

# Empowering public participation *for informed decision making*



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**Chair**  
**IUCN -CEC**

# What is IUCN?



- IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. It supports scientific research, manages field projects all over the world and brings governments, non-government organizations, United Nations agencies, companies and local communities together to develop and implement policy, laws and best practice.
- IUCN is the world's oldest and largest global environmental network - a democratic membership union with more than 1,000 government and NGO member organizations, and almost 11,000 volunteer scientists in more than 160 countries.
- IUCN's work is supported by more than 1,000 professional staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world. The Union's headquarters are located in Gland, near Geneva, Switzerland.

## What is the Commission on Education and Communication (CEC) ?

CEC is one of IUCN's  
Six Global Commissions.

CEC with its 700 plus  
expert members is a global  
network of voluntary  
practitioners with a mission  
to **drive change for  
empowered action**  
towards sustainability  
through leading  
communication, learning  
and knowledge  
management in IUCN and  
the wider conservation  
community.



## Driving change for empowered action means ...

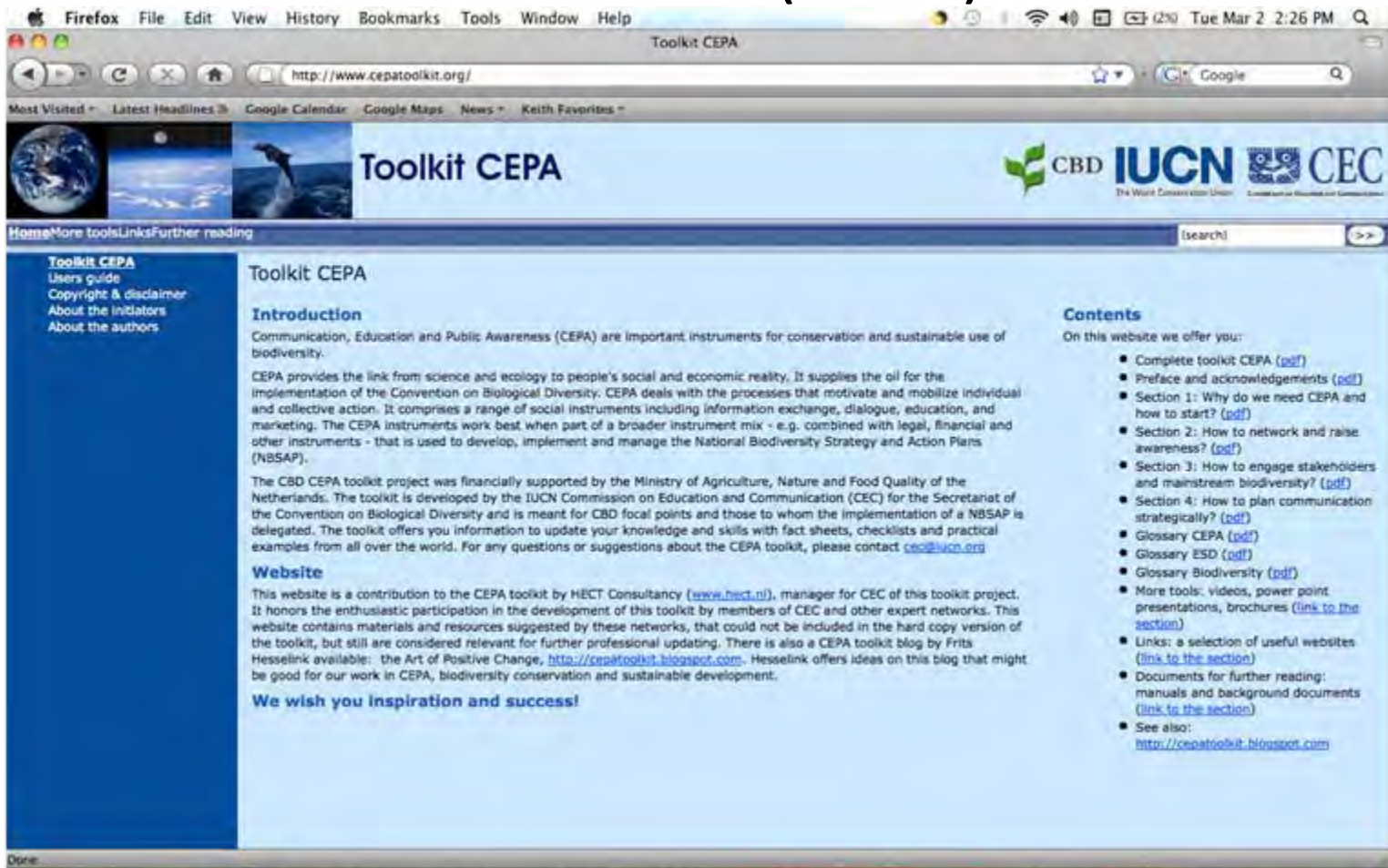
- **Network Facilitation:** CEC stimulates collaboration and promotes cross-sectoral dialogue and alliance processes, formal and informal.
- **Capacity Development:** CEC has the capacity to design learning programs and is engaged in professional development in the sustainability sector.
- **Change Agent:** CEC advocates and inspires transformation and behaviour change in individuals, organizations, both within IUCN and externally to leverage larger impact.
- **Communication Catalyzer:** CEC catalyzes communication and is a source of catalytic communication in support of IUCN and the global sustainability agenda.
- **Partnership Builder:** CEC offers authority in partnership processes that help partners influence and be positively influenced by others.
- **Knowledge Management:** CEC offers expertise in how to identify, create, represent and distribute knowledge for learning and innovation.



