



CEC at CBD COP 10

October 2010 – Nagoya, Japan



Conference of the Parties to the Convention on Biological Diversity



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This report collects news item from the CEC website www.iucn.org/cec/.

Additional content may be found in the PowerPoint presentations delivered during the CEC CEPA Side Event:

http://cmsdata.iucn.org/downloads/communicating_biodiversity_iucn_cec_slideshow.pdf

Produced by Susan Guthridge-Gould, CEC editor, January 2011

1. Bringing Science to Life

The tenth meeting of the Conference of the Parties (COP 10) to the [Convention on Biological Diversity \(CBD\)](#) was held in Nagoya, Aichi Prefecture, Japan, from 18 to 29 October 2010. It was a landmark event in the life of the CBD for several reasons:

- This the [International Year of Biodiversity](#);
- This is the tenth Conference of the Parties, so it's time to assess progress;
- COP 10 is preceded by a [United Nations General Assembly](#) session devoted to biodiversity.



Life in harmony. into the future

The IUCN Commission on Education and Communication participated in the CEPA Fair at COP 10, carrying our message about the importance of Communication, Education and Public Awareness (CEPA) to achieving biodiversity goals.

CEC members attending COP 10

CEC was represented by the following members:

1. Keith Wheeler, CEC Chair, USA
2. Rod Abson, CEC Focal Point, IUCN HQ, Switzerland
3. Frits Hesselink, CEC Special Advisor to the Chair, Netherlands
4. Marta Andelman, co-leader, CEC Specialty Group for CEPA, Argentina
5. Laurie Bennett, CEC member, UK
6. Yvonne Otieno, CEC member representing Youth and Intergenerational Partnership, Kenya
7. Tania Moreno, CEC member, Costa Rica

Other CEC members attending COP 10:

1. David Ainsworth, co-leader, CEC Specialty Group for CEPA, and CBD Program Officer, Canada
2. Florence Clap, UICN France
3. Brahim Haddane, Morocco
4. Sean Southey, Media Impact
5. John Francis, National Geographic
6. Andrea Margit, Brazil (maybe)
7. Daniel Robinson, University of New South Wales, Australia
8. Mike Shanahan, IIED, International Institute for Environment and Development
9. Denise Hamú, Brazil
10. Harriet Nimmo, Wildscreen, UK
11. Mr. Mahawa Diouf, L'Union SAPPAT, Senegal

2. Report on CEC Side Event

IUCN's Commission on Education and Communication held a side event on 20 October 2010 entitled 'Bringing Science to Life'. The event was designed to challenge 'traditional' ways of communicating biodiversity messages. CEC member Laurie Bennett of Futerra Communications reports from Nagoya.

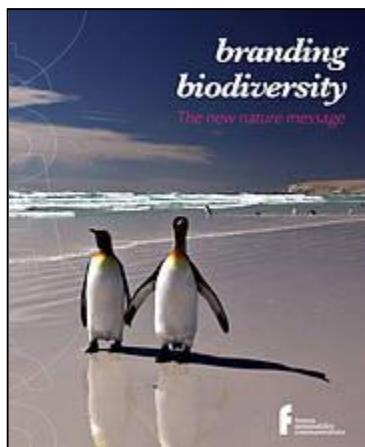
One of the most powerful points coming out of Nagoya, made both explicitly and also hidden in the maelstrom of debate around biodiversity policy, is the way we communicate is fundamental to the success of biodiversity conservation.

Whether at the highest levels of political wrangling, or at the grass roots of public action, communication is the glue that sticks policy and action together. Persuasion, as well as policy, is key to ringing the political and public change required to safeguard the nature on which we depend.



Today IUCN's Commission on Education and Communication held a side event entitled 'Bringing Science to Life'. The event was designed to challenge 'traditional' ways of communicating biodiversity messages. With the climax of Countdown 2010 marking the end of one era, and the beginning of another, IUCN are challenging biodiversity communicators to turn over a new leaf too.

