



CEC Annual Report 2014



A global community that loves and values nature



“Members of CEC believe that communication is the key to reviving people’s appreciation of the value and beauty of nature. We need to communicate conservation differently by tapping into cutting-edge knowledge in fields such as marketing psychology, strategic communications, and change management.”

Dr. Juliane Zeidler
IUCN CEC Chair



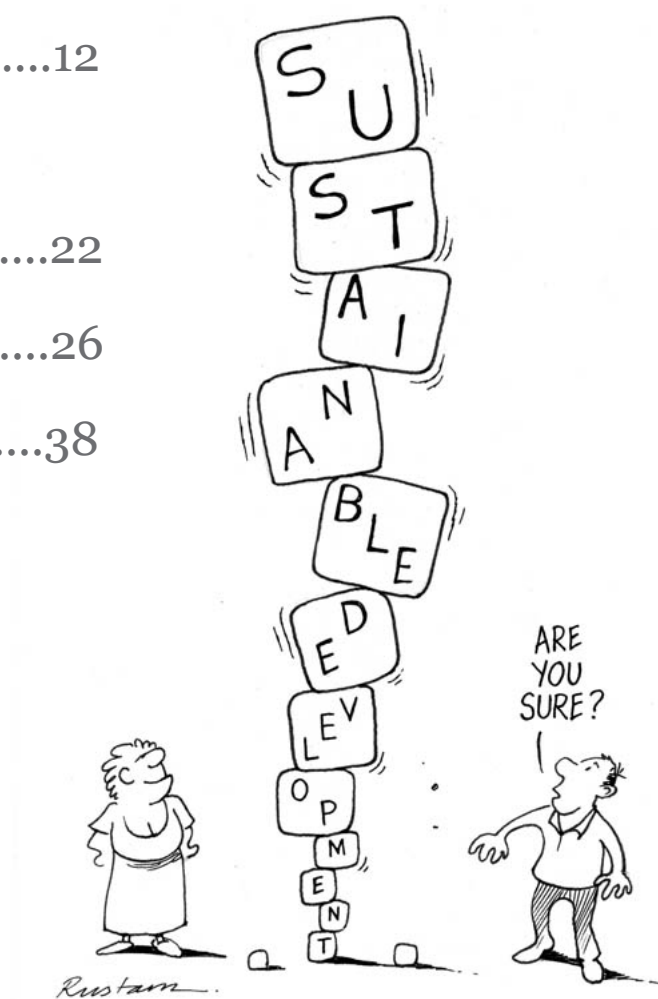
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International Union for Conservation of Nature

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Cover photo: Louisa Nakanuku-Diggs,
Livestock corridor, Garissa, Kenya

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ANNUAL MESSAGE from the Chair



At the International Union for Conservation of Nature (IUCN), we know the biodiversity challenges and evidence-based solutions. We have most of the facts and figures that reveal we humans are damaging the earth at a rate that could cause worldwide havoc and chaos. We are sharing these facts and figures widely; just think of all the local and international non-governmental organizations that are actively involved in environmental conservation, management, advocacy, and lobbying works; think of all the thought leaders articles, scientific reports, campaigns, and more recently, citizen science that have flourished to get people to adopt more pro-biodiversity behaviors. However, on average, we – governments, private sector organizations and consumers – still take wrong decisions.

As communicators, the question we have ask ourselves is then “Why?”

Why do we seem to make so little progress in getting our conservation messages heard and acted upon?

We, at the Commission on Education and Communication (CEC) of the IUCN believe it is because we have a knowledge-behavior gap.

In the first chapter of this annual report, we cover the **four main messages** that can help scientists communicate more effectively to non-scientists; and thereby help to inspire pro-biodiversity behaviors. These messages were developed based on CEC member expertise from a wide variety of fields of expertise, including, Change Management specialists, Strategic Communication and Marketing experts, Learning and Capacity Development practitioners, Conservationists, and Behavioral and Conservation Psychologists.

A handwritten signature in black ink, which appears to read "Johanne Zeidler". The script is fluid and cursive.

IUCN CEC: Driving Positive Change

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.

Members of CEC believe that communication is the key to reviving people's appreciation of the value and beauty of nature. CEC offers **four main messages** to communicate persuasively.



Credit: LOVE. NOT LOSS Campaign

Key message 1

It takes more than information to change behaviours

Nature-based communicators must move beyond a focus on information flow. Awareness does not make people change their behaviours.

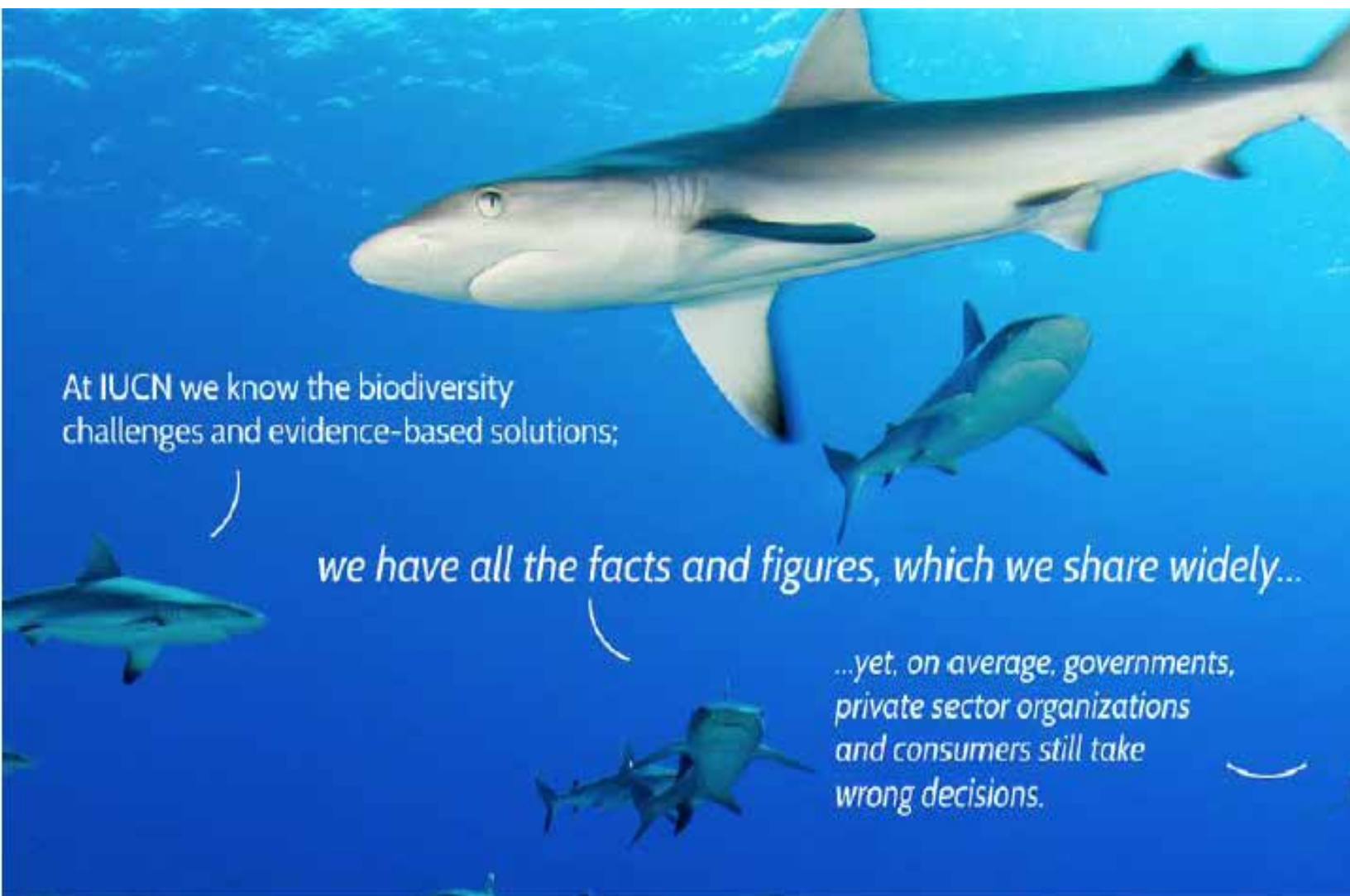
Here's what's evident: The conservation community has focused disproportionately on knowledge, awareness and education, based on evidence and science information. This emphasis on facts and figures is based on the idea that experts know more than average

