



**Commission on Education
and Communication**

Steering Committee Meeting
Aviemore, Scotland
14-16 April 2010

Report for Young Professionals
DRAFT

**Promoting Youth Engagement and
Intergenerational Partnership**
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¹ The term “young professionals” is inclusive of those students, practitioners, professionals, indigenous persons, etc, who are approximately 35 years old and younger.

Meeting Summary

Participants

Chair Keith Wheeler and Deputy Chair Wendy Goldstein convened the CEC Steering Committee in Aviemore, Scotland for their second meeting of the 2009-2012 intersessional period from 14-16 April 2010. Steering Committee member, Chuck Phillips, provided valuable facilitation support throughout.

Thirty-two of the invited forty people were able to participate, including Steering Committee Regional Vice Chairs and Advisors. Furthermore, key IUCN staff and Specialty Group leaders also attended and contributed in meaningful ways. See full list of participants with contact information here:

<http://intergenerationalpartnership.wikispaces.com/yp-cec>

Purpose

As stated in the agenda, the meeting sought to achieve the following outcomes. Speciality Group and Regional Chairs...

1. have formulated and are committed to specific outcomes of their activities in the network to be highlighted during the WCC in Korea;
2. are clear about their role in the CEC contribution to the International Year of Biodiversity;
3. are committed and able to act as knowledge providers and interact in the new CEC web presence;
4. have set targets and criteria for an increase in membership in their constituencies and have a joint strategy as to how to implement these targets;
5. have a strategy for increasing youth participation in CEC; and
6. are clear about their role in working with other commissions/ programs and especially WCPA.

The facilitation approach was responsive to participant input and prioritization, so some of these outcomes were met and others were reframed.

As Special Advisor on Intergenerational Partnership, I participated in the meeting with these objectives in mind:

1. Report on intergenerational achievements since last year's Steering Committee meeting;
2. Encourage the continued recruitment of talented young people into the CEC;
3. Integrate project ideas collected from CEC young professionals into the meeting;
4. Identify opportunities for CEC young professionals to contribute to ongoing projects; and
5. Collect ideas for how young professionals can make a unique contribution leading up to the World Conservation Congress in 2012.

Official reports from the meeting will appear in the May CEC Newsletter:

<http://www.iucn.org/about/union/commissions/cec/>

Key background documents for the meeting can be found here:

<http://intergenerationalpartnership.wikispaces.com/yp-cec> and include the CEC

mandate, Background document, Principles by which CEC works, WCLN strategy paper, and CEPA Fair at CBD COP.

Discussion

Key topics discussed throughout the 3-day meeting included social media, the World Conservation Congress, the International Year of Biodiversity, the CEC web presence, and the World Conservation Learning Network. This agenda summary is updated to represent the actual flow of events:

April 14	April 15	April 16
Breakfast		
Session 1 Individual introductions and CEC accomplishments Introduction to CEC's work within IUCN program	Session 5 Presentations from Thematic Working Groups	Session 9 Presentation on WCLN
Session 2 Communications presentations		Session 10 Regional and Specialty Group proposal examples
		Session 11 Unfinished business
Lunch		
Session 3 Carousel: collecting ideas on key thematic areas	Session 6 Presentation on work in Mexico	Excursion to Cairngorms National Park
Session 4 Thematic Working Groups: drafting action plans	Session 7 CEC web presence: using posterous.com and CEC members portal	
	Session 8 Development of Specialty Group and Regional webpage texts	
Dinner		

Here is a day-by-day summary of discussion, followed by relevant action items for young professionals.

April 14

As part of our introductions, each person was asked to state their name, organization, and country; report on CEC-related accomplishments in the past year; share one surprising thing about themselves; and talk about their vision for the meeting. From these introductions, I collected actionable ideas for young professionals, which are

organized in the next section on Action Opportunities. I also reported on some of the highlights of intergenerational activities in the past year:

- Formation of the joint CEC-WCPA Working Group on Intergenerational Partnership for Sustainability (IPS) and drafting of initial Work Plan;
- Development and expansion of Wikispace on intergenerational partnership;
- Convening of young professionals groups in the WCPA, CEL, and CEC Commissions; and
- First-ever appointment of a young person to the IUCN Council, 23-year-old Grace Mwaura of Kenya.

