



# World CONSERVATION

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A 3D-rendered world map with several blue and red pushpins placed on various continents. A large blue arrow points from the left towards the center, and a large red arrow points from the right towards the center. The map is overlaid with a grid of latitude and longitude lines.

## The Big Plan

Ocean futures

Curbing wildlife trade

Love not loss



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**World Conservation welcomes your feedback**

We'd like the magazine to stimulate debate, so please let us know what you think. Do you disagree with an article? Does it miss the point? What are you or your organization doing? Send your comments to [worldconservation@iucn.org](mailto:worldconservation@iucn.org)

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# Your space

## The 100-billion-dollar question

Several recent studies suggest that the current level of investment in conservation is far below what is needed to halt biodiversity loss. While there is general consensus within the conservation community that more resources are needed, it is less clear how that money might be most usefully spent. To stimulate discussion on this topic, the last issue of *World Conservation* opened up a debate in which readers and visitors to the IUCN website were asked to respond to the question:

**If someone handed you US\$ 100 billion to spend on conservation, what would you consider to be the most cost-effective use of those funds?**

The responses posted on the IUCN website varied widely. Many emphasized that better use of existing funds could go a long way by ensuring that more resources were available for implementation at the local level. The emphasis on local-level action was echoed in several comments calling for the promotion of alternative (non-destructive) economic activities for communities living in or near protected areas. Ecotourism was singled out as a means of encouraging conservation while supporting local livelihoods. The need to improve the sustainability of farming techniques was also seen as an essential local-level action. Other specific suggestions included the restoration of currently degraded areas; a focus on key threatened species and areas; improving connectivity between critically endangered ecosystems (such as through biodiversity corridors); and purchasing land, especially in areas with high levels of biodiversity.

Some recommendations focused on actions at the national or global level. The most commonly expressed priority was to invest more resources in environmental education and awareness-raising. Participants also noted the urgent need to build a stronger economic case for conservation and suggested that public education, social networks and media campaigns could be used better to 'sell' biodiversity. Others suggested that the integration of biodiversity concerns into development planning and projects at all levels and in all economic sectors would be a cost-effective strategy for supporting conservation. Finally, and more controversially, several respondents focussed on the issue of human population growth, which they saw as the most significant threat to biodiversity.

### **Awareness**

Awareness classes for politicians to be conducted with nearby field trips. Environmental magazines and literature in regional languages to reach every corner of countries like India. Television channels to transmit biodiversity, science and technology in regional languages. Forest corridors to be restored. Experiments to be done on a war footing basis towards renewable energy such as solar, wind; on wetland agriculture such as paddy and sugar cane to consume less water. Control of pests such as rats, insects, etc. by biological methods.

**K. MRUTYUMJAYA RAO**

### **Support improvement of farming techniques in developing countries**

The way agricultural and livestock systems are devastating the remaining Key Biodiversity Areas in developing countries is very fast and will continue until we improve them. To feed the growing population in a sustainable way in these countries, there is a huge need to support the improvement of farming techniques through a land-use strategy with community involvement. At the same time, we will address hunger issues worldwide since this is fully related to extensive agricultural systems. Conservation will be difficult to address if people depending on natural resources are hungry.

**MAMADY KOBELE KEITA**

### **Managing over-population**

No matter how advanced our ecological-economic strategies, our political will, higher budgets, public support, and terrestrial/marine protected area estate, will all eventually hit a ceiling against human pressures for resources. Most conservation projects do not address this. The reality is that a global paradigm shift in how we (humans) justify our increasing population is required in order to control it. Funding solutions to achieve this are, simply, critical.

**MARK BEZUIJEN**

### **Fund for private projects**

An international fund that could offer low-cost loans to private owners and groups wishing to start biodiversity projects, together with technical advice, recognition and moral support (the latter is really important!) would be beneficial, not only in increasing the overall extent of protected areas, but also in raising the standard of conservation work.

**SIMON HOLLEDGE**

# The turning tide

Welcome to the first issue of *World Conservation* in a new decade. We take stock of the outcomes of the Convention on Biological Diversity conference that took place in Nagoya, Japan in October last year and look at what might be in store for conservation in the coming years.

In Nagoya governments approved a new 'Big Plan' for the next 10 years to reduce the pressures on biodiversity and take action to restore the natural world. A major blockage to progress was unplugged in the form of a new agreement on managing the planet's genetic resources and significant new funding was pledged to implement these agreements. While

adoption of the Nagoya 'package' was cause for much celebration there was also a sense that we have no time to lose in implementing it—we know what needs to be done, we know that conservation action works, we have unprecedented levels of collaboration, so let's get on with it.

## 2020 vision

Looking ahead to the next 10 years of conservation, we cover some of the latest thinking and new approaches that might be used and hear prominent figures outline what they see as the greatest priority for saving

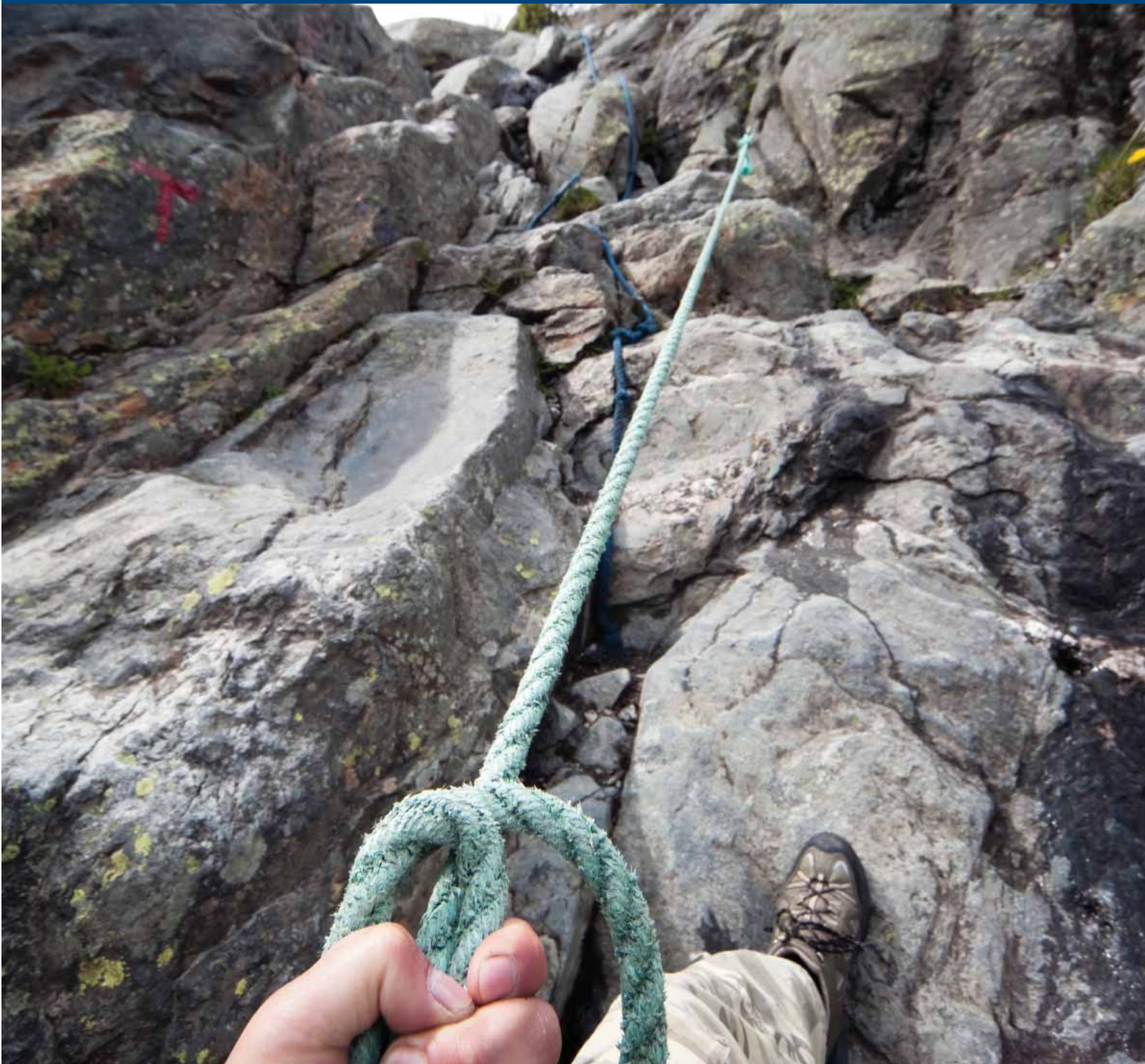
biodiversity. Which new partners will we be working with? How will the Green Economy unfold? What progress will be made in curbing burgeoning levels of wildlife trade? What future for the oceans?