citizens and therefore have a duty to educate the uninformed public.

Under this rational, all scientists had to do, was flood the public consciousness with up-to-date statistics on the environment that in turn would instigate understanding for the environment and lead to positive behavioral change towards pro-biodiversity conservation.

As environmental problems continue to increase, we have to acknowledge

that this approach has failed – or at least that it is not sufficient. Learning from the social sciences, we know that the main issue with facts and figures is that the part of our brain that stores the basic values that drive our behavior immediately shuts down if we are confronted with figures and statistics. However, images and messages, especially of awe, wonder and amazement stir emotional responses that can motivate people to take action.



At IUCN we know the biodiversity challenges and evidence-based solutions;

we have all the facts and figures, which we share widely...

...yet, on average, governments, private sector organizations and consumers still take wrong decisions.

Values motivate actions

Values inform people how to act. Thus, instead of focusing on awareness or introducing ‘new’ values for biodiversity, rather align your messages with people’s existing values. Such values differ amongst population groups and cultures. Therefore, an effort has to be made to understand which values motivate each target group to adopt pro-biodiversity behaviours.

Examples of values are tolerance, excitement, and harmony, among others. Essentially, what this means is that there is no one message for all; that conservationists need to know who they are speaking to and understand the values that guide the people they try to influence.

Values are inherent and difficult to change. It therefore makes no sense for conservationists to attempt to introduce a new value system (in this case pro-biodiversity value). What could work better is if conservationists align their messages with people’s existing values to motivate people to adopt pro-biodiversity behaviors.

For example, if conservationists want to get people to recycle, their campaigns have to tap into the

values that people can identify with. In this instance, if people are concerned about ‘security’ – a human value – then the messages about recycling could be tailored to how recycling builds stability in a society, helps secure food supply, among other guiding principles that people associate ‘security’ with. In other words, the message should not focus on the act of recycling, but rather what recycling represents.



Credit: IUCN / Intu Boedhihartono

Key message 3

Know your audience

Know whom you are talking to. Your audience is segmented, each with their own drivers and interests that are based on individual, as well as group experiences.

“Why do we seem to make so little progress in getting our messages heard and acted upon?”

- Juliane Zeidler

Audience research is the basis for all campaigns. Take social marketers for instance; they use a bottom-up approach in their campaigns for the sole reason of listening to the needs and desires of those people at which their messages are aimed. In other words, they don't

start with their product or message first (something conservation experts tend to do), but rather aim to first learn and understand what their target audience want and need. Messages are then based on this research. We can learn from their effective playbook to get the change we want.

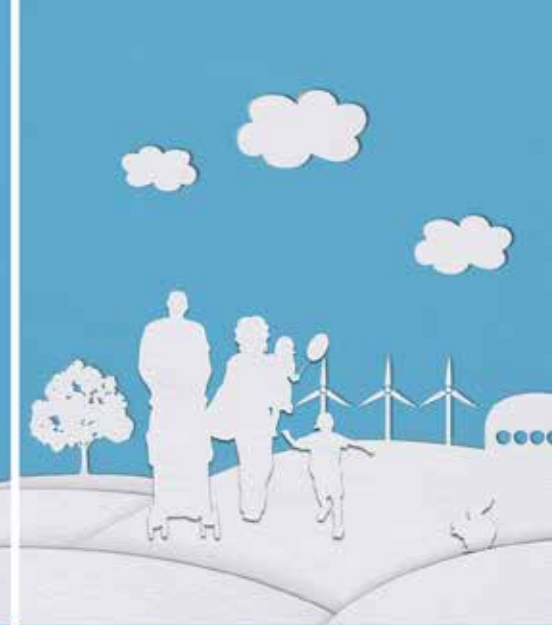
HOW DO WE HELP
PEOPLE AND NATURE
FALL BACK IN LOVE?



EXTINCTION, HABITAT
LOSS, CLIMATE CHANGE:
STORIES ABOUT LOSS
DON'T WORK.



WE NEED TO TELL
A LOVE STORY.
STARTING TODAY.



Credit: LOVE. NOT LOSS Campaign

Key message 4 Specify an action

To motivate people to take action, a more successful approach may be to replace “shock and scare tactics” with awe, wonder and amazement. It means flooding the public consciousness with images that inspire hope and willingness for action. At the same time, messages also have to be accompanied with ideas of actions that people take.

Research has found that consumers are tuning out negative messages on the environment. The perception is that the problem is too huge for them to make a difference. Thus, instead of changing their behavior, people become apathic. In terms of motivating people, what works better is the idea that positive narratives—one that can stir emotional and other motivational responses—are persuasive and more influential than communicating facts alone. In other words, to motivate people to take

action, a more successful approach may be to replace “shock and scare tactics” with awe, wonder and amazement. It means flooding the public consciousness with images that inspire hope and action.

This approach is based on social psychology research

that reveals that human brains, in any culture, are hardwired to learn from narrative stories that touch our emotions, create powerful empathy, grab and maintain attention, and helps us to understand and remember messages.