The event was presided over by CEC chairman Keith Wheeler, who started the session with a premiere of the [CEC's film for Nagoya, Love. Not Loss](#). The panel of experts included Frits Hesselink, special advisor to the chair, Laurie Bennett, Head of Strategy at Futerra Sustainability Communications, David Ainsworth, Policy Officer for the CBD and Florence Clap, Biodiversity Policy Officer for IUCN France.



The presentations covered the major challenges that biodiversity communicators face, from the psychology of the audience to the infrastructural hurdles of funding and resources.

Frits called for communication to sit higher up the biodiversity agenda. Rather than being called in once the decisions are made, communicators can and should help to shape debate and make policy accessible. It's time that scientists trust communicators to take their findings and translate them into palatable messages for the wider community.

Laurie used [Futerra's latest publication, Branding Biodiversity](#), as a platform to challenge communicators to focus on Love not Loss.

Extinction messages are built on guilt, and making people feel guilty doesn't make them act. We need to celebrate the awe and wonder we all feel for nature, and use that to inspire people towards a positive future, rather than scare them away from an extinction crisis. He added that the economic findings

coming out of reports like TEEB should be handled with care. While they are perfect ammunition to target policy makers, they risk undermining emotional connections the public have with nature.

David demonstrated the success that the International Year of Biodiversity has had putting a more positive approach into action. He showcased case stories from around the world, including intrepid Belgian travellers, and Google's Doodle competition to inspire kids about biodiversity.

Florence's campaign 'La Biodiversite c'est ma nature', has been a hit with celebrities and the public alike in France. Working with the CEC, the campaign has drafted a challenge to policy makers, and gets support for it in fun and creative ways.

The new message was applauded by John Francis, VP Research, Conservation, & Exploration at the National Geographic Society, whose new documentary Great Migrations is all about the Love message. An Ethiopian delegate confirmed that Love not Loss is not an approach confined to the urban West, and UNEP spokesman Nick Nuttal called for consistency of message across all communications platforms.

Clearly there is the potential to shake up the biodiversity message. Together we can inject it with inspiration, move it out of the shadow of complex scientific subject, and into the light of the world's most inspiring stories.

Communicating Biodiversity

Bringing Science to Life

Wednesday 20 October — 13:00 to 15:00

COP 10 in Nagoya, Japan

CEPA Fair, First Floor, Building 2, Room 216 A

Biodiversity is the world's most elaborate scientific concept, but also, potentially, its greatest story. Love of nature for most people is about awe, wonder and joy; not habitats, ecosystem services or extinction. By using these powerful emotions to bring science to life communicators will inspire conservation action around the world.

This side event on Communication, Education and Public Awareness (CEPA) provides expert insight into the challenges communicators face, the common pitfalls of biodiversity communication, and the practical solutions that will inspire public and political action.

RELATED LINKS

Photos from the event > <http://photopeach.com/album/g5ejck>

Link to news item >

<http://www.iucn.org/about/union/commissions/cec/?6313/Communicating-Biodiversity-Report-on-CEC-Side-Event>

Video: Love, Not Loss > <http://www.youtube.com/watch?v=BvldwOEzreM>

Photos from CEC's CEPA Side Event



3. CEC News from Nagoya

Rod Abson, IUCN Science and Learning Officer, CEC Focal Point, reports that more than 100 people attended the CEC Side Event. An article and video from Laurie Bennett capture the content. Read the latest Daily Diary by Keith Wheeler, CEC Chair.



Dear all,

I am pleased to share [an article prepared by Laurie Bennett of the CEC for the CEC Side Event](#) held today with over 100 people attending – standing room only! It has several links to other resources and I have uploaded the new video [‘Love. Not Loss’ to the IUCN YouTube channel](#). Two CEC members, Yvonne Otieno and Tania Moreno, produced a [slide show of photos taken at the event](#).

A great job by all involved, well done!

Keith was the author for the Daily Diary entry for today. [Click here to read his entry >>](#)

Agenda item 4.8 on Communication, Education and Public Awareness (CEPA) was discussed today in plenary with much support and ongoing discussions for the rest of next week. There is more opportunity for IUCN to play a key role in the next steps of CEPA and we will follow up once the final text has been approved at the end of next week.

