IUCN
- Inclusive Kaupapa
- Communicating science with '3 tab' system [of sound bite, short abstract, and in-depth scientific research], eg IUCN and DOC communications messaged for multiple audiences; offer these tools, techniques, skills to experts to empower their work
- Value wisdom – use oral history resources to avoid losing expertise – National library, Turnbull library
- Encourage schools to continue projects and oral history interviewing and recording of community members
- Create and promote inspiring positive action to foster sense of belonging, ownership, responsibility – empower to act and change
- Meet with the rulers and decision-makers – introduce selves, offer services and expertise, and mapping resource

## Wellington Session 11: How can love-based communication go beyond charismatic megafauna (cute and cuddlies)?

**Name and email of session convenor:**

Quentin Duthie [qduthie@forestandbird.org.nz](mailto:qduthie@forestandbird.org.nz)

**Names of participants:**

Kelly Stratford, Lisa Clapcott, Janet Hollow, Diana Shand, Quentin Duthie

**Discussion Points:**

- Understand questions: limitations of what's visible and understandable by public
- 'Fungi as heroes' – process component not just species
- 'celebrate the quirky'
- novelty of 'dead bugs' – don't underestimate interest
- we have made progress (eg bugman)
- maniac – passionate, charismatic ambassador, need 'waterman'
- Families (parents and kids) – holiday programs
- Value beyond species – processes, ecosystems, services, etc
- Get people engaged and looking (perceptual set) – 1m squared concept, Bioblitz
- How to read the wider public who have busy lives? – engage more with targeted info, individualise, personalise, natural history shows
- Realism – real enough – promote enough → get outcome
- 'Love' won't get through to all, but communities and groups can self-protect
- Is there a 'motivating' step between 'love' and action. Competition market for action. Language – instead of 'environment,' use engaging words like 'nature'
- Conservation in NZ has diverse array of tools and approaches – stoat traps!

**Recommendations/ Ideas for follow up actions**

- Glosses of everyday words for conservation concepts, eg: nature and life, not environment and biodiversity – based on research of language issues
- Introduce kids to our nature (not just tigers and elephants) – lobby libraries [to have NZ nature books]; nature books in homes
- Food – school garden connects with other aspects of curriculum – health, science, agriculture
- Re-visit approaches already done – not always new that works
- Being part of mainstream community initiatives – eg 'Sustainable Manawatu' – bigger picture influences important also

## Wellington Session 12: Complexity of information and organisations – is it always an advantage?

<b>Name and email of session convenor:</b> Lisa Clapcott <a href="mailto:lclapcott@doc.govt.nz">lclapcott@doc.govt.nz</a>
<b>Names of participants:</b> Kerry Swadling, Debby Rosin, Alison Davis, Lisa Clapcott
<b>Discussion Points:</b> <ul style="list-style-type: none"><li>• Older age groups – so many websites and info available – is this just the perception of older generations?; Younger generation adept at info management, but does that translate?</li><li>• Agencies and organisations overlapping activity/information; number of staff and skilled volunteers involved larger now – more challenging; a lot of information is not meaningful – too abstract; mix of info is required but needs to be accessible/relevant</li><li>• Manapouri / nuclear free / mining – one place or one issue or both? People relate to issues with impetus and emotional value.</li><li>• Changes in information delivery can be confusing</li></ul>
<b>Recommendations/ Ideas for follow up actions</b> <ul style="list-style-type: none"><li>• Supporting one-stop-shop websites where there is a real need – real feedback regarding certain areas (eg restoration)</li><li>• Hubs of speciality (professional and volunteer) with support from others would lead to less confusion for those wanting to find info and be involved.</li><li>• Targeted information regarding core work</li><li>• Providing networking in the flesh – opportunities for information and best practice. Still a demand for this.</li><li>• Do we need to simplify our messages?</li><li>• Identify gaps and over-supplied information.</li></ul>