Replace “shock and scare tactics” with awe, wonder and amazement.



“CEC helps IUCN members to better reach out to the public and facilitate a change of behaviour”

Credit: LOVE. NOT LOSS Campaign

Leveraging Partnerships

Working with experts from around the world, CEC showcases successful approaches to communicating for nature. Composed of professionals from a variety of fields—university professors, scientists, media representatives, filmmakers, communications and marketing professionals—CEC fosters collaborative partnerships in advocating for sustainability.

Collaborating with IUCN Secretariat

CEC continues to guide the IUCN Secretariat with their work on capacity development. Recently, CEC invested into the development of a GEF medium-size project proposal with the IUCN Programme on Ecosystem Management and the GEF Unit to learn lessons from previous EBA flagship and capitalise on capacity building achievements in terms of building the IUCN Capacity Development business line.

In the spirit of our IUCN One Programme, the CEC gives continued guidance and support on various projects and actions in the Unit of Communication and Policy as well as to regional IUCN offices.

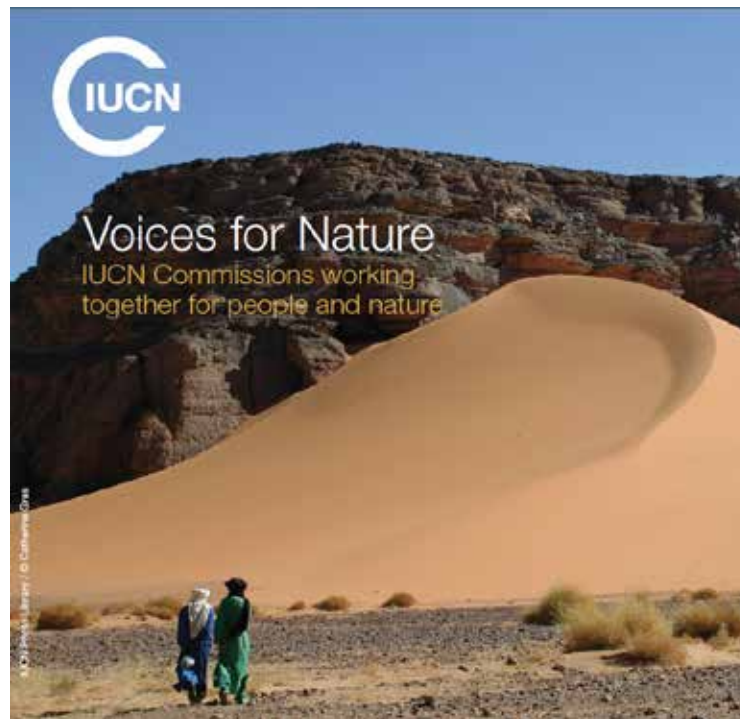
CEC has given various trainings on strategic communication to regional offices staff across the world. The CEC and the Unit of Communication have also conduct-

ed professional updating events with IUCN Council.

IUCN COMMISSIONS

CEC has continued demand-led communications support to all Commissions during the year, something that has become an ongoing form of support. Specific partnerships were formed with the World Commission on Protected Areas on the various World Parks Congress streams and themes. CEC members are part of various working groups in other commissions to provide communications expertise.

During the year, CEC coordinated the design, development and printing of the Commissions Brochure ***“Voices for Nature, IUCN Commissions working together for people and nature”*** to better source funding opportunities.



STEWARDS RISING



IMPROVING COMMUNITY
RESILIENCE THROUGH
NATURE-BASED SOLUTIONS

with funding from
Austrian
Development Cooperation

Photo coffee books. Credit: Louisa Nakanuku-Diggs & Frits Hesselink

Targeted communications to regional IUCN offices

CEC signed Memorandum of Understandings with ESARO (Eastern and Southern Africa Regional Office) and PACO (IUCN West and Central Africa Programme) to formalize collaboration and communication support.

IUCN ESARO

CEC designed and facilitated interactive stakeholder workshops and focus groups to document lessons learnt on the Building Drought Resilience through Water and Land Management project, and the “Implementing a resilience framework to

support climate change adaptation in the Mt Elgon region of the Lake Victoria Basin” in Kenya and Uganda. Final products included photo coffee books and video documentaries entitled **‘Rising Stewards’** and **‘Think Nature’** respectively.

IUCN ASIA

CEC Steering Committee Member Han-ying Li represented CEC at the Asia Regional Committee Meeting in Bangkok this past August. Li discussed areas of potential collaboration and a framework for the future.

IUCN PACO

CEC participated in the Great Green Wall stakeholder meeting in March 2014 and delivered strategic communications training for meeting participants, and designed and facilitated an interactive stakeholder workshop to finalize the Communication Strategy and Design and Action Plan for the Building Resilience through Innovation, Communication and Knowledge Service for

the Great Green Wall Initiative. Final products of this process included a Communication Strategy and Action Plan for July 2014- July 2015, a Communication Needs Survey and Stakeholder Analysis, and a Communication Guideline.

IUCN SOUTH AMERICA

CEC members Justine Braby and Ana Puyol facilitated a regional meeting for South American CEC members with Cecilia Nizzola, supported by the South American office and involving staff in Quito, Ecuador 2-3 September 2014. Lessons

and stories were gathered to support the Spanish version of Frog leaps. Project proposal concepts were developed for particular target groups, such as journalists and tourism and customs, as a way to stimulate CEC action in the region.



IUCN MESO AMERICA

CEC facilitated a members engagement meeting in San Jose, Costa Rica 29-30 August 2014, convened with support of the Regional

Office and including staff from the office. The meeting served to share experiences on how communication can make an impact towards improving the value placed on nature as well as to develop draft proposal concepts for national or regional projects for the love not loss campaign and to develop capacity for organisations in the region in strategic communication. Justine Braby and Cecilia Nizzola provided the CEC international perspective and facilitation.

In the spirit of our IUCN One Programme, the CEC gives continued guidance and support on various projects and actions in the Units of Communication and Policy as well as to regional IUCN offices.

Collaborating with Intl. Organizations & Governments

To contribute to Aichi Target 1, '***By 2020 people are aware of biodiversity and the steps they can take to conserve and use it sustainably***', CEC has under-

taken various activities in 2014. These activities were done in collaboration with international organizations and governments. These activities are grouped into two sections: Inspiring a new generation, Education for Sustainable Development (ESD), and Conservation Psychology.

