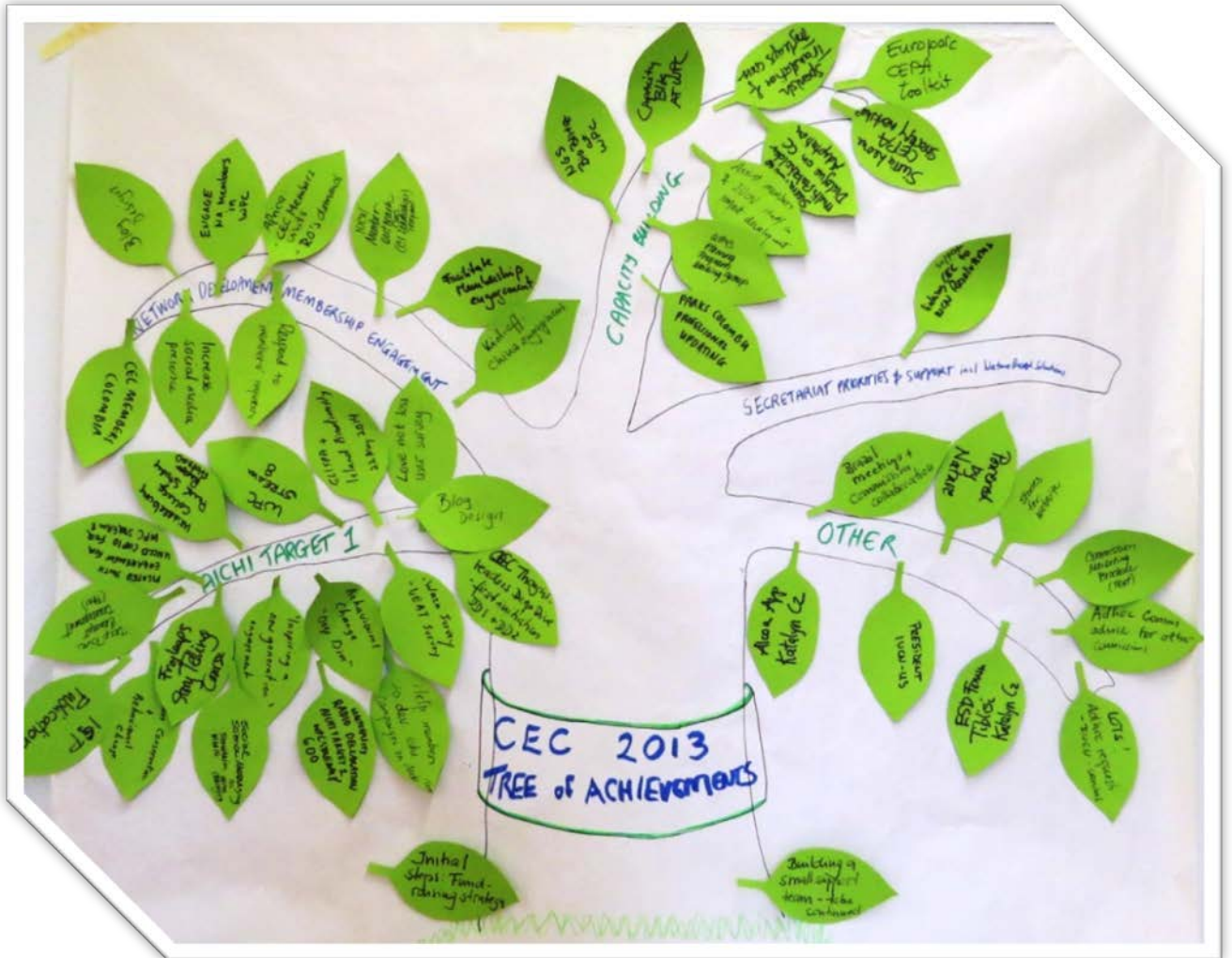


## Commission on Education and Communication Annual Report, 2013



CEC Vision - A global community that loves and values nature

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**Cover photo:** Justine Braby, CEC Steering Committee meeting  
Rolle, Switzerland, November 20-21, 2013.

## Introduction

The IUCN Commission on Education and Communication (CEC) is a voluntary network leveraging the professional expertise of more than 1,000 members in every region of the world to advance the conservation priorities of IUCN, the world's oldest and largest global environmental network who volunteer their professional expertise in learning, knowledge management and strategic communication to achieve IUCN goals.