As this issue went to print, the UN climate summit was coming to a close in Cancún, Mexico where governments approved a series of tangible, if modest steps towards a global deal. The inclusion of REDD (Reducing Emissions from Deforestation and forest Degradation) as part of the 'Cancun Accord' was seen as a major achievement. And there was wider progress in acknowledging nature-based solutions to both mitigating climate change and adapting to its impacts. ■



# A new idealism

Governments may have done the right thing in Nagoya but we can only save biodiversity if the world at large connects with nature, says Jeffrey A. McNeely.



Way back in 1981, at IUCN's General Assembly in Christchurch, New Zealand, the organization's members instructed their Secretariat to undertake an analysis of the technical, legal, economic and financial matters relating to the conservation, accessibility and use of genetic resources "with a view to providing the basis for an international arrangement and for rules to implement it."

A dozen years later, following lengthy negotiations among governments, such an international arrangement was agreed. In 1993, the Convention on Biological Diversity (CBD) entered into force, with its objectives of conserving biological diversity, ensuring sustainable use of biological resources, and equitably sharing the benefits arising from the use of genetic resources. It took another 17 years for this third objective to finally become a central part of the CBD, with the decision by the Conference of Parties at its recent meeting in Japan, to adopt a Protocol on Access and Benefit Sharing.

Reading the press reports might leave the impression that the 7,000 or so people attending the Nagoya meeting were obsessed with negotiating the protocol, and indeed it did consume a disproportionate amount of attention. But of far greater interest to most IUCN Members are the numerous other decisions, on the biodiversity dimensions of protected areas, forests, biofuels, climate change, agriculture, geoengineering, invasive alien species, mountains, traditional knowledge, the involvement of the private sector, inland waters, coastal and marine issues, plant conservation, dry and sub-humid lands, poverty, incentive measures, and so forth.

Does this cornucopia of issues mean that international conventions in support of conservation are so overwhelmed with details that they can no longer function? Or does it

indicate that governments finally understand that a sustainable future needs to be based on effective management of biological resources? The answer might fall somewhere between these two extremes.

Certainly those who attended the Nagoya meeting had moments of deep frustration and many sleepless nights. The smaller delegations undoubtedly felt disadvantaged because they lacked the staff to attend the multitude of side events and contact groups.

But the length of the agenda can also be interpreted as a strength, reflecting the insight that biodiversity is essential to any sustainable relationship between people and the rest of nature. Biological resources by their very nature are renewable when managed appropriately and provide the capacity for nature to adapt to changing conditions. The private sector also showed promising signs of recognizing that it, too, has much to gain from biodiversity, and much to contribute to its conservation. And the multitude of civil society organizations from all over the world, essentially holding a biodiversity fair in parallel to the governmental negotiations, demonstrated that the general public has a deep and abiding interest in nature as an essential element of human well-being.

All of this sounds promising, especially in light of the research findings launched at Nagoya demonstrating that conservation action has helped save more than 60 species that otherwise might have disappeared forever, and the report of the TEEB (The Economics of Ecosystems and Biodiversity) study that highlighted the enormous value of biodiversity and unacceptable costs of its continuing decline.

But optimism, while a healthy state of mind, is premature in the field of biodiversity. Some countries, such as Brazil, have a public that

is very well informed about biodiversity, but people living in temperate countries seem to have only a vague understanding of the topic and its importance. Many of the conservation targets adopted at Nagoya were in the form of slowing the rate of degradation or loss—in other words, hoping that things get worse less quickly, but not actually turning around and starting to replenish the nature that we have destroyed in our rush to perceived wealth.

Nagoya was an encouraging step forward, but now the ideals need to be converted into action that conserves biodiversity, uses biological resources sustainably and equitably shares the benefits arising from the use of genetic resources. We need to redouble our efforts to understand the intricate workings of nature and use these new insights to manage human behaviour in harmony with nature. We need to recognize that biodiversity and climate change are part of the same story, with cause and effect intertwined and biodiversity offering the best opportunity to enable us to adapt to change. We need to enlist all of society in a global effort to conserve biodiversity using approaches appropriate to local conditions and cultures. We need to replace our obsession with economic growth defined in how much material we can consume with a more modest approach that defines economic growth in terms of better quality of life, perhaps building on Bhutan's concept of 'gross national happiness'. And finally, as part of such an approach, we need to provide more opportunities for people to unplug themselves from virtual reality and reconnect with nature that is wild in tooth and claw, or at least reflects the great natural and cultural diversity that blesses our planet.

Jeffrey A. McNeely is IUCN's Senior Science Advisor.

# Getting tough on trade

We have our work cut out in bringing burgeoning wildlife trade under control says Richard Thomas.

As I write this, Heads of State from tiger range countries are due to meet at Prime Minister Putin's invitation to decide the fate of the tiger. It could be argued that this is the first time such a high level meeting has taken place to save a single species, one that is under threat from ever-diminishing habitats but one that faces an even more imminent threat—that of poaching and trafficking of its parts.

Does this meeting mark a sudden shift in political awareness of the seriousness of the threat posed by uncontrolled wildlife trade to some of the planet's most iconic animals? Certainly it has been sorely needed and will help boost the issue higher up the global consciousness. But it is brought about by a conservation crisis that is fast approaching—it is, quite literally, a last-ditch attempt to rescue the tiger.

Despite sustained efforts by many well-meaning organizations and individuals, numbers of this magnificent animal have plummeted—down to around 3,200, just 3% of what they were a century ago.

Will the International Tiger Forum mark a turning point in this animal's future or will its inexorable decline continue? Only time will tell, but over the next decade, what of other looming wildlife trade crises?

One of the most pressing is the imminent collapse of fish stocks—worldwide. The northern bluefin tuna is a prime example. Despite huge public and political interest, governments meeting earlier this year for CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) failed to come up with measures that would have helped this species recover. And

the tuna is not alone. Many of the fish species vital to people worldwide for food are similarly about to vanish off the dinner table, gobbled up by our insatiable and short-sighted appetite.

The message is—or should be—very clear. That as a species whose numbers and behaviour are outstripping the resources this planet has to offer, we have to bring our consumption of the world's natural resources—animal, mineral and vegetable—down to levels that will not be detrimental to their survival.

We have already seen whole island ecosystems altered irreversibly by human activities, and the extinction of species caused by over-consumption. There is a danger that history will repeat itself on a planetary scale.

So the challenge is clear: how do we ensure there is sustainability in our use of wild



resources? We clearly cannot expect world leaders to meet and adopt recovery plans for every species that becomes threatened through over-use. What is needed is a whole armoury of measures.

Consumers who will only purchase products that have the stamp of sustainable harvesting on them: just imagine the impact if every one of the more than 50,000 plant species used medicinally worldwide was collected to the FairWild Standard.

We also need to raise awareness worldwide of the dangers we face and how we can overcome them, and digital methods have a big part to play. Social networks like Facebook can be effective weapons, while the Internet itself is the most powerful communications tool ever invented. With a few keystrokes and mouse clicks, the conservation movement can beam

its message to the world. The challenge is to make sure it is heard and understood amid all the background noise.

It is also important to get tough on those who plunder the world's wildlife, with no thought for the future or the destruction they bestow on those who will follow—the poachers, traffickers, pirate fishermen and illegal loggers. Such criminals are becoming increasingly sophisticated in their use of modern technology; organized criminal gangs ship ivory—by the tonne—half way round the world. This year alone, more than 230 rhinos have been poached in South Africa, many of them drugged, their horns chain sawed off and whisked away by helicopter. In a matter of days, the horns may have been sold in Asia. Massive illegal deepwater gillnets—up to 130km long and set 1.5km below the surface—drift silently, like a wall of death,

entangling all in their path. With little fear of detection, those who have set these nets visit them undeterred to harvest their illicit plunder.

Keeping up with such sophistication in the criminal world is a challenge in itself. Ever greater resources are needed by those charged with policing global wildlife trade. The urgent issue of bringing the world's use of wildlife resources down to sustainable levels has to be high on the political agenda—which is why the tiger meeting is so important: it might just save not only tigers, but humankind too. ■

Richard Thomas is Communications Manager of TRAFFIC, the wildlife trade monitoring network (a joint programme of IUCN and WWF).

[www.traffic.org](http://www.traffic.org)

# Staying power

The Green Economy concept is rising rapidly in prominence but can it live up to the hype, asks David Huberman.

The Green Economy has become a fashionable topic of discussion amongst environmentalists. With the much-anticipated presentation of the global study on The Economics of Ecosystems and Biodiversity (TEEB) during the UN biodiversity summit in Japan, the buzz surrounding the idea of greening the world economy got even louder. As a result, the case for supporting a Green Economy transition is gaining in political prominence—the topic has already made its way to the top of the agenda of what is likely to become the world's biggest environmental meeting—the 2012 Rio+20 Summit. As the Green Economy continues to generate interest and enthusiasm, one might wonder when it will run out of breath. Is the Green Economy just a passing trend, or will it still be relevant 10 years down the road?

## Kick-started by crisis

First of all, the rapid rise in popularity of the Green Economy concept needs to be placed in context. With a little hindsight, it can be seen as one step in a longer-standing evolution of the prominence of environmental issues in the global consciousness. Hybrid cars, organic diets and carbon offsets are just a few examples of the growing 'green' trend the world has experienced in recent years. The remarkable popularity of the Green Economy idea can therefore be seen as yet another step forward in the mainstreaming of environmental concerns into society.