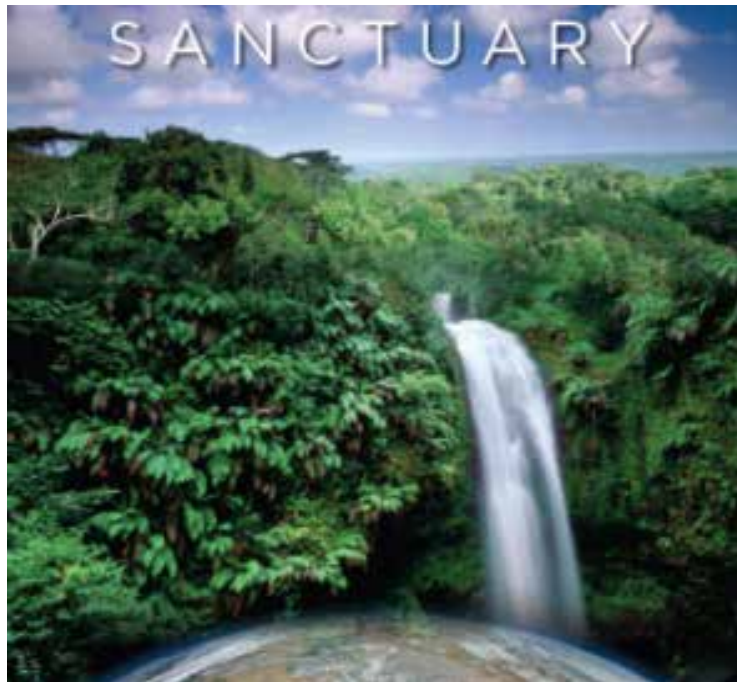
WPC STREAM 8 - INSPIRING A NEW GENERATION

The CEC team developed the World Park Congresss (WPC) stream 8 - Inspiring a New Generation (ING) - communication strategies and continues, with co-leading

actions on mobilising the next generation toward, at and beyond WPC, with **Parks Canada**, WCPA (World Commission on Protected Areas), the State of **New South**

Wales, Australia, and the Intergenerational Taskforce. The ING stream development has been a cooperation across the generations, this has included the development of 5 days of workshops, side events, and plenaries in which young professionals have developed a stream of work to enhance their integration in the

decision making and work of protected area agencies. To make their work visible, they contributed to the development of the "***Promise of Sydney***" declaration, recommendations and action plan; young people were identified to act as ambassadors for inspiring the next





“We need to win the hearts, minds and actions of the next generation of conservationists to take on the cause of nature.”

Zhang Xinsheng IUCN President spontaneous remarks at stream 8’s ING pavilion.

generation with nature.

The CEC Team was also fully engaged in Stream co-organisation through liaising with the IUCN-WPC Communications team, and gave advice and supported the implementation of the WPCA Communications Strategy.

CEC and WPCA experts contributed to a book supported by **NASA** (National Aeronautics and Space Administration) that provides a new view of conservation. The book, *Sanctuary: Exploring the World’s Protected Areas from Space*, was launched at the WPC.

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

The CEC and the **CBD** (Convention on Biological Diversity) co-hosted a seminar and workshop at the **UNESCO** ESD World Conference in Nagoya in 2014. The seminar, entitled ‘*ESD as a critical lever for advancing biodiversity policies and practices*,’ focused on the Strategic Plan for Biodiversity 2011-2020.

Participants at the workshop explored how ESD can play a catalytic role in achieving priority targets in biodiversity as identified in intergovernmental processes.



Proud participants of a one-day professional updating course on environmental psychology, strategic communication, and environmental education showing off their certificates. Photo Credit: Hanying Li. July 2014 in Guiyang, China.

EXPANDING CONSERVATION CONCEPTS IN CHINA

CEC co-organized two events with the Centre for Environmental Education and Communications of **Ministry of Environmental Protection, China**), a seminar called 'Environment Responsibility Education and Future Leadership Development in the Progress of Ecological Civilization' in Guiyang, China on July 10th, 2014, and 'The First Advanced Training Workshop on Ecological Civilization and Environmental Education of Primary and Middle Schools' on July 13-14, 2014.

CEC Steering Committee member Hanying Li and IUCN China representative Dr. Chunquan Zhu signed a memorandum of understanding (MOU) with IUCN members **Beijing Forest Society (BFS)** and the **Beijing Forestry and Parks Department of International Cooperation (BFPIC)**. This marks the first framework collaboration between CEC and Chinese partners.

As a result of this MOU, CEC is now in the process of planning a three-year project with **BFS** and **BFPIC** to compile a nature education interpreter training manual for China.

CONSERVATION PSYCHOLOGY

CEC presented on aligning the conservation agenda with social psychology to achieve the Strategic Plan for Biodiversity 2011-2020 at the **UNCBD's** Working Group meeting in Montreal Canada. During the CBD COP 12 in Pyeongchang, South Korea CEC co-convened four side events: one with **RARE**, CBD, Global Island Partnership on the role that strategic communication plays on meeting Aichi Target 1, followed by panel discussions; one with **GIZ** (German Technical Assistance) and CBD on using behavioural psychology as a conservation tool for behaviour change; one with the **European Union, Ministry of Environment of Sweden** and the Stockholm Resilience Centre on communicating ecosystem service; and finally one with **UNDP** and the **Ministry of Environment of Japan**.

In **China**, CEC co-organized events with the **Ministry of Environmental Protection** on environmental responsibility with future leaders and primary and middle school kids in Guiyang. Both of these events used the *Love, Not Loss* approach to communication.

“Invest in parks and protected areas to ensure they play a catalytic and continuing role in inspiring a new generation to connect with, love, value, and conserve nature.”

- Zhang Xinsheng IUCN President



CEC Chair Juliane Zeidler spoke at the Eco-Forum Global Annual Conference Guiyang 2014. CEC and the Chinese Ministry of Environmental Protection co-organized the environmental training for future business leaders in China.

Collaborating with Non-Governmental Organizations

CEC forms partnerships with other people and organizations to develop content for effective communication and engagement, and to help generate and share innovative ideas, among other reasons. In 2014, CEC took the concept of ‘successful partnerships’ a step further as we organized the first of its kind meeting convened by CEC with a group of conservation communicators to strengthen cooperation and shared interest.

COMMUNICATIONS ROUNDTABLE

A select group of CEC Members along with leading communication experts based in the Washington, DC area came together to share their knowledge, ideas, and experiences in driving behavioral change. Hosted at the **Pew Charitable**

Trusts on April 24, 2014, the meeting was convened by Nancy Colleton, Deputy Chair of the IUCN CEC and fellow CEC Member



and Senior Communication Director at PEW, Justin Kenney. The **World Wildlife Fund**, **Conservation International**, **RARE**, and **Resilience-Now** were all part of a unique group of conservation communicators that participated at the

meeting.

