



# Annual Report 2016

*“I see the role of our Commission as advancing our collective capacity to use the tools, ideas and creative approaches of education and communication to help create the social norms, values, organizations and behaviors that will help us realize the vision of IUCN and the United Nations Sustainable Development Goals.”*

*- Sean Southey, CEC Chair*

© 2016 Commission on Education and Communication,  
International Union for Conservation of Nature

Rue Mauverney 28  
CH-1196 Gland, Switzerland  
E-mail: [cec@iucn.org](mailto:cec@iucn.org)  
Websites: <http://www.CECtalksnature.org>  
<http://www.iucn.org/cec>  
<http://www.natureforall.global>

# Table of Contents

Introduction	4
CEC Chair's Message	5
Working for the Global Goals	7
#NatureForAll: A Global Movement	8
IUCN World Conservation Congress	10
CEC at the World Conservation Congress	11
Other CEC Activities	16
Regional Highlights	17
CEC in Numbers	18
Building the Network	19
Moving Forward	20
Annex A: Steering Committee 2017-2020	22

# Introduction

---

The IUCN Commission on Education and Communication (CEC) is a voluntary network of professionals dedicated to advancing the priorities of IUCN, the global authority on the status of the natural world, through communication and education.

CEC's network contributes to IUCN's mission by sharing knowledge, strategies, and specialist advice. The members work together around the world to promote a love of nature and a commitment to conservation on local, national, and global scales.



# CEC Chair's Message

---

It was a truly inspiring experience for me to take part in the IUCN World Conservation Congress in Hawaii. The depth of discussion, the community of purpose, the commitment to conservation and sustainable development, all left me in awe of the potential of the IUCN family to protect our planet at the crossroads.



I am honored and excited to have been elected as Chair of the IUCN Commission on Education and Communication (CEC) for the quadrennial period 2017-2020. This is a responsibility that I welcome and take very seriously.

I am delighted that Katalin Czippán from Hungary has generously agreed to serve as Deputy Chair. Our initial focus upon taking office has to build a Steering Committee that ensures the diversity of regional, thematic, and institutional representation that the CEC requires.

Working with the previous CEC Chairs (the wonderful Nancy Colleton and Juliane Zeidler), the CEC Steering Committee, IUCN colleagues, the Secretariat and so many of CEC members — I believe that we are positioned to take CEC engagement to the next level and have global impact like never before.

I see the role of our Commission as advancing our collective capacity to use the tools, ideas and creative approaches of education and communication to help create the social norms, values, organizations and behaviors that will help us realize the vision of IUCN and the United Nations Sustainable Development Goals.

I see my role as Chair as helping to facilitate the realization of this vision and to ensure that everyone is enabled, activated and inspired as a member of the CEC and the IUCN family. Together, we can mobilize the power of strategic communication, learning, education and knowledge management to achieve our goals. As CEC members, we support IUCN to unlock the potential of networks to connect conservation with human values, and to motivate conservation values, norms, behaviors and actions.

The Congress was an incredible success for the CEC community. The Commission, in partnership with the IUCN World Commission on Protected Areas, launched #NatureForAll as a new IUCN partnership program and game-changing conservation movement. By the end of the Congress, over 100 organizations showed their interest in joining the movement. We hosted outstanding events, demonstrated communications successes, networked and helped galvanize unprecedented support for education as well as social and behavior change communication.

The potential of the next few years would not have been possible without the work of the CEC Steering Committee 2013-2016. In particular, we want to appreciate the hard work and dedication of Juliane Zeidler, the CEC Chair from 2013-2016, and Nancy Colleton, the Acting

CEC Chair from 2016. Other Steering Committee members from the previous four years include David Ainsworth, Jennifer Barrett, Hanying Li, Viviana Mourra, Louisa Nakanuku-Diggs, Eric Phu, myself, and Peter Paul Van Kempen. We also deeply appreciate the on-going, profound and thoughtful support of Ricardo Tejada and Giulia Battaini from the IUCN Secretariat's wonderful communications team without whom the CEC would not be able to function.

