

IUCN - communicating climate change



IUCN - IGO

- analyst, convenor, facilitator, networker, advisor, capacity builder
- integrity and diversity nature - any use equitable, ecologically sustainable
- UN observer
- field to policy

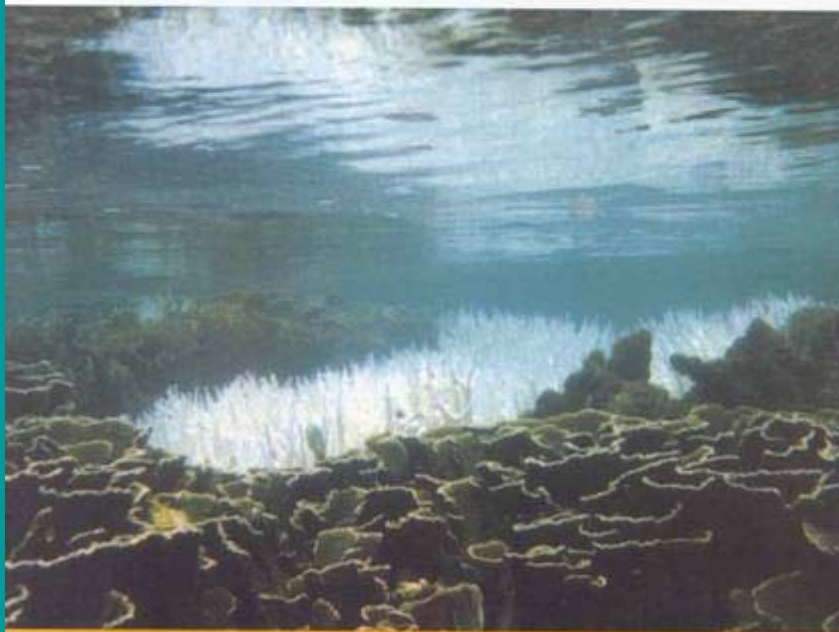
IUCN - Climate Change

- Assess climate impacts on diversity
- Role biodiversity in mitigation
- Adaptive strategies - ecosystem approach
- Impacts on sustainable livelihood



Management of Bleached and Severely Damaged Coral Reefs

Susie Westmacott, Kristian Teleki, Sue Wells and Jordan West



Climate Change

IS THE CLIMATE CHANGING?

FACTS

- ✓ Global average surface temperature has increased by 0.7°C since 1960.
- ✓ Global sea level has increased 100 mm since 1990.
- ✓ Global mean sea level rise by 0.1 to 0.2 mm per year during the 20th century. Over 100 mm has risen since the 1990s, and is projected to rise by 0.29 to 0.68 meters.
- ✓ Global average temperature is projected to increase by 1.4°C to 5.8°C over the next 100 years.
- ✓ The number of floods, storms, landslides and droughts has increased dramatically in the past 5 years.
- ✓ Losses from natural disasters could annually cost around 100,000.2 billion.
- ✓ Approximately 60% of temperate forests are expected to shift poleward 750-500 km by 2100 in mid-northern regions.
- ✓ The 20 countries with the highest greenhouse gas emissions.
- ✓ Carbon dioxide (CO₂), the most important of the greenhouse gases, accounts for some 60% (see 'greenhouse effect').
- ✓ Over the coming decades, 40% of the world's general natural habitats will suffer from production losses of as much as 25% due to global warming.
- ✓ Cost estimates to implement the Kyoto Protocol (0.2 to 2.6 trillion USD).

Carbon Sequestration, Biodiversity and Sustainable Livelihoods

An Ecosystem Approach to Balance Climate Change, Biodiversity and Social Objectives

Executive Summary

The decision paper analyses the inter-related problems of the Kyoto Protocol to the UNFCCC, Convention on Climate Change (UNFCCC) to ECOW, and the Kyoto Protocol to the UNFCCC. IUCN's goal is to ensure that these processes balance climate change, biodiversity and social objectives.

