



Canadian Committee for the International Union for Conservation of Nature (CCIUCN)
P.O. Box 3443, Station "D"
Ottawa, ON (Canada) K1P 6P4
CCIUCN@nature.ca

September 30 ,2019

Grethel Aguilar
Director General, IUCN
September 29, 2019

Cc: Rick Bates, Regional Councillor, North America and the Caribbean
Jan Olov Westerberg, Chair Council Program Committee

Dear Director General,

The Canadian Committee for IUCN convened a Forum on September 6, 2019 in Ottawa to review the draft IUCN Programme 2021-2024 along with other matters related to the upcoming World Conservation Congress including proposed governance motions being put forward by Council. We thank your staff including Frank Hawkins, Debbie Good and Sarah Over for their participation and useful presentations to the CCIUCN membership at the Forum.

Forty-five CCIUCN members participated in the Forum, most in person and several through remote communications which permitted their effective participation. Participants included representation from IUCN Government and NGO members, and a wide range of Commission members, and Indigenous peoples organizations interested in IUCN.

The CCIUCN membership participated actively in the Forum with a strong expectation that its comments on improving the draft program document will be well reflected in the final draft program which Council will approve in March 2020 for submission to the Congress.

The overall sentiment among members – which was noted by Frank Hawkins at the end of the meeting – is that CCIUCN Members, both Canadian IUCN Members and Commission members – have a substantial contribution to make to shaping and implementing the IUCN program going forward. Canadian members expressed a willingness to participate in program delivery and to have their contributions counted against the planned IUCN program outcomes.

Four areas of Canadian leadership stand out:

1. **The participation of youth in conservation**

This includes a long-standing practice of having 2 of the CCIUCN Board positions filled by young conservation professionals. Our youth members have been active participants in #NatureForAll. Further, Canadian CCIUCN members and the State Agency, Parks Canada, will be making a substantial effort to bring youth delegates to the Congress in 2020 with the expectation that these delegates will be actively involved in advancing post-2020 conservation goals in Canada.

2. **Indigenous Peoples leadership in conservation**

This includes Canada's work on Indigenous Protected and Conserved Areas under Aichi Target 11, and Canada's efforts to transform species at risk conservation to include and enhance Indigenous leadership. These reflect and build on the inextricable link between Indigenous peoples and their lands and waters from which other parts of the conservation movement can learn.

3. **Connecting People with Nature**

Canadian government and NGO members have been actively participating in and driving #NatureForAll into their own programs of work and our State Agency, Parks Canada, and Canadian members of both the WCPA and CEC have contributed in a large way to the shaping and initial implementation of #NatureForAll.

4. **Collaborating for tangible outcomes**

Over the last number of years Canada has undertaken a collaborative conservation effort to draw together all levels of government and civil society under the auspices of the "[Pathway to Target 1](#)". This work includes advancing Indigenous-led conservation, establishing OECMs and recognizing of Privately Protected Areas. Through this leadership, Canada has seen Marine Protected Areas increase from less than 1% to over 10% in a few short years. These accomplishments through joint effort is a great lesson to be learned for the global community.

More broadly, Canadian Commission members in the WCPA, CEC, SSC and CEM are actively participating in program delivery and plan to do so going forward.

Below we present the areas of the draft Programme endorsed by Canadian members and proposed improvements to the document. Specific improvements to the draft program document are shown in ***bolded italicized text***.

Member Feedback and Recommended Improvements to the Draft Program

As a general overall comment, Canadian Members strongly support the "outcomes" based approach in the Programme document and for the 4 Programme Areas. Further, endorse the outward" direction for engagement with the broader world beyond the conservation community.

There is a need for **greater emphasis and a separate driver for human health beyond its mention section 4).**

Canadian members noted the Lessons Learned section of the document and saw the need for some of **these lessons to be clearly articulated with the program** rather than as an introductory part, specifically:

To ensure sustainability of results, IUCN must entrench systemic change across stakeholders at all levels.

Canadian members fully agree with the need for **systemic changes**, and that these occur **across all actors who interact with biodiversity** (not just stakeholders). Reaching out to stakeholders is important and supports the transformational changes needed to reverse the declines in biodiversity.

