



## Commission on Education and Communication (CEC)

### Mandate 2017–2020

#### VISION

A world that values nature for all.

#### MISSION

To strengthen the work of the Union through creative, innovative, and effective communication and education, ultimately influencing social and behavioural change for conservation and sustainability.

#### STRATEGIC APPROACHES

CEC recognises that the science and resulting conservation policies supported by the International Union for Conservation of Nature (IUCN) will only be successful if those that receive the information are aware, knowledgeable, engaged in constructive dialogue and motivated to action by its findings.

The Commission undertakes its Mission through engaging its Members' expertise, research and actions by:

- A. sharing best practices in conservation communication for various audiences and regions;
- B. building capacity in the areas of education and communication;
- C. applying and expanding the use of behavioural change methodologies and research to improve communication;
- D. sharing strategies for how best to capitalise on delivery methods such as social media;
- E. strengthening intergenerational partnerships that promote knowledge transfer;
- F. encouraging engagement from youth and young professionals;
- G. supporting projects that introduce children to nature;
- H. implementing activities and strategies to reach new or expanded audiences (e.g. urban);
- I. working closely with other Commissions and the Secretariat to advance IUCN interests;
- J. convening IUCN Members and experts to identify areas of interest and opportunity; and
- K. creating a strong and deep global network of volunteers dedicated to raising awareness and engaging new audiences in support of conservation.

#### PROGRAMME PRIORITIES

As shown in Table 1, the Commission's work will focus on three priority areas that contribute directly to IUCN's three Programme Areas.

Table 1

| CEC Program Priority   | Valuing and conserving nature  | Promoting and supporting effective and equitable governance of natural resources   | Deploying nature-based solutions to address societal challenges   |
|--|--|--|---|
| <b>#NatureforAll</b> — Implement a global campaign to inspire a love of nature through raising awareness and motivating people (especially youth) to embrace nature and its value, as well as experience and connect with nature, despite the diversity of its actors and interests. | Create a community of practice to support a successful global campaign to inspire new love, appreciation and connection with nature  | Leverage the #NatureforAll global campaign to reach and educate larger and more diverse audiences on the important topic of effective and equitable governance of natural resources                                | Leverage the #NatureforAll global campaign to reach and educate larger and more diverse audiences on the important topic of nature-based solutions and their role in addressing social challenges |
| <b>Communications Connect</b> —Establish a virtual service centre facilitated by CEC experts to share information, guidance, tools and access to experts to respond to needs for education (e.g. sustainability), communications and behavioural change capacity.                    | Enable easy access to local, regional and/or leading communications and education experts and/or services to assist in expanding awareness and support for valuing and conserving nature | Enable easy access to local, regional and/or leading communications and education experts and/or services to assist in expanding awareness and support for effective and equitable governance of natural resources | Enable easy access to local, regional and/or leading communications and education experts and/or services to assist in expanding awareness and support for nature-based solutions                 |
| <b>Member Engagement</b> — Implement a strategy to ensure that CEC members around the globe reflect the diversity of the Union, represent the skills and expertise in demand for capacity building, and are motivated and equipped to serve the Union.                               | Engage CEC members worldwide through social media and other avenues to support IUCN's communication, policy and strategies for valuing and conserving nature                             | Engage CEC members worldwide through social media and other avenues to support IUCN's communication, policy and strategies for promoting and supporting effective and equitable governance of natural resources    | Engage CEC members worldwide through social media and other avenues to support IUCN's communication, policy and strategies for nature-based solutions   |

## 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.

## **MEMBERSHIP**

The Commission has a diverse membership in terms of experience, specialities, 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.