The CEC's mission is to enable the international community to effectively communicate and apply knowledge to create positive change in the field of conservation. By 2016, the CEC will have contributed to practical communication, education, capacity development and knowledge management expertise to the IUCN Quadrennial Program 2013-2016 of (i) valuing and conserving nature; (ii) effective and equitable governance of natural environments; and (iii) deploying nature-based solutions to global challenges.

The following were identified by the CEC as key areas of focus for 2013-2016:

1. **Strategic Plan for Biodiversity Aichi Target 1:** Lead IUCN's work on Aichi Target 1 of the Strategic Plan for Biodiversity of the Convention on Biological Diversity (CBD)
2. **IUCN Capacity Development:** Operationalize IUCN's capacity development to deliver the IUCN Program
3. **Nature-based Solutions to Global Challenges:** Promote nature-based solutions within and beyond the conservation community
4. **CEC Network Development:** Develop a globally active CEC network to support program implementation

In 2013, the CEC reintroduced the ground-breaking discussion platform 'Thought Leaders Deep Dive' series and initiated the development of a wide-reaching membership engagement tool, among other key achievements.

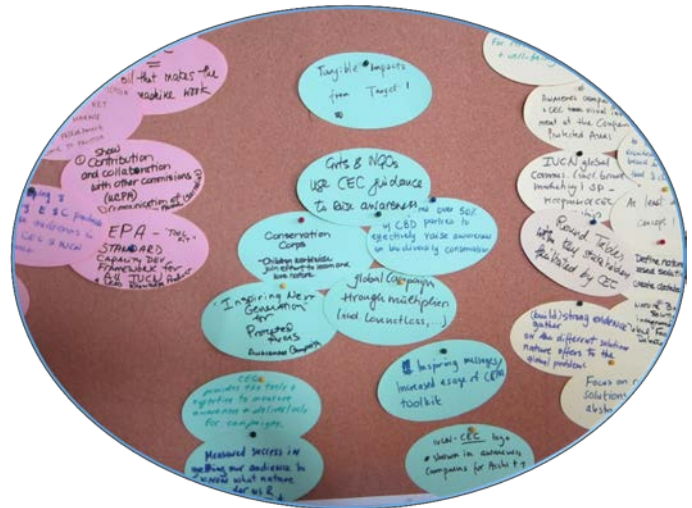
The CEC is poised to not only expand its reach across borders but also to nurture a collaborative approach towards key objectives for network development.

The year offered a myriad of opportunities to collaborate and create partnerships as illustrated by activities carried out in conjunction with organisations such as ALCOA Foundation.

The 2013 Annual Report outlines the progress made according to the work plan developed at the first CEC Steering Committee meeting (Rolle, January 2013). Since then, key milestones have been reached in at least each of the set targets within the 2013-2016 CEC Program.

## 1. CEC Steering Committee Meetings

The CEC Steering Committee, which is comprised of nine members, held two meetings in Rolle, Switzerland in 2013. The first two-day meeting (23-24 January), conducted under the leadership of newly-elected CEC Chair Juliane Zeidler, and also included IUCN Secretariat Staff. This meeting aimed to develop a familiarity with the CEC mandate; develop a work plan; and determine how the CEC can best support the IUCN One Program.



The January 2013 meeting was bookended by sessions with the IUCN Communications department and CEC Members on communicating Aichi Target 1, as well as Nature-based solutions and corporate communication issues. The meeting not only sought to align the CEC mandate to current support needs of IUCN, but also explore current strengths, weaknesses and threats to this process.

One of the key outcomes of the meeting was a strategic action plan that covers the four key focus areas of the CEC 2013-2016 program. The meeting ended on a high note with all members endorsing the plan and voicing enthusiasm for a productive 2013.

The second meeting was held on 20-21 November and looked to review the year's activities and plan for 2014. The main item on the agenda was the upcoming World Parks Congress of which CEC is a co-leader of Stream 8: Inspiring a New Generation.

