



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 learning, and to enable the two Commissions to contribute to the One Programme concept. Our meeting was generously supported by the Ecuadorian Ministry of the Environment and IUCN.

2. Snapshot: The World Commission on Protected Areas

The World Commission on Protected Areas (WCPA) is the world's premier network of protected area specialists. It is supported by IUCN's Programme on Protected Areas and has over 1,400 members in 140 countries. The WCPA Steering Committee is structured to link with the IUCN structure and also to align with the Biodiversity Convention.

WCPA works: by helping governments and others plan protected areas and integrate them into all sectors; by providing strategic advice to policy makers; by strengthening capacity and investment in protected areas; and by convening the diverse constituency of protected area stakeholders to address challenging issues. For more than 50 years, IUCN and WCPA have been at the forefront of global action on protected areas.

WCPA's Commission Members are led by WCPA Chair Nik Lopoukhine (Canada) who welcomed this day as a chance to make something happen in common directions and with long term outputs.

3. Snapshot: The Commission on Education and Communication (CEC)

IUCN's Commission on Education and Communication (CEC) is about driving change in the world to address the issues faced by protected areas, species, biodiversity and the sustainable use of natural resources. CEC works to co create sustainable solutions and foster leadership in conservation. CEC aims to connect to the work of the rest of the Union and seeks to help IUCN to be more effective through knowledge management, education, communication and learning processes.

CEC's network of communication, education and learning professionals covers the globe and works at all levels of society to further conservation and sustainable development through the effective use of these social processes.

CEC is the oldest of IUCN's Commissions with 600+ expert practitioners, who are led by the CEC Chair, Keith Wheeler (USA). CEC has a regional structure, with Regional Vice-Chairs, and Special Advisors and is seeking to put in place national activators to link its program to local needs.

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.

- The Convention on Biological Diversity Program of Work on Protected Areas has helped influence national work and will be renegotiated in Nagoya 2010. WCPA is involved in formulating a new plan which will set the work for WCPA on a variety of fronts.

- Communication and publications needs rethinking as people get information in new ways. IUCN tends to produce hard publications. We are now planning to elaborate a communication and publication strategy to disseminate the message better.

- Intergenerational aspects are an important consideration in our work.

Other planned initiatives, to be discussed after the joint session will be:

- The planning for the next Parks Congress; the last one was in Durban 2003 and it is likely to be in 2014 between the IUCN Congresses.

- Developing a data base on protected areas; and partnership with Google Earth.

5. Snapshot: The Commission on Education and Communication Work Plan

CEC discussed the implications of the article on "why isn't the brain green?"¹ and why people cannot take into account the future or respond in an analytical linear fashion – they are also emotional. This research points to

the need to craft things differently and why we have not achieved the gains required over the last 30 years. We need more than corporate branding communication in IUCN; rather a program that can deal with market demand articulation and then create a strategy.

In the short term CEC will focus on the International Year of Biodiversity 2010 and a strong partnership with the Convention on Biological Diversity; which provides a strong link with WCPA.

Our work will link a healthy planet and well being as a means to engage people. We will embed an intergenerational component in everything we do.

CEC has three main lines to its program deriving from the mandate.

i. Communication Platforms

These communication platforms are to serve the entire Union, though it is inefficient that we can not link the many knowledge management efforts that you are making and we are trying to do. It is important for someone in IUCN to be appointed to look at the interoperability for knowledge nodes.

This is about telling stories of hope and action in plain speak as people do not understand the lingo of science. Multi media and visual media appeal to hearts and minds. Harriet Nimo of *Wildscreen* is offering diverse film footage; Cristina Mittermeier will forge a relationship with the *International League of Nature Photographers* to develop the IUCN photo library; can we tie that to the Google Earth approach. John Francis at National Geographic offers a Planetary Action Atlas tool to allow people to tune in to possibilities to take part in activities anywhere on the globe. We will develop under Susana Padua's guidance case studies – protected area management to communication - for educational use. These will be based on the Harvard Business School case model as a way to speak the language of the non conservation sector; business and those in finance and donors.

¹ Why isn't the brain green? NYTimes
<http://www.nytimes.com/2009/04/19/magazine/19Science-t.html>

ii. Capacity Building

The World Conservation Learning Network offers access to learning in specific areas for people on the ground, the professionals in the field. How can we provide ongoing learning opportunities to help people do their job better when funds for travel are tight by providing a way to access information to match people with tools and resources for distance learning. We have a strategic plan and it is an obvious area of synergy with WCPA. As well we have plans to train mass media and communicators.

iii. Co create Solutions

This area of work seeks to create partnerships and alliances outside the professional conservation field and to set up profitable dialogue on emerging issues. An example is the CEC instigated dialogue on climate change and the military.

