

Commission on Education and Communication (CEC) Report 2017–2021

Chair: Sean Southey
Deputy Chair: Katalin Czippán

1. Mission (from CEC mandate for 2017–2020)

To strengthen the work of the Union through creative, innovative, and effective communication and education, ultimately influencing social and behavioural change for conservation and sustainability.

2. Vision (from CEC mandate for 2017–2020)

A world that values nature for all.

3. Goal (from CEC mandate for 2017–2020)

The Commission on Education and Communication (CEC) recognises that the science and resulting conservation policies supported by the International Union for Conservation of Nature (IUCN) will only be successful if those that receive the information are aware, knowledgeable, engaged in constructive dialogue and motivated to action by its findings.

4. Objective (from CEC mandate for 2017–2020)

The Commission undertakes its mission through engaging its members' expertise, research and actions by:

- a. Sharing best practices in conservation communication for various audiences and regions;
- b. Building capacity in the areas of education and communication;
- c. Applying and expanding the use of behavioural change methodologies and research to improve communication;
- d. Sharing strategies for how best to capitalise on delivery methods such as social media;
- e. Strengthening intergenerational partnerships that promote knowledge transfer;
- f. Encouraging engagement from youth and young professionals;
- g. Supporting projects that introduce children to nature;
- h. Implementing activities and strategies to reach new or expanded audiences (e.g. urban);
- i. Working closely with other Commissions and the Secretariat to advance IUCN's interests;
- j. Convening IUCN Members and experts to identify areas of interest and opportunity; and
- k. Creating a strong and deep global network of volunteers dedicated to raising awareness and engaging new audiences in support of conservation.

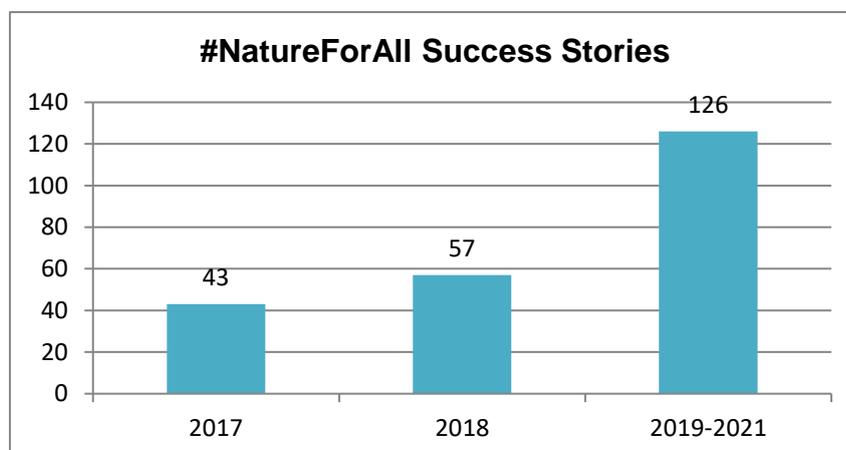
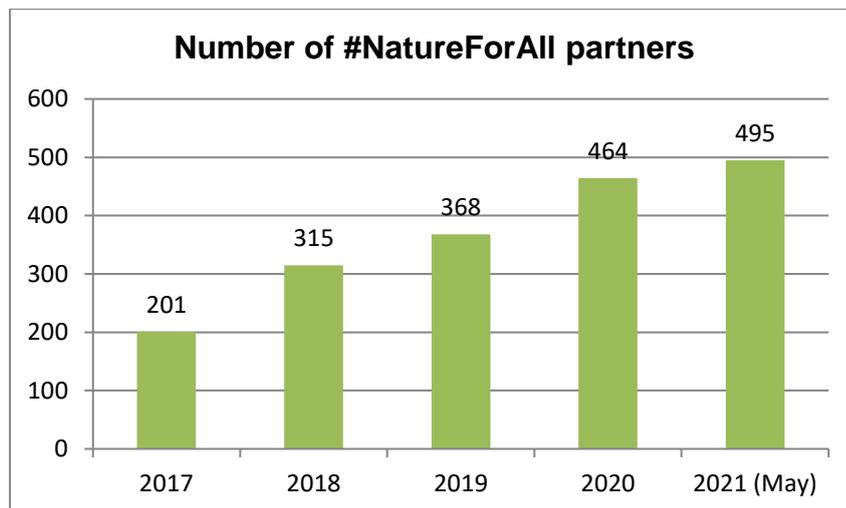
5. Priorities and achievements