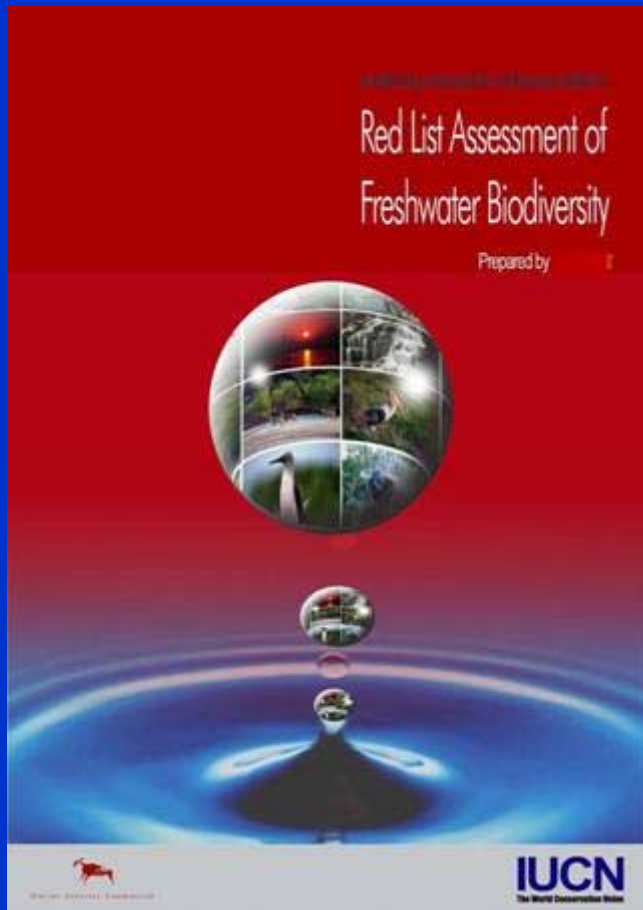
Introduction

The Kyoto Protocol to the UNFCCC, adopted in December 1997, calls upon 39 industrialized countries to limit carbon dioxide and other greenhouse gas emissions from the year 2008 to 2012. The Protocol contains several forest-related provisions to facilitate industrialized country efforts to meet their emissions reduction commitments.

Since the conclusion of the Kyoto Protocol, the CBD adopted a decision on forest biological diversity which, among other things, urges the UNFCCC and its Kyoto Protocol to ensure that future carbon sequestration activities are consistent with and supportive of the conservation and sustainable use of biodiversity. The CBD will prepare scientific advice in order to integrate biodiversity considerations into the implementation of the UNFCCC and its Kyoto Protocol. The Parties to the UNFCCC, also endorsed the ecosystem approach and developed a set of principles that are directly applicable to the forest-related provisions of the UNFCCC and its Kyoto Protocol.

At the 2nd World Conservation Congress, IUCN's Members adopted a recommendation on the role of land use, land-use change and forestry activities in climate change mitigation. This recommendation urges the UNFCCC to ensure that any land-use, land-use change and forestry activities undertaken to

IUCN Commissions



- Six global volunteer networks - mandate
- 10,000 experts ecosystem management, law, species, protected areas, economic and social policy
- Commission on Education and Communication CEC



CEC “know how”

- ✓ Ways to interest, motivate & involve people
- ✓ Use of communication as management or policy tool
- ✓ Intercultural and community approaches
- ✓ Knowledge & learning processes