By all accounts, we have a long way forward to deliver on the promises and commitments made in Hawaii. The next four years, as we approach 2020, will be critical. As a long-standing CEC and WPCA member, as CEO of PCI Media Impact, an IUCN member organization dedicated to promoting the effective use of education and communications, as a dedicated conservationist and communicator, and as one who has experienced the incredible value added from working with IUCN, I know the CEC's strength lies in the vibrancy of our members. Our spirited energy, unending dedication, sophistication and professionalism, together with our linkage to the IUCN Secretariat, other Commissions and the members, all give me great hope for the future.

Please help us reach out globally and enable people from all walks of life to experience and connect with nature.

Together, we can achieve our goals and magnify our strength!

Sean Southey  
December 2016



The 2016 CEC Chairs, from left: Juliane Zeidler, Nancy Colleton, and Sean Southey

# Working for the Global Goals

In 2016 as well as during the period of 2013-2016, the CEC has worked towards achieving Aichi Target 1, which states:

*“By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.”*

In order to mobilise the joint forces of CEC members' expertise towards achieving this goal CEC focused on network development and encouraging nature-based solutions to global challenges. To improve our network, we created a Facebook group, a Twitter page, and the [cectalksnature.org](http://cectalksnature.org) blog.



Our efforts to promote nature-based solutions and an enhanced love for nature have also resulted in #NatureForAll. In February 2016, the CEC Steering committee convened to create a new campaign to reconnect people with nature and support Aichi Target 1. With the WCPA, the #NatureForAll campaign officially commenced at the World Conservation Congress and will guide the CEC in the next four years. #NatureForAll will:

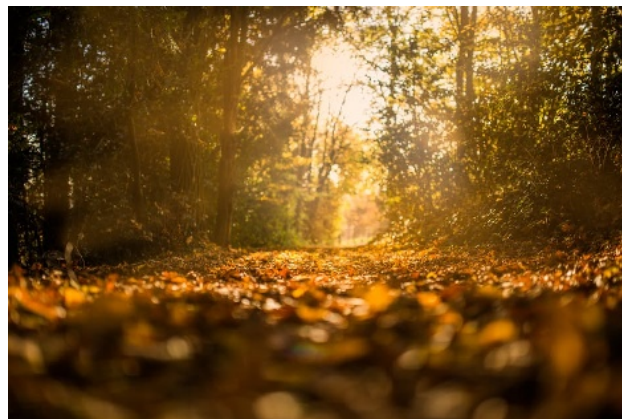
*... support the realization of Aichi Target 1. Appreciation and love of nature prompt us to see the world through the lens of nature. By seeing global challenges through a nature-based perspective we will find nature-based solutions.*

*... engage current members and new members, strengthen current partnerships, and develop new partnerships. Through our partnerships and members, we can mainstream nature conservation.*

*... incorporate a broad variety of projects and objectives to support the IUCN One Programme for 2017-2020.*

# #NatureForAll: A Global Movement

#NatureForAll ([www.natureforall.global](http://www.natureforall.global)) is an inclusive IUCN-led coalition of partners who represent a variety of disciplines and sectors — conservation, health, urban, parks and protected areas, communications, technology, education, arts, tourism, science, youth, indigenous and local communities, women’s organisations and more. The mission of #NatureForAll is simple, yet powerful – working together, we will help create a culture of conservation and a diversity of opportunities enabling new audiences and constituencies to fall in love with nature. With over 100 partners already confirmed their interests by the end of 2016, we are well on our way to being a force for transformational change.



## Why #NatureForAll?

Recent decades have seen significant efforts for conservation, yet actions to conserve nature remain outweighed and outpaced by the level of threats to it. New approaches are required to broaden support and mobilize action for conservation with new audiences across all sectors.

Personal experiences and connections with the natural world provide powerful benefits for individual and societal health, well-being, and resilience. Particularly when they occur at an early age, experiences in nature are also the foundation for lifelong support for nature conservation.