Priority 1: #NatureForAll

[#NatureForAll](#) was established in 2016 with the objective to implement a global campaign to inspire love of nature through raising awareness and motivating people (especially youth) to embrace nature and its value, as well as experience and connect with nature, appreciating the diversity of its actors and interests. Co-led by the IUCN World Commission on Protected Areas (WCPA) and IUCN CEC with support from Parks Canada, #NatureForAll has grown from a fledgling group of 30 partners in 2016 to a network of more than 450 organisations in 2020, that are sharing their [stories](#) and [resources](#) to inspire and inform others about the diverse benefits of nature connection for protected areas, people and planet.

Public communications tools include a website in [three languages and](#) a robust social media presence on [Facebook](#), [Twitter](#) and [Instagram](#). With a leadership team that includes CEC members, #NatureForAll is a place to share best practices in connecting people with nature, author and share educational material, and inspire others to connect with nature wherever they may be. It has also been the principal tool for engaging CEC members across the world who share a passion and expertise for nature communication and education.

#NatureForAll partnership growth



#NatureForAll resources

- The [#NatureForAll Discovery Zone](#): born during the COVID-19 pandemic and curated from #NatureForAll partner resources ranging from videos to lesson plans, comic books to colouring books, this collection can help people connect with and learn about nature at home or wherever they may be. The Discovery Zone database and event calendar is available in the three IUCN languages – English, French and Spanish, as well as German.
- **Imagine, Living, and Loving #NatureForAll videos**: these series of videos help introduce #NatureForAll to new audiences, and have been played around the world at conferences, events and exhibitions. They have been translated by CEC members into dozens of languages and are available on the #NatureForAll [YouTube channel](#). Imagine #NatureForAll is now translated into 22 languages and has won 3 Awards. Living #NatureForAll has been translated into 30+ languages and received the IndieFEST Film Awards 2019 Humanitarian Outstanding Achievement recognition, among other awards. Loving #NatureForAll is available in 45+ languages.
- [Connecting with Nature to Better Care for Ourselves and the Earth](#): #NatureForAll partner the Children & Nature Network – under the leadership of Cheryl Charles, #NatureForAll Expert on the CEC Steering Committee – led the development of a synthesis of evidence linking connectedness with nature to pro-conservation behaviours that had over 14 authors and 22 reviewers. The summary for decision-makers is based on a detailed synthesis report: “Home to us all: How connecting with nature helps us care for ourselves and the earth” – and was launched in English, Spanish and French at the 14th Conference of the Parties for the Convention on Biological Diversity (COP 14) in Sharm-El-Sheik, Egypt. It has since been translated to Arabic by CEC Regional Vice Chair for West Asia, Firas Abd-Alhadi.
- A variety of videos, toolkits, playbooks, comic books and other publications inspired by #NatureForAll can be found here: <https://natureforall.global/natureforall-resources>.
- The [#NatureForAll Trivia game](#), developed and launched in 2020, celebrates the 60th Anniversary of the World Commission on Protected Areas (WCPA) and is an entertainment-education tool to be used at home in its print and online versions.
- Storybook Toolkit: the Nature Storybook Toolkit teaches #NatureForAll partners how to easily tell and share their stories through video, inspiring love of nature and actions to protect it. It includes: a series of tutorial videos and guides, a [resource library](#) of gifs, illustrations and frames to enrich your video, online workshops.

