

4.105 Communication, education and public awareness (CEPA) in conservation

CONSIDERING that a sustainable future requires change at all levels - from individuals to organizations to societies, and from local to national and global levels - and that change management places demands on communication and learning;

RECOGNIZING that in order to create change, societies must find a way of managing communication and learning across cultures and disciplines, and collectively create and manage new knowledge for sustainable solutions;

AWARE that social changes towards sustainable development require more complex processes than the provision of information and knowledge;

ALSO AWARE that the *IUCN Programme 2009-2012* aims to "contribute directly to targets agreed internationally by governments to reduce the rate of loss of biodiversity, and contribute an environmental perspective to the achievement of *Millennium Development Goals*, the *Plan of Implementation* of the World Summit on Sustainable Development, and other relevant international commitments";

NOTING that IUCN, as a knowledge-based organization, offers knowledge and tools, creates the capacity to use these tools and helps others develop more effective policies, laws, instruments and institutions;

RECOGNIZING the need to integrate science and encourage public participation in decision making;

UNDERSTANDING education and environmental communication to be a continuous process not only for children and young people but for all ages, and the result of collective construction and social learning, whose goal is fair and equitable sustainability;

NOTING the importance given to communication, education and raising public awareness in IUCN documents and in numerous agreements and international congresses, especially the UN Decade of Education for Sustainable Development (2005-2014);

ALSO NOTING the efforts that have been made in the last few years in education and environmental communication in order to contribute decisively to a 'sustainability model' for the use and enjoyment of the planet's resources;

RECOGNIZING that there is growing concern that people are becoming increasingly disconnected from nature;

AWARE that environmental education and direct experiences in nature are important parts of a necessary learning process in support of sustainability models;

ALSO AWARE that connecting children to nature as part of their everyday lives in meaningful ways tends to be a precursor to their growing up as adults with passion and commitment to work actively in support of conservation of the environment and natural resources;

CONSIDERING that IUCN and its Commission on Education and Communication (CEC) have significantly contributed worldwide to the development of Communication, Education and Public Awareness (CEPA) as a means to develop professional capacity and to support change towards sustainable development;

NOTING that IUCN through CEC has played an important role in advocating the importance of CEPA among the Multilateral Environmental Agreements and Conventions, in helping to realize their CEPA work programmes and activities, and has produced relevant CEPA toolkits for supporting the implementation of environmental conventions at regional and national levels;

RECOGNIZING that educating children should never involve the freeing of current generations from their responsibilities for environmental issues that concern them;

AWARE that there is an immediate need for environmental education on the current environmental crisis (species extinction and the degradation of our planet's ecosystems) and a need for life-long learning;

AWARE that CEPA is an essential component of an empowerment strategy for the *IUCN Programme 2009-2012*; and

RECALLING Resolution 2.50 *Environmental education in the Meso-American Component Programme* adopted by the 2nd IUCN World Conservation Congress (Amman, 2000) and Resolution 3.025 *Education and communication in the IUCN Programme* adopted by the 3rd IUCN World Conservation Congress (Bangkok, 2004);

The World Conservation Congress at its 4th Session in Barcelona, Spain, 5-14 October 2008:

1. CALLS ON IUCN's members to:
 - (a) urge that whilst people begin the process of awareness-raising and education for sustainable development, a large number of initiatives should be launched, aimed at training and raising awareness - including through frequent direct experience in nature - about conservation and sustainability in social and decision-making sectors whose short-term influence is crucial for the conservation of species and areas in imminent danger of extinction or degradation;
 - (b) propose the implementation of CEPA tools in awareness-raising and conservation programmes from the start of their design;
 - (c) recommend integration of CEPA into their organizations and all areas of work in order to guarantee the effectiveness of its influence and cross-sectoral approach in their proposals;
 - (d) take into account the work of IUCN to develop guidance and standards on CEPA;
 - (e) encourage the Contracting Parties to the Convention on Biological Diversity (CBD) and other multilateral environmental agreements (MEAs) to review and improve the effectiveness of CEPA in existing programmes, through an external review process, as appropriate, and to consider CEPA in the development of new programmes; and
 - (f) ensure all appropriate measures (including staff and financial resources) are available to carry out CEPA programmes effectively;

In addition, the World Conservation Congress, at its 4th Session in Barcelona, Spain, 5-14 October 2008, provides the following guidance concerning implementation of the *IUCN Programme 2009-2012*:

2. REQUESTS the IUCN Director General to:
 - (a) launch regional programmes to support strategic professional capacity development on CEPA for implementing environmental conventions and the work on synergies among such conventions;
 - (b) incorporate specific activities and goals in relation to CEPA; and
 - (c) assist the IUCN membership in reconnecting people, especially children, and nature as a priority in order to assure responsible stewardship of the environment for generations to come; and
3. CALLS ON the Director General to include the need for actions and measures in the *IUCN Programme 2009-2012* concerning CEPA, paying particular attention to those who have the greatest influence on threats to conservation.