6. Demand from WCPA for CEC support

Protected Areas have an image problem. They are perceived as conservative, authoritarian and locked up areas. How do we champion them as sanctuaries of nature and not just as one form of land tenure? How do we raise their value in the convention discussions?

12% of protected areas are shells and their objectives are not met. There is a decrease in PA institutions as a result of the view they are "old hat".

How do we get people on side for the notion of connectivity – and protect the "last of the lands" to link protected areas to cope with the uncertain impacts of climate change?

Protected Areas also have an internal image problem in IUCN even though governments are conserving them. We have to put them back on the map, and have their value recognised in IUCN policy papers such as for the climate change convention is essential.

We need support to communicate internally within the Commission.

How do we help those on the ground to do their job better? Indeed we need to professionalize protected area management.

We need sophisticated fund raising material to support a World Heritage fund and capacity

development and to influence development agencies.

7. Work themes for Collaboration

There are powerful opportunities for collaboration that can help move the Union, and the broader conservation community, closer towards some of the goals set out in the *2020 Vision for IUCN – A Global Union for Sustainability: IUCN's Strategy for 2009-2020* (2008). We decided to work on:

1. Knowledge management and Knowledge Management platforms: dissemination, using current information and between commissions.

2. Raising the visibility/credibility (economy being a driver) of Protected Areas in the current context: climate change, economic stress, health, poverty and the Conventions: CBD, UNFCCC, Development Agencies and IUCN internally

3. Communication strategy – internal/external – media for 21st century focused on youth, truth and hope. Incorporate a funding Communications Strategy and an effective way to communicate PA to donors

4. Capacity building at all levels for policy, decision makers, PA management and leadership and at the grassroots.

5. An initial WCPA-CEC Working Group on Intergenerational Partnership was formed and interacted with other working groups to help integrate more young members. They also developed their initial ideas for a work plan.

With thanks to Chuck Phillips for facilitating the session.

Keith Wheeler, CEC Chair and
Nik Lopoukhine, WCPA Chair

I WCPA-CEC Knowledge Management Work Planning

Rapporteur: Andy Alm andy@almlet.net

Group members: Andy Alm, Charles Besancon, Zoe Wilkinson, Marc Hockings, Joerg Elbers, Nigel Crawhall, Cecilia Nizzola

1. Statement:

Contribute to better knowledge management across IUCN, including staff, commissions, and members.

There has already been much work on KM inside IUCN and externally. The goal of this effort is to identify and evaluate pools of knowledge, then facilitate collaborative participation in contributing knowledge and accessing knowledge.

2. Identified Impact – Desired Results

- The work of the commissions is improved by faster, easier access to knowledge.
- Knowledge resources are enriched by adding diverse content and across generations, cultures and languages.

3. Initiatives- Activities to Advance this work

- 1) Identify and assess knowledge systems on biodiversity available to IUCN. (Donut: used → easily available → other)
 - a) What?
 - b) Where?
 - c) How?
 - d) Who?
 - e) Needs?
- 2) Generate best practice guidelines for KM in CEC & WCPA (IUCN?)

ACTIVITY 1

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
1 Establish intercommission specialist group for KM	By July 1	Andy & Charles	voluntary
2 Aggregate and organize KM systems	July 1 – Oct. 1	Andy & Charles	Voluntary
3 Evaluate KM systems	Oct 1 – Jan 1	KM specialist group	CHF 10,000

ACTIVITY 2

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
1 Collate existing best practice guidelines and experts	By Sept 1	KM specialist group	Voluntary
2 Synthesize guidelines, including a gap analysis	Jan 1	TBD	TBD

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 Juliene Zeidler

1. Statement:

Statement elements to include:

- Decision makers need change in the paradigm of Protected Areas
- Develop training approaches to PA managers and make it available to our target group
- Academic development – content development : need to review what is needed to decide what is worth using
- Get it out! Implementation of the courses top priority!
- Strong funding component esp. for implementation phase
- Also making available what is already available
- Skills training to work on connectivity

Draft statement: To develop cutting edge IUCN PA management curricula and courses, and put into place necessary support to ensure effective roll-out to key target groups in need of such capacity building opportunities esp. in developing countries

2. Identified Impact – Desired Results

Result 1: PA management course curricula developed especially for developing countries

Key target groups:

- System managers
- Protected Areas Managers
- Rangers
- Trainers (Team of Trainers TOTs)

Principles:

- Work together and train other trainers (e.g. University teachers) to run these programs- incl. certification process
- Adapt existing materials and local parts and certify these courses