#NatureForAll events

Since 2016, #NatureForAll, as a movement and working with its partners, has participated in international conservation events and organised workshops around the world, including:

- **World Scout Jamboree (2019)**: led by CEC and 6 IUCN Members (US-National Park Service, Parks Canada, Ocean Wise, Canadian Wildlife Federation, Sustainable Forestry Initiative, PCI Media) #NatureForAll delivered an 8-day, immersive environmental education programme to 2,000+ scouts from around the world, aged 13-17, at the [World Scout Jamboree in West Virginia](#), USA. The overarching goal of this Olympic-scale celebration of culture, adventure, and nature, is to inspire action by young people for a better world. Every day, scouts had the opportunity to participate in educational workshops, games, and fireside chats on environmental issues including the role and management of parks and protected areas, ocean health, wildlife conservation, and sustainable forestry.
- **III Latin American and Caribbean Congress of Protected Areas (2019)**: the Congress was held in Lima, Peru, 14-17 October, allowing for government authorities, multilateral organisations, leaders of local communities, Indigenous peoples and the private sector to present approaches to maintain, conserve and preserve protected

areas. #NatureForAll – in partnership with the 6 Commissions, ORMACC and IUCN Sur – was the lead organiser of the IUCN Pavilion on behalf of the entire Union: Secretariat, Members and Commissions. During the three days of programming of the pavilion, more than 30 interactive sessions were offered, carried out by Commission members, #NatureForAll partners, IUCN Members, youth organisations that work both in protected area management and environmental education and communication, park rangers of all ages, Indigenous peoples, and many more. The fun and interactive activities allowed for sharing lessons and experiences across the Union with a particular regional focus. The Congress saw the establishment of RELAC-Joven, a network of youth and young professionals working on protected area management in Latin America.



#NatureForAll partners led 10 days of educational programs at the 24th World Scout Jamoboree
(Photo courtesy of IUCN CEC)

Priority #2: Communications Connect

This programme priority had the objective of creating the tools and resources to enable easy access to local, regional and/or leading communications and education experts and/or services to assist in expanding awareness and support for valuing and conserving nature, for effective and equitable governance of natural resources, and for Nature-based Solutions.

CEC meetings, workshops and conferences

From 2017–2019, CEC Steering Committee members were invited to present the importance of connecting and loving nature as a tool for behaviour change, and deliver capacity-building sessions on nature education and communication at hundreds of events around the world, including:

- Salzburg Global Seminar (2018)
- CC-IUCN meetings in Ottawa, Canada (2019, 2020)
- CEESP conference, Halifax, Canada (2018)
- SBSTTA meetings in Montreal, Canada (2017–2020)
- 70th Anniversary, Fontainebleau, France (2018)

- CBD COP 14 (2018)
- Conservation Optimism Summit in Oxford, UK (2019)
- Living Nature Congress in Munich, Germany
- All Regional Conservation Fora (2019)
- International Danube Day, in Budapest, Hungary
- Asia Society Annual Conference, Washington DC
- International Day for Biological Diversity celebrations in Bangalore, India
- World Forest Day in Rabat, Morocco
- Central Asian International Environmental Forum in Tashkent, Uzbekistan
- BRICKS workshop in Sudan
- Youth Forum in Suzhou, China
- #NatureForAll Heroes' Camp in Chiapas, Mexico
- World Urban Parks Congress (2019)
- EUROPARC Conference (2019)
- Canada Parks Conference (2019)
- Congress of Protected Areas for Latin America and the Caribbean (2019)
- World Scout Jamboree (2019)
- Communities Conservation and Livelihoods International Conference
- Healthy Parks Healthy People (2019)
- UNESCO World Conference on Education for Sustainable Development (ESD) (2021)
- Natural Learning Institute 20th Anniversary Design Institute on Re-naturing Urban Childhood: Making Friends with Planet Earth (2021)
- ... and many others!