How did it happen? Well, as is tragically often the case with environmental issues, it largely grew out of a reaction to a major crisis. It is difficult to disassociate the growing popularity of the Green Economy

with the recent global economic downturn. As mighty financial institutions crumbled, leaving governments scrambling to salvage an increasingly deepening economic crisis, the time was ripe for new ideas on economic development. By emphasizing the importance of sustainability, resilience and efficiency, the notion of transitioning towards a Green Economy offered an attractive alternative to a bruised and weakened economic model.

## Growing pains

Two years on from the 2008 financial crisis, the context has already changed. The Green Economy has already lost some of its veneer as its rise to popularity has also attracted many critics and sceptics. The biodiversity conference in Japan highlighted an inconsistent appreciation

of the merits of the Green Economy concept. At the heart of most concerns seems to be the impression that rather than offering an alternative to an unsustainable global economic system, the Green Economy actually supports it. To sceptics, the Green Economy represents an extension of capitalism that has facilitated the 'commodification' of nature, thereby undermining its intrinsic value. Ironically, an idea which largely grew out of a feeling of mistrust towards the dominant model of economic development is now being criticized for supporting the capitalist status quo.

Notwithstanding ideological differences, it is fair to say that the idea of a Green Economy is open to interpretation. As a relatively young idea, it does not yet have a clear identity. The United Nations Environment Programme (UNEP), which is spearheading the Green Economy Initiative, has yet to settle on a specific definition for the term. Some consider the Green Economy to be little more than a synonym for sustainable development. An immediate challenge for the environmental community in the coming years will be to ensure that the momentum generated by the Green Economy idea is not compromised by lengthy theoretical deliberations on its precise meaning and scope.

### Whether you like it or not...

Although the Green Economy concept is neither mature nor unanimously popular, its growing relevance to world affairs is difficult to deny. The transition to a Green Economy will remain relevant as long as our planet's natural resource base continues to be depleted. Greater scarcity will inevitably bring greater value for natural capital. To borrow the words of Achim Steiner, UNEP's Executive Secretary, the Green Economy transition is bound to happen; if not by design, then by default.

The 'by default' option is likely to be the more painful and costly of the two—especially if we have to wait for another major hurricane or bankruptcy before we take sustainability seriously. Luckily, many have already begun to work on the 'design' option. Korea, Germany and South Africa among others, have officially launched their own national Green Economy strategies. Others are bound to follow their lead. However, while greater political prominence and awareness is a significant step forward, much more needs to be done if the Green Economy is to live up to the hype it has generated.

Looking ahead, it can be expected that one of the key steps in further supporting the transition to a green economy lies in the finance and insurance sectors. A greater appreciation of biodiversity and ecosystems as essential components of risk management would be a major boost for further mainstreaming environmental concerns into the economy. The connection between the environment and reputational risk is already well understood by businesses and marketing firms. However, sustained environmental degradation accompanied by a changing and less predictable climate system will inevitably bring more operational risks for companies. More investments in ecosystem management efforts, or so-called 'green infrastructure', could make a significant contribution to reducing such risks while enhancing the sustainability and resilience of our economies. ■

David Huberman is the coordinator of IUCN's work on greening the economy.

[www.iucn.org/what/tpas/greeneconomy](http://www.iucn.org/what/tpas/greeneconomy)



# There's no going back

Sue Mainka describes some shifts in focus that may be needed if we're going to save the natural world.



As the International Year of Biodiversity comes to a close, we have seen the profile of nature and its importance for humanity reach new heights. Media, politicians, business people and the person in the street seem more aware of what we conservationists have been discussing for decades. Yet there remains a sense of frustration about inaction and uncertainty over the best way forward for biodiversity in the midst of global agendas that seem more concerned with national economies, peace and security and meeting increasing energy demands while avoiding the dangers of climate change.

IUCN stands firmly behind the idea that attention to biodiversity conservation will help to address these other, seemingly more pressing, issues. Economies that integrate full values of nature as well as full costs of nature's exploitation will be stronger in the future. Healthy environments decrease the vulnerability of local people to change and thereby foster a world in which differences of opinion can be discussed and debated rather than settled through use of force. Biodiversity's potential role as a supporter of new energy sources, such as algae farms for biofuels, represent new opportunities that only nature could provide. Using nature both to help store carbon as well as manage the impacts of emitted carbon provides a low cost alternative to more technologically intensive options such as carbon capture and storage. But what does all this mean for the future of conservation?

As conservationists, we have an implicit belief in the importance of nature for nature's sake and a recognition that humanity is simply one member of a vast array of species that inhabit this planet. Over the past decade, we have become increasingly aware of the rest of biodiversity's role in supporting ourselves and, in return, the impacts of unrestrained exploitation of that role now and in the future. We have opened discussions with economists and analyzed, in their terms, the value of biodiversity. We have established partnerships with bilateral development agencies that now recognize the role of biodiversity in sustainable development. We have engaged with the private sector and they now speak of biodiversity conservation and sustainable development as key elements of successful business models.

Underlying this work has been a vision of a natural world, and the means to achieve it, that may no longer be a realistic basis for future planning. We speak of ecosystem restoration yet in many places this is neither possible nor even desirable. We encourage new technologies in almost any field except that relating to manipulating nature. We seek integrated approaches that bring in all relevant stakeholders yet we speak a jargon that many don't comprehend. The results of some of these disconnects are obvious—first and foremost, we have largely failed to achieve any of the 2010 biodiversity targets set by the Convention on Biological Diversity. One is left to wonder, if 2010 had not been the International Year of Biodiversity would there have been half the attention on some of the debates that we have seen? Media coverage and political debates in 2011 and beyond will be very informative.

If we really want 'A just world that values and conserves nature' what will need to change? I would suggest three key paradigms that need inclusion in our work—a focus on adaptability, shifting to rehabilitation of ecosystem function and integrating communication strategies that will motivate individuals to change.

Firstly, in conceiving our future vision we should think in terms of resilience to change and not in terms of a specific state or target. The one constant in recent years has been change—often sudden and sometimes cataclysmic. Biodiversity itself is not static but constantly in flux and we superimpose on those systems human-induced changes that are diverse and occurring at increasing rates. Therefore, we should plan in a way that focuses not on any specific vision of the future but rather on creating the ability to manage any of a variety of scenarios that might come to pass. And we should also manage for sudden change as opposed to gradual shifts in circumstances. The evidence is growing that future changes will be sudden as a result of exceeding tipping points and thresholds beyond which impacts could no longer be manageable.

Secondly, the concept of ecosystem restoration should evolve into ecosystem function restoration whereby we develop understanding of what functions any landscape has provided and then work to re-establish the necessary processes for those functions. Climate change,

urbanization and water scarcity will all affect whether or not an ecosystem as we may have known it could possibly revert to what it was.

Finally, we must find the means by which to change people's choices and behaviour so that we all take responsibility for conserving the environment upon which we depend. It's not enough to talk about the importance of biodiversity. Many studies have shown that this simply won't change the behaviour of people. Advertising agencies and psychologists already know many of the techniques we need. We must work to make biodiversity conservation the 'social norm' and not the purview of an elite group of people. Our public outreach must emphasize what can be done and how valuable the results can be rather than focusing on dire situations and how bad things will get if we don't act. How can we integrate well-used techniques in other sectors and use them to our own advantage? It will mean bringing the communications professionals with these skills into conservation. It may also mean shifting scarce funds from activities in support of particular conservation action in the field to communication programmes aimed at a much more basic awareness among society. Without it we cannot create a global community of environmental stewards.

Our goal remains the same—conserving biodiversity for today and tomorrow and for ourselves as well as future generations. But the way to get there needs to change. We need to be ready for uncertainty and change. We need to accept that biodiversity conservation for the future will not be about creating nature as it might have been but must endeavour to create as diverse and adaptable a world as possible to keep our options open. We need to embrace the skills and techniques of professional persuasion experts to expand the global conservation community to include everyone. ■

Dr Sue Mainka is Head of Science and Learning at IUCN.

[www.iucn.org/about/work/programmes/science\\_learning](http://www.iucn.org/about/work/programmes/science_learning)

# An easy win

By paying more attention to protected areas and ecosystem conservation, governments can tackle climate change and save biodiversity at the same time, says Ernesto Enkerlin-Hoeflich.

Climate change alone has already taken a huge toll on biodiversity but climate change negotiations, paradoxically, are harming biodiversity conservation even before many of the effects of this global problem are documented. This is clear from the shifting of priorities in many national governments from ecosystem conservation to climate change mitigation measures, some

of which have 'co-benefits' for biodiversity, but increasingly towards adaptation measures that have a negligible effect on maintaining ecosystem function.