My vision for the meeting largely paralleled the five objectives I listed above. Further information on all of the above can be found on the IPS Wikispace:

<http://intergenerationalpartnership.wikispaces.com/>

The “surprising” thing about me was that I had already gone on a hike that morning into a nearby nature preserve, skirting lochs and ascending the summit of a large hill with sweeping views of the snow-capped Cairngorm National Park. I invited others and four joined me the next morning, seeing white-tailed rabbits, woodland ducks, a blue heron, a peregrine falcon, and red deer tracks, in addition to Scotland’s famous heather and stands of birch. A fun example of intergenerational partnership in action!

Keith, Wendy, Chuck, and staff person Cecilia Nizzola-Tabja facilitated a discussion on the objectives for the CEC through 2012. They touched on the Commission’s core business in strategic communication, learning and capacity development, and strategic dialogue and knowledge management. This was situated within the IUCN One Program as outlined in the CEC Mandate

Keith outlined his vision that CEC help “pool expertise for the entire Union” and “increase IUCN capacity to communicate.” He wants IUCN to be an environmental knowledge management leader for billions of people around the world. More of a focus on strategic communication and networking may entail a restructuring and renaming of the Commission in order to attract appropriate members.

In the same vein, Gillian Martin-Mehers, Specialty Group Leader, pointed out that “education” is generally supply-oriented, offering people what we think they need, while “learning” is generally demand-oriented, letting specific audiences identify for themselves what they need to know in order to be effective change agents.



During the discussion, we viewed a video on the “Social Media Revolution” on the power of new media for social change. View it here: <http://www.youtube.com/watch?v=sIFYPQjYhv8>

We listened to three communications presentations to stimulate further thinking about the role of the CEC in the IUCN. Andy Alm, Specialty Group Leader, spoke about the ongoing need for a robust content management system for CEC and for the IUCN, which is supposed to be unveiled later this year. Steering Committee members were trained in the use of the evolving network portal that will eventually service the needs of all members of Commissions,

Secretariat staff, and Member Organizations. In the meantime, he proposed alternative solutions to ensure that the CEC Steering Committee is able to communicate, including use of www.posterous.com, an e-mail based blog. Keith, Javed Jabbar, and Brahim Haddane, all Council Members, committed to lobbying IUCN to deliver speedily on the content management system.

John Kidd, Head of IUCN Global Communications, presented on the need to get biodiversity on the global agenda, much in the same way that climate change is in the spot light. He encouraged communications that use intelligent but simple and emotive language to engage people and inspire them to act. Tommy Garnett, Regional Vice Chair, emphasized the need, alongside online communications, of Spanish and French community radio, brochures, and in-person meetings for engaging people in all parts of the world in sustainability efforts. Javed underscored this point and emphasized that IUCN Members *are* media for the Union's messages.

Guest Laurie Bennet of Futerra Sustainability Communications, <http://www.futerra.co.uk/home>, gave a compelling presentation on communicating biodiversity to inspire people to care and take action. Laurie was responsible for designing the IYB logo at right.



He shared some of the lessons that Futerra had learned about messaging: keep it simple; don't use guilt; don't talk about sacrifice or fear; and don't be boring. Instead of communications that focus on doom and gloom, he encouraged messages that:

- make connections between people and nature;
- tell visionary stories, putting emotion into scientific data;
- focus on the opportunities of biodiversity conservation;
- use humor and enthusiasm to catalyze action; and
- thank those who act.

Laurie promoted leading with vibrant visions of the future in 4-5 years, then sharing business as usual trajectories, offering people a choice between the two. He encouraged us to equip activists to engage people, starting with the undecided majority.