## 2. Strategic Plan for Biodiversity Aichi Target 1

As the lead on IUCN's work on Aichi Target 1 of the Strategic Plan of the Convention on Biological Diversity, CEC sought to explore the possibility of a two pronged approach by 1) influencing policy makers and practitioners, and 2) work on the foundation for large-scale global campaigns. The following initiatives and meetings, as well as the involvement by members in various other conferences, are strategic efforts that seek to further the Strategic Plan for Biodiversity Aichi Target 1.

- **CEC E-Learning Courses in support of Aichi Target 1**

The CEC launched a free online learning platform called [Frogleaps](http://frogleaps.org), which offers easy-to-follow courses that aim to improve practitioners' ability to communicate biodiversity. CEC Steering Committee member, Frits Hesselink, and CEC member, Peter Paul van Kempen, developed the courses with a focus on "Strategic Communication" and "Storytelling" as key to increasing the capacity of participants.



The CEC E-Learning Courses were developed based on two surveys done among a hundred CEC members, an extensive study of relevant literature, and many experiences of storytelling from the CEC network, and some of the challenges experienced as part of communication biodiversity towards achieving Aichi Target 1.

- **International Day for Biodiversity**

Several CEC members shared how they hosted their activities on [Biodiversity Day](#), 22 May, with very interesting approaches from [Mexico](#), [France](#), Nepal.

- **CEC-Alcoa Foundation launch 'Powered by Nature Awards'**



CEC partnered with ALCOA Foundation, with the support of the IUCN European Union Representative Office and with the leadership of CEC member, Wiebke Herding, in creating an award scheme for European students to co-create a social media campaign on energy and nature.

The creators of the best campaign concepts were invited to a 5-day retreat on 26-30 August 2013 in Starnmeer, the Netherlands during which they jointly created and launched the social media campaign "[Better in the Dark](#)".



- **CEC Thought Leaders Deep Dive Meeting: The Human Dimensions of Biodiversity**

As IUCN's lead for Aichi Target 1 of CBD, the CEC convened a 'Thought Leaders' meeting on November 22-23 in Rolle, Switzerland. Under the theme 'Facilitating IUCN's Support to the Human Dimensions Agenda of the CBD,' the meeting saw 25 experts from IUCN, its Commissions and from the social science field at large discussing how IUCN can practically and substantively engage in furthering the human and social dimensions of biodiversity conservation currently advanced under the CBD.



The point of departure of the meeting was **The Role of Social Sciences in Achieving the Strategic Plan for Biodiversity 2011-2020 and its Aichi Targets**, a background paper created for the Trondheim Conference on Biodiversity. Presentations by key authors Stanley Asah and Anantha Duraiappah were made to an audience that included the Director General of IUCN, Julia Marton-Lefevre, and David Cooper, Principal Officer of Science, Assessment and Monitoring at the CBD; IUCN Commission Chairs were also in attendance. Additional outcomes of the meeting included a log frame for the work identified and a concept for a second, broader CEC Deep Dive meeting on the 'Human Dimensions of Biodiversity,' which CEC plans to host in 2014.



- **Conference Representations**

Various CEC members represented the organizations at different conferences, conventions and workshops throughout the year. Below is a summary of these representations.



**Trondheim Conference: Ecology and Economy for A Sustainable Society** - CEC Deputy Chair Nancy Colleton represented the Commission at the Trondheim Conference (Trondheim, Norway, 27-31 May, 2013). Under the theme 'Ecology and Economy for A Sustainable Society,' the seventh Trondheim Conference on Biodiversity was hosted by the Norwegian Government in cooperation with UNEP, the Convention on Biological Diversity (CBD), FAO, UNDP and the World Bank. It brought together approximately 300 experts from governments, international organizations, academia, civil society and the private sector "to explore how to cut development pathways towards a sustainable society by aligning policy,

business, economy and ecology across borders, scales and systems." Nancy Colleton gave a presentation on "Communicating and the Biodiversity Challenge."

**The United Nations Convention to Combat Desertification (UNCCD) COP 11** - Juliane Zeidler, IUCN CEC Chair, participated at the UNCCD COP11 held in Windhoek, Namibia as a panelist at the session on 'Communication for Sustainable Development: Biodiversity Days, the Climate Change and Land Degradation Agendas.' She also facilitated a side event on civil society and land management during the COP that engaged more than 2500 international delegates.