Result 2: Existing materials made available (online) through WCLN and integrated into our IUCN PA materials

(Idea to at some stage to analyze the value of these materials in terms of ideal curriculum)

Core basic needs of what a professional must know – curricula developed that systems manager, Protected Area manager and parks warden must have

Result 3: Courses certified /accredited and endorsed by IUCN-WCPA

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 \$
1.1 Needs /situation analysis- identify demand (review studies); identify existing materials and partners	To be established by TT in workplan	Task Team (TT)	TBD*
1.2 Brainstorm with experts/partners and develop draft core curricula- principles of core content idea	Hold meeting in margins of Wild 9 Mexico Nov	Edouard Mueller	50,000 for workshop with regional partners
1.3 Develop comprehensive approach	Task Force by End of May Develop workplan by August 2009 Draft Curricula by December 2009	TT to be appointed by CEC and WCPA Chairs Proposed TT members: Edward Mueller Nigel Dudley Wendy Goldstein Jose Vicente de Lucio Susanna Calvo Peter Valentine	No cost**
1.4 Implement peer review process	To be established by TT in workplan	TT with national, regional, international partners and experts	No cost**

*To be determined

** No cost; to be carried out by commission members & partners free of charges

Principles:

- TT to develop full course approach/concept
- Follow “core content” approach, with local needs based adaptation of materials
- Regionalize/localize with partners; build on existing and ongoing relevant courses in partner institutions; enhance capacity of such institutions and target to fill specific PA mgt. gaps
- Courses have to be needs driven and fill existing capacity building bottlenecks!

Success indicators

1.

ACTIVITY 2 – Provide access to existing material, links to active partner organisation and integration thereof into course development

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
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 Regional Vice Chairs	
2.5 Identify and integrate practical case studies	Ongoing, esp. between June and December 2006	TT and UCI with CEC and WCPA members Regional Vice Chairs	
2.6 Develop long term Knowledge Management Strategy esp. for PA Capacity Building; link to ongoing KM work under WCLN (Task team to identify info and KM needs/demands for CB component)	December 2009	TT With WCLN team (esp. Michael Moss & Andy Alm)	TBD

**To be determined ** No cost; to be carried out by commission members & partners free of charges*

Success indicators

1.

ACTIVITY 3 – Accredite courses and initiate certification approach

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
3.1 Develop strategy for accreditation/certification process	Parallel to curricula development; develop long-term time frame in strategy	TT	No cost**
3.2 Develop core content	From January	TT	Secretariat

for courses	2010; final materials by end of 2010	WCPA CEC CI Commission (consultancies) partners to assist in material development Need Secretariat support	support needed Material development: US\$ 100,000 (commercial rate more likely to be US\$ 400,000)
3.3 Initiate WCPA / IUCN accreditation process (medium-term) and global certification process (with partners in countries/regions)	Parallel to curricula development; develop long-term time frame in strategy	TT with partners	TBD*
3.4 Undertake final accreditation during implementation of courses	From 2011	TT with partners	TBD*

*To be determined

** No cost; to be carried out by commission members & partners free of charges

Success indicators

1.

ACTIVITY 4 – Secure long-term funding for course implementation and roll-out

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
4.1 Develop long-term funding strategy (for course implementation; IUCN overall Capacity Building programme, incl. establishment if IUCN Institute - WCLN)	Parallel to curricula development; develop long-term time frame in strategy; draft Strategy by December 2009	TT with partners	TBD* (cost of strategy implementation) No cost** for strategy development
4.2 Conceptualise/follow-up on already developed Global Trust Fund (WCPA) for student bursaries; build on existing Alliances (e.g. Russel Train Scholarship Fund)	By December 2009	TT with partners	TBD* (cost of GTF implementation) No cost** for strategy development
4.3 Lobby for concept support with donors	Ongoing	TT & all commission an IUCN members	No cost**
4.4 Write request for this sort of Capacity Building into CBD PA Work Program (already mentioned; mandate to	Ongoing; esp. PA PoW Group of Experts meetings incl. SBSTTA & COP	TT & all commission an IUCN members part of CBD	No cost**

be elevated and strengthened)		process	
4.5 Hold side event at SBSTTA and COP, and other important meeting to promote WPCA-CEC Capacity Building action	At specific events (get dates)	TT with partners	Costs for promotional materials e.g. video, brochures, banners, other US\$ 40,000

**To be determined*

*** No cost; to be carried out by commission members & partners free of charges*

Success indicators

1.