**Empowering public participation ?**



# Communication, Education and Public Awareness (CEPA)



The screenshot shows a Firefox browser window displaying the Toolkit CEPA website. The browser's address bar shows the URL <http://www.cepatookit.org/>. The website header features the title "Toolkit CEPA" and logos for the CBD, IUCN (The World Conservation Union), and CEC (Commission on Education and Communication). Below the header, there is a navigation menu with links for "Home", "More tools", "Links", and "Further reading". A search bar is also present.

**Toolkit CEPA**  
Users guide  
Copyright & disclaimer  
About the initiators  
About the authors

## Toolkit CEPA

### Introduction

Communication, Education and Public Awareness (CEPA) are important instruments for conservation and sustainable use of biodiversity.

CEPA provides the link from science and ecology to people's social and economic reality. It supplies the oil for the implementation of the Convention on Biological Diversity. CEPA deals with the processes that motivate and mobilize individual and collective action. It comprises a range of social instruments including information exchange, dialogue, education, and marketing. The CEPA instruments work best when part of a broader instrument mix - e.g. combined with legal, financial and other instruments - that is used to develop, implement and manage the National Biodiversity Strategy and Action Plans (NBSAP).

The CBD CEPA toolkit project was financially supported by the Ministry of Agriculture, Nature and Food Quality of the Netherlands. The toolkit is developed by the IUCN Commission on Education and Communication (CEC) for the Secretariat of the Convention on Biological Diversity and is meant for CBD focal points and those to whom the implementation of a NBSAP is delegated. The toolkit offers you information to update your knowledge and skills with fact sheets, checklists and practical examples from all over the world. For any questions or suggestions about the CEPA toolkit, please contact [cec@iucn.org](mailto:cec@iucn.org)

### Website

This website is a contribution to the CEPA toolkit by HECT Consultancy ([www.heckt.nl](http://www.heckt.nl)), manager for CEC of this toolkit project. It honors the enthusiastic participation in the development of this toolkit by members of CEC and other expert networks. This website contains materials and resources suggested by these networks, that could not be included in the hard copy version of the toolkit, but still are considered relevant for further professional updating. There is also a CEPA toolkit blog by Frits Hesselink available: the Art of Positive Change, <http://cepatookit.blogspot.com>. Hesselink offers ideas on this blog that might be good for our work in CEPA, biodiversity conservation and sustainable development.

