

## Ecuador and More

May & June 2009 — Issue 28

### CEC Chair's Corner



Dear CEC Members,

The first Steering Committee meeting for 2009-2012 not only inspired great ideas for action in CEC but also forged new connections with another IUCN Commission. This was a joint meeting with WCPA, the World Commission on Protected Areas. The groups explored new areas for collaboration drawing on the rich range of expertise among the dedicated volunteers in each Commission. Fruitful discussions produced numerous proposals and then carried ideas to action with timeframes and names assigned to take the next steps. The Commissions also met separately, with much attention in CEC directed toward the International Year of Biodiversity. Once again, I extend my appreciation to the IUCN staff and local hosts whose planning and preparation set the stage for such a successful meeting in Ecuador, a country of outstanding natural beauty and diversity.

Back in the office, the month of May ended with the departure of the CEC Focal Point, Gillian Martin Mehers, who left her post as Head of the IUCN Learning and Leadership Unit in response to IUCN budget cuts that affected her Unit. I would like to take this opportunity to express my sincere appreciation to Gillian for he

And we're moving ahead with professional development with WCLN, the World Conservation Learning Network. CEC also continues to support the UNDESD, United Nations Decade of Education for Sustainable Development.

July 31 is the deadline for nominations. Please send your candidate(s) name and e-mail address to CEC Membership Liaison Officer Cecilia Nizzola-Tabja at [cec@iucn.org](mailto:cec@iucn.org). Cecilia will send all nominations to the CEC Steering Committee. If your candidate is not already a CEC member, kindly provide his/her job title and a few sentences on qualifications.

Read the letter from the CEC Chair >>

<http://cec.wcln.org/index.php?module=pagesetter&func=viewpub&tid=1&pid=736>

Invitación para nombrar Animadores Nacionales de la CEC >>

<http://cec.wcln.org/index.php?module=pagesetter&func=viewpub&tid=1&pid=751>

Invitation à faire des propositions pour la nomination d'un animateur/une animatrice national(e) de la CEC >>

<http://cec.wcln.org/index.php?module=pagesetter&func=viewpub&tid=1&pid=752>

## Joint CEC-WCPA Steering Committee Meeting



### Working Together: Report of Joint CEC and WCPA Steering Committee Meeting

Meeting on May 14 in Ecuador, volunteers from two IUCN Commissions took a running start at planning joint action to raise the profile of protected areas. Members of the IUCN World Commission on Protected Areas championed the key role of well-managed protected areas in addressing climate change and protecting biodiversity. Together with members of the IUCN Commission on Education and Communication, the group explored new collaboration in target areas: how to access and add to pools of conservation knowledge, how to apply the tools of strategic communication including media and fundraising, how to build professional capacity from parks managers to policy-makers, and how to engage young people as Commission members.

Read the report >> <http://cec.wcln.org/modules.php?name=UpDownload&req=getit&lid=287>

View photos of the meeting and field trip >> <http://www.flickr.com/photos/39516367@N02/sets/>



### What's Next for CEC? May 2009 Steering Committee Report

An immediate focus for our Commission will be the 2010 International Year of Biodiversity. Building a stronger and more active membership will be a priority of our new Regional Vice-Chairs and National Activators. Another task will be telling IUCN stories with simple words. This work and much more will define the contribution of the IUCN Commission on Communication and Education to the One IUCN Programme for the period 2009-2012. A 20-page report summarizes the results of two days of planning by the CEC Steering Committee on May 11 and 12 in Otavalo, Ecuador.

Ambitious plans included online courses and a database for distance learning (capacity building); strategic use of diverse media along with "plain speak" to convey IUCN priorities with more impact (communication platforms); and start dialogues with key people and groups around climate change and security and other emerging issues (co-creating solutions). These and other activities aligned with areas in the CEC strategic plan and mandate.

Read the report >> <http://cec.wcln.org/modules.php?name=UpDownload&req=getit&lid=288>



sustentabilidad. Las presentaciones se centraron sobre tres cuestiones clave, intentando dar respuesta a la manera en que la educación ambiental puede influenciar a las políticas públicas, contribuir a la innovación social y enriquecer el sentido de nuestras vidas. Estos planteamientos guiaron las actividades sumando distintas visiones a las más variadas experiencias que allí se presentaron.

Desde problemáticas socio-ambientales de la actividad minera en el sur de Chile hasta cómo la ausencia y presencia de políticas de educación ambiental dificultan y facilitan el manejo de las áreas protegidas en Italia, así como acciones socio-educativas vinculadas al agua, al cambio climático, a la deforestación, involucrando distintos actores sociales dieron cuenta de esto. El abanico de experiencias expuestas donde la educación y la comunicación ambiental se va integrando con los distintos ámbitos de la gestión ambiental ha sido enorme.