Conservationists yearn to have the level of public visibility and political traction of climate change, even in the face of probably another deferment of concrete action at the UN

Framework Convention on Climate Change (UNFCCC) conference in Cancún. Let's be honest and recognize that people worry about climate change because they perceive it as a very real and direct threat to their security and well-being. This is because of the nature of the problem. Instead of us conservationists trying to convince the public and politicians that saving forests, frogs, butterflies and polar



bears is really about 'us' and 'more important' than climate change, we need to make sure that climate change policies benefit biodiversity.

Natural measures for climate change mitigation and adaptation have proved to be very cost effective but remain largely neglected. In Mexico, the most cost-effective measure by far for storing carbon is the establishment and maintenance of protected areas. Yet protected areas are taken for granted and, rather than expand and consolidate them, resources are allocated to 'new' mechanisms. Protected areas and natural measures in themselves will not solve the climate change problem but immediate solutions must include the protection of large expanses of natural ecosystems until the ultimate solution of 'decarbonization' takes effect.

There is growing evidence of the impact on mitigation efforts of protecting natural ecosystems. In Canada, more than 4,000 million tons of carbon dioxide is sequestered in 39 national parks, estimated to be worth \$US39–87 billion in carbon credits. In the Brazilian Amazon, protected lands, including state parks and indigenous reserves, are expected to prevent 670,000km<sup>2</sup> of deforestation by 2050, representing 8 billion tons of avoided carbon emissions.

On the adaptation front, natural ecosystems and protected areas serve as natural buffers against climate impacts and other disasters, providing coastal protection, regulating water flow and flood dispersal, and stabilizing soil against landslides. The value of coastal wetlands in the United States in providing protection against storm surges and hurricanes is estimated at US\$ 23.2 billion a year. Around the world healthy mangrove ecosystems are proving their value in protecting local communities from cyclones.

But financial support to the existing global protected areas network is estimated to be less than half of what is needed for maximum efficiency and is far short of what's needed for an 'ideal' global coverage. The role of natural ecosystems and protected areas needs to be recognized in both the UNFCCC and the Convention on Biological Diversity as a powerful tool to increase our resilience to climate change.

A sense of urgency and opportunity is before us. Addressing climate change and biodiversity conservation in tandem is our only current option. They are inherently linked and expressed as Reducing Emissions from Deforestation and forest Degradation (REDD) or REDD-plus which includes the

conservation and sustainable management of terrestrial ecosystems.

The ability to at least achieve consensus in Cancún on the role of nature conservation in combating climate change will be equivalent to what the Montreal Protocol achieved for the ozone layer. Just as CFCs are now a thing of the past because we concentrated on a concrete issue with a technological 'no-regrets' solution, we can achieve the same for biodiversity by garnering the resources and political commitment to our highly proven natural solutions in a strong REDD-plus. Let's keep our focus and make it happen. ■

Dr Ernesto Enkerlin-Hoeflich is Dean of Sustainable Development at Monterrey Tech in Mexico. He has worked at all levels of conservation from local to international; from research to policy to on-the-ground implementation and was credited with the establishment of Latin America's first Wilderness Protected Area. He is a member of IUCN's World Heritage Panel and Deputy Chair of the IUCN World Commission on Protected Areas.

# Feel the love

Communication messages about the need to save biodiversity should focus less on 'loss' and more on 'love' says Laurie Bennett.

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 that communication is fundamental to the success of biodiversity conservation.

So it's important we get it right. But the evidence—the fact we're losing species at 1,000 times the natural rate of extinction—would suggest that current communications haven't been getting through. And when you look closely at the messages being used, it becomes increasingly clear why.

By far the most common message from biodiversity campaigners has been centred on 'Loss'—increasingly urgent appeals against the accelerating destruction of habitats and species. Pictures of charred and smoking ground punctuated with severed trunks or lonely looking primates staring mournfully into a camera lens. Images of all-things-great-and-small stamped emphatically with 'under threat' disclaimers. Most Loss messages end with questions designed to grip you by the moral fibres and hurl you into a frenzy of outraged conservation action: "Can you stand by and watch this happen?"

Sadly, the evidence would suggest we can. And sadder still, it's not all that surprising why.

The problem is that these messages don't resonate with the vast majority of people they are aimed at. For a relatively small 'biocentric' audience, for whom nature has intrinsic value, Loss messages provide an obvious imperative for action. These people make up the majority of campaigners, activists and communicators who are already vocal and active on conservation issues. But the people they aim their megaphones at think differently. Most people value nature for how it makes them feel. They make daily decisions based on emotions and habits, not rationale or logic. And global mass extinction messages, while statistically correct, make them feel powerless, not powerful.

The irony is that nature itself tends to inspire much more positive feelings in just about everybody. No one actually cherishes extinction, and everyone would rather it wasn't happening. If you ask them, most people even want to help.

Love of nature for most people is about awe and wonder, senses and sights, not ecosystem services and extinction stories. It is about

childhood experiences, awe-inspiring nature documentaries, and our instinctive fascination with the workings of the natural world.

The 'Love' message trumps the 'Loss' message for grabbing the public's attention. Inspiring people towards opportunity is a more powerful driver for action than scaring them away from the consequences. It is by celebrating conservation that initiatives like



the International Year of Biodiversity have been able to begin to capture the public's imagination and keep their attention long enough to raise awareness of biodiversity loss and the actions that need to be taken.

But it's not as simple as Love vs Loss; there is also 'Need'. With the recent publication of *The Economics of Ecosystems and Biodiversity* (TEEB) report, we also now have the means

to calculate the enormous economic value of nature. From clean air and water to fuel and medicine, we can put a tangible dollar sign against our dependence on nature. And the number has a lot of noughts on it.

The seemingly clear choice of message for communicators is to combine the Love and Need messages; inspire people, and prove how valuable nature can be. But it's not that simple.

Whilst policy and decision makers require a rational economic argument to take action, the public do not. People don't think rationally, and there is a real danger of undermining the Love message by assigning a cold, hard financial value to things people care about.

Today we are no longer arguing the science of biodiversity loss. Nor are we disputing the far-reaching consequences it will have. Instead our challenge is to sell conservation to the millions of people around the world who can take action. The sales message doesn't need to explain the complex science of biodiversity, nor repeat well-worn warnings around species and habitat loss. Instead biodiversity must represent the awe and wonder that we feel for the natural world. Paired with relevant and local calls to action, 'Love' can quite literally conquer all.

The surprising success of Nagoya gives us license to be more optimistic. An unprecedented political accord, underpinned by the most detailed ecological and economic rationale for action we have ever had, means the stage is set. All that remains is for communicators to choose whether to shout the old messages louder, or to leverage nature's privileged position as the world's most inspiring story. ■

Laurie Bennett is Head of Strategy at Futerra Sustainability Communications and a member of IUCN's Commission on Education and Communication.

[www.futerra.co.uk](http://www.futerra.co.uk)

[www.iucn.org/cec](http://www.iucn.org/cec)



# Talking heads

*World Conservation* asked prominent people what they thought was the top priority for saving the natural world.

## Jane Lubchenco

Healthy oceans matter. They matter to food and national security, to human health, to economic opportunities and to protection of coastal communities from storms and tsunamis. Yet coastal and marine ecosystems everywhere are being degraded by nutrient pollution, overfishing, climate change, habitat loss and ocean acidification. All citizens should act to restore ocean health. Recognizing the value of healthy oceans, the US is implementing its first ever National Ocean Policy, establishing a framework for holistic, ecosystem-based stewardship. Similar approaches that rely on science and strong partnerships at local-to-global scales are needed to ensure healthy, productive and resilient coasts and oceans for present and future generations. 🌱

*Dr Jane Lubchenco is Under Secretary of Commerce for Oceans and Atmosphere and Administrator of the US National Oceanic and Atmospheric Administration (NOAA).*

## Randal Keynes

We conservationists are all clear about the crisis the world faces, but so many people outside our community just have no idea, no sense of what everyone will lose if the destruction can't be halted. Many more must come to understand and care, and they must then join us in pressing for protection. Until they do, needs will be outweighed by interests, and the losses will grow and grow.

We're strongly focused now on conservation of biodiversity and we're making it central to effective protection. But how are we managing in building the public support we need so much? One of the greatest challenges for us in the next 10 years is to work out how to explain, how to persuade. 🌱

*Randal Keynes OBE, is a conservationist and author and a great-great-grandson of Charles Darwin. He is a Board Member of the Charles Darwin Foundation for the Galapagos Islands and writes about Darwin's heritage and its use for conservation and science education.*

## Christiana Figueres

There will never be a single, magic bullet solution to climate change, which is arguably the biggest challenge ever to face humanity and the natural world as we know it. Governments meeting in Japan last year clinched a landmark deal on how to conserve, finance and provide access to biodiversity. This was made possible because governments acted in a spirit of

cooperation and compromise. Should the same spirit prevail in the UN climate change negotiations over the next 10 years, governments can spur action on adapting to the inevitable effects of climate change and reducing greenhouse gas emissions, thereby safeguarding both the biodiversity of the planet and the livelihoods of future generations. 🌱

*Christiana Figueres is Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC).*

## HRH Princess Basma bint Talal

One of the key priorities of the coming decade will be to consolidate the achievements in promoting gender equity. Worldwide, women play pivotal roles in managing local natural resources and creating sustainable livelihoods. Prevailing economic conditions throughout the world are creating additional challenges for women and risk eroding gains in gender equity made over recent decades. Women should be included in all levels of decision making, from local to national to global, so they have more influence on the use of scarce resources. Ultimately, the impact of women's involvement is more likely to ensure the well-being of communities as a whole. 🌱

*Her Royal Highness Princess Basma bint Talal of Jordan promotes a range of global issues, most notably in the areas of human development, gender equity and women's empowerment.*

## Monique Barbut

I believe that in the next few years we have to put an emphasis on species protection. Why? Because when we protect species, we also protect habitats, and in turn, wider biodiversity. Preserving species is something that gains a lot of interest from the general public, so we can increase awareness among people who are not specialists.

