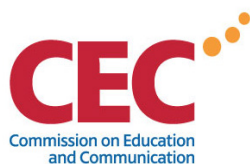




CEC Annual Report 2015



A global community that loves and values nature



“There is a common sense of an urgency amongst conservation leaders within the IUCN, and I am proud that CEC members are playing a leading role in developing new approaches and concepts on how to reach out to new target groups and constituencies. Bringing around the table marketing, advertising, behavioral change and modern communication expertise, CEC enriches the thinking of the conservation practitioners and invites fresh thinking and innovation.”

Dr. Juliane Zeidler
IUCN CEC Chair



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International Union for Conservation of Nature

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ANNUAL MESSAGE from the Chair



As an environmental consultant focusing largely in Africa, I understand the need for a shift in how we do conservation and development work. We need to focus more on people, and invest more on strategies that allow us to better engage people. This is to say that people should be the key focus of all our interventions.

This past year, we, at the Commission on Education and Communication (CEC) reached out to various people and organizations to pitch CEC's revised strategy for gaining a new generation of nature custodians. The enthusiasm suggests that this new campaign – #NatureForAll – is indeed much needed. Young people are a key audience in this strategy, however, the focus is essentially on all those groups who are not yet a nature lover or conservation convert.

We realize that our conservation efforts of the past decade have come to a halt, and although some great successes can be celebrated, we continue to lose biodiversity, nature and parks at an unprecedented rate. This development trajectory is unsustainable, and there is a need to act more decisively and more rapidly. Doing our part, last year we introduced key communication messages that can help scientists communicate more effectively to non-scientists; and thereby help to inspire pro-biodiversity behaviors. Continuing with this tradition, we introduce **three (new) main messages** in the first chapter of this annual report.

A handwritten signature in black ink, which appears to read 'Thane Ziddle'. The script is fluid and cursive.

IUCN CEC: Engaging New Members

The IUCN Commission on Education and Communication (CEC) is a voluntary network leveraging the professional expertise of more than 1,300 members in every region of the world to advance the conservation priorities of IUCN. Created in 1948, IUCN has evolved into the world's largest and most diverse environmental network. It harnesses the experience, resources and reach of its 1,300 Member organisations and the input of some 15,000 experts. IUCN is the global authority on the status of the natural world and the measures needed to safeguard it.

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



Communication is about the heart

A good story is interactive, engaging, and memorable. Indeed, the power of a storyteller is that the person can create strong vivid images that offer their audiences a way to escape. In that moment, you forget about everything else that troubles you. Imagine using the same power for nature – where a capturing story of a dying species can create such empathy that the reader / listener / viewer can relate to it and chooses to take action? A good story is the spark.

Storytelling is far more memorable than facts and figures. Social psychology research reveals why: we humans, in any culture, are hardwired to learn from narratives and storytelling. This includes not only spoken and written words, but also photographs, and moving pictures. This is for the simple reason that powerful stories that touch our emotions, create empathy, grab and maintain attention, help us to understand and remember messages.

When we communicate, we do so by expressing our emotion – which the Oxford dictionary defines as “a natural intuitive state of mind deriving from one’s circumstances, mood, relationships with others” [or a person’s interaction with their environment.] In other words, we react to stimuli that are mentally processed. Imagination is a key task in this process. This is to say that we are hardwired to communicate with emotion.

(Brosch T. *et al.* 2010. *Cognition & Emotion*, Vol. 24 (3), p. 377-400).

Another reason why narrative and storytelling is so important is that we see in images. Dr. David Hubel, 1981 Nobel Prize winner in Physiology or Medicine and former Harvard University Professor of Neurobiology, explains how we translate light that falls on the retina into expressive and telling visual scenes. The translation takes place in the visual area of brain. That is to say that we are hardwired to communicate visually.



Expand the circle of people you talk to & plan with

Next time you are at workshop or conference, look around you – are you sitting next to a fellow scientist or someone totally outside your field? Are the people your work is trying to reach part of the conversation? Your target audience has to be at the center of your intervention, and therefore part of your planning from the beginning.

One of the critiques of the conservation field is that we tend to talk to each other more than we talk to those we are trying to reach. To really know what drives the behavior of your audience, you must go beyond just getting to know them via a quick market research. It is essential that they become partners. That means they are part of the intervention process from the beginning to the end.