Products

CEC members are constantly partnering with leading conservation organisations to produce quality resources that become available to the wider IUCN community online. Some resources developed in the 2017–2020 period include:

- [Chiapas Indómito](#): With poetry and photography, this brings awareness to the importance of our protected areas and invites people to know them, love them and protect them.
- [Tara and the Magic Tree](#): Zarko Vucinic, CEC member from Montenegro, is the author of this children's storybook – a beautifully illustrated eco-tale about a little girl named Tara who befriended a Magic Tree that helps her fight for a cleaner planet.
- [Comic Books](#): CEC partners with organisations all over the world to produce comic books that teach readers about the importance of connecting with and caring for nature. Our titles include:
 - [A Magical Forest](#)
 - [Poseidon Patrol](#)
 - [Annie Sunbeam](#): Protecting Life Below Water
 - [Anna's Forest](#)
- [Colouring Books](#): two books provide wonderful illustrations of the birdlife and mammals of the Sierra Madre de Chiapas.

Campaigns

For four years (2017–2020), with strong support from our Regional Vice Chairs, CEC partnered with UNEP on World Environment Day to promote their campaigns to our growing community, encouraging members to join pledges and reach every IUCN region in this joint effort.

2017 – I am [#WithNature](#)

- 31k photos were shared for the #WithNature album.
- 96k nature observations were shared on iNaturalist throughout the week leading up to and during World Environment Day.
- 3.5 million #NatureForAll impressions occurred on social media
- CEC enabled worldwide access to the following resources for this occasion:
 - The #NatureForAll Playbook
 - The IUCN Youth Voices Curriculum Sourcebook
 - World Environment Day Lesson Plan
 - Anne’s Forest

2018 – [The Clean Seas Plastic Challenge](#)

CEC partnered with UNEP to turn the tide on single-use plastic by promoting three guides:

- A guide for Education Partners to Celebrate
- A guide for Organizations and Businesses looking to Celebrate
- A guide for Government Partners looking to Celebrate

2019 – [Beat Air Pollution](#)

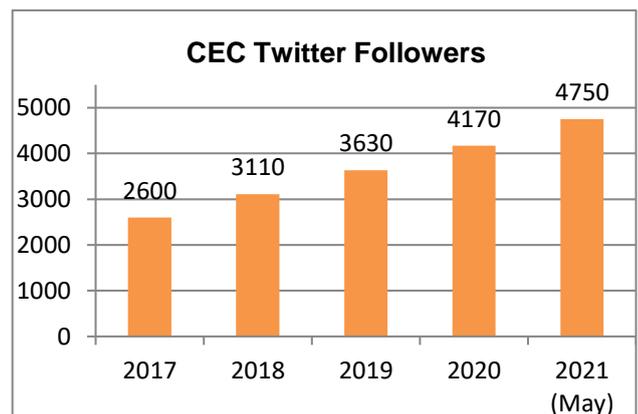
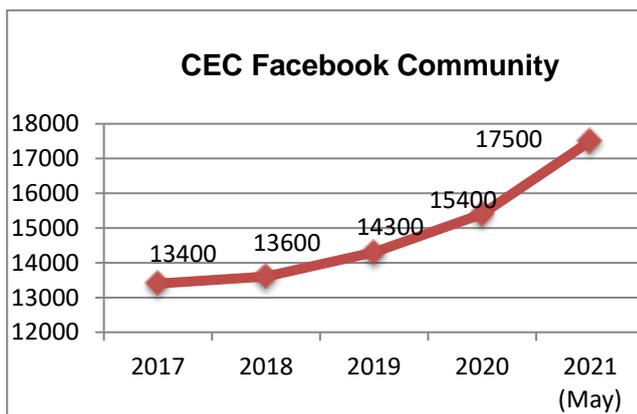
CEC partnered with UNEP to distribute the Activation toolkit – a practical guide for individuals, cities, governments, schools and universities, businesses, civil society to beat air pollution.