It is essential, however, that Governments know what they have to preserve for national good and for future generations; they are the ones who can decide what benefits from nature they want to protect and on which they want to put a price tag. Some governments have decided to put a tax on tourism to help protect their biodiversity. But they need to know what natural assets they want to preserve and decide on the price. 🌱

*Monique Barbut is Chairperson and Chief Executive Officer of the Global Environment Facility.*

## Elizabeth Mrema

To save the natural world we need to save habitat. Functional ecological networks need to be maintained and restored to provide the many ecosystem services that biodiversity has to offer. These networks need to be large enough for species to move freely, especially in the light of climate change. Currently only 14% of the terrestrial area is estimated to be protected. We need to focus on ambitious targets, such as protecting half the planet's lands and waters, while creating incentives for communities to sustainably manage their natural resources. One action will be required to achieve this: cooperation at all levels and by everyone. 🗨️

*Elizabeth Mrema is Executive Secretary of the United Nations Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals (CMS).*

## Frances Cairncross

The countries with the richest biodiversity need to have enforceable laws to protect it. Not new laws; not exotic new policies. In most countries, it would be a good start just to enforce existing laws. This would benefit not just the cause of conservation. In most countries, effective law enforcement for the protection of nature would also benefit the poorest individuals. Nature is threatened mainly by the lawless, whether companies, entrepreneurs or greedy politicians. But these forces are also the enemies of the poor, and especially of the rural poor. 🗨️

*Frances Cairncross is Rector of Exeter College, University of Oxford. Previously she was on the staff of The Economist for 20 years, most recently as management editor.*

## Nina Fedoroff

People must and will feed themselves and their families. Unless our ability to produce food increases to meet the needs of a still growing human population, people will further plunder the natural world for more cropland, wildlife and seafood. It is absolutely critical for governments, conservation organizations and people to accept and promote the use of genetically modified plants and animals in agriculture and aquaculture. This will facilitate agricultural intensification on existing cropland and increase the productivity of animal husbandry and aquaculture, while decreasing energy and chemical use and reducing detrimental environmental impacts to preserve animal and plant biodiversity. 🗨️

*Dr Nina Fedoroff is Willaman Professor of the Life Sciences at Penn State University and President-Elect of the American Association for the Advancement of Science. She served as the Science and Technology Adviser to the Secretary of State from 2007 to 2010.*

## Harold Mooney

We need to urgently address the inadequateness of the processes and actions of the Convention on Biological Diversity to stem the rapidly deteriorating capacity of our life support system. Scientific findings documenting irreversible losses along the broad sweep of the living world are acknowledged in the Convention negotiations followed by intense discussions focusing to a large extent on national interests rather than how to care for the precarious state of our only home—planet earth. We also need to make dramatic progress on the other critical need—substantially engaging a much greater fraction of the general public in the increasingly challenging battle to protect our biological resource base for a sustainable future. 🗨️

*Harold Mooney is Professor of Biology, Stanford University.*

## Lailai Li

Human well-being relies fundamentally on the services provided by ecosystems; these services are complex, connected and hierarchical, in the sense of being both products and production processes. While scientific knowledge of ecosystems is produced using spatial and temporal data in order to capture the reality of these systems, our development plans are largely based on conventional statistics driven by GDP. The gap between development planning and the reality of ecosystems is jeopardizing the sustainability of these natural systems and human well-being. Bridging this gap should be the role of science and will test the conscience of scientists. 🗨️

*Dr Lailai Li is Deputy Director and Center Director of the Stockholm Environment Institute (SEI) and SEI-Asia.*

## Ashok Khosla

The number one priority for the world today is to bring global consumption of natural resources into balance with nature's ability to regenerate them. To achieve this, policies, prices and purchasing power everywhere must encourage the rich to use and waste much fewer material goods and allow the poor to be able to have smaller families. Both of these objectives can only be met if the distribution of wealth within and among nations is fairer and each citizen has equal access to opportunities for the sustainable livelihoods needed for a life of dignity and fulfillment. 🗨️

*Ashok Khosla is President of IUCN and Chairman of leading IUCN Member organization, Development Alternatives Group.*

# Where there's hope...

We have a 10-year window of opportunity to reverse the fate of our oceans, says world-renowned oceanographer Sylvia Earle in an interview with *World Conservation*.

**D**eep sea explorer Dr Sylvia Earle has led more than 50 expeditions and clocked up some 6,000 hours under water. A dedicated champion of the ocean, she won last year's prestigious TED prize which celebrates Technology, Entertainment and Design and was granted 'one wish to change the world'—a wish that is proving a major stimulus in efforts to save our blue planet.

"Mine has been a lifetime wish—to protect the blue heart of our planet," says Sylvia. Her mission is to establish more 'Hope Spots' or marine protected areas, large enough to protect and restore the oceans. Work on establishing some Hope Spots has already begun, with advanced management plans being put in place, while others are still in the early stages.

"The good news is there are more than 5,800 marine protected areas, the bad news is you have to look really hard to see them. All together they make up just under 1.2% of the ocean—that's just not enough," says Sylvia.

Last October Chile announced the establishment of a large marine reserve around Sala y Gómez island in the Pacific. But plans for increasing the number of marine protected areas fall far short of what's needed, according to a new report from IUCN, The Nature Conservancy and the United Nations Environment Programme. Countries are far from the 10% coverage promised for 2010. In comparison, protected areas cover 12% of the earth's terrestrial surface. Greater political will and a change in the way we manage our marine capital are needed now to preserve the Earth's oceans for generations to come, the report says.

"Given the critical range of pressures on the seas, there has never been a time like this when we have needed to act in such decisive ways and connect ocean issues to the broader public. By taking new actions as individuals, world leaders can achieve both those goals in

one go and also leave a personal legacy from which we will all benefit in future years," says Sylvia.

In her long and illustrious career that has included serving as chief scientist at the US National Oceanic and Atmospheric Administration (NOAA), Sylvia, explorer-in-residence with National Geographic, has recently launched Mission Blue, a global coalition focused on restoring the health of the oceans through fishing reform and increased protection. Mission Blue and its partners have all witnessed graphic signs of ocean degradation including the loss of half of the world's coral reefs.

"It is astonishing how fast this is happened. We've also lost 90% of big fish species; certain species have gone into freefall decline in my lifetime. And in the Pacific Ocean there are broad areas where low oxygen levels are causing massive die-off of organisms. This should be headline news."

"If we carry on with what we're doing, coral reefs will be gone and there won't be any commercial fishing because there won't be any fish. What has happened in my lifetime has driven me to do everything I can to let the world know that we have a problem but that it's not too late to do something about it."

"Changes to the oceans are occurring so fast you can't miss the human impact. But what's encouraging is that decision makers are beginning to see the links between life and the environment—our ability to survive." Sylvia is a skilled communicator and urges the use of every means at our disposal to spread the word. "People cannot act if they do not know," she says.

Last year, Sylvia was among a select group of marine scientists, ocean explorers, musicians, artists and activists who journeyed to the Galapagos Islands for a Mission Blue conference aboard the National Geographic ship Endeavour. Streaming live from the

ship and translated into many languages, speakers brought global attention to Sylvia's wish and discussed innovative approaches towards working together on ocean issues. Eight separate initiatives were kick-started,



helped by US\$ 15 million in commitments from the people on board. These included US\$ 1 million to help protect the waters around the Galapagos and US\$ 1.1 million to launch a plan to protect the Sargasso Sea.

Sylvia is an enthusiastic supporter of IUCN and sees the organization as a key player in ocean conservation. "I really applaud IUCN. It is one of the best hopes for bringing together governments and NGOs to work together

to understand what the problems are and to take action. There is no organization like it for providing that crucial network that pulls people together on a global scale."

And that concrete action has to happen now. "We maybe have 10 years to make a difference, to take action that will reverse the trends that are not good for our health, our economy, our security, the existence of life on earth. The window of opportunity is closing but I am optimistic." ■

Alongside Sylvia's foundation, Sylvia Earle Alliance (SEAlliance), IUCN's Global Marine and Polar Programme and its World Commission on Protected Areas are working with Mission Blue and its key partners to implement her wish.