## Participant List

### Auckland

Name	Surname	Organisation	Role/position	email
Estella	Lee	Chinese Conservation Education Trust	Trustee	<a href="mailto:estellalee@xtra.co.nz">estellalee@xtra.co.nz</a>
Maj	Padamsee	Landcare Research	Post-Doctoral Researcher	<a href="mailto:padamseem@landcareresearch.co.nz">padamseem@landcareresearch.co.nz</a>
Phillippa	Gardner	Department of Conservation DOC	Public Awareness - Education	<a href="mailto:pgardner@doc.govt.nz">pgardner@doc.govt.nz</a>
Lizzy	Sutcliffe	DOC	Public Awareness - Media and Communications	<a href="mailto:lsutcliffe@doc.govt.nz">lsutcliffe@doc.govt.nz</a>
Jan	Simmons	DOC	Community Relations	<a href="mailto:jsimmons@doc.govt.nz">jsimmons@doc.govt.nz</a>
Mark	Miller	EcoMatters Environment Trust	Project Twin Streams	<a href="mailto:mark@ecomatters.org.nz">mark@ecomatters.org.nz</a>
Kit	Howden	Urban Heritage Parks/Friends of Maungawhau	Chairman/Director	<a href="mailto:kithowden@xtra.co.nz">kithowden@xtra.co.nz</a>
Sioux	Campbell	DOC	Community Relations	<a href="mailto:scampbell@doc.govt.nz">scampbell@doc.govt.nz</a>
Victoria	Travers	WWF-NZ	Marine Conservation (Ed & Advocacy & Cap Building)	<a href="mailto:vtravers@wwf.org.nz">vtravers@wwf.org.nz</a>
Chris	McLean	EcoMatters Environment Trust	Education for Sustainability	<a href="mailto:chris@ecomatters.org.nz">chris@ecomatters.org.nz</a>
Peter	Buchanan	Landcare Research	Biosystematics	<a href="mailto:BuchananP@landcareresearch.co.nz">BuchananP@landcareresearch.co.nz</a>
Bridget	Glasgow	Enviroschools	Education Consultant	<a href="mailto:bglas@paradise.net.nz">bglas@paradise.net.nz</a>
Katrina	Knill	DOC	Community Relations	<a href="mailto:kknill@doc.govt.nz">kknill@doc.govt.nz</a>
Bill	Trusewich	DOC	Ranger - Concessions	<a href="mailto:btrusewich@doc.govt.nz">btrusewich@doc.govt.nz</a>
Diana	Shand	IUCN Regional Councillor / ECO		<a href="mailto:diana.shand@xtra.co.nz">diana.shand@xtra.co.nz</a>
Virginia	Young	President Australian	Committee for IUCN	
Dominic	Stucker	IUCN Commission on Education and Communication CEC		<a href="mailto:dominic.stucker@gmail.com">dominic.stucker@gmail.com</a>
Wendy	Goldstein	IUCN CEC, Deputy Chair		<a href="mailto:Wendy.goldstein@mq.edu.au">Wendy.goldstein@mq.edu.au</a>