### *Areas of Focus*

1. Children and Youth
2. Indigenous and Local Communities
3. Health and Wellbeing
4. Urban Areas
5. Parks and Protected Areas

However, in recent years concerns have grown about humanity’s increasing disconnection from nature - from children with little opportunity to engage directly with nature; to people increasingly living in cities remote from the natural world; to young adults of the technology age for whom nature is seemingly irrelevant; to a society that is too busy or lacks free time to spend in nature.

These concerns have yielded the beginnings of a world-wide movement to awaken feelings of deep love and respect for nature in people from all walks of life – #NatureForAll. This movement can be a game-changer for conservation by influencing societal values so that



support for conservation is broadened and action is scaled up now and for generations to come.

## ***Partners***

- Museums
- Environmental Education Programs
- Zoos and Aquariums
- Conservation & Environmental NGOs
- Government Agencies
- Schools and Universities
- International Organizations & Multilateral Agencies
- Consulting and Media Groups
- Other Sectors

## ***Key 2016 Moments***

- #NatureForAll launch at World Conservation Congress
- #NatureForAll adopted as part of the IUCN One Programme for 2017-2020
- IMAGINE #NatureForAll video is available in multiple languages
- An expanding social media reach and presence, including newsletters and 1.5 million people reached through the “Celebrate Alison Sudol” Thunderclap
- Presence at CBD COP 13 in Cancun
- Over 100 interested partners and counting
- #NatureForAll workshops and programs beginning to be held around the world

## ***Next Steps***

- Build, support, and share the #NatureForAll movement
- Create a #NatureForAll Community of Practice to build capacity of organizations working on #NatureForAll programmes and scale them up to reach newer audiences.
- Create case studies and resources for the movement

## ***How to Get Involved***

- Follow us on Facebook ([facebook.com/natureforall.global](https://facebook.com/natureforall.global)), Twitter ([twitter.com/natureforall](https://twitter.com/natureforall)), and Instagram ([#natureforall](https://www.instagram.com/natureforall)).
- Read up on Success Stories at [www.natureforall.global/success-stories](https://www.natureforall.global/success-stories)
- Become a partner! Find out how at [www.natureforall.global/partners](https://www.natureforall.global/partners)
- Join the #NatureForAll newsletter at [www.natureforall.global](https://www.natureforall.global)

# IUCN World Conservation Congress

---

IUCN held the 2016 World Conservation Congress from 1-10 September in Hawaii. The theme was “Planet at the Crossroads”. This theme describes two paths the world can take: either we continue moving in the same direction or transition to supporting and enhancing both human and natural needs. This crossroads idea emphasizes that human progress and nature conservation are not countervailing forces. Over the next 15 years, our challenge is to encourage the prosperity of both humanity and nature. To succeed, we will need new partnerships, nature-based solutions, and continued science, policy, and outreach.

## **Key Outcomes from IUCN Congress:**

- The Hawaii Commitments, a plan to highlight nature-based solutions to a myriad of global problems, were put in place. The official document can be found at <https://portals.iucn.org/congress/hawaii-commitments>
- Launch of the Coalition for Private Investment in Conservation (CPIC), a multi-stakeholder coalition to help fund conservation
- Hawai'i launch of the Natural Capital Protocol and Sector Guides, a framework to measure and value business impacts and dependency on nature
- An ambitious new partnership between eleven leading conservation organisations with more than US \$15 million in commitments to identify, map, monitor and conserve Key Biodiversity Areas
- IUCN Members decided to create a new category of IUCN membership for Indigenous peoples' organisations
- A commitment to connecting people with nature, highlighted by the launch of #NatureForAll

To focus our work in the next four years, IUCN adopted its Programme 2017-2020 at the World Conservation Congress. The three foci of the programme support 12 out of the 17 UN Sustainable Development Goals.