CHINA

In May 2014, CEC teamed up with **WildAid China** to bring a positive and proactive message of biodiversity conservation to China by delivering the video message of ‘Love. Not Loss’ to 30 airports throughout China.

THINK NATURE



*“If you destroy Nature,
Nature will destroy you.”*

- Wangari Maathai

Improve Community Resilience through Nature-Based Solutions



The International Union for Conservation of Nature (IUCN) helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

Understanding People and Conservation

The IUCN Commission on Education and Communication (CEC) assists IUCN (and its Members) to bring about a change in behaviour towards a vision of a global community that loves nature.

An Active and Positive Role of People

CEC aims to develop understanding amongst conservation organisations of the evidence about how to change behaviour in individuals and society drawing from conservation psychology and other social sciences. This is particularly important for a science based organisation like IUCN, as it seems counter intuitive that people do not change because they have been given information on the state of nature, or because you ask them to.

DEEP DIVE

Deep Dive: exploring change, the human dimension and conservation psychology. CEC has organised a

series of discussions with experts from the social sciences, IUCN staff, Councillors and Members on the human dimensions of biodiversity conservation since

2006. These talks highlight the fact that managing biodiversity is about people and what they value. This topic is a feature of CEC interventions

towards Aichi target 1 to influence the way we communicate on biodiversity. CEC is seeking funding to continue these dialogues in different regions and in October, submitted a proposal for a Darwin Initiative (Scoping Award). The result will be announced by April 2015.





A RHINO LOVE STORY

CEC is aiming to pilot as part of its Aichi Target 1 Regional Projects based on the Love not Loss Approach to communication a small project on communication for Rhino conservation during a time of increased rhino horn trade

and poaching. This past year, first steps have been taken. The CEC attended a Law makers workshop organised by the Legal Assistance Centre (LAC) in May 2014 and set out work plan for a communications project with relevant partners (Traffic, IUCN Rhino Specialist Group). As part of this plan CEC convened a “Spoken Word ” public fund raising event financed by Natuye Institute of the **Environment Namibia** with CEC. CEC then developed a project proposal to develop a national anti-poaching pro-conservation communication campaign.

“A word invokes feelings, images, memories and values. People in the disciplines of journalism or advertizing know how much words matter. Choose the wrong words in your headline or tagline and no one will read your article or buy your product.”

- Frits Hesselink, CEC Chair Emeritus

“To motivate people, conservation communicators should study and draw from the playbook of social marketers, specifically, the idea that a positive narrative—one that can stir an emotional and other motivational responses—is persuasive and more influential than communicating facts.”

- Nancy Colleton and Louisa Nakanuku-Diggs



Engaging Members

On December 31, 2014, IUCN Commission on Education and Communication (CEC) membership stood at 1,270 members. CEC has focused on activating member participation in Latin America and China, as well as setting up diverse communication channels to engage all CEC members. In China, the membership doubled to 45, twice as much as in 2013. One of the challenges is understanding the particular capacity of CEC members in order to link them to regional or local requests for support.

Online & Mobile Technology

In 2014, CEC launched its newsblog - www.CECtalksnature.org - to communicate directly with members, and to better engage people in the conversation. The newsblog is also our main platform to align member expertise with our programme and yearly work plans. The newsblog was launched during the IUCN Council in May 2014.

INCREASED ENGAGEMENT

Engagement has increased because of a variety of online and mobile technology platform. These platforms include social media channels to create a two-way conversation, and, newly built platforms such as the CEC e-learn-

ing course on www.frogleaps.org for capacity building of conservation communicators, and additional 'Love. Not Loss' based course on Frogleaps. As part of this process, CEC reached out to members in South & Meso America, China, and Africa.

ONLINE OUTREACH

CEC continues to stay cutting edge with our social media, especially on our facebook and Twitter pages Online, outreach and followers reached triple digit percentages. For instance, twitter's statistical summary shows that monthly tweets now reach an impressive 10.7 thousand people. These statistics are doubled for Facebook.