Next, facilitators placed six flipcharts around the perimeter of the room, each with a key thematic area or question, and we were asked to make contributions to each using sticky notes. I integrated all of the ideas collected from young CEC members – some of which overlap with ongoing and emerging efforts - under appropriate headings. All these ideas can be found here: <http://intergenerationalpartnership.wikispaces.com/yp-cec> The areas, some of which overlap with Specialty Groups, were:

- communicating biodiversity
- knowledge management
- how to link CEC members' knowledge/expertise with worldwide needs?
- capacity building
- collaboration between CEC and Secretariat communications efforts
- CEC activities for World Conservation Congress, 2012

Based on interest, Working Groups formed around these thematic areas and prepared initial action plans. I joined the group on knowledge management, which also served as the formation of the Specialty Group with the same name.

April 15

For the duration of the morning, the above Working Groups presented their action plans, with questions and discussion on each. Jack Bryne, Specialty Group Leader, and I presented from the Knowledge Management group. It was clear that most, if not all, of these groups would welcome support in implementing their plans. The presentation results, along with contact people, are listed in the Action Opportunities section, below.

After lunch, we heard from Arturo Curiel, Regional Vice Chair, who spoke about learning for professional development in Meso America. He is already engaging universities across Mexico and promoted exchange learning between regions. He also emphasized the need for a CEC membership recruitment brochure.

Thereafter, Gillian and Andy led us through a session on www.posterous.com, an e-mail-based blog service, as well as the emerging IUCN members' portal. Specialty Group Leaders and Regional Vice Chairs each developed short, informative texts on their area of focus, which were shared among the Steering Committee in real-time using Posterous. I contributed to the work of the Environmental Security and Leadership and Learning Specialty Group texts. These will all be used to create simple CEC webpages soon. Please read more in the next section.

April 16

Michael Moss, Special Advisor, offered a presentation on the World Conservation Learning Network (WCLN) and Institute (WCI). The WCLN is moving forward through a partnership with Royal Rhodes University in Victoria, British Columbia, Canada. An online certificate and degree program, the WCLN has the goal of finalizing a curriculum in 2010 and enrolling students in 2011. The curriculum will be on core IUCN work areas, with a focus on engaging mid-career professionals. For the time being, it will be offered in English, though a Spanish version is envisioned. The WCI, on the other hand, seeks to collect and share learning resources and courses on sustainability and biodiversity conservation. For more information, see the background paper on the WCLN and WCI.

Next, we heard from some of the other Specialty Group Leaders and Regional Vice Chairs from Pakistan, Morocco, Sierra Leone, and Egypt. Their action ideas are integrated into the next section. Tommy showed a compelling video he and his organization created of environmental threats and work in West Africa:
<http://www.youtube.com/watch?v=P7vZIM8ltNY>

Appropriately, we ended with a discussion on “unfinished business,” to consider next steps for the remaining brainstormed ideas of the past two days. These are also integrated into the next section. I strongly advocated that CEC members, including young professionals, be invited to contribute to the implementation of the many action plans we had developed over the past few days.

Action Opportunities for Youth Engagement and Intergenerational Partnership

The following is an attempt to organize and list the many opportunities that emerged from the CEC Steering Committee meeting. I encourage individual CEC members, the CEC Young Professionals Leadership Team, and the emerging Task Force on Intergenerational Partnership for Sustainability to review these opportunities, formulate ways to support their implementation, and act! See also the final section on Next Steps.

Recruitment of Young Professionals

Keith set a goal of having 2,000 CEC members by the 2012 Congress, up from our current total of some 700. If we are to maintain a membership of 20% young professionals, we will have to **increase our numbers from 130 to 400. That's approximately 10 new members per month or each of us recruiting two people.**

Through this process, we want to ensure that we invite talented, insightful, and energetic members, maintain our current gender balance; address regional gaps in North Africa, East Asia, West Asia and the Middle East, and Meso America; and attract more "communicators" from the (social) media sector.