## *IUCN Programme for 2017-2020:*

1. Valuing and Conserving Nature
2. Deploying nature-based solutions to address societal changes
3. Promoting and supporting effective and equitable governance of natural resources

The World Conservation Congress concluded with a renewed commitment to support conservation through a diversity of strategies, including addressing climate change, engaging youth, and supporting the rights of indigenous people.

# CEC at the World Conservation Congress

## **#NatureForAll Pavilion**

The #NatureForAll pavilion was the first time CEC co-hosted (along with the WCPA and Parks Canada) a thematic pavilion at the IUCN World Conservation Congress. The pavilion exemplified and amplified the #NatureForAll campaign by sharing success stories, demonstrations, performances, interactive technology installations, and “fireside chats” to discuss the possibilities and potential of the movement.



In addition, the pavilion was part of the Student’s Day at the World Conservation Congress, engaging with students from Hawaii on nature conservation and engaging with the natural world.

## **Highlights from the Pavilion:**

### **1. Opening Ceremony**

The #NatureForAll Pavilion and the #NatureForAll campaign were officially launched on 2 September with an opening ceremony that included speakers such as Kathy MacKinnon from the IUCN World Commission on Protected Areas, Nancy Colleton, the acting Chair of the CEC, and a keynote speech from musician, actress, and IUCN Goodwill Ambassador Alison Sudol. In addition to the speakers, there was a panel discussion, remarks from some partners, and a networking session. Sam ‘Ohu Gon III of the Nature Conservancy united the maile le, a Hawaiian ribbon, from across the pavilion and recited an oli wehena (opening chant) to begin the event.



## 2. Student's Day

On the last day of the Pavilion, local students were invited to participate in #NatureForAll-related activities. They included activities with Smokey Bear, nature temporary tattoos, and games. In addition, middle school and high school students were encouraged to develop solutions for conservation issues through interactive experiences at multiple pavilions.



## 3. #NatureForAll Greenhouse

#NatureForAll teamed up with CoalitionWILD to launch the #NatureForAll Greenhouse, a competition of projects that connected people to nature but could use a little boost to reach the next level of success. The three finalists (Litterati, a crowd-sourcing litter cleanup project, AcroTerra, an initiative to get people out into nature through yoga, and Organization Earth, an environmental education organization from Greece) convened at the #NatureForAll Pavilion for the winner announcement. The winner was Constantinos Machairas from Organization Earth with the “Center of the Earth” project, a farm in the center of Athens.



## 4. Nature Nocturne

At night, the #NatureForAll pavilion hosted well-attended “Nature Nocturne” events in collaboration with the Nature Nocturne program at the Canadian Museum of Nature. The events featured games, activities, music, and dancing.



## 5. Fireside Chats

the mornings, the pavilion hosted “Fireside Chats” to discuss #NatureForAll. These discussions were intended as a way to get to know each other, share thoughts and ideas, and encourage a broad array of people interested in conservation to discuss what reconnecting to nature could look like.



