

WPC Legacy

Broad-based cross-sectoral (non-traditional – tourism, forestry, agriculture, mining?) commitment to delivering “natural solutions” to global challenges, through PAs, with a focus on improved implementation of Element 2 of PoWPA (PA Governance)

Key Concepts:

- Relevance and added value of PAs
- Governance
- Mobilizing ACTION on the ground to protect life, with a keystone role for PAs
- “Hope Stations”
- “New Networks: New Solutions”

WPC Regional/Thematic Issues

- Treat each theme (e.g., relevance, governance, climate change, healthy parks/people...) on 4 levels (legacy, local, national, global) and communicate this way
- Make sure Parks/protected areas is in the “tag line”
- Use regional conservation fora to focus on regional needs
- Showcase pacific MPAs – regional successes in garnering support from national governments
- Don’t be afraid to talk about failures
- Reach peoples hearts (connection to place) and minds (ecosystem services)

Organizational

- Use intervening meetings and other mechanisms (sectoral summits?) to build sectoral support, and strategically link with WPC objectives
- Seamlessly include all stakeholders across themes – part of IUCN's value added (i.e., relative to CBD)
- Focus on a few themes
- Engage PA managers and understand their needs
- Use all available technology to package & communicate innovatively (web apps., videos, story telling)
- Hold simultaneous regional meetings with web links?
- Fundraising – Global corporations (target a few real conservation leaders ethically)
- Ambassador – Australian celebrity? – a popstar? Use Youtube.