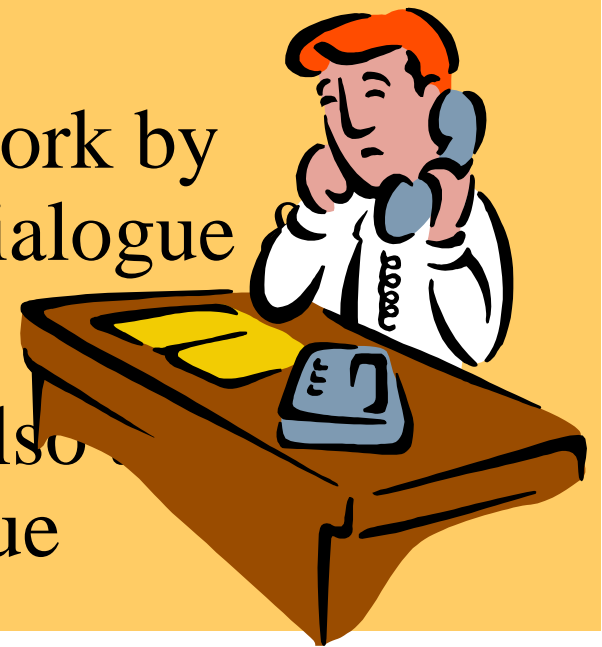
Communication

- Communication is a policy tool
- A compliment to other instruments
- “Oil” of the Convention
- Includes a mix of social instruments - information, exchange, dialogue, education, training, marketing, negotiation



Importance of Communication to Climate Change Convention

- Govs need co-operation of others
- Other sectors have to develop their own climate change actions
- Change of behaviour will not work by 'command & control' - need 'dialogue cooperation'
- Not only a technical issue but also perception and involvement issue



The Myths and Realities for Climate Change

- Making everyone a climate change expert - not possible
- Provide technical information alone - does not lead to changes of attitude and behavior
- General public campaigns - each target group needs to be addressed in its own language
- People act when perceived to be in their self interest