## Participant List: Wellington

Name	Surname	Organisation	role/position	email
Lee	Barry	WWF-NZ	Climate Campaigner	<a href="mailto:lbarry@wwf.org.nz">lbarry@wwf.org.nz</a>
Kelly	Stratford	Department of Conservation DOC	Community Relations Ranger	<a href="mailto:kstratford@doc.govt.nz">kstratford@doc.govt.nz</a>
Margaret	Metcalfe	DOC	Community Relations Programme Manager	<a href="mailto:mmetcalfe@doc.govt.nz">mmetcalfe@doc.govt.nz</a>
Marc	Slade	WWF-NZ	Terrestrial Conservation Programme Manager	<a href="mailto:msslade@wwf.org.nz">msslade@wwf.org.nz</a>
Matt	Barnett	DOC	Community Relations	<a href="mailto:mbarnett@doc.govt.nz">mbarnett@doc.govt.nz</a>
Kerry	Swadling	DOC	Community Relations	<a href="mailto:kswadling@doc.govt.nz">kswadling@doc.govt.nz</a>
Liz	Springford	Climate Defence Network		<a href="mailto:liz.springford@gmail.com">liz.springford@gmail.com</a>
Scott	Metcalfe	Orataiao		<a href="mailto:scott.metcalfe2@gmail.com">scott.metcalfe2@gmail.com</a>
Sue	Galbraith	DOC	Community Relations Officer/Communications	<a href="mailto:sgalbraith@doc.govt.nz">sgalbraith@doc.govt.nz</a>
Lisa	Clapcott	DOC	Community Relations	<a href="mailto:lclapcott@doc.govt.nz">lclapcott@doc.govt.nz</a>
Jocelyn	Papprill	Environment Canterbury	Education for Sustainability	<a href="mailto:jocelyn.papprill@ecan.govt.nz">jocelyn.papprill@ecan.govt.nz</a>
Robin	Yarrow	Fiji National Trust	Council - vice-chair	<a href="mailto:yarrow@connect.com.fj">yarrow@connect.com.fj</a>
Janet	Hollow	Forest and Bird	KCC - Kiwi Conservation Club Co-ordinator	<a href="mailto:jhollow@slingshot.co.nz">jhollow@slingshot.co.nz</a>
Quentin	Duthie	Forest and Bird	Conservation Advocate	<a href="mailto:q.duthie@forestandbird.org.nz">q.duthie@forestandbird.org.nz</a>
David	Brooks	Forest and Bird	Communications	<a href="mailto:d.brooks@forestandbird.org">d.brooks@forestandbird.org</a>
Ani	Metcalfe	NZAAE/Wgtn Botanical Society	volunteer	<a href="mailto:amitcalfe@hotmail.com">amitcalfe@hotmail.com</a>
Janna	Kostus	Department of Conservation	Community Relations	<a href="mailto:jkostus@doc.govt.nz">jkostus@doc.govt.nz</a>
Alison	Davis	Greater Wellington Regional Council	TL Biodiversity Implementation	<a href="mailto:alison.davis@gw.govt.nz">alison.davis@gw.govt.nz</a>
Harley	Spence	Greater Wellington Regional Council	Strategic Advisor Biodiversity	<a href="mailto:harley.spence@gw.govt.nz">harley.spence@gw.govt.nz</a>
Marie	Canny	350 Aotearoa		<a href="mailto:marie.canny@gmail.com">marie.canny@gmail.com</a>
Nicole	Baker	Independent consultant	WCPA/CEESP	<a href="mailto:nicole.f.baker@gmail.com">nicole.f.baker@gmail.com</a>
Debby	Rosin	ECO	Executive Officer	<a href="mailto:eco@eco.org.nz">eco@eco.org.nz</a>
Dr Pam	Williams	Victoria University	Education for Sustainability	<a href="mailto:pamwilliams@xtra.co.nz">pamwilliams@xtra.co.nz</a>
Elizabeth	Lee	National Council of Women	NCW Representative to ECO	<a href="mailto:geoff.lee@xtra.co.nz">geoff.lee@xtra.co.nz</a>
Hannah	Griffin	Gecko	student	<a href="mailto:griffinhan@gmail.com">griffinhan@gmail.com</a>
Diana	Shand	IUCN Regional Councillor / ECO		<a href="mailto:diana.shand@xtra.co.nz">diana.shand@xtra.co.nz</a>
Dominic	Stucker	IUCN Commission on Education and Communication		<a href="mailto:dominic.stucker@gmail.com">dominic.stucker@gmail.com</a>
Wendy	Goldstein	IUCN Commission on Education and Communication		<a href="mailto:Wendy.goldstein@mq.edu.au">Wendy.goldstein@mq.edu.au</a>