IUCN Science and Learning Officer, CEC Focal Point

4. IUCN Daily Diary: Love. Not Loss.

Wow, my jet lag is waning, and I managed to actually sleep at night. Today, I wandered through a series of side events listening to message after message of loss, unmet commitment and at the same time a hope for a process unfolding that will save our planet's biodiversity, writes Keith Wheeler, Chair of IUCN's Commission on Education and Communication.



I am constantly reflecting on these messages, and asking myself how will they play to the rest of the world - 6 plus billion strong? Will they understand the myriad of acronyms, will they have the same passion for nature as the 8,000 strong here at the conference, what action do we want them to take? Still a bit confusing with each messenger here driving home their point of view, their research, the policy they want to have enacted...I continue to reflect: Will the same processes that we have built over the past thirty years to help us save nature, help us achieve the challenges that we face today and over the next decade?

The [Commission on Education and Communication](#) (CEC) has organized with the Convention on Biological Diversity the CEPA Fair (Communication, Education and Public Awareness) here in Nagoya. There is an ongoing series of presentations illustrating best practices in strategic communication, learning and education, and public engagement. This networking is serving as an inspiration and sharing platform for all interested in driving the change in human behavior that we all hope for - the change necessary to meet the next set of commitments in 2020. But how does this all fit seamlessly into a strategic plan for change? Are we engaged in CEPA for CEPA's sake or is it truly part of the change platform and seen as the key missing ingredient to meeting the goals that will come forth at the end of this meeting? Only time will tell.

The world is getting increasingly flat, and the way we communicate and shape the minds and hearts of our fellow earthlings is changing constantly. It used to be that we carefully craft press releases, massage news stories and disperse them through a series of top down channels. Here in Nagoya I am seeing people of all walks of life with hand-held video cameras and run-of-the-mill camera cell phones sending images across the globe. I was in the area with all the displays early in the morning in search of messages. I could not help notice the school children going from booth to booth learning about all aspects of biodiversity, taking pictures and asking questions. I also could not help but notice the grandparents helping the teachers guide the students through the maze of exhibits. It was then that it struck me that CEC member Laurie Bennett of [Futerra Sustainability Communications](#) was right: It is *Love* not *Loss*. That is the key message that we need to take from this meeting. This is the way to achieve the action that the world so desperately needs when it comes to stemming biodiversity loss.

Link to the news item >

http://www.iucn.org/cbd/meetings/nagoya_2010/news/nagoya_diary/?6305/Day-Two-Love-Not-Loss

5. New biodiversity video asks, "Are we failing to communicate?"

This video presents a new biodiversity message. It challenges communicators to talk about nature in terms that people want to listen to. The IUCN Commission on Education and Communication and the CBD Secretariat produced the video in partnership with CEC members in Wildscreen and Futerra.

As the video opens, the narrator intones, "We are living in the age of the sixth mass global extinction. Experts warn that in the next 30 years we'll lose one fifth of the entire species on the planet." Soon a road sign asks, "But is anybody listening?"

The video, titled "[Love. Not Loss](#)", proposes a new direction for biodiversity communication. It was created for screening at the [CBD COP10 in Nagoya](#) in October 2010.



Citing research and showing communities engaged in learning, the video raises key points:

- The single most important factor behind taking action is our childhood experience. How can this wonder be harnessed to change our behaviour?
- In all parts of the world we are beginning to see that public awareness does lead to change, where people can see the benefits from making their own contribution.
- It's NOT the depressing accounts of the wildlife we are losing that moves us, it's awe and wonder, enhanced by understanding, that can inspire us to take action. It's love, not loss.

