



# Working together to strengthen protected area management globally:

Commission programme planning with Protected Areas and Communication and Education Steering Committees

Ecuador May 14 2009





# Strengthening Capacity Building and Communication for Protected Area Management and Conservation

*This report comes from a joint meeting of WCPA and CEC Steering Committees, May 14 in San Pablo de Lagos, Ecuador.*

## **1. Ecuador: Site of the First Joint Commission Meeting**

Ecuador, 14 May 2009, was the venue for the first ever joint meeting of WCPA and CEC Steering Committees, which also involved IUCN Regional Focal points for protected areas. This historic meeting provided a platform to exchange ideas and learni

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#### **4. Snapshot: The World Commission on Protected Areas Work Plan**

**WCPA** is trying to identify soaring objectives instead of tinkering. Focal areas of the program are:

- Gain recognition in the current negotiations with the climate change process that intact ecosystems are an adaptation mechanism and that if protected areas are well managed they can reduce emissions. Protected Areas are convenient solutions to deal with an inconvenient truth.

***ii. Capacity Building***



## WCPA-CEC Capacity Development Work Plan

### **Session members:**

CEC members: Brahim HADDANE, Susanna CALVO, Juliane ZEIDLER, Michael MOSS, Wendy GOLDSTEIN,

WCPA: Nigel Dudley, WCPA Capacity Chair, Mr Trevor SANDWICH, WCPA Deputy Chair, Ms Cristi Marie Nozawa (Phillipines): WCPA Vice Chair at Large; Julia Dr. Eduard MUELLER (Costa Rica): WCPA Central America, MAHER MAHJOUB (Tunisia), WCPA North Africa West Asia Middle East, Svetlana L. Kopylova, WCPA Youth Initiative WPCA – IUCN RO West Africa rep., Mr. Khaldoun ALOMARI

Name Rapporteur: Wendy Goldstein. Email [wgoldste@gse.mq.edu.au](mailto:wgoldste@gse.mq.edu.au) Juliene Zeidler

**Result 4: Strategy for long term funding and course rollout in place**  
(e.g. Global Fund for Scholarship- train 2500 people)

**Result 5: Courses tested and implemented on pilot basis**

**3. Initiatives- Activities to Advance this work**

- *See above results; formulate as activities*

**ACTIVITY 1 – Develop core curricula for PA management courses**

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
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**ACTIVITY 2 – Provide access to existing material, links to active partner organisation and integration thereof into course development**

<b>Action – Steps</b>	<b>Timing</b>	<b>Key Responsibility</b>	<b>Resources needed HR \$</b>
2.1 Use/develop WCLN platform for material storage and exchange in the long term	Ongoing	CEC Andy Alm & Michael Moss	TBD
2.2 Alternatively, and until WCLN platform is fully operational, utilize and expand existing PALNET park	From June 2009 to December 2009 (to inform curriculum development)	UCI- Edouard in collaboration with regional vice chairs Andy Alm	US\$ 35,000 (need full proposal by UCI; TT to develop TOR)
2.3. Promote establishment of WCLN and launch platform	Ongoing	CEC & WCPA Chairs	
2.4 Identify and integrate existing materials (e.g. TNC, IUCN, Earthscan)	Ongoing, esp. between June and December 2006	TT and UCI with CEC and WCPA members	
2.5 Identify and integrate practical case studies	Ongoing, esp. between June and	Regional Vice Chairs	

for courses

2010; final  
materials by end  
of 2010

WCPA CEC CI  
Commission  
(consultancies)  
partners to assist in  
material  
development

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- There are already many similar initiatives. Need to determine our value added and gap that we address; need strong analysis of existing materials and partners to develop best suited and cutting edge product. Need to position this very well.
- Special reference to Earthscan PA Management Global Guide (2006); perhaps we can make such good material more accessible and ensure implementation where needed?
- Need to build partnerships for this initiative, esp. for implementation; this in itself can be a capacity building element
- Mostly need to focus on target groups that currently have no access to such training and existing materials
- Should take on board WCLN experience e.g. on distance learning and using modern communication media
- However, real training must be HANDS ON! Most target groups in need for such training may not be reached by distance courses in reality.

# WCPA-CEC Rehabilitating the Perception of Protected Areas Work Plan

## 1. Statement:

The term Protected Areas is perceived as old fashioned, negative and outmoded. This is hampering need to communicate Protected Areas in a positive way to all relevant target audiences and therefore a constraint to achieving their conservation goals.

In determining how to communicate this it was decided to tackle the issue by looking at:

A. Communicating how wild nature is the basis of human wellbeing on the planet

B. Rehabilitating the concept and perception of PAs, and devising a powerful new concept to describe everything we mean by the term with a view to achieving all our conservation goals

## Part A

### Part A. Communicating how wild nature is the basis of human wellbeing on the planet

**Group Members:** CEC Katalyn Czippan, Dr. Brad Smith

WCPA: Cyril Kormos

Name Rapporteur...Cyril Kormos...Email [Cyril@wild.org](mailto:Cyril@wild.org)

**1. Statement:** Reach the public at large with the idea that human well being depends on wild nature – with a clear emphasis on “wild” and a clear link to protected areas.

#### **2. Identified Impact – Desired Results**

Greater awareness and political support for conservation of protected areas.

#### **3. Initiatives- Activities to Advance this work**

##### **International Conservation Marketing Campaign:**

**A campaign to promote wild nature as the key to human well-being, with a clear**

desertification/food security in drought prone areas etc. Again – critically important is the link back to wild nature and protected areas.

Also important is a catchier more unexpected approach e.g. <http://news.bbc.co.uk/1/hi/sci/tech/8034412.stm> - in this article the British MP makes the connection between cell phones, coltan mining in Central Africa and jellyfish off the coast of England – the message here is more directed at British consumers, but this example illustrates the value of linking unexpected things to make the point of interconnectedness – cell phones and jellyfish.

The goal would be to leverage existing national and international initiatives that have both a transcendent dimension (readily understood by a wide range of audiences), and a viral element, such as Earth Hour, Clean-Up Australia, A million acts of green, National Public Lands Day etc. as vehicles for helping to get the message out. The campaign should also develop an accompanying action.

The campaign is for the public and decision makers. Given the continuing lack of interest on the part of many Parties in UNFCCC negotiations to prioritize the linkages between conservation and climate change, and given the large amounts of media that will focus on the event, COP15 in Copenhagen would be the appropriate place for a launch.

**ACTIVITIES**

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
<b>Campaign Design</b>			
<ul style="list-style-type: none"> <li>Develop concept paper for the campaign</li> </ul>		Cyril working with counterpart in CEC	
<ul style="list-style-type: none"> <li>Review existing marketing efforts, in particular International Year of Biodiversity to avoid overlap/redundancy</li> </ul>		Katalyn	
<ul style="list-style-type: none"> <li>Consult with Bingos, other partners to seek consensus, avoid overlap</li> </ul>		WCPA Chair or Deputy Chair Cyril to draft initial list, circulate to WCPA RVCs	
<ul style="list-style-type: none"> <li>Identify short list of wild nature/human wellbeing messages and compile in simple terms– using MEA, Chivian book, TEEB, info on food security, national security etc.</li> </ul>		CEC/WCPA Chairs	
<ul style="list-style-type: none"> <li>Identify marketing company</li> </ul>		CEC/WCPA Chairs	
<ul style="list-style-type: none"> <li>Work with marketing experts to develop/slogan brand</li> </ul>		WCPA/CEC RVCs	
<ul style="list-style-type: none"> <li>Identify regionally appropriate messages</li> </ul>			
<ul style="list-style-type: none"> <li>Identify like-minded campaigns – Earth Hour, A million acts of green etc.</li> </ul>			

## Part B

Working Group : WCPA Mr Trevor SANDWITH, Dr. Stig Johansson, WCPA Europe, Dr. Charlotte Karibuhoye, WCPA West and Central Africa Paul Grigoriev  
CEC: Frits HESSELINK, Tommy GARRRETT

Name Rapporteur... Jane Smart Email [jane.smart@iucn.org](mailto:jane.smart@iucn.org)

### 1. Statement:

**B. Rehabilitating the concept and perception of PAs, and devising a powerful new concept to describe everything we mean by the term with a view to achieving all our conservation goals**

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
<p>Nigel's book</p> <p>WCPA, CEC and Global Comms, and PPA to meet and talk re development of the key piece from Nigel's book</p>	<ul style="list-style-type: none"> <li>• End July 09 and launch Dec</li> <li>• Gland, July, 09</li> </ul>	<p>Nigel</p> <p>Nigel, Trevor, Frits (gatekeeper Global</p>	<p>Nigel is doing this anyway</p>



communications and marketing strategy from this			
• Bring in The Green List			

- **Other notes:**
- Nigel is actually doing a weighty tome with a summary and video clips etc take this and make a one pager
- Frits – this is a branding exercise and the possible new term (like Stig’s ecological footprint) comes from a branding exercise
- Brand attributes. Communicate the value of PAs – create a concept that captures the

# WCPA-CEC Rehabilitating the Perception of Protected Areas Work Plan

## Group 3

**Group:** Nik, Javed and Cristina Mittermeier

Name Rapporteur CRISTINA MITTERMEIER..... Email...cmittermeier@gmail.com

### 1. Statement:

Group 3 worked on initiatives that will measurably enhance the impact of communications on the values of Protected Areas and the work that WCPA does and that will restore/rebuild the relevance of the commission as stated by the membership in front of the Secretariat.

### 2. Identified Impact – Desired Results

The goal is to achieve a better/wider understanding (by IUCN audiences and external audiences) of the advocacy role of WCPA for the importance of Protected Areas and also its role in the development of standards of management of Protected Areas.

### 3. Initiatives- Activities to Advance this work

- Plain Speak WCPA
- Fundraising kit
- Persuade a mass media channel to broadcast WCPA messages

### 4. Activities

#### **ACTIVITY 1 Plain Speak WCPA. Use clear and compelling language to explain what the WCPA does and the importance of Protected Areas**

#### **GOALS:**

- 1) Increase/revitalize the understanding of WCPA within IUCN
- 2) Better equip members of the commission to do their job
- 3) Increase participation/membership in the commission
- 4) Create a branded “presentation tool” that can be used to speak about WCPA and its work to inside/outside audiences
- 5) Create the “elevator pitch” on WCPA and why it matters

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
1. Collect/review existing materials that explain WCPA	June 30,09	Nik	none
2. Identify gaps	August 30, 09	Nik	none
3. Identify funding needs	June 30, 09	Nik	none
4. Translate into Plain Speak	October 30, 09	A professional writer identified by CEC	
5. Identify audiences	November 30,09	CEC/WCPA SC	none
6. Begin product development	Jan, 1, 2010	Professional team	
7. approval of product designs	March, 2010 WCPA SC meeting		

8. Mass production	April 2010		
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### Success indicators

1. Increased number of people who understand what WCPA is and what it does
2. Increased recognition of the value WCPA brings to the IUCN

**For each activity who is the champion?** Nik

Report to CEC Assistant Deputy Chair, Cristina Mittermeier

### ACTIVITY 2. Create a fundraising kit for WCPA members

#### GOALS:

- 1) Improve fundraising capacity of WCPA members
- 2) Identify approached depending on donors
- 3) Teach basic fundraising skills
- 4) Ensure coordination in fundraising

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
1. Clarify fundraising policies within WCPA and with Secretariat	1 Now	1 Nik	
2 . Need Plain Speak exercise to be completed to continue			

### Success indicators

1. Production of kit
2. Number of members who download it
3. E-survey to capture success stories
4. Increased investment in protected areas

**For each activity who is the champion?** Nik/Cristina

THE NEXT STEP Nik to report back to Assistant Deputy Chair of CEC on fundraising policy

### ACTIVITY 3 Persuade a TV station to feature WCPA content

#### GOALS:

- 1) Persuade a global mass media outlet to focus on WCPA
- 2) To reach 1 million people so that PA's are clarified
- 3) To demonstrate the value of Pas in the context of human well-being, economics, development, etc
- 4) To link WCPA to the Year of Biodiversity

For this activity who is the champion? Javed

THE NEXT STEP from here: Report on success establishing contact to Assistant Deputy Chair, CEC

**Success indicators**

Increase number of people that support PAs

## **WCPA-CEC WORKING GROUP on Intergenerational Partnership**

The Commissions have always focused on membership diversity in terms of geography and gender, and now we can add generation.

### **The initial Working Group on IPS includes:**

#### *WCPA Members*

Svetlana Kopylova, Russia

Penny Figgis, Australia

Marc Hockings, Australia

Peter Valentine, Australia

Nigel Dudley, United Kingdom

#### *CEC Members*

Dominic Stucker, USA/Germany

Cheryl Charles, USA

Konai Helu Thaman, Tonga/Fiji

The working group is open to others (10-12 people max) so please advise of interest. It is suggested that we look at under represented regions of the world.

### **Statement:**

<b>Action – Steps</b>	<b>Timing</b>	<b>Key Responsibility</b>	<b>Resources needed HR \$</b>
1 Finish draft Work Plan, circulate to WG	15 June	Svetlana and Dominic	4 hours each
2 WG reviews Work Plan	1 July	Penny, Nigel, Mark, Peter, Cheryl, Konnai,	20 minutes
3 Steering Committees review Work Plan	15 July	Nik and Keith	20 minutes

**Success indicators**

1. Well thought out Work Plan exists for 2009-2012 that identifies concrete mechanisms and timelines fo



**IUCN Commission on Education and  
Communication**

**CEC Steering Committee meeting  
Ecuador, May 11-14, 2009**

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