However, outreach and engagement are not enough. The document needs to **identify clear strategies that will be employed to “influence” decisions taken by civil society, the private sector and new audiences outside the conservation community, as changing their decisions, behaviours and actions are an essential means for reversing the decline of biodiversity and contributing to the transformational changes that are needed.**

To encourage joint action for tangible change, IUCN must adopt indicators for its Programme that measure the difference it makes to the world.

These indicators in the form of measurable outputs need to be presented in the next version of the Programme document for Council review and in the version presented to Congress. Further, Canadian members want to see achievable objectives articulated in the Programme document.

Enablers

CCIUCN Members put considerable emphasis on the importance of the cross-cutting/enabling themes in the draft program, in particular, those noted below. However, **Canadian members did not see any evidence or mention of how these enablers are to be applied in the 4 Programme Areas. This is a clear gap in the PA sections of the draft Programme document**

Communication, Education and Public Awareness

- Canadian members continue to strongly support efforts connecting citizens with nature, raising awareness and inspiring conservation action. **We see the need for connecting people with nature to be across the full program rather than only in enablers.**

- However, a “renewed” global narrative for nature, while useful, misses the critical, broader role of Communications in the Programme. ***The draft program needs to raise the level of ambition for effective communications to be commensurate with the urgency and clear articulation of what biodiversity is facing expressed so clearly in the IPBES 2019 Report. The tone of the document needs to express much greater urgency.***
- ***The importance and role of communications to the work of the Union warrants its own section, beyond its inclusion in enablers.***
- ***Further, the Programme document, while well written for the conservation community, misses the opportunity to be used as a critical communication vehicle to communicate to non-conservation actors and, in particular, government and industry sector decision makers who IUCN needs to influence.***
- ***Canadian members continue to support and expect to see an explicit and strengthened description and role for #NatureForAll as a key part of the awareness and communications portion of the Programme.***

Youth and Intergenerational Partnerships

- Canadian members strongly support youth engagement, empowerment and mentoring across the Programme Areas. ***All “how we deliver” measures for Youth in the Enablers table are relevant to all 4 PAs and the document needs to make it clear that they apply across the 4 PAs.***
- ***We see the need to add into the Programme a strong leadership role for youth and emphasis on mobilizing youth in conservation programs and initiatives.***
- ***The Programme needs to make it clear that youth engagement, empowerment, mentorship, leadership and mobilization strategies need to be developed and included in the work of HQ and the Regional Offices and in the work of all Commissions (not just CEC and WCPA which have been leaders in this regard).***

Gender Equality and Social Inclusion

- Canadian members support strong representation of gender equality measures in the Programme. However, ***we see inclusion more broadly, related to the need to include all segments of global populations (civic society, private sector, Indigenous peoples). The document needs to include the development and employment of mechanisms to influence key decision makers in government and industry to achieve the transformational changes outlined earlier in the document.***
- ***Further, greater emphasis needs to be placed on urban centres and cities to work with and influence.***

Priority Program Areas

Programme Area 1: Healthy Lands and Water

1. *All key biodiversity areas are conserved:*

Canadian members agree with the focus on areas that are essential for the persistence of biodiversity at the ecosystem, species and genetic level are identified and included in effective systems of protected and conserved areas and other relevant conservation management programmes.

Canadian members see the need for the document to be improved to:

- **Have a clear and increased focus in the document on:**
 - **Area-based conservation approaches and measures**
 - **Completed interconnected networks of conserved lands and waters**
- **To be clear in the document that this does not mean only or primarily KBAs which are too narrow an approach to achieve this PA1 outcome.**

2. *Restore the ecological integrity of production landscapes:*

Canadian members support greater emphasis being given to habitat and ecosystem restoration.