The video was produced by Jeremy Bristow for Wildscreen. IUCN CEC members contributing to the video include:

- Harriet Nimmo, CEC Special Advisor for Multi-media Communication and Chief Executive of [Wildscreen](#);
- Laurie Bennett, CEC member and Head of Strategy, [Futerra Sustainability Communications](#);
- David Ainsworth, CEC Specialty Group Leader for CEPA and Information Officer, [Secretariat for the Convention on Biological Diversity](#);
- Frits Hesselink, CEC Special Advisor and [HECT Consultancy](#) founder; and
- Keith Wheeler, CEC Chair.

Funding for this film came from the Government of the Netherlands, as part of its contribution to Communication, Education and Public Awareness (CEPA) activities under the Convention on Biological Diversity. View the video >> <http://www.youtube.com/watch?v=BvldwOezreM>

6. Evaluating collaboration across generations at the Biodiversity COP

By Dominic Stucker, CEC Steering Committee

The CEC Team at Nagoya, pictured below, consisted of eight members, three senior professionals and five young professionals. I asked them about challenges, benefits, lessons, and stories from their experience of working as an intergenerational team. Summing up the feedback, one young woman wrote: "It felt like we had just ran an obstacle/relay race and came out as winners! There is no greater feeling than knowing that someone appreciated what you do and that they've got your back."



See all responses here, in a table that compares perspectives from young and senior team members:

CEC Team at Nagoya: Feedback on Working Across Generations		
	Young Professionals	Senior Professionals
Challenges What were the challenges of working across generations while planning for and working together at Nagoya?	<ul style="list-style-type: none"> – Different levels of experience with these types of events can mean that not everyone is starting from the same page. It was not really a problem, just something to be aware of. – Interesting question. Looking back, seems like there were no challenges. It was more of an adventure than a challenge. This was the first time most of us were meeting, all from different countries. I picked up some sense of curiosity mixed with eagerness to learn from each other. Everyone seemed open to suggestions and most importantly to listen to what colleagues had to say. It is by listening 	<ul style="list-style-type: none"> – Time to go over the various details. – In general working with different professionals from different generations is a very rich and refreshing experience. Different people have different visions and skills and it is a huge effort to integrate in an open way all the differences in a work team for a common objective. Everybody was open to new ideas. It was wonder to work together.

	<p>that we were able to understand each other and identify each others' strengths.</p> <p>In my case, I was nervous when suggesting that we use social media platforms in promoting the event. Some of these platforms had not been used by the CEC before, (e.g. Slide Share and Picassa). I was surprised at how readily these ideas were received and implemented. When my ideas were taken up, it gave me confidence to do more.</p>	
<p>Benefits</p> <p>What were the benefits for the CEC Team, the CEC side-event, your overall impact, etc?</p>	<ul style="list-style-type: none"> - We were able to make use of the institutional knowledge and experience of the older team members, coupled with the enthusiasm for communications such as photography, writing, and social networking [from the younger members] to have a strong impact. - I believe that the planning meetings helped us learn a little about each other. When we met for the fist time at the conference, we all appreciated that each of us had different talents to bring to the table. The appreciation of each others' strengths helped in the assigning of roles. No task was considered mundane. With everyone focusing on their assigned duties and being flexible to help whenever called upon, the teamwork experience was great. It felt like a tag team. The result: a successful side event. I think we had one of the most highly attended side events. There was an amazing feeling of satisfaction by all afterwards. 	<ul style="list-style-type: none"> - Good PR before and after the event, good event management during the side event. - The benefits for CEC Team, CEC side event, etc were a new energy, different expertise and different frameworks. It was a continuous feedback learning process. The synergy working across generations improved and increased the impact of work. <p>We learn from the new professional ideas, the elderly generations put their background on the table to share; the result is a new experience for each person and for the teamwork; more power, more creativity and better results.</p>
<p>Lessons</p> <p>What lessons did you learn to improve similar intergenerational</p>	<ul style="list-style-type: none"> - Engage people early on in the process to prepare them as much as possible in advance to know what is needed of them and how they can contribute their different skills sets. Listen to everyone's suggestions and build on their strengths. There are many tasks, big and small, 	<ul style="list-style-type: none"> - Talk in advance with the young professionals about what they were going to do to reduce risks of making mistakes. Evaluate afterwards lessons learned.