IUCN is a partner in "I am the Ocean," a campaign which is part of the Mission Blue multi-year strategic partnership of government, private, scientific and conservation institutions including the TEDPrize, Google, The National Geographic Society, the Waitt Foundation, and the SEAlliance. It is a global call to action to restore the health and productivity of the oceans.

From cleaning up coastlines to buying only sustainably-sourced seafood, "I am the ocean" provides practical tips for joining forces with conservationists to help increase Marine Protected Area coverage and protect threatened species. This growing effort will promote the expansion of proven solutions, as well as new, cutting-edge ideas from fisheries policy makers, the seafood industry, and local fishing and coastal communities.



# Bring it on!

IUCN is rising to the conservation challenges faced by countries worldwide. Three key representatives of IUCN National Committees talk about the emerging issues they face in the next 10 years and what's being done to address them.



**Diana Shand, Vice President of IUCN and Chair of the New Zealand Committee for IUCN Members**

***What do you see as the greatest conservation challenges in your region in the coming decade?***

In Oceania, climate change, without a doubt. Some trends and events give us a feeling of what might be in store, even with changes of a few degrees. The small trickle of climate refugees spurred by sea level rise will only increase as people become affected by the economic consequences of climate change. I am fearful of trigger mechanisms that could escalate change rapidly as we are so unprepared for the consequences.

Protecting fisheries, marine life and our oceans in general is another challenge. Depletion of ocean biodiversity is extremely serious and combined with climate change, acidification and pollution, will have enormous impacts on humanity. A key challenge is to find ways to express the values of biodiversity and ecosystems, and in turn, argue effectively for their protection. Until we do that, political decisions and activities predicated on short-term interests will continue to prevail and industries will continue to justify their destruction of nature, including increased encroachment into protected areas.

***How can these challenges be met?***

With climate change, we must recognize that everything we have been doing so far has failed. This should spur us to start again with a blank slate. It is time for the world to take the bold step away from carbon trading and move towards carbon taxing which will have far greater benefits for biodiversity. And protecting biodiversity helps reduce growth in carbon emissions.

Part of the problem of deforestation lies in carbon trading schemes. In systems like REDD (Reducing Emissions from Deforestation and forest Degradation), there is protection for some forests, but in the developed world, systems of protecting valuable natural forests and shrub and grasslands are subject to other market pressures and contentious trading scheme rules that vary from country to country. We could have a world of monocultures meeting carbon trading requirements but this doesn't help conserve biodiversity.



In conservation, the approach of Ecosystem-based Management is very valuable but the challenge is to convey how this relates to local communities, species and ecosystems. And we have to recognize that partnerships with local communities are absolutely essential for biodiversity protection.

Improving governance is key because poor governance undermines the best community efforts and can undermine policies already in place that might otherwise work. It's not only about policies though; it's also about monitoring, and commitment at all levels of government.

Markets drive policies, so there needs to be very real financial incentives and penalties for breaches of policy, including trade barriers.

To protect the oceans, we must address the rules beyond inshore fisheries to the outer edges of exclusive economic zones and the high seas. We don't have an effective high seas regime to address many conservation threats, including mineral exploration, oil drilling, pollution and fishing where modern technology has outpaced past rules and agreements.

In addressing biodiversity loss, we have to continue the work of valuing biodiversity for

its intrinsic worth and finding ways within the vast myriad of cultural approaches to promote the understanding of the interconnectedness between nature and economies and between nature and climate change.

***Who are, or will be, the main players in conservation?***

The major players will be markets, industry and consumers. National governments have a duty to ensure that good governance trickles outwards. Local governments and educational institutions will have a role to play in mainstreaming the valuation of biodiversity, and the media will continue to play a pivotal role in forming opinions and conveying accurate information.

***What trends are you seeing?***

We are witnessing increasing unemployment which is moving people away from a consumptive lifestyle but not necessarily changing their ethics. Women tend to remain as key implementers of conservation action, but men retain the reins of power and policy, which are often reactionary.

Tea Party-like politics of "drill, drill, drill", "exploit, exploit, exploit", have re-emerged

as the fashionable policies of economies. It seems that the sense of urgency of the need for climate change action has actually diminished, and denial is extremely powerful.

In many ways it's like the calm before the storm—people are continuing with business as usual with little real change unless personal circumstances such as unemployment dictate it.

The most positive trends are found in the widespread understanding of concepts like Ecosystem-based Management, biodiversity and sustainable development which was not there a decade ago. Now we have to entrench the concept of *ecologically* sustainable development and move swiftly to find new ways to state measurements of prosperity.

One of the most difficult challenges is that even though we all have greater awareness, we are not moving from awareness, and even commitment, to real action. Action on the ground falls woefully short.

[www.iucn.org/oceania](http://www.iucn.org/oceania)

**Fadi F Sharaiha, Chair of the Jordanian National Committee for IUCN and Executive Director of IUCN Member, The Royal Marine Conservation Society of Jordan**

*What do you see as the greatest conservation challenges in your region in the coming decade?*

Conflict and war—or potential war—in the Middle East and North Africa region is a clear threat and we have already witnessed the impact on the environment in Lebanon and Gaza. Climate change is another significant challenge for the region, and specifically Jordan, as it contributes to water scarcity in a country which is already the third poorest in the world in terms of water availability. Climate change is expected to become even more serious in the years to come, affecting our Red Sea corals for example. Related to water and energy issues is the challenge of economic development in the region. Investment and development are taking over in key areas of Jordan and hampering conservation efforts.

*How can these challenges be met?*

There is a need to build partnerships between environmental organizations and decision makers in national and local government, as well as the private sector. We must work together to recognize the threats and find solutions to them. IUCN is an extremely important organization in this regard and can help develop strategic plans for the region. We should consider different perspectives and see how we can continue to raise awareness among local communities. We talk about “reduce, reuse, recycle”, but not everyone grasps how to really reduce the consumption of water or energy. International bodies, such as IUCN, can also help raise greater awareness of eco-labelling.

*Who are, or will be, the main players in conservation?*

The main players in conservation are the Ministry of Environment, local government agencies, together with civil society organizations, the Jordanian National Committee for IUCN and NGOs. The Environment Commission of the Aqaba Special Economic Zone (ASEZ) in Jordan could also play a significant role and the IUCN Regional Office for West Asia will continue to be a key player in the wider region.

We need to build more partnerships with the private sector. We need to talk to them, not talk about them, explaining why it is important to protect biodiversity and how. In Jordan businesses rely on forests, coral reefs and other natural resources but they need to understand how biodiversity supports their businesses and that they should therefore invest in it.

*What trends are you seeing?*

There is greater investment in the country and new business emerging, but this investment is putting pressure on water and energy resources and in turn on biodiversity and conservation efforts, requiring increased efforts, for example, in marine conservation.

More people seem aware of environmental challenges, young people in particular. There is greater access to information on environmental issues via the Internet, and as private schools compete for students they are starting to build this into their curricula. Civil society is educating young people about their rights and responsibilities.

The Royal Marine Conservation Society of Jordan (JREDS) is very active, for example recently leading an initiative in Aqaba, on the Red Sea, involving 5,000 people in coral planting, cleaning beaches and introducing



international standards and solutions to local issues. We are working on several initiatives such as environmental education, Green Key tourism, the Blue Flag programme and eco-schools with all sectors of society, tackling key issues together.

The Jordanian National Committee for IUCN is playing a major role in both advocacy and in the monitoring of national environmental regulations, for example working with the government on new forest legislation. There are some exciting projects in the pipeline including running training sessions on how to produce environmental Public Service Announcements for television, encouraging those working in the media to cover more conservation issues, and then getting these onto national television.

[www.jreds.org](http://www.jreds.org)  
[www.iucn.org/westasia](http://www.iucn.org/westasia)

## Sébastien Moncorps, Director of the French Committee for IUCN

### *What do you see as the greatest conservation challenges in your region in the coming decade?*

We need to shift from a biodiversity conservation strategy focused on species and habitats to a global strategy for the whole spectrum of life, based on the preservation of the dynamics of ecosystems, their resilience, their connectivity and all the services they offer. This means pursuing our efforts on the protection of threatened species and the development of a larger network of protected areas. But our main challenge is to mainstream biodiversity conservation into all policies and projects, in particular policies of agriculture, fisheries, spatial planning and energy. In France, we need to pay special attention to the sea and our overseas territories. We have the second largest maritime domain in the world and our overseas territories are nearly all located in biodiversity hotspots.

### *How can these challenges be met?*

Conserving the web of life will only be achieved if we succeed in reducing the different pressures caused by human activity on our environment. All policies should integrate biodiversity as



a priority, to avoid further degradation and compensate loss, and we need to recognize the opportunities this presents.

Everyone should be aware that biodiversity is everywhere, from undisturbed and well preserved natural sites to urban areas. We all depend on biodiversity, and its degradation will affect our economy and quality of life. The IUCN French Committee is playing a key role in the development of a new French Biodiversity Strategy that will help address this challenge in the coming years.

