Shaping a sustainable future

With almost 60 years of experience, IUCN is taking the lead on environmental issues such as climate change, energy, poverty, world markets, and environmental and human security.

We have learned that sustainably managed natural resources support peaceful communities. We know that we must deal with climate change if we are to safeguard biodiversity and the lives of the people who depend on it, and we also recognize the potential of biodiversity to help reduce the effects of climate change and adapt to it. We have demonstrated that we can help reduce poverty by ensuring that nature continues to provide the developed and developing world with much-needed resources. Sustainably managed resources are key to growth and development.

The IUCN Programme 2009–2012 is based on solid evidence and assessment of current politics: we must work on the links between environmental health and human well-being and contribute an environmental perspective to the achievement of the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development, and the 2010 targets to reduce the rate of loss of biodiversity. Governments have approved all these targets, but none will succeed unless they are based on sound environmental principles.

In the face of the continuing lack of progress toward sustainability and the ever-growing threat to environmental health, IUCN has developed a programme that simultaneously strengthens the Union’s heartland work on conserving biodiversity, while developing more effective and strategic interventions in the areas of climate change, energy, poverty and security, and economy and markets.
IUCN’s Value proposition...

Fundamentally, IUCN’s programmatic approach starts with the assumption that nature conservation is important both in its own right and because it underpins human well-being. To achieve its mission, IUCN has to engage with its Members and with constituencies beyond the nature conservation community, including those engaged in development, politics and the private sector.

IUCN’s assets include its Members, its networks of experts organized through its Commissions, and its highly motivated and competent staff within its worldwide Secretariat. IUCN’s ongoing successes and value added include:

1. **Providing credible and trusted knowledge**
   IUCN is known for providing a sound scientific base for conservation and sustainable resource management. IUCN derives its value as a trusted source of knowledge from its expert commission networks, its Members, and its worldwide Secretariat. IUCN intends to improve its ability to produce and support the use of cutting-edge knowledge and to respond to emerging conservation and sustainable development issues.

2. **Convening and building partnerships for action**
   Its unique structure and credibility allow IUCN to convene a range of stakeholders to address important conservation issues. The Union brings divergent views together, builds consensus and promotes joint actions and solutions. This ability has been demonstrated in areas such as forestry, mining, oil and gas, and water management. Increasingly, our reputation as an ‘honest broker’ allows us to involve the private sector and encourage the application of their knowledge and expertise for sustainable development.

3. **IUCN has local-to-global and global-to-local reach**
   IUCN’s role is primarily to connect governments, civil society, NGOs, science and the business communities to improve conservation policy and action. It connects the actions of its various networks in the field with global policy work. It connects conservation issues and achievements to wider objectives such as security and poverty at the national and international level. IUCN intends to extend its reach to new areas of work, new partners and new innovations to increase its impact.

4. **IUCN influences standards and practices**
   IUCN is the only environmental organization with a seat at the UN General Assembly. This provides IUCN Members the ability to participate in global debate on environment and development. Its UN Observer Status is a powerful conduit for the concerns of its Members at the international level.

The four features of IUCN’s Value Proposition make IUCN distinct from others in the conservation and sustainable development arena. They enable the Union to demonstrate leadership and ensure it has a strategic influence at many levels.

**One Union, One Programme**

There is no one single correct answer to a conservation challenge. This is why IUCN’s programmatic approach is flexible, based on the idea that each situation needs proper analysis to determine the best means to solve particular challenges. Through purposeful management and governance IUCN strives to ensure that the Members, the Commissions and the Secretariat of the Union contribute their knowledge, skills and expertise to achieve a level of influence and impact that would not be possible as individual actors.

The IUCN Programme 2009–2012 is committed to achieving the full value proposition of IUCN through our global partnerships and networks.