

Motion ready for plenary.

CGR4.MOT125

Consolidated motion: Communication, education and public awareness (CEPA) in conservation

CONSIDERING that a sustainable future requires change at all levels – from individuals to organizations to societies, and from local to national and global levels – and that change management places demands on communication and learning;

RECOGNIZING that in order to create change, societies must find a way of managing communication and learning across cultures and disciplines, and collectively create and manage new knowledge for sustainable solutions;

AWARE that social changes towards sustainable development require more complex processes than the provision of information and knowledge;

AWARE ALSO that the Programme 2009–2012 aims to “contribute directly to targets agreed internationally by governments to reduce the rate of loss of biodiversity, and contribute an environmental perspective to the achievement of Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development, and other relevant international commitments”;

NOTING that IUCN, as a knowledge-based organization, offers knowledge and tools, creates the capacity to use these tools and helps others develop more effective policies, laws, instruments and institutions;

RECOGNIZING the need to integrate science and encourage public participation in decision making;

UNDERSTANDING education and environmental communication to be a continuous process not only for children and young people but for all ages, and the result of collective construction and social learning, whose goal is fair and equitable sustainability;

NOTING the importance given to communication, education and raising public awareness in IUCN documents and in numerous agreements and international congresses and in specific the UN Decade of Education for Sustainable Development (2005-2014);

NOTING ALSO the efforts that have been made in the last few years in education and environmental communication in order to contribute decisively to a “sustainability model” for the use and enjoyment of the planet’s resources;

RECOGNIZING that there is growing concern that people are becoming increasingly disconnected from nature;

AWARE that environmental education and direct experiences in nature are important parts of a necessary learning process in support of sustainability models;

ALSO AWARE that connecting children to nature as part of their everyday lives in meaningful ways tends to be a precursor to their growing up as adults with passion and commitment to work actively in support of conservation of the environment and natural resources.

CONSIDERING that IUCN and its Commission on Education and Communication have significantly contributed worldwide to the development of CEPA as a means to develop professional capacity and to support change towards sustainable development;

NOTING that IUCN through its Commission on Education and Communication has played an important role in advocating the importance of CEPA among the Multilateral Environmental Agreements and Conventions, and in helping to realize the CEPA work programmes and activities, and has produced relevant CEPA toolkits for supporting the implementation of Environmental Conventions at the regional and national level;

RECOGNIZING that educating children should never involve the freeing of current generations from their responsibilities for environmental issues that concern them;

AWARE that there is an immediate need for environmental education on the current environmental crisis (species extinction and the degradation of our planet's ecosystems) and a need for lifelong learning;

AWARE that CEPA is an essential component of an empowerment strategy for the *IUCN Programme 2009–2012*; and

RECALLING Res 2.50 (*Environmental education in the Meso-American Component Programme*) adopted by the 2nd Session of the World Conservation Congress (Amman, 2000) and Res 3.025 (*Education and communication in the IUCN Programme*) adopted by the 3rd Session of the World Conservation Congress (Bangkok, 2004);

The World Conservation Congress at its 4th Session in Barcelona, Spain, 5–14 October 2008:

1. CALLS on IUCN's members to:

- a. Urge that whilst people begin the process of awareness-raising and education for sustainable development, a large number of initiatives should be launched, aimed at training and raising awareness, including frequent direct experience in nature, about conservation and sustainability in social and decision-making sectors whose short-term influence is crucial for the conservation of species and areas in imminent danger of extinction or degradation;
- b. Propose the implementation of communication, education and public awareness tools in awareness-raising and conservation programmes from the start of their design;
- c. Recommend integration of communication, education and public awareness into their organizations and all areas of work in order to guarantee the effectiveness of its influence and cross-sectoral approach in their proposals;
- d. Take into account the work of IUCN to develop guidance and standards on CEPA expertise;
- e. Encourage the contracting parties to the Convention on Biological Diversity and other multilateral environmental agreements (MEAs) to review and improve the effectiveness of CEPA in existing programmes, through an external review process as appropriate, and to consider CEPA in the development of new programmes

- f. Ensure all appropriate measures (including staff and financial resources) are available to carry out communication, education and public awareness programmes effectively.

In addition, the World Conservation Congress, at its 4th Session in Barcelona, Spain, 5–14 October 2008, provides the following guidance in the implementation of the Programme 2009–2012:

2. REQUESTS the IUCN Director General to:
 - a. Launch regional programmes to support strategic professional capacity development on “Communication, Education and Public Awareness” for implementing Environmental Conventions and the work on synergies among Conventions; and
 - b. Incorporate specific activities and goals in relation to “Communication, Education and Public Awareness”; and
 - c. Assist the IUCN members in reconnecting people, especially children, and nature as a priority in order to assure responsible stewardship of the environment for generations to come; and
3. CALLS on the Director General to include the need for actions and measures in the IUCN Programme 2009-2012 concerning “Communication, Education and Public Awareness”, paying particular attention to those who have the greatest influence on threats to conservation.

Contributing sponsors:

Sponsors of the contributing motion entitled *Efficient use of communication, education and public awareness in conservation* are:

Centro de Extensión Universitaria e Divulgación Ambiental de Galicia
Departament de Medi Ambient i Habitatge, Generalitat de Catalunya
Fundación Proteger
Fundación Naturaleza y Hombre
Liga per a la Defensa del Patrimoni Natural, DEPANA

Sponsors of the contributing motion entitled *Communication, education and public awareness (CEPA) in the IUCN Programme* are:

Instituto de Medio Ambiente y Comunidades Humanas (IMACH)
Instituto de Pesquisas Ecologicas
Fundacion Ecuatoriana de Estudios Ecologicos

Comment:

This consolidated motion on the cross-sectoral issue of “education and communication for sustainable development” is provided by the RWG, pursuant to § 29 of the IUCN Regulations, which reflects the intent of the sponsors of draft motions listed below. The longer-than-normal preamble and operant sections ensure that all contributors’ arguments and actions are reflected in the consolidated motion.

The activities provided for in this motion can be accommodated in the Programme 2009–2012, if sufficient resources are available.

This motion is referred to a Programme Hearing and an ad hoc contact group. The sponsors are invited to confer on the contents of the consolidated motion with the aim of ensuring that there is agreement on the text for consideration by the ad hoc contact group.

COSTS: Core resources are difficult to quantify given the broad nature of the requests, but a minimum of CHF 100,000 would be required to undertake the actions called for as presented.

COMMENT from the CONTACT GROUP: We think that we could make substantial progress through an integrated implementation rather than expensive singular actions.