2020 – [Time #ForNature](#)

CEC partnered with UNEP to promote the World Environment Day Manifesto – an inspiring piece on the solutions that lie in nature, and to encourage virtual participation in World Environment Day events in light of the COVID-19 pandemic.

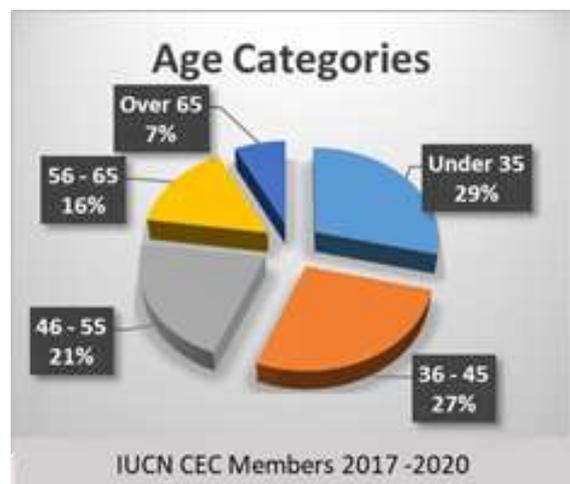
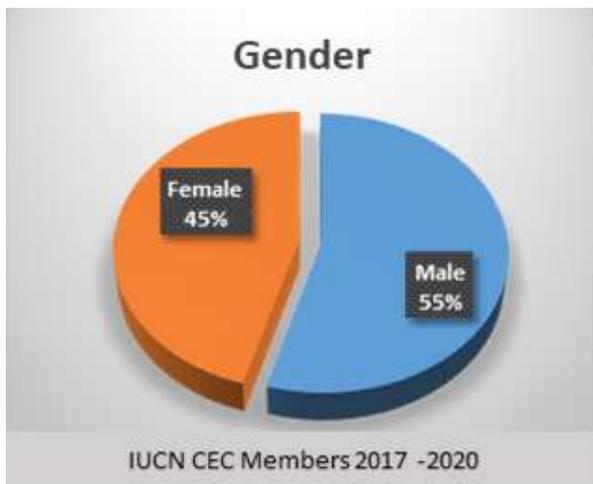
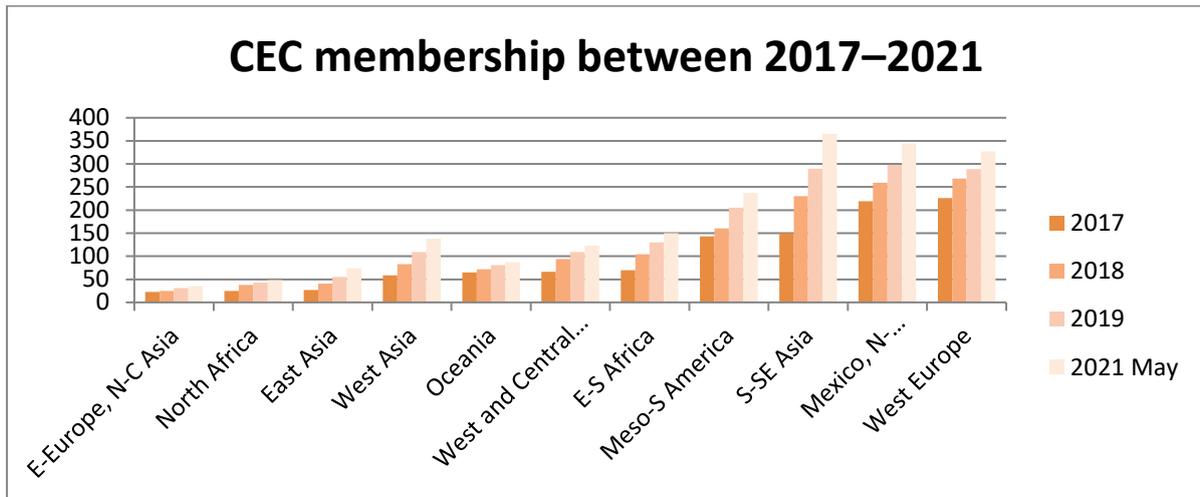
Online presence