**We wish you inspiration and success!**

### Contents

On this website we offer you:

- Complete toolkit CEPA ([pdf](#))
- Preface and acknowledgements ([pdf](#))
- Section 1: Why do we need CEPA and how to start? ([pdf](#))
- Section 2: How to network and raise awareness? ([pdf](#))
- Section 3: How to engage stakeholders and mainstream biodiversity? ([pdf](#))
- Section 4: How to plan communication strategically? ([pdf](#))
- Glossary CEPA ([pdf](#))
- Glossary ESD ([pdf](#))
- Glossary Biodiversity ([pdf](#))
- More tools: videos, power point presentations, brochures ([link to the section](#))
- Links: a selection of useful websites ([link to the section](#))
- Documents for further reading: manuals and background documents ([link to the section](#))
- See also:  
<http://cepatookit.blogspot.com>

# Empowering public participation *for informed decision making*

## AGENDA

- 14.30 Welcome & Introduction
- 14.40 Panel talk show
- 15.20 Discussion with audience
- 16.10 Closing
- 16.15 Coffee
- 16:45 Welcome Recap of Session 1
- 16:50 Round Tables: Identifying options and priorities for action
- 17:50 Plenary reporting
- 18:20 Recap and visioning how the discussion can be taken further through the IUCN CEC network.
- 18:30 Close

### **ROLES - IUCN- CEC:** *Host*

- **Keith Wheeler:** *Facilitator*
- **John Francis:** *Panelist*
- **Sarah Stokes Alexander:** *Panelist*
- **Joseph Russo:** *Panelist*
- **Marcos Algara-Siller:** *Panelist*
- **Audience:** *Participants*

### **RULES**

- Participate and share experiences
- Keep focus on key issues
- No one dominates
- Respect the time

### **EXPECTED OUTCOMES**

- To better understand the issue, identify gaps and needs...**
- To identify options for the future...**
- To have content for summary for next days plenary**

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Panel Talk Show

Eight minutes per panelist

14:40 – 15:20 hrs



# Empowering public participation *for informed decision making*

Questions to the audience

15:20 – 16:10 hrs



## **From your experience:**

How to bridge the divides between research, policy,  
farmers, the public?



## **From your experience:**

How to get engagement at all levels?



## **From your experience:**

What kind of communication strategies are needed?

## **From your experience:**

What tools and methods exist for groups to engage more with stakeholders?

**From your experience:**

What are gaps and obstacles?



# Empowering public participation *for informed decision making*

Welcome to Session 2

16:45 – 16:50 hrs



# Empowering public participation *for informed decision making*

A Recap of Session 1  
16:45 – 16:50 hrs



# Empowering public participation *for informed decision making*

Questions to four round tables:  
16.50 – 17.50 hrs



- How can Developing Countries ensure the appropriate engagement of stakeholders?
- How can Developing Countries make sure public participation is integrated in the design of programs and policies?
- How can Developing Countries develop capacities of relevant actors to facilitate multi-stakeholder approaches?
- How can the international community assist Developing Countries governments and research community to enhance their capacities for multi-stakeholder approaches?

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17:50 - 18:20 Plenary Reporting



# Empowering public participation for informed decision making

18:20 - 18:30 Conclusions and opportunities how this discussion can be taken further

TABLE 2: PROPOSAL FOR RECORDING MAJOR ISSUES

<b>Focus question</b> What are the current gaps and needs related to Empowerment and what should be priority options for the future to address them?	
<b>GAPS</b>	<b>NEEDS</b>
Strategy/Policy issues ( <i>country, regional, international level</i> ) ... ...	Strategy/Policy issues ( <i>country, regional, international level</i> ) ... ...
Institutional issues ( <i>refers to strengths and efficiency of national institutions, public/private</i> ) ... ...	Institutional issues ( <i>refers to strengths and efficiency of national institutions, public/private</i> ) ... ...
Human resources issues ... ...	Human resources issues ... ...
Technical issues ... ...	Technical issues ... ...
Others ...	Others ...
<b>OPTIONS FOR THE FUTURE ADDRESSING NEEDS AND GAPS</b>	<b>KEY PRIORITIES FOR ACTION FOR INTERNATIONAL COMMUNITY</b>
Strategy/Policy issues ( <i>country, regional, international level</i> ) ... ...	...
Institutional issues ( <i>refers to strengths and efficiency of national institutions, , public/private</i> ) ... ...	
Human resources issues ... ...	
Technical issues ... ...	
Others ...	





# Thank you

For more information about  
empowerment tools and training opportunities

<http://www.iucn.org/about/union/commissions/cec/>

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