It is however not just your target audience that needs to be at the table. It is also essential to bring in experts outside the conservation fields. Understanding that this has happened to some

extent – think development economics – we still need to broaden the voices at the table. It is time to bring aboard the ‘outside’ creative digital and content marketers and advertisers – not as an after thought, but as part of the planning from the beginning. These specialists are trained in using psychology to effectively reach individuals with information. As the moral voices, religious leaders hold influence and are therefore important because they can initiate action.

Particular attention and effort must be undertaken to include underrepresented



ethnic groups. This is but a few examples of how we can include the widest probable range of people in the decision-making process.

A last reason for expanding the voices on the table has to do with innovation. Among consumer product development experts in the private sector, it is generally accepted that innovation

happens when one listens to customers' needs, as well as take into account the entire user experience.

Translating this into the field of conservation, a diversity of voices and expertise creates an environment of 'outside the box' thinking – it is an ideal environment where creative solutions can emerge.



Embrace Communication Technology

Key message 3

The world has changed so much in the past two decades – not just society, but also the sophistication of communication technology, which is growing exponentially. According to the Institute For the Future, over the next two decades, the way we communicate and collaborate will multiply from “the limits of place, time and even language.” There are also talks about holograms, which can influence commuting to the office. Embracing communication technology is therefore a must.

Twenty years ago, we thought our communication platforms today were science fiction. A lot of what we take for granted – smart phones, Google, among others – did not exist.

Campaigns, such as **#NatureForAll**, show how we can adapt to this changing world – and use not just the new technologies, but also the new tools, techniques, and research now available to us to bring out the *Love of Nature* in the many people who may not have it at the top of their minds.

Perhaps one of the major changes is that we have a wider spectrum of media. As your target audience consumes these different media for information, it is important that your content is adapted appropriately. In other words, your message should be shared via brochures, radio, Twitter, Facebook, blogs, infographics, animations, television, and comic books, among other media.

In addition, we are now living in a future that defines us by what we share – this is especially true for the younger generation. It is for this reason that one's social media policy should be at the center of a communication campaign.

Social media is a variation of word-of-mouth advertising, which is the oldest and most trusted form of advertising. People have bought books recommended by friends, some attended events that their followers advertised via social media. *When we follow people on social media, we basically follow our opinion leaders.*

The way we communicate has fundamentally – and permanently changed. That change influences how we work, how we campaign, even how we think. Indeed, a study by Columbia University researcher, Betsy Sparrow, revealed search engines such as Google are changing human thought patterns.



Placing People at the Center

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.

CEC Members at the IUCN Regional Conservation Fora



Seventeen members represented CEC at the various IUCN Regional Conservation Fora (RCFs). There were two main reasons for their attendance: First, to demonstrate that the importance of communication for behaviour change, engagement, education, training, social learning are understood as means to enhance the capacity of society to value nature,

restore, protect, manage and sustainably use nature is incorporated in the language of the program.

Second, to position the CEC to be more strongly integrated in IUCN's program delivery, and to include specific language that engages new audiences who have not connected to nature or realise its importance to life and well-being in the One Programme working document for 2017-2020.

It is also important to point out that new regional mobilisers have been appointed in South and Meso-America in preparation of the RCF. The mobilizers worked closely with the regional offices.

In the following sections, we report on each of the specific RCFs that CEC members attended.



ASIA

On behalf of CEC, Ms. Hanying Li (Steering Committee member) and Dr. Jinie Dela (a long-standing CEC member) participated in the Asia RCF, which was held in Bangkok, Thailand, Aug 10-12, 2015. Ms Li delivered a CEC presentation during the plenary session. A

get-together for regional CEC members was held on Aug. 10 and 11 during the networking breaks. The 12 CEC members that attended the meeting were briefed on **#NatureForAll**, and discussed CEC capacity building courses.

Dr. Dela also held one-on-one meetings with nine people working at the regional level on biodiversity, protected areas and species within the IUCN system. These meetings were designed to establish the level of knowledge about CEC and to explore opportunities for collaboration.

SOUTH AMERICA

IUCN Regional Councillor Ms. Jenny Gruenberger (a long-standing CEC member), Ms. Viviana Mourra (Steering Committee member), and Ms. Ana Julia Gómez (CEC Regional Mobilizer) represented CEC at the South American Regional Conservation Forum (SUR RCF), which was held in Quito, Ecuador, August 31 to September 2, 2015. They report that there was a wide consensus among the members that communication is a key area that must be strengthened to achieve the Union's goals. Other insights from the region reveal the need for more cooperation and strategic alliances, in particular with other non-conservation sectors. The CEC participants also report that the need to start thinking about new areas that achieve conservation goals outside the national protected area systems.