<p>efforts in the future?</p>	<p>that need to come together to make an event successful and you need everyone's input.</p> <p>– Keep an open mind. Listen, learn and share what you know, what you consider as simple may turn out to be a grand idea. Do not say that "senior" people won't listen, if you don't take the risk to share what you know. Show an interest in learning by asking questions. I got a lot of wisdom nuggets that I apply everyday.</p> <p>Do not underestimate your hobbies or interests, as they might just be what is needed. For example during the side event, we wanted to share the experience with all who couldn't make it. Unfortunately we did not have any sophisticated equipment to work with (e.g. a video camera). However, we had still photographs. Being a social media junkie, I knew of free software that could be used to present the same. Never had I thought that my obsession with social media tools would prove useful at such a time. I shared with Tania the possibility of using PhotoPeach. She picked up on it and, within an hour's time, we had prepared a presentation on PhotoPeach that has been viewed 400 times at my last count! This also didn't cost us much.</p> <p>Be innovative. Not everything you do has to be expensive. We used the same still camera to record short video interviews with Keith Wheeler and Frits Hesselink. The videos are now on YouTube.</p> <p>In future efforts, more time should be allocated to allow for informal interactions among team members. The schedule at the conference was so tight that I think we missed a chance to tap into the knowledge from "senior" team members.</p>	
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<p>A story</p> <p>Please share any story, anecdote, or other comments you may have from the event related to inter-generational partnership and biodiversity conservation.</p>	<ul style="list-style-type: none"> – Sitting around the dinner table and everyone chatting together showed that there was no divide between ‘young’ and ‘old’ – it was not an issue. – It felt like we had just ran an obstacle/relay race and came out as winners! There is no greater feeling than knowing that someone appreciated what you do and that they've got your back. <p>It was only after the event that we realized how diverse the team was with almost all continents represented. All throughout the sessions, it felt like a family. Having different people with different skills, from different parts of the world work at achieving one goal, now that's diversity with a purpose.</p>	<ul style="list-style-type: none"> – The videos of Keith and myself are nice initiatives. – It was a pleasure to work across generations. Yvonne, Florence, Tania, and Laurie are excellent professionals.
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Visit the CEC web page for the Intergenerational Partnership for Sustainability >>

http://www.iucn.org/about/union/commissions/cec/cec_how_we_work/youth_ips/

7. My Experience in Nagoya by CEC Young Professional Yvonne Otieno

"Three things I learned from participating in CEC activities in Nagoya: Planning, Teamwork and Clarity of Purpose," writes CEC member Yvonne Otieno of Kenya.



After three flights, a train ride and a subway ride, it was finally time to find out what two months of planning meetings on Skype would lead to. I had arrived in Nagoya, Aichi Prefecture, Japan, where over 12,000 people including 1,800 journalists had registered for tenth meeting of the [Convention on Biological Diversity Conference of the Parties \(CBD COP10\)](#) from 18 to 29 October 2010.

Day 1 - Discovering the subway and McDonalds

I was excited about being in Japan, this being the farthest I had been from Kenya. I arrived at the hotel in the early afternoon, took a shower and laid down to rest for an hour...Next thing I know it was midnight and I just couldn't get back to sleep, especially not with the hunger pangs I was feeling. Off I went for midnight stroll, a chance to familiarize myself with the location of the hotel and the route to the subway. Bumping into McDonalds was sheer joy for me. It was refreshing seeing people walking and cycling the streets at 1:00 am in the morning, including a group of young people practicing some dance steps outside a glass building.

Day 2 – Adrenaline rush and origami

Woke up early full of energy and raced off to the Conference location hoping to get a seat inside. But it seems like no one went to sleep because when I got there, the plenary hall was full and I (together with many others) had to follow the proceedings from screens set outside the hall. I was, however, happy to see how well the organizers had planned the event. Registration and getting badges for the event went quickly and smoothly.