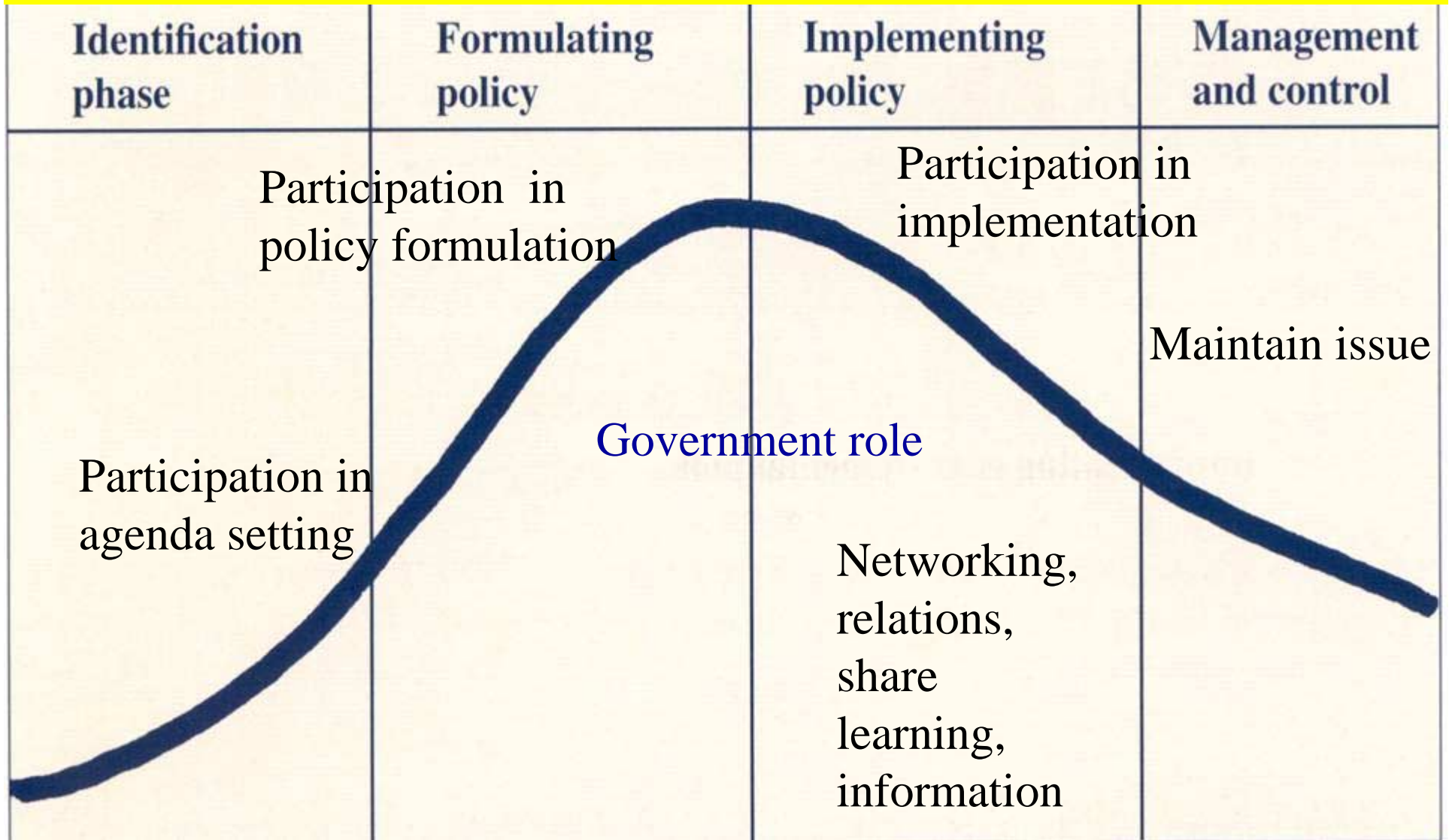
Added value of communication

- How to motivate and mobilize individual and institutional support and action
- Tool to involve other ministries and sectors
- Tool to change current perceptions, attitudes and behavior of stakeholders
- Change in economic, social and consumer practices

Communication methods

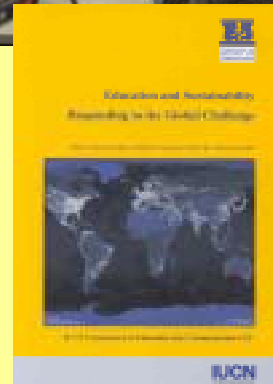


Communication - integral part of the policy cycle



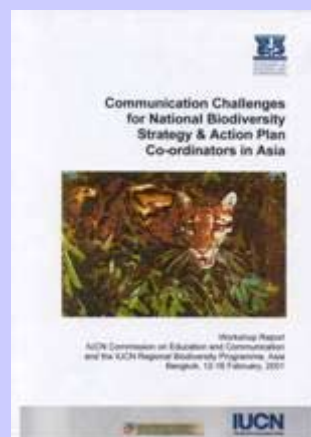
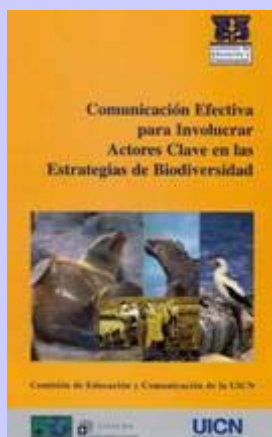
What support do CC scientists need to communicate*?

- Realistic priorities, easy to communicate
- How to develop solutions for conflicting interests
 - stakeholder processes
- How to manage and use networks
- Acquiring support from DMU in other ministries or regional authorities
- Developing strategies, methods and media to market and communicate to different target groups and the general public



- CEC generates new knowledge on how to undertake CEPA
- Exchange knowledge
- Evaluation - good practice criteria
- Builds capacity

CEC communication capacity building



CEC can add value to Article 6 work programme

- Know how to effectively use CEPA as tools to reach objectives
- Parties capacity use CEPA
- International co-operation in the exchange on methodology, materials and capacity building programs
- Links to CBD / Ramsar CEPA articles