ENGAGEMENT RATE

1.2%

Mar 26
0.6% engagement rate



LINK CLICKS

39

Mar 26
1 link click



On average, you earned 1 link clicks per day

RETWEETS

27

Mar 26
5 Retweets



On average, you earned 1 Retweets per day

FAVORITES

39

Mar 26
3 favorites



On average, you earned 1 favorites per day

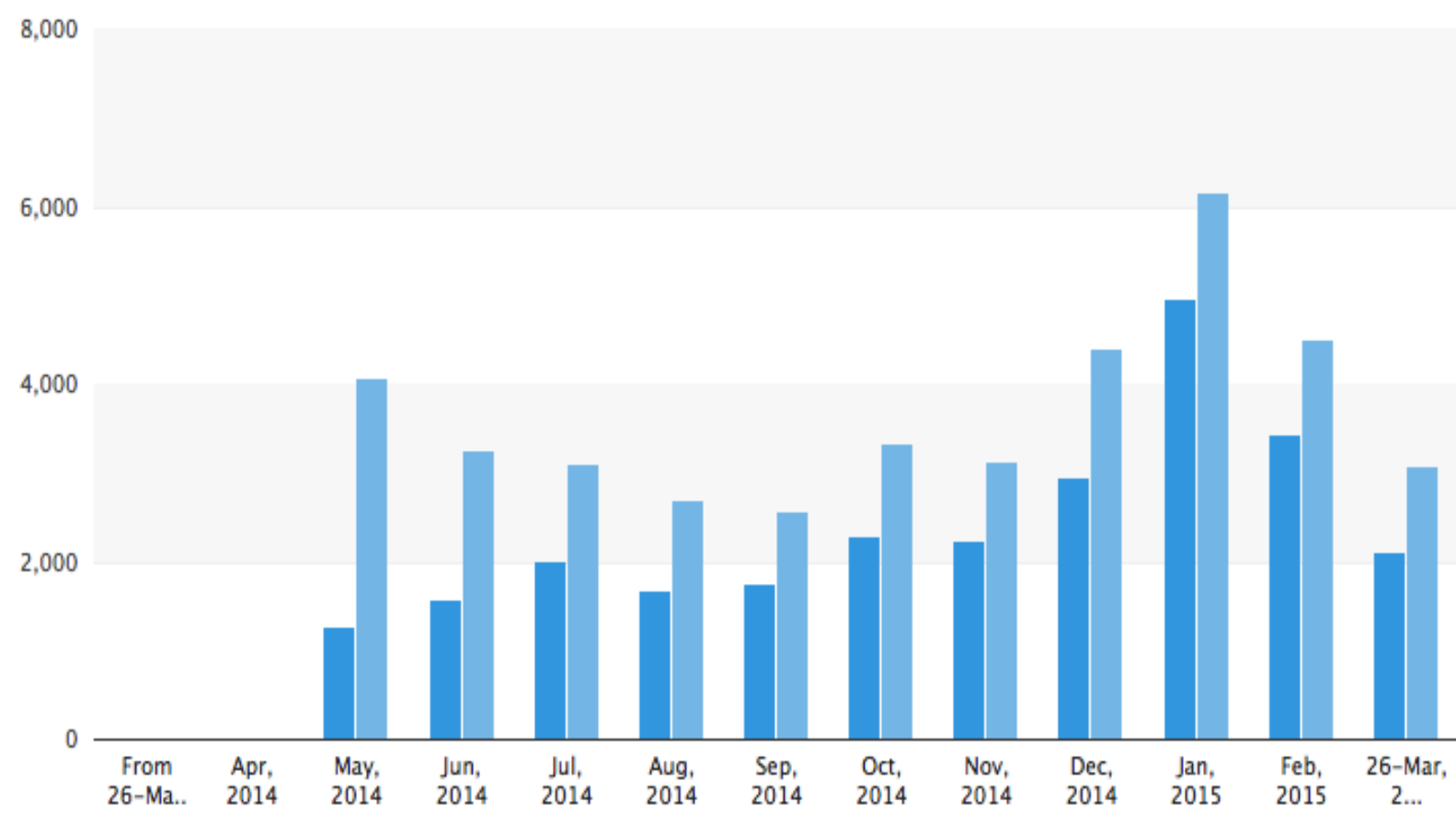
REPLIES

9

Mar 26
1 reply



Graph – Visits and Page Views



Graph – Geographic Location



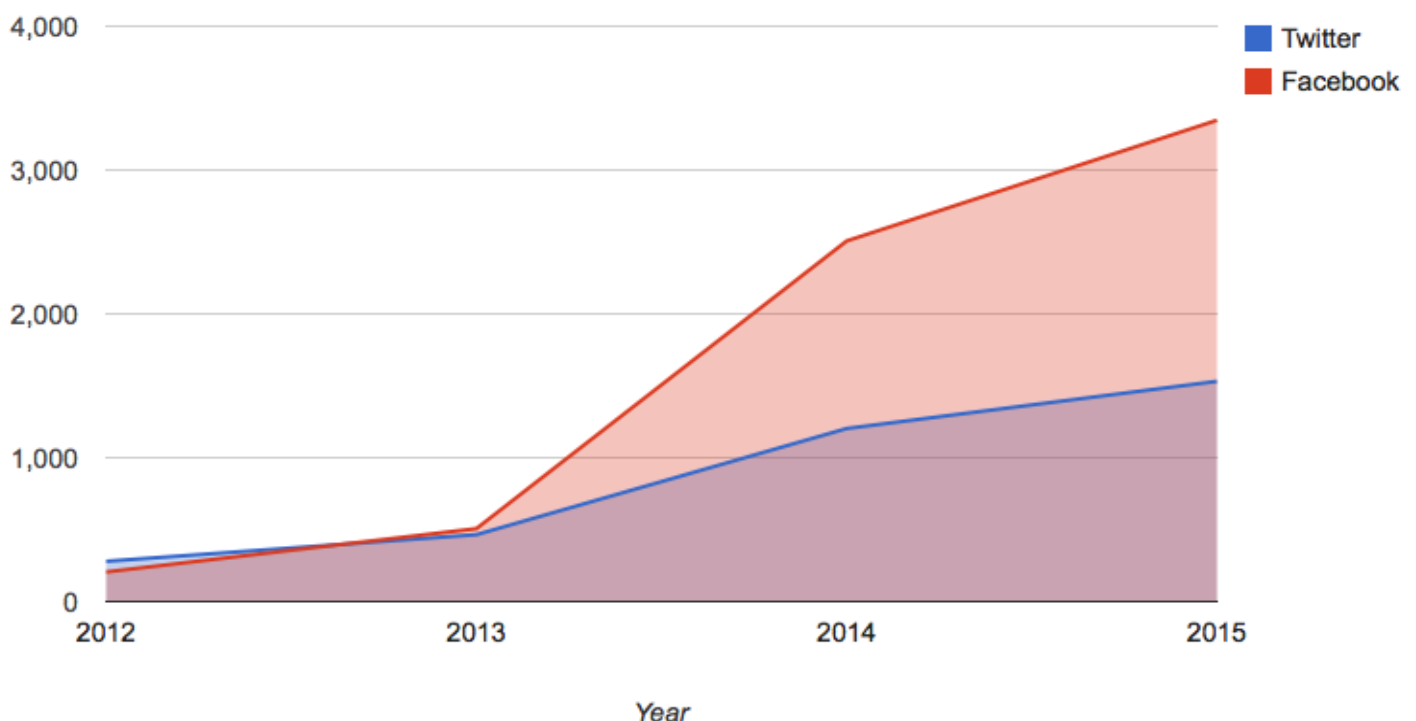
The Numbers - Stories & Data

RIGHT: The total number of page views and visits in 2014 for CEC's newsblog: www.CECtalksnature.org. The dynamic platform was launch on May 19, 2014 experts and practitioners from disciplines such as change management specialists and learning and capacity development practitioners, among others, to share, debate and advance knowledge that can drive conservation action. **BOTTOM:** Since launching the newsblog, our social media followers exploded; it is a trend that is increasing.

359%

The dramatic percentage by which Facebook followers increased. Twitter followers increased by 159%.

IUCN CEC Social Media Follower Growth








Social Media Engagement

Social media is about having conversations. Our members are participatory - their voices can be heard via the content members post and share, as well as via the content they comment on.

LEFT: How Facebook members on CEC's group discussion page participates in the conversation.

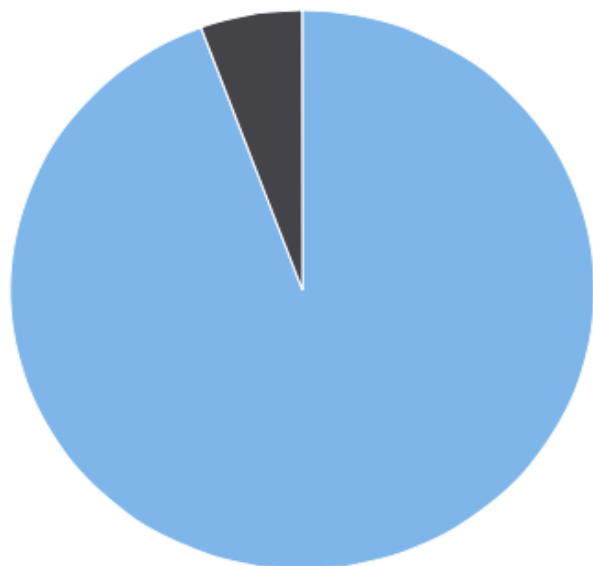
CEC Newsletter is widely read by members and associates.