After the morning plenary session, I started scouting the location to find out where I could find other IUCN team members. This led me to the IUCN booth manned by IUCN Japan members and volunteers. Here, I found a mix of people young and old trying to make some origami designs and so I joined in. I kept trying to connect with IUCN CEC members but it seems we kept missing each other by inches.

After a great cocktail reception hosted by the Government of Japan, it was time to go back to the hotel. Only after I returned to the hotel did I finally connect with other IUCN CEC members. YAY! And the plan was to meet during breakfast before the IUCN morning briefing which took place at 8:00am every morning at a Chapel in the Nagoya hotel, which was right next door to Hotel Precede.

Day 3 – Of jet lag and planning

Breakfast was interesting but I can hardly remember what I had for breakfast because at this point I was experiencing the worst headache I have ever had in my life! It literally felt like an inexperienced

drummer was practicing some not very friendly tunes in my head. Thanks to Marta, who gave me some pain killers, but right after the meeting, I dashed back to the hotel and went straight to bed. I woke up two hours later feeling much, much better and finally went to the conference.

So now it was time to come up with strategies about how we would get people to attend our side event. We already knew that there were many side events taking place at the same time -- and that our side event was not listed on the official program. So a quick meeting at the CEC booth at the CEPA Fair set the action plan in motion.

Day 4 – The side event

How did we get over 100 hundred people to attend our event? Great leadership, teamwork, commitment and passion.

As I mentioned earlier, we had previously invested in two months of meetings via Skype. This meant that all our presentations and other logistics were in place. One of the things we had done was registering accounts in different social media platforms including [Twitter](#), [Facebook](#), [Slideshare](#) and [Picassa](#).

But the challenge on the ground presented a different reality. There were so many exhibitions and publications on display that people seemed often overwhelmed with the material provided and which event to attend.

We had to work together to get the 12,000 delegates (or at least 50 delegates!) to our event. So everyone got a share of invitation letters to distribute to delegates. We positioned ourselves in strategic locations. Keith Wheeler and Frits Hesselink did some lobbying to encourage some high-profile delegates to attend our event. Come 1:30 pm, the hall was still empty, by 1:45 pm a few people start trickling in, and by 2:00 pm we had a full house. Phew - we were double the number we had hoped for and ready to roll!

The side event kicked off with a three minute video, [Love. Not Loss](#), about how we communicate biodiversity. It was followed by four presentations -- one giving background information, two case studies and the last addressing the key issues at hand. The video helped to capture the audience's attention and keep people interested in the subject. (Otherwise, as I noticed, most side events had people lining up for the free lunch, sitting for a few minutes until they were through eating then speeding off to the next free meal.) The presentations were as follows:

1. Keith Wheeler and Frits Hesselink provided background on [CEC, the IUCN Commission on Education and Communication](#), and the [CEPA Toolkit](#). This was followed by presentations of practical examples of how communication has been use of in different arenas.
2. Florence Clap made a presentation on a campaign run by the French Committee for IUCN, [La biodiversité c'est ma nature](#);
3. Laurie Bennet of Futerra Sustainability Communications presented a strong case of how we can better [“brand” biodiversity](#) with more messages of Love and less on messages on Loss;
4. David Ainsworth from the [CBD Secretariat](#) shared a detailed presentation on how CEPA activities carried out promote the [International Year of Biodiversity](#).

Watch interviews with [Keith Wheeler](#) and [Frits Hesselink](#) recorded after the CEC side event.

Standing at the back of the room, it was great to see the audience engaged in all presentations. This was evident in the reactions received during the question and answer session. Besides getting people to attend your side event, nothing beats having an actively participating audience.

So at the end of the event, we were all happy to receive feedback from the audience with important messages and suggestions such as the following:

- include the communities in your planning;
- communication doesn't have to be expensive;
- the media is important but it's only a small part in the communication mix;
- sometimes your best ambassadors can be in the communities you live in as was the case in Bangladesh;
- communicating biodiversity need not be all doom and gloom, we can have "More Love, Less Loss."

It was a great experience working with the IUCN CEC Team in Nagoya. They brought the word "teamwork" life and exhibited a real passion not just for biodiversity but for sharing their love for biodiversity.