### *Who are, or will be, the main players in conservation?*

France is seeing the growing involvement of local government and business in conservation. The role of NGOs is still crucial and has been reinforced with their involvement in a multi-stakeholder forum on the environment, established by the President of France, called the "Grenelle de l'Environnement".

After climate change and pollution, biodiversity issues are increasingly recognized and understood to be a priority for society, but there's still a long way to go. That's why the IUCN French Committee and its Members have launched a national campaign called "Biodiversity, it's my nature" to raise

public awareness of biodiversity, as well as train private sector employees on biodiversity issues.

The IUCN French Committee is influencing policies such as national biodiversity and protected area strategies, improving knowledge of biodiversity such as through the French Red List of threatened species and a global survey of biodiversity in French overseas territories. It is supporting NGO projects in African francophone countries through the Small Grants Fund Programme, under the French Global Environment Facility. We are supporting some 80 projects in more than 30 countries, implementing concrete action in the field and empowering local NGOs so they can become new conservation leaders in their countries. ■

[www.iucn.fr](http://www.iucn.fr)  
[www.iucn.org/europe](http://www.iucn.org/europe)

Interviews compiled by Nicole Gooderson, Communications Officer, IUCN Constituency Support Group and Helen Pippard, Species & Membership Officer, IUCN Regional Office for Oceania.

For more information on IUCN Members, National and Regional Committees visit [www.iucn.org/members](http://www.iucn.org/members)

# Let's get our act together

In an interview for *World Conservation*, Jan McAlpine, Director of the United Nations Division on Forests takes a candid look at some of the challenges facing forest conservation and what's needed to overcome them.

## *What do you see as the key challenges in forest conservation in the coming decade?*

**JM:** The overarching pressure on natural forests is driven by the need for food for more than seven billion people, but the pressure occurs through expanding agricultural areas instead of intensified agricultural production. It also occurs through a lack of coordination between ministries, such as Agriculture and Environment, and this is mirrored in the private sector.

Also problematic is the competition between the Rio Conventions (on biodiversity, climate change and desertification). Government representatives jealously guard their funding and subject areas for which they take the lead. Some multilateral and international organizations are also guilty of failing to cooperate.

This needs to change, for example, by taking a wider landscape approach to the economic, social and environmental challenges we face and asking countries to coordinate better at the national level.

## *What specific actions are needed by which players to achieve sustainable forest management?*

**JM:** It is key that member States of the various conventions coordinate their positions at the national level to achieve their objectives in all multilateral processes and address gaps in coverage. A good example is in the climate change arena where every attempt by other sectors to understand and work on climate change was earlier rebuffed by the 'experts'. But with the Bali Action Plan, which charted a course for new negotiations on climate change, and REDD+ (Reducing Emissions from Deforestation and forest Degradation, including conservation and sustainable

management of forests), this all changed. For the first time there was an opening and a need for rapid coordination—to bring in experts on forests, agriculture and other sectors to meet the commitments made by governments and address the challenges raised. This has led to a different and deeper level of cooperation and bodes well for other sectors.

I recently attended a conference on agriculture, food security and climate change in The Netherlands which addressed the question of how to cooperate differently to make progress in all these areas. There were some excellent discussions which should also pave the way for future cooperation between the three 'sectors'.

Other groups which are guilty of not addressing issues cooperatively and effectively are the private sector and NGOs; not all, but enough to hamper progress. The private sector is often focused on short-term gain and fails to address environmental and social 'externalities'.

Certain NGOs take an extreme position and a deliberate 'divide and conquer' approach to challenges. As one example, the assault on the term 'sustainable forest management' is an attempt by some to block any government intervention on the economic aspect of sustainable management of forests and even to associate the phrase with subterfuge and negativity. There are some good reasons for multilateral organizations and governments not to subsidize the private sector in profit-making work in forests. However, the extreme position—that any work done, for example by the World Bank, to influence policy related to the private sector and its actions on logging, is inherently a bad thing—is, I believe, divisive. This can only limit our ability to achieve an objective understanding and effective approach to sustainability. Not all economic actors are good at internalizing environmental considerations, but not all are bad either. Most, I believe, would support a level playing field

where economic and social costs are fully accounted for, to allow for sustainable forest management. We need to work with them to get exactly that kind of change.

## *What outcomes do you hope to achieve through the International Year of Forests (Forests 2011)?*

**JM:** Forests 2011 will focus on "Forests for People", celebrating the role of forests in our lives. Since the UN (Rio) Conference on Environment and Development, the messages to the world have been negative, all about human failure to achieve sustainability. The average person sees nothing but gloom and doom when forests are discussed. We need to tell a good story—how forests are the source of food security, livelihoods and subsistence for more than 1.6 billion people.

Forests provide clean water, contribute significantly to climate change mitigation and adaptation, are the source of medicine, and are home to 80% of biodiversity. We hope to see governments, NGOs, the private sector, and forest-dependent communities make specific commitments to advance the sustainable management of forests around the world. Forests 2011 provides an amazing platform on which we can draw the attention of the world to the potential of forests—to promote concrete actions and make real changes which will achieve sustainable forest management, or if you prefer the term, the sustainable management of forests. Positivity and optimism can go a long way in meeting the substantial challenges which face us all. ■

Jan McAlpine is Director of the United Nations Division on Forests and head of the United Nations Forum on Forests (UNFF) Secretariat which is spearheading the International Year of Forests, or Forests 2011.

# New players

Gone are the days when conservationists only worked with each other. In the coming years IUCN will work with an increasingly diverse range of partners to achieve its goals. Here are some examples.

## SOS: Save our Species

IUCN has joined with the Global Environment Facility and the World Bank to establish Save Our Species (SOS), calling on businesses to help build the biggest global species conservation fund by 2015. SOS aims to bring together financial support from private business with international conservation expertise and cooperation from countries facing species extinction. It will provide grants for conservation action on the ground, focusing on specific threatened species and their habitats, and will bring much needed coordination between many different players. It also gives businesses an opportunity to become directly involved in saving the natural world and help meet their sustainable development goals. A few grants have already been selected covering more than 30 species. IUCN will manage the initiative using the findings of the IUCN Red List of Threatened

Species™ and the expertise of its thousands of experts around the world. The initiative was launched during the recent Convention on Biological Diversity conference, introducing Nokia as the first business partner to join.

[www.sospecies.org](http://www.sospecies.org)

## Sustainable—what else?

Boutique coffee producer Nestlé Nespresso continues to expand and deepen commitments to sustainability through its partnership with IUCN. Together IUCN and Nespresso are working to change aluminium production and recycling systems, as well as determine how Nespresso's coffee management programme affects biodiversity. IUCN and Nespresso are continuing to work on ways of making sure the aluminium used in Nespresso capsules is produced sustainably. This means bringing

together companies from bauxite miners to recycling companies, environmental, human rights and labour organizations, academics and government agencies to agree a set of principles and criteria and develop a credible verification scheme for the aluminium industry. Nespresso is also expanding the number of coffee farms in its supply chain which are committed to the company's AAA Sustainable Quality Programme. It is assumed that management practices used to achieve AAA status enhance the farm's environmental, economic and social performance. While Nespresso has carried out studies to measure the economic results of its verification scheme, there has not yet been an equivalent study for the environmental results. The goal is to determine whether such verification yields results in terms of biodiversity conservation, carbon sequestration and water management.

[www.iucn.org/business](http://www.iucn.org/business)



## Awe and wonder

IUCN is joining the likes of BBC Earth, Encyclopedia of Life, National Geographic Society, and the National Oceanic and Atmospheric Administration as a collaborator on the new Smithsonian Ocean Portal, a website devoted to awareness, understanding and stewardship of the world's oceans. The Portal, launched on 2 June last year to mark World Ocean Day, already has more than 20 collaborators. IUCN will promote marine conservation on both its own website and on the Ocean Portal including through articles on the Red List process, particularly highlighting threatened species in the Gulf of Mexico and through guest blogs from Commission members. The Portal is a source of dynamic, multi-media content designed to engage young adults, ocean enthusiasts, middle school teachers and students in ocean science, education and conservation.

[www.ocean.si.edu](http://www.ocean.si.edu)



## The final frontier

Ocean warming and loss of ice is expected to accelerate in the Arctic in the coming years due to climate change and is already affecting Arctic ecosystems. Retreating sea ice will increase human activity, putting additional pressure on the environment, and requires new ways of managing and protecting the region's natural resources. IUCN and the Natural Resources Defense Council (NRDC) are starting to explore opportunities to enhance Ecosystem-based Management through regional cooperation in the Arctic marine environment, with the support of Shell. Other organizations joining these efforts include the Ecologic Institute and the Center for Marine Biodiversity and Conservation (CMBC) from the University

of California. Shell signed a long-term agreement with IUCN in 2007 to work more effectively with experts to reduce its environmental impact and support conservation.