CEC actively communicates with its members through its social media channels. Our [Facebook](#) community growth shows real engagement and mobilisation of community members. [Twitter](#) followers grew by 60% since the beginning of the 2017–2020 mandate. We also communicate with our Members through our [Newsletters](#), and with [video messages](#) from CEC Chair, Sean Southey.



Priority #3: Member engagement

Our third priority was to implement a strategy to grow CEC to ensure that CEC members around the globe reflect the diversity of the Union, represent the skills and expertise in demand for building the future of conservation, and are motivated and equipped to serve the Union. In the 2017–2020 period, the total number of CEC members grew from 600 to 1,700+ or more than 170%. The below graph shows membership growth by regions.



CEC Excellence Award

In 2019, CEC sought to recognise the efforts and expertise of our global community by looking at the best local initiatives conducted by our members in favour of education and communication for conservation of nature. CEC members had the chance to nominate other members for the Award, who were assessed by a diverse jury in each CEC region. Regional Vice Chairs led the online discussion and process in each region resulting in 15 outstanding CEC members being awarded.

The Excellence Awards were presented to the winners during regional award ceremonies at multiple Regional Conservation Fora around the world over the course of 2019. The CEC Excellence Award stories and achievements are compiled here: [CEC members' achievements](#).



CEC Excellence Award winner from the Meso and South America Region, Alejandra Torrez Tarqui
(Photo courtesy of Alejandra Torrez Tarqui, CEC Member)

Youth engagement and intergenerational partnership

Youth engagement was a big focus of CEC's work in the past four years and as such, in addition to the aforementioned efforts since 2017, CEC has been coordinating the implementation of the Youth Engagement Strategy for the IUCN World Conservation Congress 2020 in Marseille, France, and the efforts to come after, with support from IUCN leadership and Council and together with a large coalition of partners.

In 2019, we raised almost CHF 250,000 in support of Youth Engagement at IUCN from generous donors: Parks Canada, Canadian Wildlife Federation, Ocean Wise, Sustainable Forestry Initiative, Rainforest Trust, IUCN CEESP, Fondo de Conservacion El Triunfo AC, and the Conservation Leadership Programme. Other partners included: IUCN CEM, IUCN SSC, IUCN WCEL, IUCN WCPA, Global Youth Biodiversity Network, Post-2020 Biodiversity Framework – EU Support, UNESCO, UN Convention on Biological Diversity IUCN Intergenerational Partnership for Sustainability Task Force, and the Government of France.

CEC efforts to advance youth engagement and intergenerational partnership at IUCN in the 2019–2021 period include:

- Planning the [One Nature, One Future Global Youth Summit](#) that took place in a hybrid format: online at the beginning of 2021 and culminating in an in-person meeting in Marseille, France during the IUCN World Conservation Congress.
- Designing the programme for the #NatureForAll Youth Hub in the IUCN World Conservation Congress Exhibition.
- Assisting with mainstreaming youth across the IUCN Congress Forum.
- Funding the [Review: Youth Engagement and Intergenerational Partnership across IUCN](#). In collaboration with the Secretariat, CEC funded a study to conduct a review that evaluated the efforts done to date for youth engagement in IUCN, assess the current scenario, and produce recommendations for how to better engage youth across the Union. The review will consult with youth and young professionals through the Global Youth Summit and produce a set of recommendations to guide the commitments to youth engagement in the next IUCN Programme.