Opportunities

- Support development and translation of **CEC membership brochure** (contact Susan Guthridge-Gould);
- **Hold informational days** about CEC at your universities or through your organization;
- Many Steering Committee members are affiliated with universities: Wendy Goldstein of Australia, Michael Moss, Canada, Xiangrong Wang of China, Sherif Kandil of Egypt, Konai Thaman of Fiji, Arturo Curiel of Mexico, Kobus Muller of South Africa, Danielle Tilbury of the United Kingdom, and Brad Smith and Jack Bryne of the United States. We can encourage them and other CEC members in academia to help **recruit promising students**; and
- Personally **nominate talented colleagues** to join (contact Cecilia Nizzola-Tabja).

Networking among Young Professionals

Among the CEC young professionals, it is clear to me that strategic networking would strengthen our commitment to one another and the CEC mission. I envision a few rotating people on our Young Professionals Leadership Team taking on the following projects:

Opportunities

- **YP Database:** Maintain up-to-date and accurate data on all CEC young professionals;
- **YP Map:** translating the above data into an interactive GoogleMap of the world, showing the location, bio, and e-mail address of each person;
- **YP Calendar:** Research, solicit, and maintain a GoogleCalendar of events relevant to biodiversity conservation, sustainability, and young people, especially through 2012. This could serve as the prototype and/or be integrated into a proposed CEC-wide calendar. Events could include the upcoming CEPA workshop in Morocco (contact Brahim); the International Youth Conference on Biodiversity in August in Japan (contact David Ainsworth); the October Healthy

Ecosystem, Healthy People conference in Mexico (contact Arturo); the 2012 World Conservation Congress, Rio +20, etc; and

- **YP Meetings:** Young professionals could organize regional meetings in collaboration with Regional Vice Chairs, Offices, and Members. Gatherings could also be organized at other strategic events and/or online.

These networking efforts could expand to include young professionals on other Commissions. See below.

Integration into CEC Projects

There exist numerous and meaningful opportunities for young CEC members to contribute to emerging and ongoing Commission activities. Key avenues for involvement include the Specialty Groups, Regional Vice Chairs, and thematic working groups formed at the April 2010 Steering Committee meeting. As I see it, the keys for any CEC member – regardless of age – to get further involved in the Commission are (1) to know what projects are underway, (2) match personal interest and ability with one or two projects, and (3) know whom to contact. Below is an initial list of such opportunities.

Specialty Groups

At our meeting, each Specialty Group Leader developed a short text for their webpage on the IUCN CEC website. The texts include each Group's mission/key objectives, short-term plans/action, and longer term ideas. These webpages should be updated soon: http://www.iucn.org/about/union/commissions/cec/cec_specialty_groups/

The current Groups and their Leaders are:

- CEPA (Communication, Education, and Public Awareness)
 - David Ainsworth and Marta Andelman
- ESD (Education for Sustainable Development)
 - Daniella Tilbury
- Environmental Information
 - Nancy Colleton
- Environmental Security
 - Wouter Veening
- Greening Campuses
 - Jack Byrne
- Knowledge Management
 - Andy Alm
- Learning and Leadership
 - Gillian Martin-Mehers
- Organizational Development and Change Management
 - Chuck Phillips
- Sustainability Centers
 - Megan Camp
- WCLN (World Conservation Learning Network)
 - Sherif Kandil and Kobus Muller (and Special Advisor, Michael Moss)

Some of these Groups are established – CEPA, ESD, and WCLN - while the others are relatively new. There is considerable room for input into the latter. I am contributing to

the Environmental Security, Greening Campuses, Knowledge Management, and Learning and Leadership Groups.

Regions

Activities to further the IUCN mission take on unique forms in each region. In parallel with Specialty Groups, Regional Vice Chairs further developed overview texts for their CEC webpages, which should also be updated soon:

http://www.iucn.org/about/union/commissions/cec/cec_regional_landing_page/

In general, we can reach out to Regional Vice Chairs and staff at Regional Offices to learn more about ongoing projects and funding opportunities. Some of the Specialty Group work, above, has regional application, as do thematic working group initiatives, below. Here are some other specific ideas that were communicated during our meeting:

Opportunities

- As mentioned above, hold **regional meetings**, including university students;
- Record **regional biodiversity stories** (contact Ana Puyol, Special Advisor);
- Expand the number of **National Activators**. Some NAs are already young professionals, but we need many more. As of March 2010, there were 40 National Activators. See the full list here:
http://www.iucn.org/about/union/commissions/cec/cec_regional_landing_page/
(contact Keith and Cecilia);
- Fundraise and translate the **CEPA Toolkit into Arabic** (contact Brahim and Javed); and
- Work with **journalists in the Caucasus** on communicating biodiversity (contact Andy).