Top locations by opens

	USA	156 25.0%
	United Kingdom	52 8.3%
	Australia	47 7.5%
	Spain	34 5.4%
	Switzerland	33 5.3%



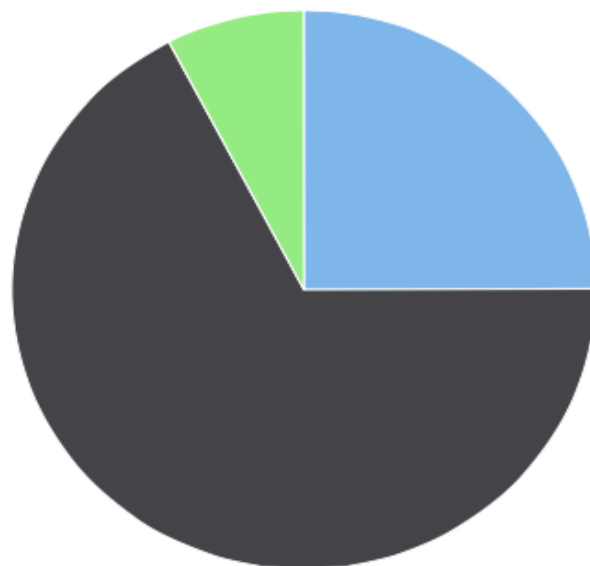
Post Types



■ status ■ photo

Highcharts.com

Group Activity



■ posts ■ likes ■ comments

Highcharts.com



The power of one tweet - Adding value to IUCN & Commissions' social media platforms

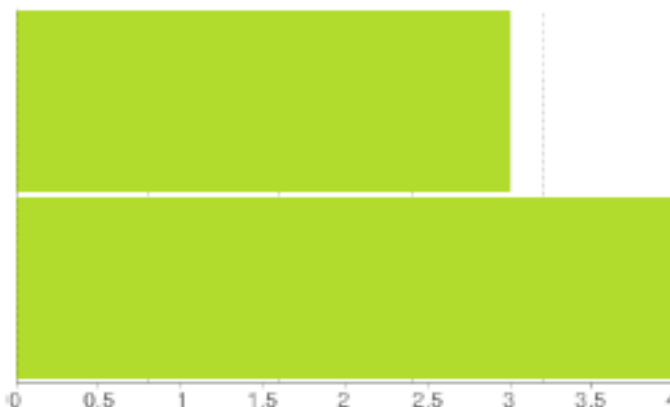
As a 'relationship channel,' the CEC has utilized social media to build trust and expand IUCN's brand among our members, and among a new fan-base outside the traditional scope. One strategy that works effectively is the re-tweeting and sharing of content and other good resources provided by IUCN, all its Commissions and partner organizations through their social media channels.

Clicks by Region



Region	Clicks
Nepal	14.3% (1)
United States	14.3% (1)
Switzerland	14.3% (1)
Canada	14.3% (1)
Serbia	14.3% (1)
Trinidad And Tobago	14.3% (1)
Taiwan	14.3% (1)

Top Referrers



Referrer	Referrals
Direct Click	4
facebook.com	3

Most Popular Links

Rank	Date	Post	Clicks
1	Mar 24, 2015	http://ow.ly/KJsQN https://vimeo.com/113674743 MT @SpeciesSavers Powerful video from @WildAid's #elephant campaign in #China with #LIBingBing http://ow.ly/KJsQN	6 clicks



IUCN CEC
@IUCN_CEC

MT @SpeciesSavers Powerful video from @WildAid's #elephant campaign in #China with #LiBingBing ow.ly/KJsQN

12:01 PM - 24 Mar 2015

1 RETWEET 2 FAVORITES

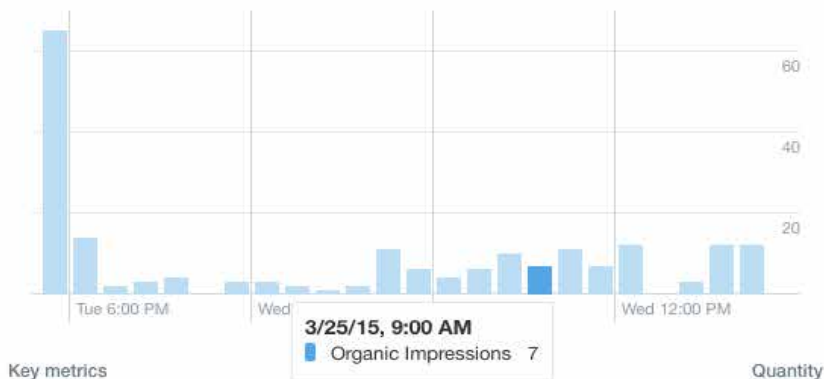
Get this Tweet in front of more people

Your tweet has 5 engagements so far. Get it in front of more people like your followers.

[Sign up for Twitter Ads](#)

Impressions overview

First 24 Hours Last 24 Hours



Key metrics

Impressions	288
Number of times users saw the Tweet on Twitter	
User profile clicks	3
Clicks on the name, @handle, or profile photo of the Tweet author	
Favorites	2
Number of times users favorited the Tweet	
Retweets	1
Number of times users retweeted the Tweet to their followers	
Replies	0
Number of replies to the Tweet	

288 -- The number of times users saw this one Re-Tweeted tweet on Twitter.
LEFT: Where this tweet spread to.

“Thank you for retweeting!”

- IUCN Water Programme

“Hi, thanks for using our Nagoya hashtag and tweeting from CBD!”

- IUCN

CEC Knowledge Lines

NATURE-BASED SOLUTIONS

CEC continue to give support to the IUCN Secretariat Communications Unit on a communications campaign on Nature-based Solutions to Global Challenges, including on economic and social benefits, positioning IUCN as a global leader on promoting nature-based solutions, and driving new funding opportunities for IUCN, including also demand-led support to the Communications Unit to clarify and re-define IUCN's target audience. This support has also gone regional, with support to Eastern and Southern Africa Regional Office as well as the Asia Regional Office (ESARO).

CEC assisted ESARO with design and facilitation of interactive stakeholder workshops, focus groups and interviews to **document lessons learnt** on two projects in Kenya and Uganda. Both projects were based on IUCN resilience framework. Following this work, CEC is now in the process of developing a **behavior change framework** that complements the

IUCN resilience framework through nature-based solutions, and that can be used when up-scaling the pilot projects. CEC is looking at this process from the communication and behavior change perspective.

