2021-2025 CEC Membership Guidelines

CEC membership expired 90 days after the IUCN Congress and new applications will be submitted online through the CEC section of the IUCN website, from now on, named as 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, including Regional Representatives, and identifies the types of networks, task forces and committees that need to be created to implement the new CEC Mandate for 2021 – 2025.

2. The membership application process has been reviewed by the Chair and the new membership application form for 2021-2025 is available online on the IUCN CEC website.

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 priorities in their country/region/product area supporting CEC contributions to delivering the 2021-2025 IUCN programme, according to CEC Mandate for 2021 – 2025 and networks, 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 IUCN CEC website, CEC resources and CEC publications; discuss and analyse best practices; and, disseminate experiences and opinions via the IUCN CEC website and the Facebook Group.

**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 2021-2025 networks and themes 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, Networks Cochairs, 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 November 2021, 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 2021-2025 is available in English, French and Spanish on the IUCN CEC website.

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 Networks Co-chairs 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. 2021-2025). 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 IUCN CEC website, the Steering Committee, CEC Networks, CEC resources and CEC publications. They are also invited to discuss and analyse best practices, and disseminate experiences and opinions via the IUCN CEC website 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 Networks 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 click on "Recover password/account" and type their registered email (used to apply for CEC membership). Once they receive their credentials by email, we request members to update their profile, complete their biography, professional details, areas of expertise, add a picture and any other information requested. IUCN Union Portal user’s guides are available in the three official IUCN languages (English, French and Spanish) as well as video guides (English, French and Spanish).

CEC Networks

- #NatureForAll: a 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.

- Nature Education for Sustainability: is focused on developing 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.

- Youth engagement and intergenerational partnerships: aims to work with the Union to connect and mobilise diverse youth across the world to advocate and act for nature conservation.

- Reimagine Conservation: leads communication, social and behavioural change communications, and public awareness to create a global culture of conservation and care.

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’UICN
Español - Código de Conducta para los Miembros de las Comisiones de la UICN