Programme Area 4: Advance the rights and roles of Indigenous peoples and local communities

CCIUCN Members asked, “what does this mean in relation to the conservation and sustainable use of nature?” IUCN members with input from Canadian Indigenous Peoples Organizations propose a change in language for this sub-element of PA4 to read:

- **Advance Indigenous Peoples and Local Communities (IPLC) leadership in the conservation, stewardship and sustainable use of nature.**
- **Further, involvement of Indigenous peoples needs to be explicitly integrated across all 4 PAs and the Programme as a whole, not just stated in PA #4.**
- **The Programme needs to better reflect inclusiveness of various ways of knowing, including Indigenous and local knowledge, across the document.**

Program Delivery

More detailed Programme document:

Canadian members have a strong interest in and expectation for the next version of the **draft Programme to include clear objectives, strategies and measures for achieving the high-level outcomes in the current draft and clear indicators for measuring progress and achievement of outcomes.**

Role of the Commissions:

Canada has a strong representation of individual experts across all of IUCN's commissions. **CCIUCN Members call for a stronger recognition and a well characterized, clear set of roles for participation of the IUCN Commissions to be articulated in each PA and the enabling section of the program document.**

Closer alignment with the post 2020 agenda:

There is the need for the draft IUCN Programme to be more closely aligned with the post 2020 agenda, including the IUCN's own submission to the UNCBD. Understanding how the Programme will build on the post 2020 agenda will ensure that we are not working at cross purposes or in silos.

Financial Plan:

CCIUCN Members note the critical linkage between the draft IUCN Programme and the draft Financial Plan which will be presented to the Congress.

- **The Financial Plan including the types of funding sources needs to be driven by Programme needs.**
- **There is a need for the Financial Plan to lay out a plan to implement new strategies for funding the work of the Union to achieve a more diverse set of fund development strategies and flow of funds that better meet the needs of the new "outcomes based, external facing aspects of the Programme including greater investment in fundraising and communications activities.**
- **In this regard, CCIUCN members expressed an interest in ensuring donor-funded projects cover all variable, fixed and developmental costs.**

IUCN Staff Skills and Capabilities:

Canadian Members note that the draft Programme structure is no longer aligned with the structure of the IUCN Secretariat. The Programme document and the Financial Plan need to articulate answers to the following questions:

- **How will the new Programme affect the structure of the Secretariat?**
- **What does the new Programme mean for how IUCN is organized, including the roles of National Committees, the Commissions and IUCN Members in program delivery?**
- **How will IUCN address change management?**

Canadian Members also noted there will be a need for **new skills, knowledge sets and capabilities among IUCN HQ and Regional staff to deliver a more external-oriented Programme which reaches beyond and works to influence the conservation community.**

This will include 1) experience and knowledge with a more diverse set of fundraising strategies; 2) expanded communications skills across Programme Areas; 3) people with understanding of change management; 3) experience and strong knowledge of the sectors and their workings which IUCN is trying to influence including in government and industry, such as agriculture.

Participation at the Congress

Canada will have a strong youth contingent at the Congress. CCIUCN will be sponsoring two Youth Ambassadors to the Congress, and a number of Canadian members including the State Agency and several NGO members will include youth members on their delegations.

Canadian Members expressed strong support for the CEC-led Youth Champions initiative for the Congress. They called for explicit and substantive roles for these Youth Champions at the Congress, including participation in a range of Congress events. They also recommended the creation of a position on Council for a representative of youth at the earliest opportunity.

CCIUCN has committed to the CEC to work with it in providing a knowledgeable, experienced IUCN members to support the Youth Champions at the Congress.

Canadian Members also identified the opportunity for the next Council to appoint Youth Council member building on the practice to appoint an Indigenous Council member.

On behalf of the Canadian Committee of the IUCN, we thank you for the opportunity to provide input on the draft Programme. We trust our comments provide you and the Council with both the overall sentiment from the Canadian membership and tangible proposals to strengthen the Programme document. The Committee and members are energized and see strong potential to work together within Canada and globally, for effective conservation outcomes that support nature and people.

We look forward to the Congress in Marseille and wish you all the best in your work over the coming months.

Sincerely,



Lisa McLaughlin

President, Canadian Committee, IUCN

Cc: Rick Bates, Regional Councillor, North America and the Caribbean
Jan Olov Westerberg, Chair Council Program