In

## ***#NatureForAll Campus***

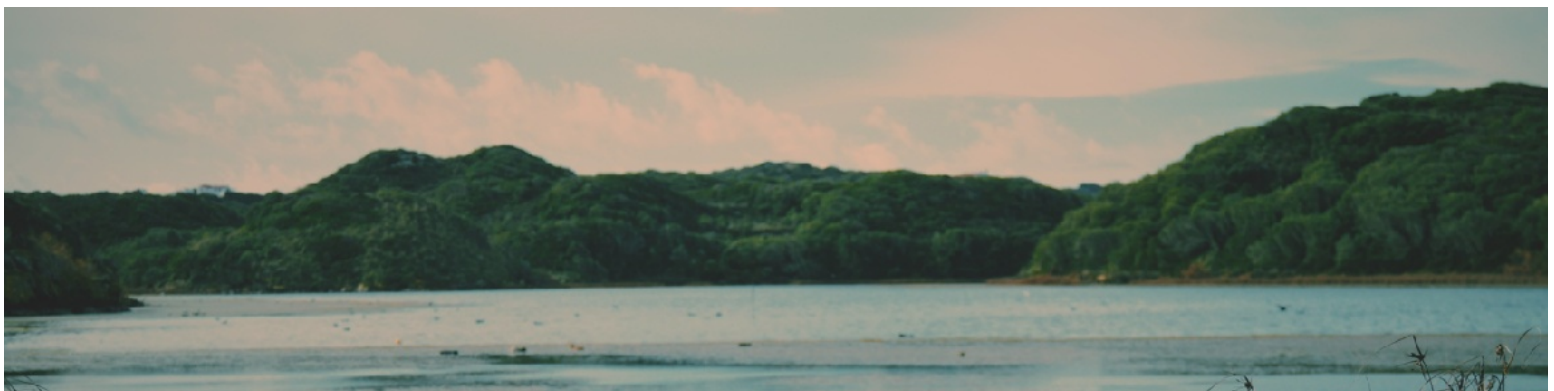
Sean Southey and Mike Wong led the #NatureForAll campus to discuss how to create a #NatureForAll program with conservation practitioners. Success stories were shared and participants had time to break into groups and develop ideas for #NatureForAll programs.

## ***CEC Members' Meeting***

The CEC Members' Meeting took place on 1 September from 9.30 am to 12.30 pm. The objective of this members meeting was to celebrate CEC results, honour contributions through CEC awards, highlight CEC priorities and present the strategic plan for the IUCN Programme 2017-2020, inform about CEC activities during the IUCN World Conservation Congress and coordinate tasks, meet and greet members, and provide a space for CEC members to share and discuss topics of interest.

## ***Conservation Campus***

Following the success of the Learning Opportunities at the 2008 World Conservation Congress in Barcelona, and at the 2012 World Conservation Congress in Jeju, the IUCN World Conservation Congress in Hawaii featured a Conservation Campus. The Conservation Campus brought together experts from all over the world to share their knowledge with participants.



## ***Highlights of CEC Workshops at the World Conservation Congress***

CEC members held various interactive and facilitated workshops to give participants an opportunity to find out how they can apply new communication techniques to their own situation. Here highlights from four workshops:

### **1. So You Want To Be a Youth Engager: Tools to Connect Youth with Nature**

*Session Lead: Pascale Van Der Leest*

To ensure the world's current and future leaders are supporters of nature and its conservation, participants were invited to this workshop to create a tool-kit for enabling youth to experience and connect with nature so that they will be inspired to commit to nature protection. This workshop enabled participants and experts to share their own knowledge and experiences so that the resulting content will be practical, rich, and broadly-applicable.

### **2. Characters Count: Storytelling for Conservation**

*Session Lead: Brenda Campos*

Workshop participants learnt a character-based storytelling approach to behaviour change communication on environmental topics. The session demonstrated an entertainment-education approach using two programmatic examples, and invited participants to engage in participatory character mapping for the approach. The session ran a mini version of the coalitions that build these situational, community-driven dramas to spark positive conservation behaviour.

### **3. Environment and Security: Need for Dialogue**

*Session Lead: Nancy Colleton, speakers: Wouter Veening, Piet Wit, Dr Owen Shieh*

The workshop focused on climate-induced challenges with regard to water and security. This topic was addressed from different perspectives: ecology, disaster relief, the case of the Tibetan Plateau, also in relation to the wider South Asian region, and the responses from the security sector in the region. Participants Pathways for bilateral and multilateral dialogue between the environment and security communities in the region were explored.

### **4. New Technology to Power Conservation and Nature Experience and Learning**

*Session Leads: Paul Van Kempen and Viviana Mourra*

Professionals from the Tech sector (Google) and Communication specialists showcased the power of New Technology for conservation. Participants were trained in design strategies that uses new technology to connect youth with nature or to create learning experiences in Protected Areas which lead to a stronger connection to nature. Participants were exposed to new apps that facilitate crowd sourced species identification too and other citizen science projects.