ACTIVITY 5 – Implement courses on pilot basis in Asia, Africa and Latin America

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
5.1 Develop approach to selection of pilots	In parallel to curricula development; by December 2009	TT	No cost**
5.2 Identify and build partnerships with selected pilots (at least 1 in each region: Asia, Africa, Latin America)	Selection prior to final core content development, as this need to take place in collaboration with national/regional partners	TT with partners	No cost**
5.3 Develop costing proposals for each pilot and source funding	During 2010	TT with partners	No cost**
5.4 Implement pilot trainings	During 2011-2012	TT with partners	TBD* (expected to be major cost!)
5.5 Develop performance M&E component and monitor course impact	During 2011-2012	TT with partners	TBD*; linked to or integrated into 5.4
5.6 Incept institutionalization of IUCN training through IUCN Institute	Ongoing process	All of IUCN; lead by CEC Chair	TBD* (expected to be major cost!)

**To be determined*

*** No cost; to be carried out by commission members & partners free of charges*

Success indicators

1.

Comments from plenary during presentation:

- Had earlier discussed that Media was an important target group; could they be included?

- 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

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 emphasis of “wild” and a clear link to PAs.

The objective of the campaign is to capitalize on media attention generated by the UNFCCC COP 10 in Copenhagen, the year of Biodiversity and CBD COP 15 and to generate more and better awareness of the link between wild nature and human well being. The idea is to avoid the kind of slogans that have been (over)used in the past – slogans that sound like “Healthy Planet-Healthy People” – and instead try to make a catchier, more immediate case to individuals for why they need to support conservation of wild nature. The globally recognizable brand and slogan need to provide an answer to the question “what’s in it for me?”, which is the core question that an individual who is not already sympathetic to a green cause will ask when confronted with a conservation agenda.

To ensure that the campaign reaches as broad an audience as possible, the campaign must have regionally tailored messages in addition to a globally recognizable brand and global message – e.g. climate change and sea level rise messages in low lying areas,

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 \$
Campaign Design <ul style="list-style-type: none"> • Develop concept paper for the campaign • Review existing marketing efforts, in particular International Year of Biodiversity to avoid overlap/redundancy • Consult with Bingos, other partners to seek consensus, avoid overlap • 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. • Identify marketing company • Work with marketing experts to develop/slogan brand • Identify regionally appropriate messages • Identify like-minded campaigns – Earth Hour, A million acts of green etc. 		Cyril working with counterpart in CEC Katalyn WCPA Chair or Deputy Chair Cyril to draft initial list, circulate to WCPA RVCs CEC/WCPA Chairs CEC/WCPA Chairs WCPA/CEC RVCs Brad Smith, U.S., Katalyn Europe	0
Pre Test		Marketing company	
Fundraising		CEC/WCPA Chairs	
Launch by COP15		WCPA/CEC Chairs	
Implementation		Marketing company for media outlets	
Contact partner initiatives for their		Brad Smith, U.S.,	

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

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

[We will also bring in the PACT 2020 in all the actions below]

2. Identified Impact – Desired Results

Notes:

- Tackle the poor perception of PAs
- Communicate understanding of the full suite of PA types and their values (protected areas and areas which need to be protected)
- Work to a new positive terminology (life zones)
- Tackle the communication challenge around the fact that many areas are not actually protected
- The climate debate needs to embrace the role of PAs (this can help make the case for PAs)
- PAs to be a growing and vital natural system to conserve biodiversity
- Need to place PAs in a context of natural infrastructure

3. ACTIVITY 1

1. Articulate the role and values of PAs – existing and potential – as natural infrastructure

- On one page.
- Using a range of other exciting media
- Nigel's work (book) meets this need
- CEC and WCPA look at this together and synthesize the info on values etc. and turn into plain speak. This has to be interpreted for a range of stakeholder audiences (6 months exercise and align with CC debate). These include: Custodians, local communities; Politicians / national government; Local government; Corporate sector

Articulate the role and values of PAs – existing and potential – as natural infrastructure (on one page to begin with and then wider).

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
Nigel's book	<ul style="list-style-type: none"> End July 09 and launch Dec 	Nigel	Nigel is doing this anyway
WCPA, CEC and Global Comms, and PPA to meet and talk re development of the key piece from Nigel's book	<ul style="list-style-type: none"> Gland, July, 09 	Nigel, Trevor, Frits (gatekeeper Global Comms) Global Comms staff to be included; PPA	Trevor and Nigel are already coming to Gland in July; ideally will meet with Global Comms too.
Simple one pager			
Extract from this to be developed for use in a wide range of communication pieces			
Use text in CBD regional workshops in October Seek language that will resonate and use language ..			

