

WCC-2012-Res-003-EN

Prioritizing IUCN membership awareness and support

AWARE that IUCN is the oldest and largest environment and conservation network but that general awareness of its presence, familiarity with its name or logo and understanding of its resources and accessibility are insufficient;

ALSO AWARE that knowledge and use of IUCN knowledge products, capabilities and networks can enhance and empower the work of so many, especially communities and others who work in conservation with insufficient resources and support;

BELIEVING that the information, advice, services, publications, resolutions, training materials, modules and opportunities, workshops, databases, expertise, information systems, global reach, convening power and other resources of IUCN are underutilized considering their value and accessibility, particularly through Information Technology (IT);

RECALLING the ongoing work of the Union to raise awareness of its work and status in order to achieve its mission in negotiations, influencing and convening on many stages across the world;

AWARE that Members have to justify belonging to IUCN with their governments, staff or membership and argue the value of IUCN membership, and that Members in turn have many information products and activities that would be of interest to the Union broadly;

ACKNOWLEDGING that many units, staff of Members and members of Members, are unaware of their organizations' membership in the Union or of the resources available to them from IUCN or because of IUCN's work; and

BELIEVING that the materials for a focused programme to raise awareness of IUCN, its mission and its work, to empower and build capabilities of staff and membership of Members and Commissions are already to be found in IUCN, but not always in a form or with training that would promote their use;

The World Conservation Congress, at its session in Jeju, Republic of Korea, 6–15 September 2012:

1. REQUESTS the Director General, in collaboration with IUCN Commissions, IUCN Members and other relevant partners, in line with the One Programme, to disseminate its resources through a programme focused on improving knowledge, understanding and application of IUCN's work and knowledge products among the membership and staff of Members and Commissions, as well as universities and other teaching institutions; and
2. ASKS that the progress of this Membership awareness and support programme be monitored and reported on to the next Congress.