## **IUCN CEC Awards**

### **IUCN CEC Young Professional's Awards**

The CEC recognized two young professionals for achieving a bright future for conservation. This award recognizes the outstanding work of young conservationists around the world. We presented the 2016 awards to Diogo Veríssimo who works with the NGO Rare and Johns Hopkins University, and Linh Nguyen, a Progress on Pangolins (MENTOR-POP) fellow with the U.S. Fish and Wildlife Service and Zoological Society of London.



### **International Brandwein Medal**

The Brandwein Institute presented The International Brandwein Medal to Kartikeya V. Sarabhai, the founder and director of the Center for Environmental Education in India, at the #NatureForAll pavilion. According to the Brandwein Institute, the medal is "... bestowed upon individuals and/or organizations whose focus is in keeping with Paul and Mary Brandwein's commitment to education, life-long learning, nature, and community."

### **CEC Chair's Award**

We presented The IUCN CEC Chair's Award to the former chair of the CEC, Juliane Zeidler. During her acceptance speech, she remarked: "I am very proud to say that with the #NatureforAll movement, the CEC has found a platform for making the Commissions' efforts work to scale, and very importantly, support the overall aims of the Union! For me this is one of the most important directions to take at the crossroads - we need to invest more into working with people!"

### **Media Awards**

The West and Central Africa Programme of IUCN present awards for "Water and Environment Journalism" in two categories, "Water" and "Sea". The winner of the "Water" category was Alexandra Djotan of Benin a radio programme entitled "Okpara and water in our glasses, a fight for survival". Second place went to Harouna Sana of Burkina Faso for a radio report on the National Radio of Burkina entitled "Bakata, people mobilize to protect their dam". In the "Sea" category, the winner was Mama Adama Keita of Guinea for a radio programme entitled "Participatory surveillance in coastal areas, the case of Guinea". Second place went to Youssouph Bodian of Senegal for a radio report on Radio Future Media entitled "The Co-management, last chance of survival!"

## Other CEC Activities



The CEC and CEC members took part in several meetings and conferences over the past year. This included new chair Sean Southey's attendance of the Convention on Biological Diversity COP 13 in Cancun, Mexico this December, in part to spread awareness of #NatureForAll. In addition, Katalin Czippan, CEC Deputy Chair, took part in the Budapest Water Summit this past October, including leading a session at the Civil Forum.

*To follow member activities, visit [CECtalksnature.org/members-in-action](http://CECtalksnature.org/members-in-action)*

*To contribute news of CEC member activities, email [cecnews@iucn.org](mailto:cecnews@iucn.org)*



# Regional Highlights

## Central and West Africa

Nature Tropicale in Benin has launched a #NatureForAll workshop and program entitled “La Graine Future” to increase the capacity of young environmentalists in Benin and to encourage sharing indigenous knowledge. In October, twenty of these young environmentalists met with indigenous communities to discuss ecology, history, and culture.



Photo: Nature Tropicale



Photo: Hanying Li

## East Asia

IUCN CEC Steering Committee Member Hanying Li gave a presentation on the CEC and #NatureForAll to teachers to promote conservation education in China. Over 100 teachers from kindergarten, primary, and middle schools were in attendance.

## South America

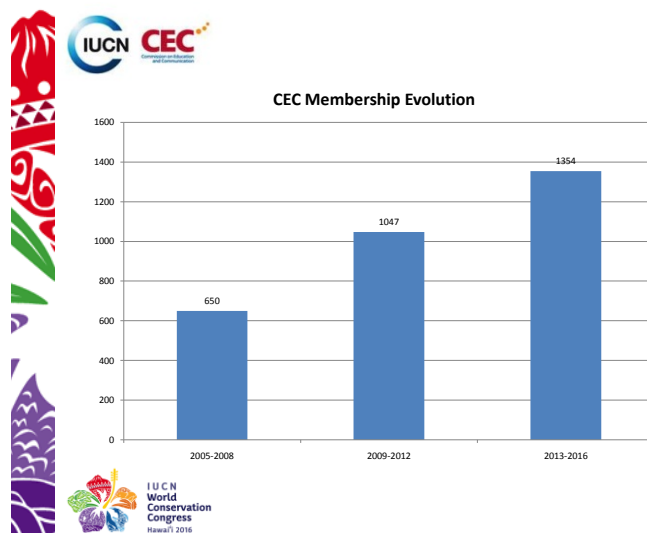
IUCN Iberoamerica held events in Argentina to expand on themes from the World Conservation Congress, including a discussion on partnerships in conservation in the region and a field trip to a wetland to further the discussion on the potential for conservation partnerships. The Regional Director of the IUCN South America Office, Victor Hugo Inchausti, was in attendance.