- Representing IUCN youth at a variety of youth-focused events, including:
 - Tierra Beat Festival, Mexico City – April 2019
 - [World Scout Jamboree](#), West Virginia, USA – July 2019
 - 24th Session of the [Youth Assembly](#), Washington, DC – August 2019
 - [Youth Leadership Dialogue for the Planet](#), Paris, France – November 2019
 - Beyond Borders Youth Meeting, Ljubljana, Slovenia – December 2019

One Nature, One Future Global Youth Summit

As we entered our second year of the COVID-19 pandemic with a new approved [Commission mandate](#), our youth engagement work – now a CEC programmatic priority – was launched through the CEC-powered, Union-wide effort that was the virtual Global Youth Summit that took place online April 5-16, 2021.

This was the largest virtual gathering hosted by IUCN to date, allowing 15,000 people from around the world to register for a 2-week youth-led event, free of charge. Youth-led organisations and networks went through a rigorous competitive process to host interactive capacity building workshops during the Summit. Over 60 thematic workshops were offered under the themes of People and Nature, Climate Change, Marine and Freshwater, Rights and Governance, and Technology and Innovation. Thousands of people tuned into the [Opening and Closing Ceremonies and high-level Intergenerational Dialogues](#).



Global Youth Summit speakers during live sessions and intergenerational dialogues
(Photo courtesy of IUCN)

Key speakers:

- Bruno Oberle, Director General, IUCN
- Jayathma Wickramanayake, United Nations Secretary-General's Envoy on Youth
- Neeshad Shafi, Founder of the Arab Youth Climate Movement in Qatar
- Lefteris Arapakis, Co-Founder & Director, Enaleia, 2020 UNEP Young Champion of the Earth
- Paloma Costa, UN Secretary-General's Youth Advisory Group, lawyer and human rights defender
- Carlos Manuel Rodriguez, CEO and Chairperson, Global Environment Facility
- David Cooper, Deputy Executive Secretary, UN Convention on Biological Diversity (CBD)
- SungAh Lee, Deputy Director General, IUCN
- Joyce Msuya, Deputy Executive Director, UNEP
- Ron Hallman, President and CEO, Parks Canada

Key statistics:

- 15,425 people registered from over 170 countries.
- 8,031 total active users (Whoova Summit Report).
- Over 600,000 minutes (10,000 hours) of Summit watched (Zoom data).
- Opening and Closing events with over 1,000 attendees each.
- 4 Plenary Sessions, 102 youth-led thematic workshop sessions and outcome discussion labs, 93 Networking sessions, 17 Body Awareness workshops
- 319 Individual “Meet-Ups” sessions were run.
- 90,419 messages among Summit participants
- 1,168 Community Board Topics posted
- 21,569 Photos shared by community
- Over 260k organic impressions generated on social media

Press coverage:

- [Archana Soreng: Indigenous youth are the bearers of their culture](#), Geneva Solutions
- [Youth Demand Action on Nature, Following IUCN’s First-Ever Global Youth Summit](#), Inter Press Service News Agency
- [Government of Canada and Partners Support Canadian Participation in Global Youth Summit](#), Yahoo Finance
- [Reflections, roundtables and royalty: Thoughts from attending the IUCN Global Youth Summit](#), Nature Conservancy Canada

The [Global Youth Summit Outcomes](#) will be discussed during a hybrid Global Youth Summit gathering on September 3rd and presented to the IUCN Members’ Assembly at the [World Conservation Congress](#) in Marseille, France.

Education for Conservation and Sustainability

In 2021, CEC made significant progress to develop the future of CEC’s education work – also now reflected as one of CEC’s programmatic priorities for the 2021-2024 mandate. CEC experts have been working on two significant reports to advance this work:

1. *Visions and Recommendations for the Futures of Education*
CEC members wrote a [Visions and Recommendations for the Futures of Education](#) strategic document to express their strong opinion on the imperative need for education to incorporate a more holistic and integrated living systems approach, and to inspire and re-establish deep connections between humans and nature. The document was submitted to UNESCO after a two-phased surveying and consultation process, with the participation of 120+ CEC volunteers, and having been enriched with the thoughts of a team of 10+ authors.
2. *Strategy on Education for Conservation (EfC)*
The [Strategy on Education for Conservation](#) was born after virtual consultations held with the members of IUCN CEC South and Southeast Asia, academia, IPLCs and youth networks, and consulted among CEC members as well.

