

Communicating Behavior Change in North America

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COMMISSION FOR
ENVIRONMENTAL
COOPERATION

COMISIÓN PARA
LA COOPERACIÓN
AMBIENTAL

COMMISSION
DE COOPÉRATION
ENVIRONNEMENTALE



Commission for Environmental Cooperation (CEC)

- **1994:** Established under the North American Agreement on Environmental Cooperation (NAFTA)
- **2020:** Renewed commitment under the Agreement on Environmental Cooperation (CUSMA, T-MEC and USMCA)
- **North America:** Canada, Mexico and the United States

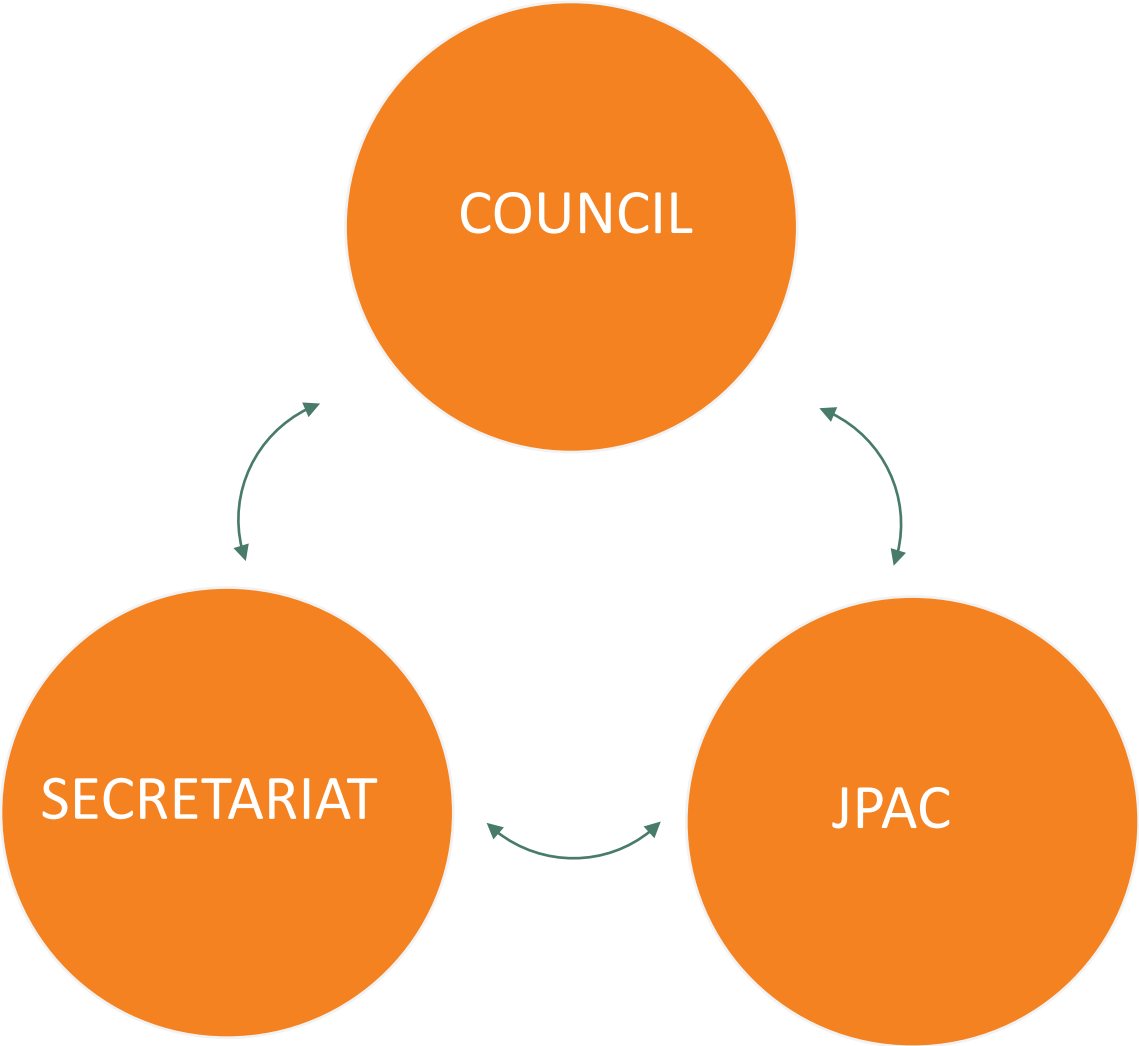


Mission

- Facilitate and strengthen effective cooperation to conserve, protect and enhance the North American environment
- Gather, harness and share professional expertise, tools and resources to support policy makers, practitioners and communities



Our structure



Our structure

Experts

Traditional Ecological
Expert Group (TEKEG)