Success indicators:

1. Every policy statement from IUCN clearly articulates the importance of PAs.

ACTIVITY 2: Once this is produced a branding study is initiated for Protected Areas. A branding study to be carried out in full consultation with WCPA (ensuring that technical and scientific values are not lost). This would aim to give PAs a new life, energy and vitality, it is stronger, verifiable, measurable, and applicable to different audiences.

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
A branding study to be carried out in full consultation with WCPA (ensuring that technical and scientific values are not lost). This would aim to give PAs a new life, energy and vitality it is stronger, verifiable, measurable, and applicable to different audiences.	Initial meeting in July at the same time as TS and ND come to Gland	CEC, WCPA, PPA (TS, FH, JS, Stig, PPA staff) IUCN regional staff, WCPA Vice Chairs. May emerge from the PPA Review	Ask Global Comms for help and perhaps budget;
<ul style="list-style-type: none"> Council side event - One Programme event 	November 2009	Javed to host	Wine JS/ TS JS to ask Julia and Bill; Nik to ask Ashok
<ul style="list-style-type: none"> Develop a 		WCPA Vice Chairs	

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 idea of PA value for communication (we have an emotional brand which needs re-branding)
- We want people, as a result of this more effective communication, to understand the values of PAs, understand the threats, maintain the value
- How do you deal with winners and losers?
- WCPA is in charge of standards around PAs
- Managing effectiveness is part of the brand values
- Green List – confer standard on PAs which get a green value
- Want to find values behind the brand and find a way of expressing the brand in the market, values etc.

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			
3. Production	3 April 2010		

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

Action - Steps	Timing	Key Responsibility	Resources needed HR \$
1. Establish contact	1 8 weeks	1 Javev	none
2 Coordinate production	1 year	Cristina/Nik/Javed	
3. Launch			

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:

Increase the percentage of young people on the WCPA and CEC Commissions and foster intergenerational partnership between established and emerging sustainability leaders to contribute in meaningful ways to both Commissions.

Goals:

- Develop, promote and implement mechanisms for increasing the engagement of emerging sustainability leaders within and through the WCPA and CEC.
- Build capacity for meaningful collaboration and action between Commission members of different generations within and through the CEC, WCPA, and other interested Commissions.
- Promote greater recognition and implementation of IPS as an important partnership strategy within the IUCN and for achieving justice, sustainability, and peace.
- Mobilize the financial and human resources, including partner networks, to support and carry out our activities.

The initial working group will:

- 1) Finalize draft Work Plan for 2009-2012 with a focus on this year. To be posted on IPS Wiki: <http://intergenerationalpartnership.wikispaces.com/Overview>.
- 2) Develop a recruitment process, guidelines and criteria for engaging youth as members. Audience: Regional and Thematic Vice Chairs, Steering Committee Members, IUCN focal point Staff, and Commissions' Members.
- 3) Develop Orientation Packet for new young members.

ACTIVITY 1: Work Plan Development

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
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 for bringing young members onto both Commissions in meaningful ways.

ACTIVITY 2: Recruitment Guidelines

Action – Steps	Timing	Key Responsibility	Resources needed HR \$
1 Develop draft of Guidelines and Criteria to recruit and place new young members	1 July	Svetlana and Dominic	A lot of time
2 WG reviews the draft	15 July	WG	20 minutes
3 SC reviews and approves	1 August	Nik and Keith	20 minutes

Success indicators

1. Recruitment process document of new young members, 2 pages.

ACTIVITY 3: Orientation Packet

Action - Steps	Timing	Key Responsibility	Resources needed HR \$
1 Develop draft of Orientation Packet	15 July	Svetlana and Dominic	A lot of time
2 WG reviews the draft	1 August	WG	20 minutes
3 SC reviews and approves	15 August	Nik and Keith	20 minutes

Proposed:

The intergenerational idea should be brought up in Council to appoint a youth representative and for other Chairs to appoint young intergenerational advisors to their Commissions. Nik and Keith will undertake to do that.



IUCN Commission on Education and
Communication

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

List of Participants

Andrew ALM

CEC Specialist Group Leader -
Knowledge Management
Managing Partner
Andrew Alm Consulting
Arcata, CA 95521
USA
Email: andy@almlet.net

Susana CALVO ROY

CEC Regional Vice-Chair, Mediterranean
Jefe de Servicio, Programa de Formación
Organismo Autónomo de Parques Nacionales
Ministerio de Medio Ambiente y de Medio Rural y
Marino
28071 Madrid
Spain
Email: scalvo@mma.es

Cheryl CHARLES

CEC Assistant Deputy Chair
President and CEO
Children & Nature Network
Santa Fe, New Mexico 87508
USA
Email: charlessfg@aol.com