On planning of future events...

Side events: A lot of efforts went into mobilizing people to attend the event. We used social media, lobbying and posters (not fancy posters just invitation letters distributed on the day of the event). All this combined effort helped to ensure that we didn't have just the eight people we knew but 92 others who knew nothing about us present and actively participating. There was also a lot of coordination between those present at the venue and those back in the office so that the blog articles, video and photo presentations were uploaded and distributed within two hours after the event.

Exhibition booths: For exhibition booths, positioning and having some interactive activities to attract people is key. There are about over a hundred booths and only about 10 to 15 had high traffic due to the activities in the booth. For example the IUCN booth had free coffee and some members of IUCN Japan doing origami workshops. A different booth had participants carve their own chop sticks and give them small bags to pack the chopsticks so they could be recycled.

Media presence: The media presence at such events is huge we had over 200 journalists (local and international) present all looking for that unique story angle. With this number of journalist it should be impossible to miss coverage. It seems to me that how to connect with the journalists may be the challenge, but it's a manageable challenge. I saw journalists walking around booths or hanging around the plenary hall stopping delegates (who didn't want to speak to journalists) for interviews. With proper planning and coordination, it should be impossible to miss a good story and sound clips for the international media.

I would like to invite everyone to use the online resources created for the Nagoya event: [Follow CEC online](http://www.iucn.org/about/union/commissions/cec/follow_cec_online/).

8. Materials and Related Stories

MATERIALS

[Invitation to Side Event](http://cmsdata.iucn.org/downloads/nagoya_flyer_2.pdf) (flyer) http://cmsdata.iucn.org/downloads/nagoya_flyer_2.pdf

[Slideshow Presentation](http://cmsdata.iucn.org/downloads/communicating_biodiversity_iucn_cec_slideshow.pdf) (PowerPoints)

http://cmsdata.iucn.org/downloads/communicating_biodiversity_iucn_cec_slideshow.pdf

[Photo Slideshow of CEC Side Event in Nagoya](http://www.iucn.org/about/union/commissions/cec/?6353/Photo-Slideshow-of-CEC-Side-Event-in-Nagoya) (PhotoPeach)

<http://www.iucn.org/about/union/commissions/cec/?6353/Photo-Slideshow-of-CEC-Side-Event-in-Nagoya>

[Communicating Biodiversity: Bringing science to life through Communication, Education and Public Awareness](http://cmsdata.iucn.org/downloads/cepa_brochure_web.pdf) (CEPA brochure) http://cmsdata.iucn.org/downloads/cepa_brochure_web.pdf

[CEC - Powering Change for Biodiversity](http://www.iucn.org/about/union/commissions/cec/?6350/New-Brochure-CEC---Powering-Change-for-Biodiversity) (CEC brochure)

<http://www.iucn.org/about/union/commissions/cec/?6350/New-Brochure-CEC---Powering-Change-for-Biodiversity>

RELATED STORIES

[My Experience in Nagoya by CEC Young Professional Yvonne Otieno](http://www.iucn.org/about/union/commissions/cec/?6510/Experience-in-Nagoya-Yvonne-Otieno) (news story)

<http://www.iucn.org/about/union/commissions/cec/?6510/Experience-in-Nagoya-Yvonne-Otieno>

[Japan Civil Network Promotes CEPA during CBD COP10](http://www.iucn.org/about/union/commissions/cec/?6533/Japan-Civil-Network-Promotes-CEPA-during-CBD-COP10) (news story)

<http://www.iucn.org/about/union/commissions/cec/?6533/Japan-Civil-Network-Promotes-CEPA-during-CBD-COP10>

[CEPA and Biodiversity: CEC Member Interviewed on Green TV Japan](http://www.iucn.org/about/union/commissions/cec/?6321/CEC-Member-on-Green-TV-Japan) (Laurie Bennett, video)

<http://www.iucn.org/about/union/commissions/cec/?6321/CEC-Member-on-Green-TV-Japan>