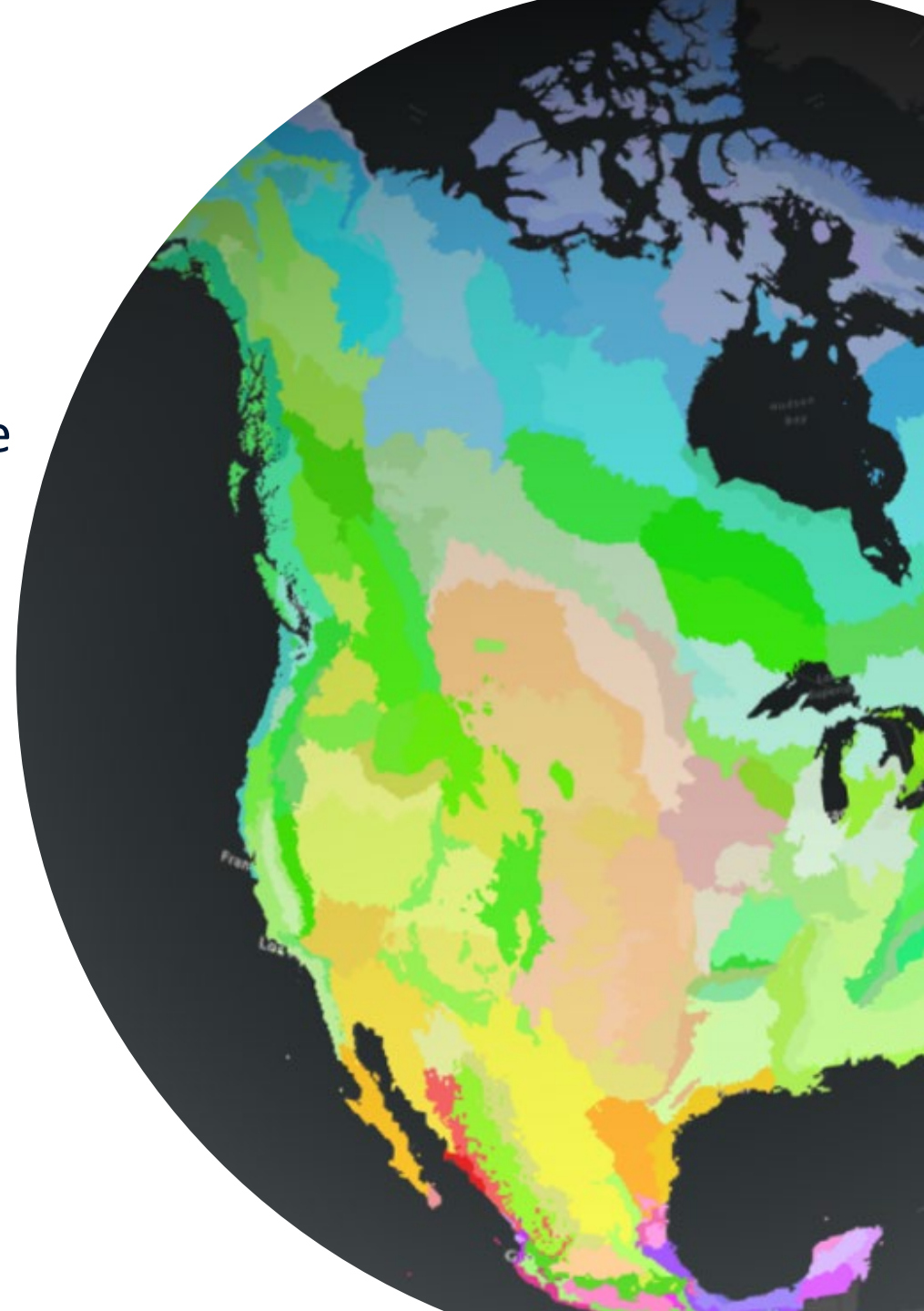
Canada: Environment and Climate
Change Canada (ECCC)

Mexico: Secretaría de Medio Ambiente y
Recursos Naturales (SEMARNAT)

US: Environmental Protection Agency
(EPA)

Our work

- Clean Air, Water and Land
- Preventing and Reducing Pollution in the Marine Environment
- Circular Economy and Sustainable Materials Management
- Shared Ecosystems and Species
- Resilient Economies and Communities
- Effective Enforcement of Environmental Law



Our moderator – Bhan Gatkuoth

- Communications and environmental policy professional
- Born and raised in Calgary, Alberta
- Studies in the field of communications, media, and policy
- Expertise in communications and public engagement experience
 - youth capacity building
 - community science and monarch butterfly conservation
 - environmental justice



Coordinator, Diverse and Inclusive Outreach
and Engagement
CEC

Three countries. One environment.
Tres países. Un medio ambiente.
Trois pays. Un environnement.