**World Parks Congress Leadership** - CEC Steering Committee members Keith Wheeler and Nancy Colleton have been seconded to the Planning Committee for the 2014 World Parks Congress. Nancy Colleton, CEC Deputy Chair is serving on the Programme Working Group of the WPC Organizing Committee and is the liaison for all of the IUCN Commissions. Keith Wheeler, Emeritus Chair is Co-Chair of Stream 8, 'Inspiring a New Generation,' along with Nik Lopoukhine, Chair Emeritus of WCPA and Alan Latourelle, CEO Parcs Canada.

CEC Steering Committee member, Wendy Goldstein is also contributing to the 'capacity building' cross-cutting theme for the World Parks Congress.

**Youth engagement and the UNCCD** - Additionally, a pilot activity for youth engagement was done at the UNCCD COP11 held in Windhoek, Namibia to establish some of the most engaging and affective approaches to targeting youth participation at large events.



**International Radio Conference** - The CEC was represented at the International University Radio Conference (Bogota, Colombia, October 2013) to lead discussions on communicating conservation through university radio. This involvement also included the collection of signatures on a commitment pledge on contributing to Aichi Target 1, among other achievements.

**National Biodiversity Strategies and Action Plans** - The CEC held learning sessions at NBSAP regional meetings for the development of the national NBSAPII. These sessions linked to Aichi Target 1, but also communicated other targets (e.g. Maun, Botswana).

**Intergovernmental Platform on Biodiversity and Ecosystem Services** - The CEC advised and supported the Secretariat with their work on IPBES.

### 3. IUCN Capacity Development

As one of the CEC's four key focus areas for 2013, capacity development efforts sought to operationalize IUCN's ability to deliver the IUCN Program

- **Professional Updating Sessions for Councillors**

The CEC, in conjunction with IUCN Secretariat, held two Professional Updating sessions for councillors under the themes 'Communicating IUCN' and 'Conveying the IUCN message as a Councillor' in January and November 2013 respectively.

Both sessions aimed to provide councillors with the skills and resources necessary to effectively communicate IUCN's mission and progress. Practical and interactive sessions included such topics as





interview skills and developing 'elevator pitches.' In addition, an informative panel discussion was held on the challenges of communicating IUCN that featured IUCN President Zhang Xinsheng, IUCN Director General, Julia Marton-Lefevre, and SSC Chair, Simon Stuart.

The sessions were co-facilitated by CEC Chair and Deputy Chair, CEC members and IUCN Global Communications staff.

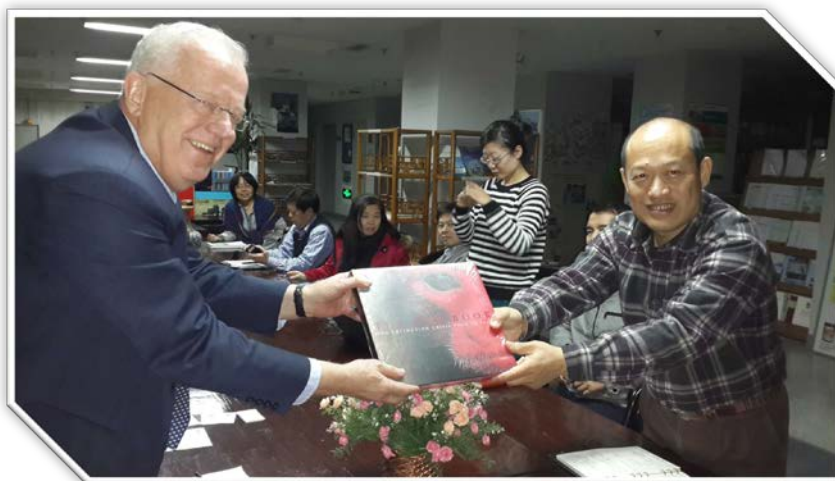
#### 4. CEC Network Development

Network development and membership engagement was an important part of the agenda in 2013. The CEC set targets of not only making contact but also mobilizing members in key target areas like China. The CEC Chair reached out and engaged the CEC network in Africa through CEC missions to various countries across the continent; called on CEC members' meetings; and had direct engagement with its regional and national offices.

- **A Survey of Regional Engagement**

A CEC Representative represented the Chair in a conference in **Colombia** and used this opportunity to mobilize national members, as well as support and conduct communications capacity building with National Parks Colombia.