Por lo observado en este vasto contexto, la brecha que existió entre la educación ambiental y la gestión ambiental se ha ido acortando. Muchos de los proyectos de educación ambiental que se mostraron no eran actuaciones aisladas, sino integradas a procesos más amplios, de gestión socio-ambiental estratégicamente planificados.

Otro avance en cuanto a una mayor aproximación entre los ámbitos de la educación ambiental y la

strategic plan for membership and program cooperation. He also described the joint Steering Committee meeting of CEC and WCPA, the World Commission on Protected Areas, which he attended in Ecuador in May. Dr. Spike Millington introduced the EU-China Biodiversity Programme (ECBP). In addition, The meeting had a roundtable discussion on the roles and purposes of IUCN network, and ways to mobilize and make use of our knowledge and network resources to benefit members and partners, using IUCN to promote China programme in Asia, develop programme with international professional network. The meeting was very successful. It was very helpful for the delegates both to understand better to the progress of IUCN activities in China since the 1980's. It also helped to enhance the strategy plan and cooperation of IUCN China with other commissions, governmental organizations and NGOs in next step.

Email: Dr. Xiangrong Wang: [xiangrong.wang@iucn.org](mailto:xiangrong.wang@iucn.org)

### **IUCN CEC French Committee Plans 2010 Biodiversity Action**

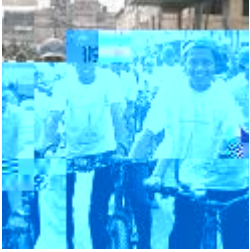


The IUCN CEC

The environment in Somalia has been severely damaged because of the absence of government and irresponsible exploitation by powerful groups and individuals. The vaunted large potential of the Somali fisheries industry may now be no more than a distant mirage unless substantial actions are taken very soon. Somalis have always depended on natural resources for most of their production and incomes. Somalia is situated in the Horn of Africa between Ethiopian highlands and Gulf of Aden, rich water resources, biodiversity and livelihoods. It offers stopover sites for different type of birds migrating from Europe to Southern Africa. It has different type of wetlands such as tidal, swamps, wadis and a rich variety of endemic species such the white-eyed-gull and Basra Reed Warbler.

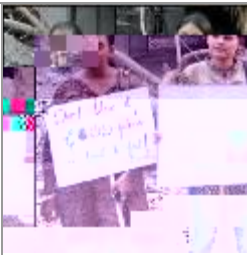
To obtain a copy of the presentation paper and PowerPoint slides, please contact the author, Abdi Jama Ghedi at [jghedi@hotmail.com](mailto:jghedi@hotmail.com).

## CEC and Youth



### **Youth Awareness Environmental Forum (YAEF) Marks World Environment Day**

CEC member Dr. Astaman Kisee Maharjan, Chairman of the Youth Awareness Environmental Forum (YAEF), shares news about how young people in Nepal celebrated World Environment Day (Wo2(W))



## CEC Member in Times of India for Saving a Tree

CEC member Alok Mishra was featured in a story in the Times of India, June 17, 2009. The story by Bibhash Chatterjee is called “‘GREEN’ Gandhigiri”.

Ahmedabad: Like others in his area, Alok Mishra, 29, was on his way to office on Monday morning and saw a few men chopping a tree near Udgam School in Thaltej. But while others turned a blind eye and thought it was a normal scene, he stopped there, wondering why the tree had to go. He inquired and found that it was a hindrance to a new building coming up close.

“The tree is not a hindrance. In fact, a big tree would provide respite in the otherwise scorching summer,” says Mishra. Mishra then called up few of his friends, asking them to help him save the tree. On Tuesday, a group of 15 youngsters held a silent protest with placards urging residents and passers-by to help save the tree. The youth, agitated to find the tree being chopped, decided to do a ‘Gandhigiri’.

“This tree is old and is not causing any harm. Yet they have cut down almost half of it,” says Keli Vakil, a volunteer who was passing the message of saving the tree by standing with banners along with her friends in front of the tree. The group members have decided if despite their protest the tree is chopped off, they will take the ‘Gandhigiri’ way.

“If they cut down the tree, we will resolve to Gandhigiri and plant 10 to 15 saplings along the path where the tree was planted. They do not value trees. We will teach them to value trees and also protect them from any harm,” says Ravi Chauksi, a ‘green’ volunteer. The volunteers spent the evening talking to people passing by and took their opinion on should the tree be saved. “Commuters appreciated our initiative but sadly hardly anyone stood by us,” adds Mishra.

The branches of this tree were being cut daily and now only the bark with a few leaves are left. The tree is around 15 to 20 years old and was home to many birds. I will do everything possible to save this tree and my eco-buddies add to the help to save this tree.