MESO AMERICA

IUCN Regional Councillor Ms. Jenny Gruenberger (a long-standing CEC member), Ms. Maria Teresa Gutiérrez Mercadillo (CEC member) and Ms. Estefany Lopez-Murillo (long-standing CEC member) represented CEC at the ORMACC RCF, which was held in Panama, Panama, September 2 – 4, 2015. They report that IUCN members at the Forum were excited about the message “Love. Not Loss.” Various IUCN members reached out asking how to become involved.

WEST & CENTRAL AFRICA

Long-standing CEC member – as well as CEC's Intergenerational Partnership for Sustainability Convener – Mr. Jean Paul Brice Affana Affana represented CEC at the PACO RCF, which took place in Bamako, Mali, November 2 – 6, 2015.

NORTH AMERICA

Co-Chair for the CEC and WCPA Joint Taskforce on **#NatureForAll** and CEC member Mr. Mike Wong represented CEC at the North American Regional Conservation Forum, which took place in Ottawa, Canada on September 10, 2015.

A second North American RCF was held in San Francisco, United States of America on September 14, 2015. Mr. Peter Paul van Kemp and Mr. Eric Phu – both Steering Committee members – participated on behalf of the CEC.

WEST ASIA (ROWA)

CEC member Mr. Firas Abd-Alhadi represented CEC at the West Asia Regional Conservation Forum, which took place in Jordan, November 10-12, 2015. Mr. Abd-Alhadi reports that most participants were not familiar with the mandate and activities of the CEC and the other IUCN Commissions in general. There is a need for more involvement in the West Asia region. To improve visibility and CEC services in the region, Mr. Abd-Alhadi suggest CEC develops a strategy that allows members to give input in ROWA's knowledge products; ROWAs publications are considered one of their major strengths. CEC's suggestions to improve the One

Programme were submitted electronically.

EASTERN & SOUTHERN AFRICA

Long-standing CEC member and Steering Committee member Ms. Louisa Nakanuku-Diggs represented CEC at the ESARO RCF, which took place in Nairobi, Kenya, September 30 – October 2, 2015. CEC member Ms. Nakanuku-Diggs reports that most participants were not familiar with the mandate and activities of the CEC and the other IUCN Commissions in general. She held one-on-one meetings with various IUCN members in the margins of the conference to inform about CEC and **#NatureForAll**. CEC's suggestions to improve the One Program were submitted electronically.

EUROPE, NORTH & CENTRAL ASIA

Mr. Peter Paul van Kemp (Steering Committee member) and Katalin Czippan (long-standing CEC member) represented CEC at the EURO & ECARO RCF, which took place in Helsinki, Finland, December 14 – 16, 2015. They held informal meetings with IUCN Vice-President Marina von Weissenberg and Simon Stuart, Chair of the Species Survival Committee. The purpose was to get acquainted and to exchange ideas.

A regional CEC members' get-together was held on December 15 during the networking breaks with CEC members. The attendees suggested that closer contact could be aided by the establishment of a regional email list to exchange ideas and results.

The IUCN Commissions & Regional Offices

JOINT CEC-WCPA TASKFORCE

A joint taskforce between CEC and WCPA on **#NatureForAll** was created to plan and deliver on the Promise of Sydney through the objectives of Stream 8 of the IUCN World Parks Congress 2014, on “Inspiring a New Generation” (ING).

The CEC ING team attended the invitation of the WCPA to their Steering Committee meeting in Vilm, Germany, where a special session was allocated to the discussion of this emerging project. Following that, the first meeting of the Joint CEC-WCPA Task Force on ING was held in Gland, Switzerland prior to the May Council meeting, to advance in the design of the ING project.

The Taskforce is co-chaired by Mike Wong (WCPA) and Sean Southey (CEC).

In the process of developing the



#NATURE
FOR ALL

program, three meetings (as well as various discussions) were held with constituencies and stakeholders. These talks highlighted a number of challenges in bringing ING to life. One of these challenges is that ING is a meaningless term for external audiences, and that there is often confusion about what “New Generation” refers to - and often interpreted as only youth.

As a result, the joint CEC-WCPA Task Force recommended that, from 2016, ING evolves to **#NatureForAll**. This name has had unanimous support from a selection of partners and test focus groups. For more information on **#NatureForAll**, see Chapter 4 in this report.

COMMISSION ON ECOSYSTEM MANAGEMENT

With members of CEM, CEC started to look at how developing infographics can reveal details about building community resilience for climate change, and specifically looked at the design of behaviour change pathways, triggers, gender, and motives of community leaders.