Thematic Working Groups from CEC Steering Committee Meeting

The following is my own summary of the plans that working groups put in place at our Scotland meeting. Some of this work is being carried forward by Specialty Groups, listed above.

Opportunities

- **Communicating biodiversity:** (1) Plan CEC event at CEPA Fair of Nagoya, Japan biodiversity COP. (2) Make the short narrative on the International Year of Biodiversity appropriate to specific regional and national contexts (contact David);
- **Knowledge management:** (1) Survey CEC internal and external audiences to gather knowledge needs and channels for sharing (survey to be conducted in collaboration with communicating biodiversity and CEC members' knowledge groups). (2) Implement top suggestions. (3) In the short-term focus on website and newsletter. (contact Andy and Dominic);
- **How to link CEC members' knowledge/expertise with worldwide needs?:** (1) Identify CEC communities of practice (social network mapping or GoogleMap or CEC members portal, eventually). (2) Engage in demonstration projects with regional offices (contact Juliane Zeidler, Regional Vice Chair);
- **Capacity building:** (1) capacity building for education and communication about biodiversity and other issues for CEC Steering Committee, members, other Commissions, governments, NGOs, multi-laterals, with young professionals throughout. (2) Add contextual case studies and stories to Spanish version of

- CEPA. (3) Create a CEPA website for community of users to share stories and videos (contact Megan Camp, Specialty Group Leader);
- **Collaboration between CEC and Secretariat communications efforts:** (1) Secretariat to help disseminate CEC newsletter. (2) set up posterous.com site for young professionals. (3) Establish CEC internship/secondment in Secretariat and Regional Offices. (4) CEC support with ongoing communications efforts: New Countdown; TerraViva; Sex, Love, and Biodiversity; connect2earth; and Pact for Life (contact John); and
 - **CEC activities for World Conservation Congress, 2012:** (1) pre-Congress: Buddy Experiment 2.0; Blog It Earn It as a way for bloggers to be sponsored to participate in and document Congress; engage new partners: private sector and agriculture; contribute social media to Congress; orient youth participants to motions, workshops, Learning Opportunities, and election processes; possible motions on greening campuses, place-based sustainability centers, WCLN; (2) during Congress: themes on agriculture, food, soil, population, etc; CEC-led Learning Opportunities; environmental security role-playing conflict exercise; CEC meeting and awards; youth journalists; CEPA event focused on Korea; youth concert; young professionals to help with CEC stand (contact Gillian).

Initiatives with other Commissions, IUCN Council, and Secretariat

Collaboration with other Commissions was an approach that was encouraged during our meeting in general, bringing CEC expertise into other Commissions to support them with their work. There is room for much creativity here, with **potential projects involving (young) professionals on the WCPA, CEL, and other Commissions.** There may even be funding available from Regional Offices for cross-Commission projects. We could start by extending our CEC networking activities to young professionals in other Commissions.

The IUCN Council is supportive of youth engagement and intergenerational partnership as evidenced by the recent appointment of **Grace Mwaura**, a recent university graduate from Kenya. Yet her appointment represents only the beginning of our work with the Council.

Grace is especially well positioned to carry forward some of the efforts that Keith, Javed, and Brahim (all CEC member Councilors) identified as being important for the June Council meeting:

- promote the accelerated implementation of the IUCN IT platform;
- allocate more money to IUCN Global Communications; and
- address how we use communication to motivate States to become IUCN members.

Grace could also try to join and contribute to the Council's Congress Preparatory Committee, planning the Congress from the inside.