On 17 May 2021, CEC Chair Sean Southey, Deputy Chair Katalin Czippán, and Wolfram Adelman, Researcher at the Bavarian Academy for Nature Conservation and Landscape Management (ANL), participated in [the UNESCO World Conference on Education for Sustainable Development \(ESD\)](#). They led a session hosted by CEC, ANL and #NatureForAll titled: ***Influencing change towards sustainability – Nature-Based Education***.

With the participation of over 60 CEC members and a lively discussion, the session focused on why and how education can and should lead to valuing and conserving nature, and how it contributes to achieving several other SDGs. The comments and suggestions from participants informed CEC's ongoing work to further develop its ESD related programme to support the mobilisation of educators all around the world.

6. Structure and governance

CEC Steering Committee

The CEC Steering Committee, under the guidance of the Chair and Deputy Chair, is made up of Regional Vice Chairs and CEC Experts.

Our Steering Committee members during the 2017–2020 mandate were:

1. Alex Zavarzin (Russian Federation, Regional Vice Chair for Eastern Europe and Central Asia) – 2017-Present
2. Ana Julia Gómez (Argentina, Regional Vice Chair for Meso and South America) – 2017–Present
3. Ana Valerie Mandri Rohen (Mexico, Regional Vice Chair for Mexico, North America and the Caribbean) – 2017–2019
4. Balakrishna Pisupati (India, Regional Vice Chair for South and South-eastern Asia) – 2017–2021
5. Brahim Haddane (Morocco, Regional Vice Chair for North-Africa) – 2017–Present
6. Cheryl Charles (USA, Special Advisor on #NatureForAll) – 2019–2021
7. Christian Hofer (Switzerland) – 2017–Present
8. Katalin Czippán (Hungary) – 2017–Present
9. Daniel Cooney (New Zealand) – 2017–2021
10. David Ainsworth (Canada) – 2017-Present
11. Firas T. Abd-Alhadi (Jordan, Regional Vice Chair for West Asia) – 2018–Present
12. Florent Kaiser (Germany) – 2018–2019
13. Hanying Li (China, Regional Vice Chair for East Asia) – 2017–Present
14. Karen Keenleyside (Canada) – 2017–Present
15. Margaret Otieno (Kenya, Regional Vice Chair for Eastern and Southern Africa) – 2017-Present
16. Nancy Colleton (USA) – 2017–Present
17. Peter Paul van Kempen (The Netherlands, Regional Vice Chair for West Europe) – 2017–Present
18. Sean Southey (Canada/South Africa) – 2017–Present
19. Sudhanshu Sarronwala (India) – 2019-Present
20. Tommy Garnett (Sierra Leone, Regional Vice Chair for West Africa) – 2017–Present

Steering Committee meetings

2017 Washington, DC, USA
2018 Gland, Switzerland
2018 Sharm-El-Sheikh, Egypt
2019 Lima, Peru
2020–2021 – over 10 meetings online.

CEC representation in strategic partner organisations includes:

- *UN Convention on Biological Diversity*: CEC Chair Sean Southey is the IUCN representative to the CBD CEPA Informal Advisory Committee.
- *UNESCO*: Deputy Chair Katalin Czippán serves as Chair of the Education Committee of the Hungarian National Commission for UNESCO.



2017–2021 CEC Steering Committee hosts IUCN Pavilion at the III Latin American and Caribbean Congress of Protected Areas. (Photo courtesy of Carlos Estrada, CEC member)