IUCN REGIONAL OFFICES

CEC has supported the Mozambique office of IUCN in developing a proposal for a large project under KfW, a German government owned development bank. The proposal is spearheaded by Eastern and Southern Africa Regional Office (ESARO). CEC also carried out reviews of GEF projects and project preparation support for several regional programmes (e.g. South Africa, Mozambique), in order to adequately include communication and capacity building perspectives in the project design.

In the Asia Regional Office, CEC developed a number of educational materials. It did the same in China, together with a number of training events.

In East Africa, West Africa, South America, and Meso-America, CEC helped build capacity in the regional offices regarding communicating resilience, strategic communication planning and storytelling as best practice.

CEC – on the basis of a Memorandum of Understanding with ESARO – 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 on the Implementing a Resilience Framework to support Climate Change adaptation in the Mt. Elgon region of the Lake Victoria basins, in Kenya and Uganda. Final products included photo coffee table books and video documentaries (entitled “*Rising Stewards*” and “*Think Nature*” respectively.) A glance at the coffee table books and videos was enough to convince the donor that it was worthwhile to continue with the projects. This project was designed to promote nature-based solutions.

Conferences

COMMUNICATE NOW!

CEC Member Ms. Emily Chan represented CEC at the Communicate Now conference in Bristol, UK on November 10-11, 2015. The theme of the conference was Partnerships; most of the sessions were about engaging with partners who are not usually connected with the conservation world, and to encourage the community to think outside the box. This theme is directly related to CEC new campaign – **#NatureForAll** – that will be launched at the World Conservation Congress (see Chapter 4).

The aim of CEC's attendance was to make contact with people and conservation groups with campaigns that have similar elements to **#NatureForAll**, and to scope possibilities for partnerships and collaboration.

EDUCATION FOR SUSTAINABLE DEVELOPMENT

Global acclaimed Education for Sustainable Development (ESD) thought leader and CEC member Prof. Daniela Tilbury facilitated a panel of experts at the UNFCCC COP21 that took place in December 2015 in Paris, France. The panel discussed what was needed

to unlock the power of ESD to help address the global climate change challenge.

ESD is key to the attainment of IUCN's conservation mission and ecosystem protection goals. It recognizes that people are at the heart of any nature-based solutions to climate change.

WCEG Conference in Beijing

CEC members not only attended the World Forum on Ecosystem Governance in Beijing, China on October 24 – 28, 2015, but also helped to develop a forum on communication strategy. Prior to the attendance, consultations were held with key CEC members, SFA, Parks Canada, and CEM. CEC now has access to a network of IUCN *Future Leaders* who are keen to cooperate with international conservation partners. **#NatureForAll** is also echoed in the Beijing Declaration with this statement:

"All nations must support quality education and communication using traditional and innovative technologies to help connect people and build an inclusive knowledge community with respect to ecosystem governance."





IUCN CEC
Commission on Education and Communication

**EDUCATION IS NOT ABOUT FACTS,
BUT ABOUT LEARNING TO THINK!**

Oct 24, Beijing



On behalf of CEC Chair, Frits Hesselink gave an opening speech at the 16th China Annual Conference for International Education to talk about sustainability and the role of education. His message: *Education should students learn to think 'out of the box'.* This requires looking at new ways of organizing education.

Communicating Value for Nature

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.



COMMUNICATION, EDUCATION & PUBLIC AWARENESS TRAINING

CEPA training has been completed in China, Japan, Spain, Indonesia, and Sri Lanka by CEC members.

In China, this training was completed in collaboration with the China Environmental Education Center of the Ministry of Environment; in Japan, it was completed in via collaboration with CEPA Japan.

FROGLEAPS COURSES TRANSLATED TO FRENCH

The Frogleaps courses have been translated into French. The translation is being conducted in collaboration with the West and Central IUCN Regional office that made the request and is funding the translation.

This request for translation emerged after CEC participated in the Great Green Wall stakeholders meeting in March 2014

and delivered strategic communications training for 30 participants of the twelve Sahel countries.

The Spanish version of Frogleaps was released and reported upon in 2014 and is supporting the development of project proposals for specific target groups (e.e., journalists, tourist operators).

SOCIAL MEDIA & CEC TALKS NATURE

CEC is continuing the implementation of its social media strategy and Newsblog, www.cectalksnature.org. The target of active social networking platforms connecting CEC members and demonstrating best practices is met to a certain extent with a very appealing newsletter, the innovative newsblog CEC Talks Nature, and a new visual style guide. CEC also grew its reach on Facebook (12,121 followers) and Twitter (1, 966 followers).