Furthermore, of special interest is the formation of **an IUCN-wide Task Force on Intergenerational Partnership for Sustainability (IPS)**, emerging from the current Joint CEC-WCPA Working Group on IPS. With Grace's appointment, this Task Force has added potential to take shape. The Task Force could be comprised of the following people, in addition to others who are interested:

- two Council members;
- one or two members of each Commission Steering Committee and/or Young Professionals Group; and
- two focal point staff people in the Secretariat and/or Regional Offices.

The Task Force could function as an umbrella entity for all Commission Young Professionals Groups and promote the meaningful integration of young people throughout the IUCN family. In addition to the review and implementation of select projects outlined in the Joint CEC-WCPA Work Plan, <http://intergenerationalpartnership.wikispaces.com/WorkingGroup>, initial activities could include:

- securing a dedicated place on the Council for the appointment of one or more young Councilors for IPS by 2012;
- tracking of Council members by age (35 and under, 36-50, 51-65, 66 and over);
- securing and filling a dedicated place on each of the Commission Steering Committees for one young Advisor/Vice Chair for IPS;
- tracking and recruitment of Commission members by age;
- integrating an IPS support role into the Terms of References of Secretariat staff (in Gland and/or in the Regional Offices) equivalent to 1 full-time staff person; and
- collaborating with an IUCN youth initiative, such as connect2earth, Pacific Future Environment Leaders, the Consortium on Sustainability Leadership, etc.

I envision the Task Force making some of the above policy changes, in addition to coordinating a signature cross-Commission project leading up to the 2012 Congress.

Next Steps

An Action Guide

I propose that we **create an online Action Guide, both for engaging young people in the CEC and for promoting intergenerational partnership throughout the IUCN family.** The Action Guide could be based on the above-mentioned action opportunities:

- Engage young people in CEC / form CEC Young Professionals Leadership Team
 - Recruit young professionals to CEC
 - Network among CEC young professionals
 - Integrate young professionals in CEC projects
 - Network and collaborate with (young) members of other Commissions

- Promote intergenerational partnership throughout the IUCN family / form IUCN-wide Task Force on IPS
 - Support collaboration among Commissions
 - Engage in initiatives with IUCN Council and Secretariat

The **CEC section of the Action Guide could serve as a model for other Commissions** to use in engaging young professionals. As interest builds, the Secretariat could also include materials on how they are engaging in intergenerational partnership through staff, interns, and programs, etc. IUCN Member organizations may also wish to share materials.

I envision the **Action Guide taking shape on the IPS Wikispace**, the initial draft written by the CEC Young Professionals Leadership Team (YPLT) and Task Force on IPS, with subsequent contributions added in a decentralized manner and edited. For example, new opportunities can be added by Regional Vice Chairs, Specialty Group Leaders, CEC members, etc.

I suggest that those of you who have (already expressed) interest in forming the YPLT join me for an **online chat to draft the CEC portion of the Action Guide** in the coming weeks and take responsibility for specific roles. We can then share the Guide with all CEC young professionals for feedback. The Guide can then be posted (as both PDF and dynamic, editable text) to the IPS Wiki.

Simultaneously, a second group consisting of members of the Joint CEC-WCPA Working Group on IPS, Grace, and a few each from the CEC YPLT, WCPA YP Group, and CEL YP Group **form the Task Force on IPS, review the current Work Plan, and draft a section for the Action Guide for moving forward.**

Communicating Successes

As we begin to implement our activities, it is essential to **communicate our successes** and lessons learned. There are at least two avenues for doing this:

- IPS Wikispace: CEC young professionals have their own page for decentralized reporting, <http://intergenerationalpartnership.wikispaces.com/yp-cec>, and there is a general "Opportunities and News" page for reporting: <http://intergenerationalpartnership.wikispaces.com/News>

- CEC Newsletter: Susan Guthridge-Gould, the newsletter editor, is always looking for good submissions. She will be sharing the themes for the remaining 2010 newsletters shortly. Make submissions here:
http://www.iucn.org/about/union/commissions/cec/cec_newsletters/

Looking forward to your creative ideas and input, plus your engaged commitment in making our plans reality!