Katalin CZIPPAN

CEC Regional Vice-Chair, Europe
Office of the Parliamentary Commissioner
for Future Generations
1051-Budapest
Hungary
Email: czippank@obh.hu

John FRANCIS

CEC Regional Vice-Chair North America &
Caribbean
Vice President
Research, Conservation and Exploration
National Geographic Society
Washington D.C. 20036
USA
Email: jfrancis@ngs.org

Stephen Tommy GARNETT

CEC Regional Vice-Chair Central and West Africa
Director
Environmental Foundation for Africa
Freetown
Sierra Leone
Email: tgarnett@efasl.org.uk

Wendy GOLDSTEIN

Deputy Chair CEC
Lecturer in Sustainable Development
School of Graduate Studies
Macquarie University
Graduate School of Environment
Sydney NSW 2109
Australia
Email: wgoldstein@gse.mq.edu.au

Susan GUTHRIDGE-GOULD

Writer / Editor
Susan Guthridge-Gould Editorial Services
Rhinecliff, NY 12574
USA
Tel: ++1 (845) 876-6382
Email: susan@sggwrites.com

Brahim HADDANE

CEC Regional Vice-Chair North Africa and
IUCN Regional Councillor
Director, Forest Department
Jardins Exotiques de Bouknadel -Salé
Temara 12000
Morocco
Email: haddane_br@hotmail.com

Frits J HESSELINK

Special Advisor to the CEC Chair
HECT Consultancy
3583 SE Utrecht
Netherlands
Email: hesselink@hect.nl

Javed JABBAR

CEC Regional Vice-Chair for West Asia and the
Middle East and IUCN Regional Councillor
Chairman
JJ Media (Pvt) Ltd.
Karachi 75500
Pakistan
Email: javedjabbar.1@gmail.com

Cristina MITTERMEIER

CEC Assistant Deputy Chair
Executive Director
International League of Conservation
Photographers - ILCP
Arlington, VA 22202
USA
Email: Cristina@ilcp.com

Michael MOSS

CEC Special Advisor, WCLN
Director
Canadian Centre for Environmental Education
Royal Roads University
Victoria, B. C. V9B 5Y2
Canada
Email: michael.moss@royalroads.ca

Harriet NIMMO

CEC Special Advisor Multi-media Communication
Chief Executive
Wildscreen
Bristol BS1 4HJ
United Kingdom
Email: harriet.nimmo@wildscreen.org.uk

Chuck PHILLIPS

CEC Specialist Group Leader – Organizational
Development and Change Management
Senior Consultant
Reddy Phillips, Consultants
Franconia, NH 03580
USA
Email: cphillips@sapienceoc.co

Ana PUYOL

CEC Special Advisor for Latin America
Programme Development and Fundraising Officer
TRAFFIC South America
Quito
Ecuador
Email: ana.puyol@traffic.sur.iucn.org

Bradley F. SMITH

CEC Special Advisor Private Sector Partnerships
Dean/Professor
Western Washington University
Huxley College of the Environment
Bellingham, Washington 98225-9079
USA
Email: brad.smith@wwu.edu

Dominic STUCKER

CEC Special Advisor for Intergenerational
Partnership
Fellows Network Coordinator
Sustainability Institute
Hartland, Vermont 05048
USA
Email: dstucker@sustainer.org

Konai Helu THAMAN

CEC Regional Vice-Chair Oceania
Professor of Pacific Education &
UNESCO Chair in Teacher Education and Culture
The University of the South Pacific
Suva
Fiji
Email: thaman_k@usp.ac.fj

Xiangrong WANG

CEC Regional Vice-Chair East Asia
Director
Dept. of Environmental Sciences and Engineering
Fudan University
Shanghai 200433
China
Email: xrxrwang@vip.sina.com

Keith WHEELER

Chair, CEC
Chief Executive Officer
ZedX Inc.
Bellefonte, PA 16823
USA
Email: keith@ffof.org

Juliane ZEIDLER

CEC Regional Vice-Chair Eastern and S.Africa
Director and Senior Consultant
Integrated Environmental Consultants Namibia -
IECN
Windhoek
Namibia
Email: j.zeidler@iecn-namibia.com

Absentees :**Arturo CURIEL BALLESTEROS**

CEC Regional Vice-Chair for Mesoamerica
Director
Instituto de Medio Ambiente
Universidad de Guadalajara
Zapopan, Jalisco 45010
Mexico
Email: arturoc@redudg.udg.mx

Shivani JAIN

CEC Regional Vice-Chair for South and SE Asia
Programme Officer
SASEANEE
Centre for Environment Education
Ahmedabad
Gujarat 380 054
India
Email: shivani.jain@ceeindia.org

