



Awareness, values and behavior – methodologies and tools

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Is being smart overrated?

“...intelligence, knowledge and domain expertise are vastly **overrated** as the **driving force** behind...success...”

Underrated is the critical importance ...management, strategy, operations and culture fitting together. . .”

--Patrick Lencioni, Inc Magazine



IUCN Commission on Education and Communication

- Information easily available
- Accepts as true that there is a **knowledge-behavior** gap.
- However, although knowledge in itself does not lead to change, CEC believes that it is possible to change the hearts, minds, and abilities of people through the **right approach to communication and motivation**



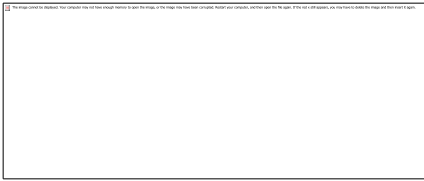
IUCN Commission on Education and Communication



Dr. Juliane Zeidler
CEC Chair

>1200 members

Know the biodiversity challenges and evidence-based solutions. We have a multitude of **facts and figures** that are shared widely. Yet, on average, governments, private sector organizations and consumers still take wrong decisions. *Why do we seem to make so little progress in getting our conservation messages heard and acted upon?*



Tools

Nature: It's about Love.
Not Loss. Campaign

- Reminding people what they love about nature
- Focus on the positive
- Personalize messages
- Publicize

HOW TO
TELL



A LOVE
STORY

SHORT FILMS

- 🎬 How to Tell a Love Story
- 🎬 Love. Not Loss.
- 🎬 Funny Talking Bears
- 🎬 Funny Talking Elephants
- 🎬 Funny Talking Flamingos
- 🎬 Funny Talking Frog
- 🎬 Funny Talking Hippos
- 🎬 Funny Talking Penguins
- 🎬 Funny Talking Raccoon
- 🎬 Funny Talking Tsessebe



Tools

The concept of Conservation Psychology

- ✓ Behavior Psychology
- ✓ The way of human thinking



Frogleaps courses: *Strategic communication, Storytelling* and latest two being designed: *elevator pitch & conservation psychology*



CEC in China

Two MOU signed

- Beijing Forestry Society (BFS) and Beijing Forestry and Parks Department of International Cooperation (BFPIC)
- The Centre for Environmental Education and Communications of Ministry of Environmental Protection China (CEEC of MEP)

Projects in progress:

- Nature education for the Public – with BFS and BFPIC
 - ① Develop a training manual for nature guides
 - ② Delivered training – on conservation psychology
- A Series of training on youth education with CEEC of MEP on communication methodology



CEC in China

Projects in progress:

- Nature education for the Public – with BFS and BFPIC
 - ① Develop a training manual for nature guides
 - ② Deliver training
 - ③ Promote exchange with other countries.

- A Series of training on youth education with CEEC of MEP



CEC in China

Enhanced Membership - increased by 270%
in two years

Sept 2012:  15

Aug 2014:  40



www.iucn.org/cec

#lovenotloss

CECtalksnature.org

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