Photo: IUCN Iberoamerica

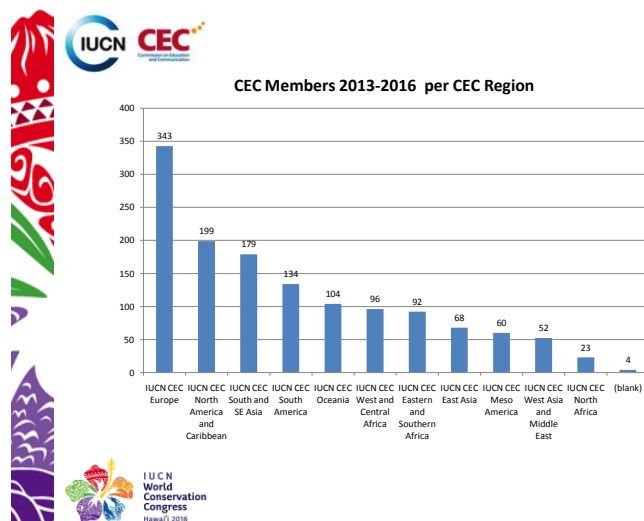
# CEC Membership in numbers

By the end of 2016 the number of CEC members has more than doubled compared to the period of 2005-2008. This evolution has been happening mainly thanks to the active work of CEC chairs, Steering Committee and our active members.



6

Europe, as a CEC region has most of the members, moreover, North America and South Asia has an important contribution to the members' list.

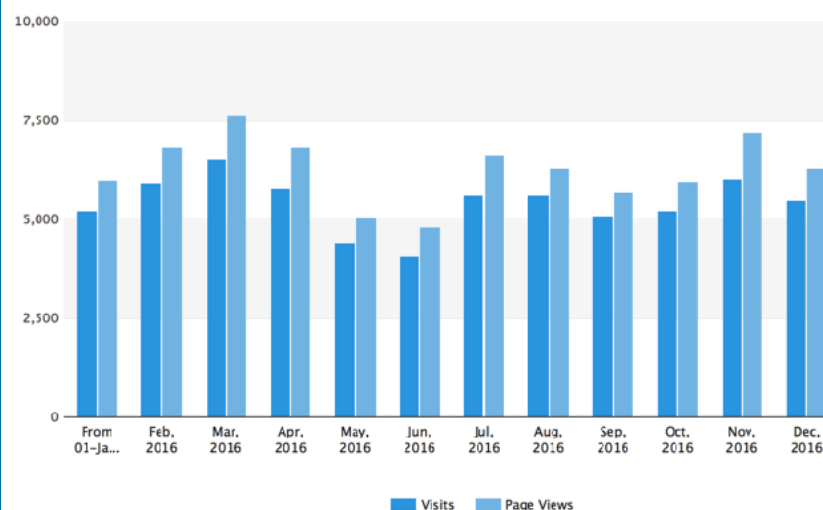


1

# Building the CEC Network

## CECTalks Nature Blog

Graph – Visits and Page Views



Graph – Geographic Location



## Twitter

@IUCN\_CEC

2,488 Followers

## Facebook

IUCN CEC Group

12,708 members

(as of Jan. 10, 2016)

## Contribute!

- Submit a "Members in Action" or "Thought Leadership" piece for the [CECTalksnature.org](http://cectalksnature.org) blog by filling out the form available here: <http://cectalksnature.org/get-involved> and emailing it to [cecnews@iucn.org](mailto:cecnews@iucn.org).

