



2017-2020 CEC Membership Guidelines

CEC membership expired 90 days after the IUCN Congress and from 2017 new applications will be submitted online through the [IUCN CEC website](#).

General guiding principles

1. The Chair has the privilege to decide how to set up the leadership structure. The Chair decides the number of [Steering Committee members](#), Regional Representatives, and identifies the types of taskforces, specialty groups, and committees that need to be created to implement the new [Mandate for 2017 – 2020](#).
2. The membership application process has been reviewed by the Chair and the new membership application form for 2017-20 is available online on the [CEC section of the IUCN website](#) and on the [CEC blog](#) [CECtalksnature.org](#)
3. CEC aims for gender, geographical and skills balance. CEC seeks those members who are targeting behavioural change for valuing and conserving nature, doing innovative education for the SDGs, strategic communication, capacity building and values members who contribute meaningfully to the CEC mission and who are able to influence the work in these fields, or who can bring resources of their institution towards the support of CEC.

The ways that CEC members can contribute constructively to the mission of IUCN and CEC, in a voluntary capacity are to:

1. Serve as a two-way communication link between in-country professionals and the IUCN Commission on Education and Communication to provide policy advice, knowledge and ideas on communication and education and the work of the Commission.
2. Serve as a link between their organisation/constituency/ network and CEC, fostering a two-way flow of information, ideas and where possible stimulate actions that give synergy;
3. Provide support for international CEC initiatives in their country/region/product area supporting CEC contributions to delivering the [2017-2020 IUCN programme](#), according to [CEC mandate](#), especially the work programme on [#NatureforAll](#), connecting CEC experts to IUCN members, staff and other commissions;
4. Advocating for communication and education and mobilising support for CEC positions taken on communication and education in their country/region/professional areas;
5. Foster professionalism and technical competence in communication and education including assisting with sharing knowledge, contributing to publications, articles for the web site, in conferences, and training programmes where applicable;
6. Participate fully, wherever possible, in working sessions and other activities organised by CEC and to offer suggestions to CEC on possible initiatives, work planning, working session venues etc;
7. Work with CEC members and with other IUCN Commissions and partner organisations to further the key role of communication and education in achieving sustainable development and biodiversity conservation;

8. Work co-operatively with IUCN National Committees, Regional and Country Offices, to support their work in communication and education and, where possible, respond to requests for advice, information.
9. Provide advice on request about people competent to serve in communication and education positions and consultancies.
10. Share their experiences, learning resources, research finding via the [CEC section of the IUCN website](#), [CEC resources and publications](#); discuss and analyse best practices; and, disseminate experiences and opinions via the CEC newsblog "[CECtalksnature.org](#)" and the [Facebook Groups](#).

Membership Application and Approval Process

Existing CEC members :

1. All existing members are sent invitations to continue membership and to update their profiles on the [IUCN Union Portal](#) in order to match the 2017-2020 Specialty groups, themes and other working groups to members interest.
2. Invitations and membership survey are sent out via email from the CEC Secretariat on behalf of the CEC Chair.

New members:

1. Regional Chairs, Specialty Group Leaders, IUCN National Committees or IUCN members, CEC members and IUCN staff can identify appropriate members for CEC and recommend that they are invited. Invitations are sent from the CEC Secretariat where membership process is centralized and kept within the IUCN regulations.
2. During the re-application process in early 2017, new members who expressed an interest to join immediately after Congress will receive an email with a link to the new CEC application form.
3. Spontaneous requests are accepted if they are accompanied by a CV which proves the applicant's expertise corresponds to the mandate of CEC.
4. The application form for 2017-20 is available in English, French and Spanish on the [CEC section of the IUCN website](#) and on the [CEC blog CECtalksnature.org](#)

Appointment confirmed:

1. Once candidates have submitted their application forms online with their CV, their requests are sent to the CEC Chair, Deputy Chair, Regional Vice-Chairs or Specialty Group Leaders for approval.
2. New CEC members receive a confirmation email from the CEC Secretariat that they have been accepted as members for the current period (i.e. 2017-2020). The terms of appointment of CEC members are valid from the time they are approved by the Chair of the Commission until 90 days after the close of the next ordinary session of the World Conservation Congress following their appointment or until re-appointments are made, whichever is sooner. Members are informed about the [CEC website](#), the [CEC Chair and Steering committee](#), the [CEC Programme](#) and [CEC resources and publications](#). They are also invited to discuss and analyse best practices, and disseminate experiences and opinions via the CEC newsblog "[CECtalksnature.org](#)" and the [Facebook Group](#).
3. New CEC members' contact details and emails are entered in the IUCN database CRM and each member is linked to one/more Commission Groups and to a region. CRM feeds the [IUCN Union Portal](#), which allows for networking, interaction and the sharing of information across the entire Union: IUCN Members, Commission members and the Secretariat.
4. To login to the IUCN Union Portal, members should visit [the recover password page](#) and type their registered email (used to apply for CEC membership). Once they receive their credentials by email, we would suggest they search for their profile and complete their biography, professional details, areas of expertise, add a picture and any other information they may wish. IUCN Union Portal user's guides are available in [English](#), [French](#) and [Spanish](#) and video guides are available in [English](#), [French](#) and [Spanish](#).

CEC Specialty Groups

- **#NatureForAll, CEPA** (Communication, Education, Participation, Awareness) ; **Social and Behaviour Change Communications**
- **Higher Education, Knowledge Management and Capacity Development**
- **Media and Communications** (Environmental Communication, Journalism, Film-making, Photography, Artists or any format of Storytelling that innovatively communicates conservation messages)
- **Outreach** (Youth Engagement, Indigenous Organisations, Scientific Community)
- **Community Management, Recovery of Traditional Knowledge, Participatory Management, Empowerment**

Areas of expertise

In the present term (2017-2020) the CEC membership form proposes the following areas of expertise that would help CEC achieve its mandate:

- Environmental communication
- Social and Behaviour Change Communications
- Environmental Security (Please specify region and area of experience below)
- Environmental Journalism
- Science communication
- Training and capacity development (Please specify region and area of experience below)
- Mediating / Facilitation (Please specify region and area of experience below)
- National-level education strategy and curriculum development
- Monitoring and evaluation
- Linguistic and translation skills (Please specify language proficiency below)
- Knowledge production: peer-reviews, reports, toolkits
- Content production: films, videos, photography, art work, infographic design
- Behavioural, decision-making science
- Social marketing
- Information Sharing and Knowledge Management

Code of Conduct for all members of IUCN Commissions

Membership in IUCN's Commissions confers a high level of recognition and respect to professionals who volunteer to join in IUCN's overall efforts to achieve its important mission and vision. The Code of Conduct is designed to ensure that all members of IUCN's Commissions consistently conduct their work and interactions in an ethical, professional, impartial, unbiased and tolerant manner.

English - [Code of Conduct of Members of IUCN Commissions](#)

Français - [Code de Conduite des Membres des Commissions de l'IUCN](#)

Español - [Código de Conducta para los Miembros de las Comisiones de la UICN](#)