Suzana PADUA

CEC Regional Vice-Chair for South America
President
Instituto de Pesquisas Ecológicas
Brasilia, DF 71535-080
Brazil
Email: suzana@ipe.org.br



IUCN World Commission on Protected Areas

WCPA Steering Committee meeting
Ecuador, May 11-14, 2009

List of Participants

Charles BESANCON

WCPA Thematic Leader WDPA
Head, Protected Areas Programme
United Nations Environment Programme
World Conservation Monitoring Centre
Cambridge CBZ 0DL
United Kingdom
Tel: +44 1223 277 314 ext 232
Email: Charles.Besancon@unep-wcmc.org
charlesbesancon@yahoo.com

Nigel CRAWHALL

WCPA Thematic Leader People and their Well-being
Bokkemanskloof Estate
Cape Town 7806
South Africa
Tel: ++27 (21) 674-3260 , ++27 82 579 6868
Email: Nigel.tilcepa@gmail.com

Nigel DUDLEY

WCPA Thematic Leader Capacity Building
Equilibrium
Bristol BS1 6UQ
United Kingdom
Tel: 44 117 9255 393
Email: nigel@equilibriumresearch.com

Penelope FIGGIS AO

WCPA Regional Vice Chair for Oceania
Waverton, NSW 2060
Australia
Tel: ++61 (2) 992 25275 , ++61 0416 364 722
Email: penelope.figgis@ozemail.com.au

Marc HOCKINGS

Vice-Chair (Science and Management of Protected Areas)
IUCN WCPA
University of Queensland, Gatton Campus
School of Natural and Rural Systems Management
Queensland 4343
Australia
Tel: ++61 (7) 5460-1140 , ++61 (7) 46393437
Email: uqmhocki@uq.edu.au

Stig JOHANSSON

WCPA Regional Vice Chair for Europe
Regional Director
Natural Heritage Services, Southern Finland
Metsähallitus
Vantaa
FI-01301 Finland
Tel: +358 205 644 380
Email: stig.johansson@metsa.fi

Charlotte KARIBUHOYE

WCPA regional Vice-Chair for West and Central Africa
Fondation Internationale du Banc d'Arguin
Dakar
Senegal
Tel: ++221 869 02 88
Email: karibuhoye@lafiba.org

Svetlana KOPYLOVA

Program Coordinator, GEF/UNEP Project Manager
Training for PA Management Program
Environmental Education Center Zapovedniks
Institute of Economics, 15th Floor
Moscow 117218
Russia
Tel: +7 (495) 3312 45 70
Email: s_kopylova@yahoo.com

Cyril Frederic KORMOS

WCPA Regional Vice Chair for North America
Vice-President for Policy
The WILD Foundation
Berkeley, CA 94709
USA
Tel: ++1 510 883 1424
Email: cyril@wild.org

Nikita LOPOUKHINE

Chair, IUCN World Commission on Protected Areas
c/o Parks Canada - Parcs Canada
Gatineau, Quebec K1A 0M5
Canada
Tel: +1 819 956 9908 , +1 613 235 0720 (home)
Email: nik.lopoukhine@pc.gc.ca

Maher MAHJOUB

WCPA Regional Chair for North Africa Middle East and West Asia
Chef de Service des sites et du patrimoine naturels /
Point focal national du centre d'échange sur la diversité biologique
Direction Générale de l'Environnement et de la Qualité de la Vie
Ministère de l'Environnement et du Développement durable
Tunis 1002 - Tunisia
Tel: +216 (1) 70728644
Email: maher24705@yahoo.fr

Julia MIRANDA LONDONO

WCPA Regional Chair for South America
General Director
Parques Nacionales Naturales de Colombia
Bogota, Colombia
Tel: +57 1 353 24 00 Ext 561
Email: jmiranda@parquesnacionales.gov.co

Eduard Michael MÜLLER

WCPA Regional Vice Chair for Central America
Presidency
Universidad para la Cooperación Internacional
San José
Costa Rica
Tel: ++(506) 2283-6464
Email: emuller@uci.ac.cr

Cristi Marie Capati NOZAWA

WCPA Vice Chair at Large
Partner Development Officer
BirdLife International (Asia Division)
Tokyo 101-0061
Japan
Tel: ++81 3 5213 0461
Email: cristi@birdlife-asia.org

Allen PUTNEY

WCPA Thematic Vice Chair for World Heritage
Incline Village, Nevada 89450
USA
Tel: ++1 (775) 833-3627
Email: putney.allen@att.net
Putney.Allen@gmail.com