The Future: #NatureForAll

Since the 2014 IUCN World Parks Congress (WPC) in Sydney, the joint CEC-WCPA commissions have been tasked with strategically defining and delivering on the initiative of “Inspiring a New Generation.” The Task Force recommended that ING evolves to **#NatureForAll** from 2016. This name has had unanimous support from a selection of partners and test focus groups.

#NatureForAll

Vision

Imagine a world in harmony and in love with nature...

In which all are aware of the values of a healthy planet.

In which all can experience the earth's natural wonders.

In which all are connected to thriving ecosystems, contributing to them and benefiting from all they have to offer.

In which all have conservation in their hearts and minds.

#NatureForAll is a global movement to inspire a new generation of thinkers and doers across all sectors of society to connect with nature and take action to support its conservation.

At the core is a very simple idea: the more people experience, connect with, and share their love for nature, the more support there will be for its conservation.

While many of us already respect and appreciate nature, studies have shown that many others, whether through

circumstance, lifestyle, or opportunity, face barriers to experiencing and connecting with the natural world. Yet, nature needs support and action from all of us. Change is needed.

We believe that personal experiences in nature, at any age but particularly when young, are the foundation for life-long commitments to its conservation.

We believe that to reach new audiences, we need to invite people into nature through new, innovative and meaningful ways that nurture deep love and respect.

We believe in partnerships and creating new champions for conservation so that our efforts are part of a greater, coordinated whole.

We believe in embracing technology as a powerful tool for positive change; in being fun, creative, and social; in sharing our passion for nature; and in empowering future leaders.

We believe that nature is everywhere – in our cities and national parks – and that everyone is welcome to experience it.

We believe in #NatureForAll.

And we believe we need to act now.

