



IUCN  
WORLD PARKS CONGRESS  
SYDNEY 2014



IUCN · WCPA  
YOUNG PROFESSIONALS



## iAct Dialogues for Sustainability: IUCN World Parks Congress 2014 Webinar Series

*Activating 'Our Pact for Parks, People and Planet:'*

*A Legacy of the IUCN World Park Congress*

29 January 2015

Discussion Summary

### Links to 'Our Pact'

[www.wcpayp.org/pact](http://www.wcpayp.org/pact)

[www.tinyurl.com/WCPAYP-OurPact](http://www.tinyurl.com/WCPAYP-OurPact)



## **Discussion Facilitators**

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## **Participants**

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## **Summary of Discussion**

### **1. When you read the Pact, what resonates with you the most? Which parts inspire you to take action?**

#### *Connection of People and Nature*

- The Pact is about bringing nature and humans together; we are not mutually exclusive

#### *Specific Pact Commitments*

- The expression of discontent about how we are treating nature
- Commitment 7: “We commit to heal people and the Earth”
- Commitment 8: “We commit to a legacy of environmental regeneration”
- Commitment 10: “We commit to being engaged in decision-making at every level”

### *Empowerment and Decision-making*

- Start with commitments in Our Pact where we feel empowered to make a difference
- Important that young people are treated as major stakeholders/decision-makers

## **2.The Pact includes multiple commitments. How would you go about fulfilling some of these commitments?**

### *Scope, Starting Points and Successes*

- The work is immense and multifaceted: we need to integrate (or re-learn) conservation values in all cultures while engaging in proactive threat reduction
- Fulfilling Our Pact commitments can occur internally for the individual or through external, larger projects, policy change, etc.
- The easiest actions will be to start with what we're already doing in our lives and then to think about what more we can do
  - Ex: leveraging our own work projects
- Track all levels as a follow up, like performance indicators, to see how well the Pact is being implemented
- Celebrate both personal transformation and societal transformation that is inspired by the Pact

### *Empower Youth to Take on Decision-Making Roles*

- Work behind the scenes to have current and emerging young leaders in decision-making
- Work with the IUCN IPS (Intergenerational Partnership for Sustainability) Task Force to have Young Professionals engaged in high-level decision making in the IUCN
  - Ex: have 2-3 young professionals in the Executive for each working group organizing parts of the World Conservation Congress 2016

### *Synchronize Decentralized Actions Around the World*

- On major environmental days (World Oceans Day, Earth Day, etc.) we can pick one commitment and one activity that we can each do in our own places.
  - Ex: tree planting on Earth Day in a protected area!
  - Posting a photo of each of us doing it on the same day all across the world would be very powerful! