



**Commission on Education
and Communication**

Steering Committee Meeting
Aviemore, Scotland
14-16 April 2010

Report for Young Professionals
DRAFT

**Promoting Youth Engagement and
Intergenerational Partnership**
By Dominic Stucker



Contents

Meeting Summary

mandate, Background document, Principles by which CEC works, WCLN strategy paper, and CEPA Fair at CBD COP.

Discussion

Key topics discussed throughout the 3-day meeting included social media, the World Conservation Congress, the International Year of Biodiversity, the CEC web presence, and the World Conservation Learning Network. This agenda summary is updated to represent the actual flow of events:

April 14	April 15	April 16
Breakfast		
Session 1 Individual introductions and CEC accomplishments	Session 5 Presentations from Thematic Working Groups	Session 9 Presentation on WCLN
within IUCN program		Session 10 Regional and Specialty Group proposal examples
Session 2 Communications presentations		Session 11 Unfinished business
Lunch		
Session 3 Carousel: collecting ideas on key thematic areas	Session 6 Presentation on work in Mexico	Excursion to Cairngorms National Park
Session 4 Thematic Working Groups: drafting action plans	Session 7 CEC web presence: using	

organized in the next section on Action Opportunities. I also reported on some of the highlights of intergenerational activities in the past year:

- Formation of the joint CEC-WCPA Working Group on Intergenerational Partnership for Sustainability (IPS) and drafting of initial Work Plan;
- Development and expansion of Wikispace on intergenerational partnership;
- Convening of young professionals groups in the WCPA, CEL, and CEC Commissions; and
- First-ever appointment of a young person to the IUCN Council, 23-year-old Grace Mwaura of Kenya.

My vision for the meeting largely paralleled the five objectives I listed above. Further information on all of the above can be found on the IPS Wikispace:

Secretariat staff, and Member Organizations. In the meantime, he proposed alternative solutions to ensure that the CEC Steering Committee is able to communicate, including use of www.posterous.com, an e-mail based blog. Keith, Javed Jabbar, and Brahim Haddane, all Council Members, committed to lobbying IUCN to deliver speedily on the content management system.

John Kidd, Head of IUCN Global Communications, presented on the need to get biodiversity on the global agenda, much in the same way that climate change is in the spot light. He encouraged communications that use intelligent but simple and emotive language to engage people and inspire them to act. Tommy Garnett, Regional Vice Chair, emphasized the need, alongside online communications, of Spanish and French community radio, brochures, and in-person meetings for engaging people in all parts of the world in sustainability efforts. Javed underscored this point and emphasized that IUCN Members are

Guest Laurie Bennet of Futerra Sustainability Communications, <http://www.futerra.co.uk/home>, gave a compelling presentation on communicating biodiversity to inspire people to care and take action. Laurie was responsible for designing the IYB logo at right.

He shared some of the lessons that Futerra had learned about messaging: keep it
communications that focus on doom and gloom, he encouraged messages that:

- make connections between people and nature;
- tell visionary stories, putting emotion into scientific data;
- focus on the opportunities of biodiversity conservation;
- use humor and enthusiasm to catalyze action; and
- thank those who act.

Laurie promoted leading with vibrant visions of the future in 4

Based on interest, Working Groups formed around these thematic areas and prepared initial action plans. I joined the group on knowledge management, which also served as the formation of the Specialty Group with the same name.

April 15

For the duration of the morning, the above Working Groups presented their action plans, with questions and discussion on each. Jack Bryne, Specialty Group Leader, and I presented from the Knowledge Management group. It was clear that most, if not all, of these groups would welcome support in implementing their plans. The presentation results, along with contact people, are listed in the Action Opportunities section, below.

After lunch, we heard from Arturo Curiel, Regional Vice Chair, who spoke about learning for professional development in Meso America. He is already engaging universities across Mexico and promoted exchange learning between regions. He also emphasized the need for a CEC membership recruitment brochure.

Thereafter, Gillian and Andy led us through a session on www.posterous.com, an e-mail- Leaders and Regional Vice Chairs each developed short, informative texts on their area of focus, which were shared among the Steering Committee in real-time using Posterous. I contributed to the work of the Environmental Security and Leadership and Learning Specialty Group texts. These will all be used to create simple CEC webpages soon. Please read more in the next section.

April 16

Michael Moss, Special Advisor, offered a presentation on the World Conservation Learning Network (WCLN) and Institute (WCI). The WCLN is moving forward through a partnership with Royal Rhodes University in Victoria, British Columbia, Canada. An online certificate and degree program, the WCLN has the goal of finalizing a curriculum in 2010 and enrolling students in 2011. The curriculum will be on core IUCN work areas, with a focus on engaging mid-

Ecosystem, Healthy People conference in Mexico (contact Arturo); the 2012
World Conservation Congress, Rio +20, etc; and
YP Meetings: Young professionals could organize regional meet6-]TJET6ipz6-]T

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two Council members;
one or two members of each Commission Steering Committee and/or Young Professionals Group; and
two focal point staff people in the Secretariat and/or Regional Offices.

The Task Force could function as an umbrella entity for all Commission Young Professionals Groups and promote the meaningful integration of young people throughout the IUCN family. In addition to the review and implementation of select projects outlined in the Joint CEC-WCPA Work Plan,
<http://intergenerationalpartnership.wikispaces.com/WorkingGroup>

CEC Newsletter: Susan Guthridge-Gould, the newsletter editor, is always looking for good submissions. She will be sharing the themes for the remaining 2010 newsletters shortly. Make submissions here:

http://www.iucn.org/about/union/commissions/cec/cec_newsletters/

Looking forward to your creative ideas and input, plus your engaged commitment in making our plans reality!