Email: [alok.mishra@ei-india.com](mailto:alok.mishra@ei-india.com)

## Education for Sustainable Development



### Biodiversity Education Kit by CBD and UNESCO

The Secretariat of the Convention on Biological Diversity (CBD) is working with UNESCO to produce a biodiversity education kit for the International Year of Biodiversity (IYB). CEC member David Ainsworth of the CBD is asking for input by CEC members. He asks the community of biodiversity educators and learners:

What tools do you think are among the best conceived and designed to help facilitate learning about biodiversity? The target is secondary schools, but it would also be good to see tools that you found were useful at the community level. Could we get you (the members) to take a few moments and tell us the top three tools that you use? Don't take a long time, this is a preliminary survey. Can you copy me directly with your details? ([david.ainsworth@cbd.int](mailto:david.ainsworth@cbd.int)) Tell us about it (where you used it or know it is being used), give us the link if possible and maybe tell us why you like it.

Inspiration for

basada en la percepción del colegio como un ecosistema; "EL ECOSISTEMA COLEGIO".

Por Pedro Eizaguirre Massé y Llanos García López (Teatro Intrépido)

Email: Peiza-masse@hotmail.com

<http://teatointrepido.googlepages.com/ELECOSISTEMACOLEGIO.pdf>

<http://teatointrepido.googlepages.com/LASELECCIONESYELMEDIOAMBIENTE.pdf>

Los planteamientos de trabajo sobre el ecosistema colegio van cogiendo fuerza. Utilizando como base nuestra conferencia dramatizada "Los dodos y el medio ambiente", hemos puesto en marcha un proyecto sobre EL ECOSISTEMA AULA, una de cuyas actividades, UNA CONSTITUCIÓN PARA LA COMUNIDAD DEL ECOSISTEMA AULA, ha ganado el primer premio de la primera edición de los Premios por la Convivencia y la Tolerancia, organizados por el Instituto de Cultura del Sur, de Madrid >>

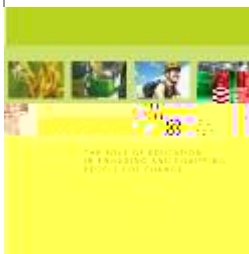
<http://ecosistemaula.blogspot.com>



### **Environmental Education Project in Bolivia Uses Games to Raise Awareness**

Despite Bolivia's extraordinary biodiversity, it has one of the highest rates of deforestation in the world. Meanwhile, massive migration towards the fertile lowlands is hampering sustainable development. Conservation International is using games to raise public awareness. CEC member Mery Ruth from CI in Bolivia shares news of this innovative environmental education initiative. Comparto con ustedes el artículo que salió en el boletín de la UNESCO sobre la Carpa Verde, herramienta de educación ambiental no formal que desarrolla CI junto a Trópico y FAN >>

[http://portal.unesco.org/en/ev.php-URL\\_ID=45010&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/en/ev.php-URL_ID=45010&URL_DO=DO_TOPIC&URL_SECTION=201.html)



### **Education for Sustainability: T**



## Publications and Resources





## Nuevo libro de Edgar González Gaudiano sobre "Educación, medio ambiente y sustentabilidad"

CEC member Edgar González Gaudiano has recently published a book on education, environment and sustainability. It will be presented at the education research congress in Veracruz, Mexico. It is now available via the link below.

El libro trata sobre la tensión existente entre la educación ambiental y la educación para el desarrollo sustentable y tiene contribuciones de especialistas de España, México, Canadá, Australia, Sudáfrica y Nueva Zelanda, entre ellos: Lucie Sauvé, Ian Robottom, Pablo Meira, José Gutiérrez, José Antonio Caride, Bob Jickling, Ruth Irwin, Lesley Le Grange y de mi mismo. El libro se presentará durante el X Congreso Nacional de Investigación Educativa, en Veracruz, Veracruz, México, pero ya está disponible en siglo XXI. Ver >>

[http://www.sigloxxieditores.com.mx/index.php?main\\_page=advanced\\_search\\_result&search\\_in\\_descripti on=0&keyword=978-607-3-00048-2&autorp=](http://www.sigloxxieditores.com.mx/index.php?main_page=advanced_search_result&search_in_descripti on=0&keyword=978-607-3-00048-2&autorp=)



## Environmental Justice and Sustainability in the Former Soviet Union

MIT Press recently published a book that includes a chapter about environmental justice in Tajikistan written by CEC member Dominic Stucker. The chapter appears in *Environmental Justice and Sustainability in the Former Soviet Union*, edited by Julian Agyeman and Yelena Ogneva-Himmelberger. Dominic lived and worked among subsistence communities in Central Asia for three years and became interested in the close linkages between natural capital, rural livelihoods and conflict, having seen them play out in tragic ways. His chapter is an elaboration of the Master's thesis he wrote on this topic while at the University for Peace in Costa Rica 2005-2006. He hopes that his research can help illuminate the rarely told story of life in rural Central Asia, as well as direct attention toward addressing challenges.