Demand-led support and advice was given to various Commissions, including the SSC (working groups), WCPA (various streams and collaborations) and WCEL. The Chair actively participated at WCEL meeting in **Brazil**.



CEC Chair and Steering Committee representatives engaged CEC Network in **China** to engage key organizations within the nature education field and mobilize membership application for professionals.

- **Membership Engagement Platform**

Given the need to create a platform that allows its more than 1,000 members to share views and exchange information, the CEC started the development of an interactive website. The new site will offer up-to-date CEC news, project opportunities, member profiles and a Chair's blog. This last feature will give the Chair an opportunity to discuss emerging conservation communication issues/projects, capacity building items, as well as management issues and best practice initiatives.

The platform will engage and mobilize members to offer direct support on work plan activities as well as encourage interaction and contribution to CEC products supporting the IUCN Program.

CEC has also increased its presence on social media; while [Twitter](#) followers increased by 66 percent, [Facebook](#) members increased by a significant 95 percent, thereby boosting exposure to CEC knowledge products and other IUCN initiatives.

- **CEC Logo Contest**

The CEC called for submissions from members for the design of a new logo to be used internationally to communicate the organization's brand identity. Due to CEC's global reach and diversity, the logo should represent the many cultures from the network, and the interpersonal nature of communication. More than 40 submissions were received from members around the world.

- **Youth Engagement through Intergenerational Taskforce**

Continued partnerships and involvement with the [Intergenerational Taskforce](#) and other relevant youth-focused and youth-led organizations, which leverage outreach of the IUCN, help to create action-oriented solutions and continue to support and advance IUCN Resolution 008.

- **New CEC conveners leading the CEC Young Professional Leadership Team**



The Young Professionals Leadership Team (YPLT) of the CEC appointed two new conveners — Tushita Mukherjee of India and Jean Paul Brice Affana Affana of Cameroon. They take over from Dominic Stucker and will continue to reach out to young CEC members. Mukherjee and

Affana will convene online meetings of the YPLT, share updates on CEC strategic direction, identify priority action areas (including ideas generated at Congress), and invite others to join project-focused working groups.

## **5. Nature-based Solutions to Global Challenges**

The CEC's Nature-based Solutions to Global Challenges initiative involves advising IUCN Secretariat Communications Unit on a communications campaign that includes economic and social benefits, and will position IUCN as a global leader on promoting this type of approach to conservation education. In addition, it will drive new funding opportunities for IUCN, including demand-led support for IUCN Secretariat Communications Unit that will ultimately clarify and redefine IUCN's target audience.

- **Communicating Nature Based Solutions in China**

The IUCN China office approached the CEC with a request to assist in guiding the planning of a communication campaign for its Megacities and Watersheds Initiative, which forms part of their program Nature-based Solutions to Sustainable Drinking Water Sources. This campaign aims to communicate with the general public and raise awareness about drinking water sources in an effort to improve urban and socioeconomic development of Chinese mega-cities. One aspect discussed was the fact that Nature-based Solutions offer cost effective solutions to the protection of water resources.

The CEC acted in a consultative capacity to offer key considerations in the development of the campaign, including the identification of target audiences and general messaging.

## **6. CEC – The Next Chapter**

The CEC Work Plan integrates the IUCN Secretariat Priorities and will look into measurable achievements in the following areas for 2014:

- **Providing Knowledge Products**

The CEC 'Thought Leaders Deep Dive' meeting held in November 2013 focused on the Human Dimensions of Biodiversity and how this dimension can be furthered towards, and within the knowledge products of, the IUCN. The CEC Thought Leaders Deep Dive Series is developing into a key product under the CEC.

The CEC Capacity Building activities and Regional Office support efforts are contributing directly to the promotion and design of effective field projects and tools.

- **Delivering Results on the Ground**

Through delivering on various tools that promote the effective communication of biodiversity (e.g. Nature: It's about Love, Not Loss Campaign, CEC Thought Leaders Deep Dive), and through mobilizing its professional membership (network development), the CEC aims to support the delivery of tangible results.

- **Strengthening Policy and Governance**

Through its network development (including two regional engagements), the CEC aims to engage its members directly in its work plan. The CEC will continue to support the NBSAP capacity building and development in its involvement in the expert roster.

- **Leveraging the Union**

The CEC is continuously involved in membership capacity building, council professional updating, and various other adult e-learning programs that take place both proactively by request.

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