



CEC—Powering Change for Biodiversity

The International Union for Conservation of Nature's Commission on Education and Communication

"I am pleased to bring a youth perspective to the IUCN Council, and moreso to be part of CEC, which provides a platform for intergenerational dialogues and partnerships on sustainability, while making use of traditional and new media."

Grace Mwaura, IUCN Councillor, Kenya



"CEPA is about facilitating the exchange of stories and using this as a means to encourage learning, both informal and formal. I have been involved with CEC for many years, promoting the CEPA Toolkit and co-leading the CEPA Specialty Group."

David Ainsworth, Programme Officer, Secretariat of the Convention on Biological Diversity, Canada

"CEC, with a wealth of educational tools and access to experts around the world, has the stature and institutional mechanisms that can help to build capacity and link up with related networks worldwide."

Tommy Garnett, Environmental Foundation for Africa, Sierra Leone

"CEC is an inspiring global network of educators and communicators dedicated to nature conservation and environmental protection for sustainable development. CEC allows me to step outside my 'box' and explore problems with professionals from other disciplines."

Dinh Thi Minh Thu, Strategic Behaviour Communication Unit, Family Health International, Viet Nam



CONTACT

To request an application for membership, send an e-mail to cec@iucn.org or write to:

IUCN CEC
Rue Mauverney 28
CH-1196 Gland, Switzerland
E-mail: cec@iucn.org
Website: www.iucn.org/cec



“CEC members help IUCN to unlock the power of networks, connect conservation to human values, and integrate know-how into daily practice. In this way, CEC is powering change for a more sustainable future.”

Keith Wheeler, CEC Chair

“CEC promoted the use of multi-stakeholder dialogue as a technique to resolve a forest conflict, working with others in IUCN to design and support a consultative process that enhanced the likelihood of success. To me this is IUCN at its best!”

Stewart Maginnis, Director, IUCN Environment & Development Group, Switzerland

“CEC is an inspiring venue to explore concepts and place regional concerns into a global perspective. I have shared IPE’s success in winning awards and profiting from a private sector partnership as a case study through CEC.”

Suzana Padua, Instituto de Pesquisas Ecológicas, Brazil

Engaging and inspiring people to act



Current areas of action



Membership



Faced with climate change and biodiversity loss, people are ready for messages that change hearts, minds and even behaviours. The conservation community is embracing strategic communication and new approaches to learning to go beyond jargon. CEC, the IUCN Commission on Education and Communication, seeks to engage and inspire people to value and protect nature – from policy makers to natural resource managers on the ground.

The CEC mission

Driving change for the co-creation of sustainable solutions through strategic communication, learning and knowledge management in IUCN and the wider conservation community.

A knowledge network for powering change

CEC is a global voluntary network leveraging the professional expertise of over 800 members in every region of the world to advance the conservation priorities of IUCN, the world’s oldest and largest global environmental network. The IUCN Science & Knowledge Management Unit provides the Secretariat’s focal point for the CEC.

CEPA is a major focus, with workshops and the CEPA Toolkit helping to develop capacity to implement the global environmental conventions. CEC members also participate in dialogues on emerging issues, promote youth engagement, and explore social networking to reach new audiences. Building on education for sustainable development, CEC is developing certificates through the World Conservation Institute and access to online courses. Strategic communication advice is offered across many areas of IUCN.

Action is mobilized through regional networks or the new specialty groups, which include:

- CEPA, Communication, Education and Public Awareness
- Education for Sustainable Development
- Environmental Information
- Environmental Security
- Greening Campuses
- Intergenerational Partnerships for Sustainability
- Knowledge Management
- Learning and Leadership
- Organizational Development and Change Management
- Sustainability Centres
- WCLN, World Conservation Learning Network

The CEC Chair and Steering Committee guide the Commission, while Regional Vice-Chairs and National Activators connect CEC members at the regional and country level.

Benefits of CEC membership include:

- Access to a learning community with common goals
- Opportunities to showcase your knowledge and exchange ideas
- Invitations to contribute opinions and apply expertise
- Newsletter of current activities and events
- Access to the IUCN World Conservation Congress
- Participation in a specialty group or regional network