Master's thesis >> <http://www.mtnforum.org/rs/ol/searchft.cfm?step=vd&docid=748>

To order the book >> <http://mitpress.mit.edu/catalog/item/default.asp?ttype=2&tid=11804>



## Join the IUCN Island Initiative Mailing List

IUCN new Island initiative is setting up and would like to share information with you and get your support. If you wish to receive information on Islands related issues or contribute to island related work please write to [olivier.tyack@iucn.org](mailto:olivier.tyack@iucn.org)

L'initiative pour les îles de l'IUCN se met en place et l'équipe souhaiterait partager des informations avec vous ainsi qu'obtenir votre support. Si vous souhaitez recevoir des informations relatives aux îles ou contribuer aux travaux insulaires merci de répondre à [olivier.tyack@iucn.org](mailto:olivier.tyack@iucn.org)

La iniciativa sobre las islas de la IUCN está naciendo, y el equipo responsable quisiera compartir con ustedes algunas informaciones y obtener su apoyo. Si usted quiere recibir información relacionada con las islas o contribuir a las actividades insulares, le agradeceríamos se sirva indicárnoslo respondiendo a [olivier.tyack@iucn.org](mailto:olivier.tyack@iucn.org)

Email: [olivier.tyack@iucn.org](mailto:olivier.tyack@iucn.org)

[http://www.iucn.org/about/work/programmes/ecosystem\\_management/islands/](http://www.iucn.org/about/work/programmes/ecosystem_management/islands/)



## Tails for Whales: Online Social Marketing Captures Attention for Biodiversity

CEC's work on communication platforms will focus on the International Year of Biodiversity 2010. Two campaigns in Australia provide examples of how to make a splash with very little cash. From CEC member Wendy Goldstein.

One campaign aims to draw attention to whales: "tails for whales". Rather than develop a signed petition to the Prime Minister to put pressure on the Japanese government and its take of whales, it took a different direction. The project decided to produce a book of photos of people making a tail with their

hands and provide an online space for people to upload their photos. No mass media were paid for. They used social networking tools and the story appeared on blogs, facebook, youtube, and their public service ad was rolled out onto national geographic channel for free. the campaign has been taken up by IFAW UK and USA. See >> <http://www.tailsforwhales.org/how-your-photo-helps>

The other example is a campaign called 1 million women for climate change (hopefully this will roll out to 1 billion women and eventually one billion men). The website is oriented to making a commitment to reducing personal co2 emissions. Each ambassador is asked to find 5 more and so it goes... this is just kicking off and we have yet to see how well it moves by a pyramid marketing approach. See >> [www.1millionwomen.com.au](http://www.1millionwomen.com.au)

## Online Newsletters



### Newsletter

E-mail: [info@elearning-africa.com](mailto:info@elearning-africa.com)  
[www.elearning-africa.com](http://www.elearning-africa.com)

## Awards



### 2010 St Andrews Prize for the Environment

Are you doing something for the environment? The 2010 St Andrews Prize for the Environment is open to entrants from anywhere in the world. The winner will receive \$75,000 USD and two runners-up will each receive \$25,000 USD. The deadline for entries is 31 October 2009. Applications are invited from individuals, multi-disciplinary teams or community groups for the 2010 annual prize.

Aimed at helping ordinary people find solutions to environmental problems, the Prize was launched 11 years ago and is recognized as a prestigious international initiative by the University of St Andrews, Scotland and ConocoPhillips, one of the world's leading energy companies, attracting entries from around the world. The focus is on environmental initiatives, but of course the most innovative and important usually come with gains to people in their locality.

More information >> [www.thestandrewsprize.com](http://www.thestandrewsprize.com) <http://www.thestandrewsprize.com>

## Staff in Gland Update



### Introducing a New CEC Team Member at IUCN Headquarters

Barbara Schoen has been working within IUCN since September 2008 as an assistant in the Learning & Leadership Unit. She is now supporting the CEC membership process

## Coming Events



### **30 September: International Greening Education Event in Karlsruhe, Germany**

CEC member Frits Hesselink forwards this invitation to CEC members about an event focused on "ecologizing education". A three-day International Seminar on Greening Education will be held from 30 September to 2 October 2009 in the "green" city of Karlsruhe, Germany. This event will take education and environmental policy makers, government and non-governmental organisations, education institutions, teachers, international agencies and environmental professionals through the need for greening education, and then discuss effective initiatives that governments, education institutions and development organisations need to ta