# Moving Forward

## Mandate 2017-2020

*Vision: A world that values nature for all.*

*Mission: To strengthen the work of the Union through creative, innovative, and effective communication and education, ultimately influencing behavioral change for conservation and sustainability.*

### *Specific CEC objectives include:*

#### **#NatureForAll**

Implement the recently launched global campaign by building the #NatureForAll community of practice and grow the partnership to inspire a global love of nature through raising awareness and motivating new audiences to embrace nature and its value and facilitate opportunities for people to experience and connect with nature.

#### **Communications Connect**

Establish a virtual service center facilitated by CEC experts to share information, guidance, tools, and access to experts to respond to needs for education, communications, and behavior change capacity.

#### **Member Engagement**

Implement a strategy to ensure that CEC members around the globe reflect the diversity of the Union, represent the skills and expertise in demand for capacity building, and are motivated and equipped to serve the Union.

## Objectives

The Commission on Education and Communication (CEC) recognizes that the science and



resulting conservation policies supported by the International Union for the Conservation of Nature (IUCN) will only be successful if those that receive the information are aware, knowledgeable, and motivated to action by its findings.

The CEC aims to best serve the Union in its endeavor to value and conserve nature; promote effective and equitable governance of nature's



use; and deploy nature-based solutions to address societal challenges. Therefore, CEC supports the realization of the IUCN One Programme (2017-2020) by contributing to the knowledge, awareness, and context of the broad and diverse audiences touched by IUCN's unique and dedicated work.

From projects that introduce children to nature, apply behavioral change methodologies to combat wildlife trafficking or better protect forests, to more effectively communicating the importance of biodiversity, the CEC aids and strengthens the Union's work by contributing elements often absent in scientific research and conservation policy—how best to communicate, how to motivate action through behavioral science, and how to have your message heard in a noisy world. Through engagements at local, regional, national, and global levels, the CEC volunteer network helps to raise awareness, engage new audiences and build capacity to improve delivery of conservation research and motivate action.

## Imagine Video

The “Imagine #NatureForAll” video, featuring important themes and highlights of the #NatureForAll mission received the Award of Excellence Awards at the IndieFest Film and an Awards the Excellence of Nature/Environment/Wildlife on Best Shorts Competition and thanks to members' enthusiasm has been translated into 15+ languages by the end of 2016.

All the videos are uploaded to the #NatureForAll Youtube site, which can be found at [www.natureforall.global](http://www.natureforall.global).



## Annex A: IUCN CEC Steering Committee 2017-2020, as of December 31, 2016.

---



**Sean Southey**

*IUCN CEC Chair*

CEO, PCI Media Impact  
Canada/South Africa



**Katalin Czippan**

*IUCN CEC Deputy Chair*

International Coordinator, Bavarian Academy for Nature  
Conservation and Landscape Management (ANL)  
Hungary/Germany

### Regional Vice Chairs

---



**Hanying Li**

*Regional Outreach Coordinator, China/East Asia*

Independent Consultant  
China



**Dr. Balakrishna Pisupati** *Regional Vice-Chair, South and Southeastern Asia*

Vice-Chancellor, TransDisciplinary University  
India



**Tommy Garnett**

*Regional Vice-Chair, Africa*  
BirdLife International



**Brahim Haddane**

*Regional Vice-Chair, Mediterranean*

Mohammed VI Foundations for the Protection of the  
Environment  
Morocco

---

## CEC Expert Members



**David Ainsworth**

Information Officer, Secretariat of the Convention on  
Biological Diversity  
Canada



**Nancy Colleton**

President, Institute for Global Environmental Strategies  
USA



**Daniel Cooney**

Communication Deputy Director, UN Environment



**Christian Hofer**

Senior Communications Officer, The GEF  
Switzerland