WWW.FROGLEAPS.ORG

CEC's e-learning courses on www.frogleaps.org was created for capacity building of conservation communicators.

There are two main courses: '**Strategic Communication**' is an e-learning course about planning

strategic communication. It provides know-how about planning communication to encourage behaviour change and includes example cases of successful change. The course is available in English as well as in Spanish.

'**Storytelling**' is a powerful way to model different behaviours and connect to people's emotions and values.





Credit: Sea Turtle by G. Winstanley.

“Working with the stories about nature and people that already exist within our culture gives us five principles — resonate, astonish, motivate, demonstrate and reconnect — around which a successful framing of biodiversity issues can be constructed.”

- Ben Connor, Bristol Natural History Consortium

MASTER CLASSES: COMMUNICATING VALUE FOR NATURE

CEC members have represented CEC at various different events to give seminars and master classes on how to improve communications skills towards valuing nature. Among others, these included a masters class given to film directors, producers, writers and other industry professionals at the international Festival Green Film Festival in **Barichara, Colombia** in September, and a seminar to protected areas professionals at the National Protected Areas Conference in **Bogotá, Colombia** during this year.

CEC conducted master communications training courses in various places, including for twelve

communication officers of the *Great Green Wall for the Sahara and the Sahel Initiative* in **Burkina Faso**, and in **Spain** for park managers.

In **China**, CEC provided expertise to outdoor nature education, promoting conservation psychology, and communication capacity building for non-governmental organizations.

OTHER ENGAGEMENTS

Various other meetings have taken place around the world on CEC missions, such as a engagements all over Africa, including Zambia, Kenya, Seychelles, and others.





Human encroachment into protected areas in Mt. Elgon, Kenya.

“The world desperately needs a new financial system, one that recognizes nature’s enormous contribution to global economic growth and incorporates the full cost of generating wealth.”

- Inger Andersen, IUCN Director General

Snapshot of 2014

CEC Signature Products and Services	Towards Aichi Target 1
<i>Aichi Target 1 Campaigns (Love. Not Loss).</i> As part of our Global Campaign on "Nature. Its about love, not loss", we have started regional communications Aichi Target 1 projects in Africa, South America, and Meso America.	X
<i>Sanctuary.</i> A book developed in collaboration with CEC.	X
<i>Stewards Rising, Natural Solutions.</i> A video, brochure and workshop series conducted through CEC on natural solutions to global challenges.	X
<i>Frogleaps E-learning Courses.</i> CEC, together with Frogleaps, developed E-learning courses on strategic communication as well as storytelling, to enhance capacity on communicating for nature.	X
<i>Commission Collaboration.</i> Among other things, CEC helped develop the Marine Protected Areas Communications Guide, and developed the Commissions Fundraising Brochure.	X
<i>Alcoa Better in the Dark.</i> CEC and Alcoa developed a youth specific campaign and social media competition on renewable energy and energy efficiency in Europe.	X
<i>CEC Thought Leaders and Engagements.</i> CEC led the Council Professional Updating sessions with IUCN Councillors; has been championing a 'Deep Dive' series of meetings bringing together thought leaders on global change making; and hosting Communications Round Tables in Washington for Communication Leaders	
<i>Strategic Entry into China.</i> CEC has coordinated and supported various activities, including nature education, visitor centres (BFS), water campaign (IUCN China), communication training on enviropsych training (CEEC), Darwin Initiative Proposal for Aichi Target 1 (CEEC), hosting a Communications Round Table, Partnering with Leading NGO and strategic membership building.	X

All CEC's signature products and services are reported under its 2013-2016 Programme:

- (1) Strategic Plan for Biodiversity Aichi Target 1;
- (2) IUCN Capacity Development;
- (3) CEC Network Development; and
- (4) Nature-based Solutions to Global Challenges.

<i>Towards Capacity Development</i>	<i>Towards Network Development</i>	<i>Towards Nature Based Solutions</i>
X	X	
X		
X	X	X
X	X	
X		
X	X	
X	X	
X	X	

CEC Signature Products and Services	Towards Aichi Target 1
World Parks Congress. CEC led the stream 8 "Inspiring a New Generation", more specifically vision development for the programme, Planning and Management, Youth, Children and Nature, Social Media and Schools.	X
Think Nature, Natural Solutions. A video, book and poster conducted through CEC on natural solutions to global challenges.	X
Youth and Intergenerational Partnerships. CEC has built and continued inspiring young professional partnerships for IUCN, including the Intergenerational Task Force among others.	X
Influencing Policy. CEC has conducted policy work for the Convention on Biological Diversity, as well as the European Union's Biodiversa.	X
Human Dimensions of Biodiversity. CEC has been championing conservation psychology to improve our change towards Aichi Target 1 and global conservation, through a Deep Dive Thought Leaders Meeting, and various master classes at different events.	X
Regional CEC engagement meetings. CEC has conducted strategic regional engagement meetings in various parts of the world this year (South America, Meso America, China, Zambia, Nairobi, Seychelles)	
Council, Regional IUCN or IUCN member meetings (Bangkok, Stockholm, Bogota). CEC has participated and hosted various IUCN meetings for Council and Secretariat.	
WCC in Hawaii. CEC is already championing communications themes for the World Conservation Congress in Hawaii for 2016.	
GEF Ecosystem Management Project Proposal. CEC and Commission on Ecosystem Management together with Secretariat drafted a the first IUCN GEF proposal on Ecosystem Based Adaptation GEF proposal under Global Ecosystem Management Program.	
CEPA Toolkit. CEC continues to update and use its signature tool on communication - a tool used globally by conservation communicators.	X
Education for Sustainable Development Workshops at UNESCO Conference.	X

<i>Towards Capacity Development</i>	<i>Towards Network Development</i>	<i>Towards Nature Based Solutions</i>
X	X	
X	X	X
X	X	
X		
X	X	
X	X	
X	X	
X	X	
X		X
X	X	
X	X	

“The concept of biodiversity does resonate with these stories about nature, but only partially. Intellectually, people grasp the idea that the variety of life on earth is a variable that goes up and down, but they do not experience it on an everyday basis, that is, on a human timescale. Thus, we fall back on the first story — nature will find a way, and this story sends the message “so what is there to worry about?”

- Ben Connor, Bristol Natural History Consortium





Credit: Juliane Zeidler



**HOW DO WE HELP
PEOPLE AND NATURE
FALL BACK IN LOVE?**



**EXTINCTION, HABITAT
LOSS, CLIMATE CHANGE:
STORIES ABOUT LOSS
DON'T WORK.**



**WE NEED TO TELL
A LOVE STORY.
STARTING TODAY.**



CEC Vision: A global community that loves and values nature

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