[www.iucn.org/marine](http://www.iucn.org/marine)

## Reaching potential

Wave energy has enormous promise; estimates of potential generation capacity vary widely, between 8,000 and 80,000 terawatt hours per year—enough to cover 42–421% of global electricity demand. Several countries including Argentina, Australia, China, Germany, India, UK and the US are already developing projects to harvest this offshore renewable energy

resource. Apart from the energy produced, it is important to understand the effects on biodiversity these installations may have. Last year saw the launch of a new IUCN project in partnership with the Swedish energy company, Vattenfall AB which will review the latest science to predict the environmental effects of wave farms. The project aims to produce a user-friendly scientific overview of the potential for wave energy installation to function as artificial reefs, fish spawning areas and as de facto marine protected areas. The overview aims to lead to objective, science-based discussions among politicians, the conservation community, private business and local stakeholders. ■

[www.iucn.org/marine](http://www.iucn.org/marine)

# Off the shelf

A selection of IUCN's latest publications.



## **BUILDING RESILIENCE TO CLIMATE CHANGE: ECOSYSTEM-BASED ADAPTATION AND LESSONS FROM THE FIELD**

**Edited by Ángela Andrade Pérez, Bernal Herrera Fernández, Roberto Cazzolla Gatti**

With climate change now a certainty, the question has become how much change there will be and what can be done about it. One of the answers is through adaptation. Many of the lessons that are being learned in adaptation are provided by success stories from the field. This publication contains eleven case studies covering different ecosystems and regions around the world. Its aim is to summarize some current applications of the Ecosystem-based Adaptation (EbA) concept and its tools used around the world, and also draw lessons from experiences in conservation adaptation.

Series: Ecosystem Management Series; no. 9

ISBN 978-2-8317-1290-1, 2010



## **THE STATUS AND DISTRIBUTION OF FRESHWATER BIODIVERSITY IN NORTHERN AFRICA**

**Edited by Nieves García, Annabelle Cuttelod, Dania Abdul Malak**

This assessment is the first overview of the conservation status of 877 northern African freshwater species belonging to five taxonomic groups—fish, molluscs, dragonflies and damselflies, freshwater crabs and aquatic plants—in accordance with the IUCN regional Red List guidelines. Species at risk of regional extinction are mapped and conservation measures are proposed to reduce the probability of future declines.

Series: IUCN Red List of Threatened Species - Regional Assessment

ISBN 978-2-8317-1271-0, 2010



## **ATLAS: BIODIVERSITY OF THE FRANCOFONIE: RICHNESS AND VULNERABILITIES**

This publication from IUCN and the International Organization of the Francophonie is the first-ever comprehensive analysis of the state of biodiversity in 67 French-speaking countries. Present on the five continents and across all oceans, the

Francophonie network encompasses 29 million km<sup>2</sup> of land and 25 million km<sup>2</sup> of ocean. It hosts many emblematic species, such as polar bears, gorillas, okapis, lemurs, giant turtles and tortoises, European bisons and American wapitis. The Francophonie has a direct responsibility for almost one third of the world's wetlands, coral reefs and lagoons, and for most tropical forests in Africa and large areas in Asia and South America.

ISBN 978-2-89481-064-4, 2010



## **A FRAMEWORK FOR SOCIAL ADAPTATION TO CLIMATE CHANGE: SUSTAINING TROPICAL COASTAL COMMUNITIES AND INDUSTRIES**

**N.A. Marshall, P.A. Marshall, Jerker Tamelander, David Obura, Delphine Malleret-King, J.E. Cinner**

The estimated 500 million people who depend on coral reefs worldwide regularly contend with change. Whether it is the shifting demands of a global marketplace, political upheaval at the national level, shortage of local supplies such as fuel, or fickle weather, the resilience of reef-dependent people is often put to the test. Despite this hard-earned resilience, coastal communities and reef-based industries are going to be challenged like never before as climate change exerts a multi-faceted influence.

ISBN 978-2-8317-1200-0, 2010



## **LANDSCAPE-SCALE CONSERVATION IN THE CONGO BASIN: LESSONS LEARNED FROM THE CENTRAL AFRICAN REGIONAL PROGRAM FOR THE ENVIRONMENT (CARPE)**

**Edited by David Yanggen, Kenneth Angu, Nicodème Tchamou**

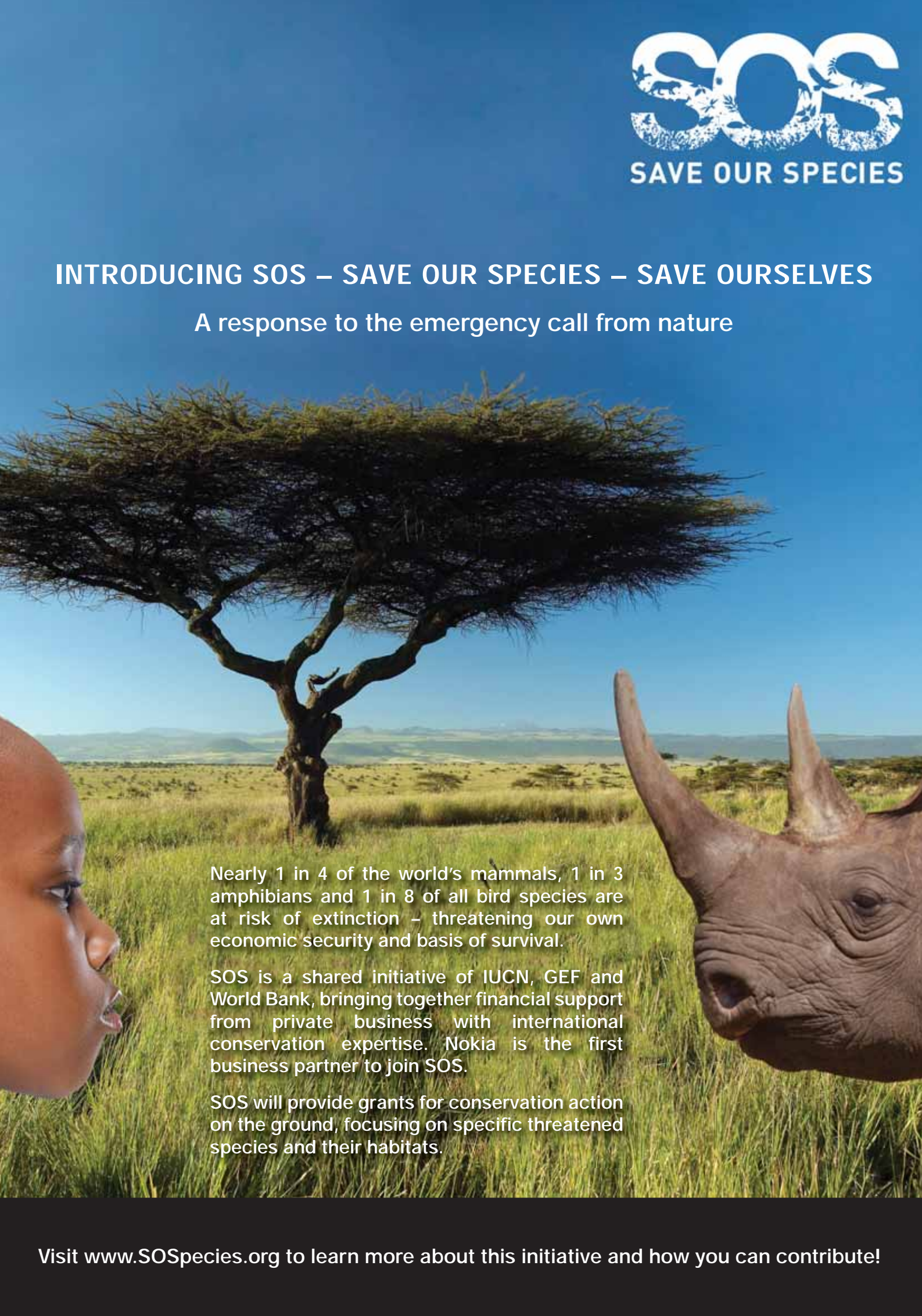
This ambitious publication focuses on the lessons learned concerning the applied conservation approaches of the Central African Regional Program for the Environment (CARPE), following ten years of implementation in nine countries spanning the entire Congo Basin. Organized into different thematic areas, it contains 27 case studies as well as seven overview articles synthesizing the results of the case studies. The emphasis on lessons learned is aimed at synthesizing the key pieces of advice concerning the best practices for implementing conservation projects in the region. This is a rich and practical guide to carrying out applied conservation that should be of great tool for conservationists in the Congo Basin and around the world.

ISBN 978-2-8317-1288-8, 2010



## INTRODUCING SOS – SAVE OUR SPECIES – SAVE OURSELVES

A response to the emergency call from nature

A young girl with a shaved head is shown in profile on the left, looking towards a rhinoceros on the right. They are in a savanna landscape with a large acacia tree in the background under a clear blue sky.

Nearly 1 in 4 of the world's mammals, 1 in 3 amphibians and 1 in 8 of all bird species are at risk of extinction – threatening our own economic security and basis of survival.

SOS is a shared initiative of IUCN, GEF and World Bank, bringing together financial support from private business with international conservation expertise. Nokia is the first business partner to join SOS.

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