



Commission on Education and Communication (CEC)

Mandate 2021–2024

Adopted by IUCN Members by electronic vote on 10 February 2021.

VISION

A world committed to protecting nature now and into the future.

MISSION

To strengthen the work of the Union through creative, innovative, participatory, responsive, and effective communication and education, as tools to effect positive social and behavioural change for the well-being of people and planet.

STRATEGIC APPROACHES

The Commission on Education and Communication (CEC) recognises that knowledge is only useful in influencing conservation policies and actions if people are engaged in constructive dialogue and motivated to action by its findings.

The Commission undertakes its mission through engaging its members' expertise, research and actions, including indigenous and traditional knowledge, to support the United Nations Sustainable Development Goals (SDGs), the IUCN Programme, the post-2020 biodiversity framework, and other emerging needs and priorities of IUCN.

It is envisioned that the following priority interventions will be undertaken within the entire framework of the IUCN Union, including working with the other five Commissions, the global Secretariat, and all categories of IUCN Member organisations. We will work to:

1. Support the *Nature 2030* IUCN Programme as approved at the World Conservation Congress with a particular focus on ensuring communications, advocacy, education and social and behavioural change communications are integral elements of effective delivery;
2. Support the Union in helping create a global culture of conservation and care by sharing strategies and best practices and building capacity in conservation communication;
3. Strengthen the strategic work of the Union on nature education for sustainability, formal, non-formal and informal;
4. Apply and expand the use of behavioural change methodologies and research to improve conservation outcomes;
5. Strengthen partnerships that promote knowledge transfer across generations, genders, cultures, organisations and geographies, and in as many languages as possible;
6. Engage youth and young professionals to promote an inclusive youth-led movement for nature;
7. Leverage the power of the Union to implement activities and strategies to inspire diverse audiences (including but not limited to women and girls, urban communities, the private sector, universities and schools, journalists, legislators) to

connect with nature and act in favour of biodiversity conservation and nature-based climate solutions;

8. Celebrate CEC members' success through an award system that recognises excellence in communication and education for conservation and sustainable development; and
9. Keep members abreast of the work of the Union and the opportunities to engage and collaborate.

PROGRAMME PRIORITIES

Reimagine Conservation – Communication, social and behavioural change communications, and public awareness

- Support the *Nature 2030* IUCN Programme's commitment to Reimagine Conservation, by building and supporting initiatives that help connect people with the planet, at all levels. This will involve supporting the Union in designing and implementing a strategy to create a global culture of conservation and care.
- Champion collaborative processes with CEC members and the Union to develop tools for nature conservation:
 - Develop, adapt and share tools to support the Union in designing and implementing social and behavioural change communication (SBCC) campaigns;
 - Leverage the Union to design and implement public-facing campaigns for nature conservation, strengthen advocacy, and enhance IUCN communications; and
 - Create specific thematic strategies and programmes based on particular needs of the Union. These may include, but are not limited to, critical issues such as health and environment intersections; nature resource crime and the illegal trade in wildlife; and supporting environmental defenders.

#NatureForAll

- Lead the #NatureForAll global initiative in a continued partnership with the World Commission on Protected Areas (WCPA) to connect people with nature and inspire broad-based public and cross-sectoral love, support and action for its conservation:
 - Connect, activate and facilitate strategic collaborations among the 450+ (and growing) #NatureForAll partner organisations;
 - Codify and disseminate partner resources to amplify their impact and scale up successful approaches;
 - Collaboratively develop tools and resources to support decision makers and UN-led campaigns to mainstream the connection between people and nature in the post-2020 global biodiversity framework, the SDGs, and other policies and programmes at all scales; and
 - Support local traditions, festivals, art and culture to help create a global movement for nature across generations, sectors and geographies.

Nature Education for Sustainability

- Champion collaborative processes with CEC members and the Union to develop a strategic approach to consolidate global work on education such as seeking to have nature fully integrated into all education approaches, formal non-formal and informal:
 - Develop, adapt and share methods to support the Union in designing and implementing educational tools and approaches that support nature conservation;
 - Support educational approaches globally as to make environment and sustainability issues form the core of experiential and service-based learning, citizen science and other informal approaches to nature education; and
 - Encourage, facilitate and create opportunities for CEC experts to share information, guidance, tools, and best practices in education for sustainable development (ESD) and conservation.

Youth mobilisation and intergenerational partnerships

- Work with the Union to connect and mobilise diverse youth across the world to advocate and act for nature conservation:
 - Build on the IUCN One Nature – One Future Global Youth Summit and Union-wide activities to enhance opportunities for youth to engage, innovate and build an inclusive youth-led movement for conservation;
 - Empower existing youth networks, young conservation leaders and young professionals to impact conservation policy; and
 - Foster mentorship, build capacity and enhance learning opportunities by and for youth.

STRUCTURE

The Commission is led by the Commission Chair, elected by the IUCN membership, and a Deputy Chair, appointed by the IUCN Council on the recommendation of the Chair. The CEC Steering Committee is appointed according to the IUCN Statutes and Regulations and assists the Chair and Deputy Chair in guiding and coordinating the activities of the Commission. How the Commission is organised to deliver results in the Programme Areas is at the discretion of the Chair, in consultation with the Deputy Chair and the Steering Committee as appropriate.

The Steering Committee produces a yearly work plan showing areas of cooperation with regional, global and Commission programmes of the IUCN Programme. The Chair also participates as a full voting member of the IUCN Council. The Chair, Deputy Chair, and Steering Committee are dedicated to creating a strong and deep global network of CEC members who are actively engaged in using creative, innovative, responsive, and effective communication and education as tools to effect positive social and behaviour change for the well-being of people and planet. The Steering Committee will strive to promote transparency and inclusive and participatory processes, and recognise regionally distinct approaches to programming, governance and collaboration.

MEMBERSHIP

The Commission has a diverse membership in terms of experience, specialties, disciplines, cultures, languages, geographical regions, ages and gender, bringing a wide range of skills, insights and opportunities to IUCN.

Membership includes leading conservation and environmental communicators with exceptional reach to broad audiences. Social scientists with experience in behavioural science, communications professionals, journalists, community leaders, young professionals and environmental educators are representative of the Commission's members.

Membership is voluntary and by invitation or through application. The broad scope of the Commission requires the extension and strengthening of capacity through increased membership, strategic partnerships, active fundraising and network mobilisation. CEC member applicants must bring specific knowledge and experience of networks to one of the Commission's strategic areas. The Commission works towards a regional and gender balance in its membership and leadership.