Trevor SANDWITH

WCPA Deputy Chair
Director Global Protected Areas Policy
The Nature Conservancy Worldwide Office
Arlington, VA 22203-1606
USA
Tel: ++1 (703) 841-2644
Email: tsandwith@tnc.org

Jason Garth SPENSLEY

WCPA Thematic Leader CBD POWPA
Lifeweb Initiative
Secretariat of the Convention on Biological Diversity
Montreal QC H2Y 1N9
Canada
Tel: +1.514.287.8704
Email: jason.spensley@cbd.int

Peter S. VALENTINE

WCPA Thematic Leader Publications
Senior Lecturer, Head of School
School of Tropical Environment Studies
Geography Department
James Cook University
c/o TESAG
Townsville, Queensland 4811
Australia
Tel: ++61 (74) 781-4441
Email: peter.valentine@jcu.edu.au

Graeme WORBOYS

WCPA Vice Chair for Mountains
Protected Area Management Specialist,
Jagumba Consulting Pty Ltd
Gilmore, ACT 2905
Australia
Tel: +61 2 6292 9908
Email: g.worboys@bigpond.com

Absentees:**Seong-II KIM**

IUCN Councillor
Professor Department of Forest Science
Seoul National University
Seoul
South Korea 441-744
Korea (RK)
Tel: ++82 (31) 290-2321
Email: seongil@iucn.org

Dan LAFFOLEY

WCPA Thematic Team Leader for the Marine Biome
Head, Marine Conservation
Natural England
Peterborough Cambs
PE1 1UA
United Kingdom
Tel: +44 1733 455 234
Email: dan.laffoley@naturalengland.org.uk
dan.laffoley@googlemail.com

Jannie LASIMBANG

Coordinator, Indigenous Knowledge and
Biodiversity Programme
Penampang Sabah 89509
Malaysia
Tel: +6088 726413 , +6010 931 1944
Email: jannielasimbang@hotmail.com



IUCN Staff participants

Joint CEC-WCPA Steering Committee meeting Ecuador, May 11-14, 2009

Khaldoun ALOMARI

Regional Officer
Protected Areas Programme
IUCN Office West/Asia/Middle East (WAME)
Amman 11194
Jordan
Tel: ++962 6 510 55 32 (home)
Email: khaldoun.alomari@iucn.org

Joerg ELBERS

Adviser on protected areas and forests
Protected Areas
UICN SUR
Quito
Ecuador
Tel: +593-2-380 6110 , +593 9 565 3064
Email: joerg.elbers@sur.iucn.org

Pascal Olivier GIROT

Coordinador / Coordinator
(II) Área de Coordinación de Programa
UICN ORMA
San José
Costa Rica
Tel: ++(506) 2 241-0101
Email: Pascal.girot@iucn.org

Victor Hugo INCHAUSTY BELTRAN

Oficial Senior, Areas Protegidas
UICN, Oficina Regional para América del Sur
Quito, 17-17-626
Ecuador
Tel: ++593(2) 2261 075 ext. 26
Email: victor.inchausty@sur.iucn.org

Cecilia NIZZOLA-TABJA

CEC Membership Liaison Officer
IUCN - International Union for Conservation of Nature
CH-1196 Gland
Switzerland
Email: ctn@iucn.org

João DE QUEIROZ

Regional Director
IUCN Regional Office for South America
Quito
Ecuador
Tel: (+593 2) 2261075
Email: joao.dequeiroz@sur.iucn.org

Pedro REGATO

Senior Programme Manager
IUCN Centre for Mediterranean Cooperation
Parque Tecnológico de Andalucía
Campanillas - Málaga
Andalucía 29590
Spain
Tel: +34 952 028 430 , +34 645 81 00 97
Email: pedro.regato@iucn.org

Pedro M. ROSABAL GONZALEZ

Senior Programme Officer
Programme on Protected Areas
IUCN - International Union for Conservation of Nature
CH-1196 Gland
Switzerland
Tel: ++41 (22) 999-0163
Email: pmr@iucn.org

José Arturo SANTOS

Cordinador de Unidad
(II-3) Unidad de Biodiversidad y Uso sostenible
UICN ORMA
San José
Costa Rica
Tel: ++506 2241 0101
Email: jose-arturo.santos@iucn.org

Jane SMART

Director, Biodiversity Conservation Group
IUCN - International Union for Conservation of Nature
CH-1196 Gland
Switzerland
Tel: +41 22 999 0219
Email: jane.smart@iucn.org

Zoé WILKINSON

Programme Officer
Programme on Protected Areas
IUCN - International Union for Conservation of Nature
CH-1196 Gland
Switzerland
Tel: +4122 999 0000
Email: zoe.wilkinson@iucn.org