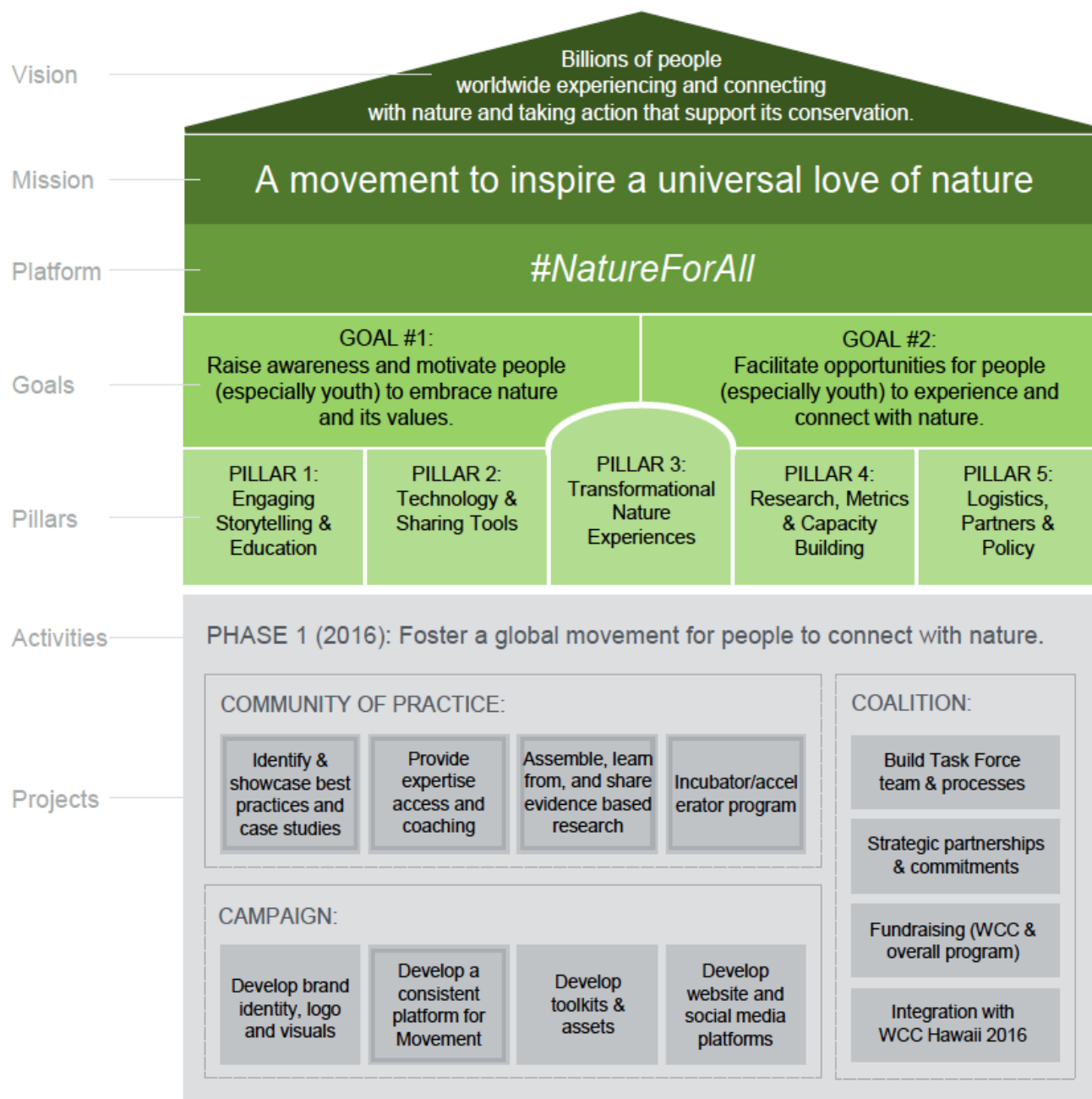
EXPECTED OUTPUT

- A variety of local communications and behavioural change initiatives targeted at specific audiences segments to inspire and promote a and love of nature
- Planning and implementation of adapted or new nature-experience projects that complement communications and behavioural change initiatives. Partnership possibilities include protected area agencies and their partners, such as urban gateway organisations museums, urban parks, zoos and aquaria
- Consumer/audience research to establish baseline metrics, followed by the posting of project measurements to track effectiveness (both for impact of communications and behaviour change initiatives and nature-experience initiatives)
- Formalised post analysis of all project learnings via published case studies and peer reviews
- A global knowledge sharing platform for the conservation community and its partners to share best practices, provide tools, and build their knowledge, capacity and expertise regarding positive behavioural- change and new improved nature experiences
- A coalition of partners that are non-traditional to the conservation community in order to bring in additional expertise and to reach new audiences (e.g. film, music, technology community, start ups, health, tourism, recreation, transportation, among others.)



#NATUREFORALL FRAMEWORK

The mechanics of this movement that will bring the vision to life through goals, pillars, and projects.



CEC Signature Products and Services (X=Low Impact; XX=Medium Impact; XXX=High impact)	Towards Aichi Target 1	
China Program. BFS toolkit for Nature Educators, and the China Environmental Education Center trainings.	XX	
South America. New mobilizers have been appointed in partnership with SUR to conduct various activities.	X	
CEPA Trainings. Communication, Education and Public Awareness training has been completed in China, Japan, Spain, Indonesia and Sri Lanka by CEC members.	XXX	
CEC eLearning course on Frog leaps. A new course on behavioral psychology was created. All courses have been translated into French & Spanish.	XXX	
Commission on Ecosystem Management. Continued collaboration with CEM and ESARO on Nature-Based Solutions infographics.	XXX	
Regional CEC engagement meetings. Strategic meetings in South & Meso-America, China, Japan, Zambia, Mozambique, Sri Lanka, Indonesia, Kenya, Jordan, Ecuador, Panama, Mali and Finland, including at the Regional Conservation Fora.	X	
Support and participation of WFEG. CEC members help with organization support and participated in the World Forum on Ecosystem Governance.		
2016 WCC in Hawaii. #NatureForAll Pavilion, Workshops, Conservation Campuses, Posters and Knowledge Café.	XXX	
Think Nature Educational Video. 20 min educational video on the importance of nature-based solutions.	XX	
CEPA Toolkit 2.0. The Communication, Education and Public Awareness toolkit is being updated to include digital technology	XXX	
Education for Sustainable Development. Panel discussion at the UNFCCC COP21 side event on what is needed to address global climate change.	X	
Social Media. Continuous implementation of the social media strategy and news blog., www.wccetalksnature.org	XXX	

	<i>Towards IUCN Capacity Development</i>	<i>Towards Network Development</i>	<i>Towards Nature- Based Solutions</i>
		XX	
	X	XXX	
		XXX	
	XXX		X
	XXX		XXX
	X	XXX	
	X	X	
	XXX	XX	XXX
	XX		XXX
	XX	X	XX
	XX	X	x
	X	XXX	X



CEC Vision: A global community that loves and values nature

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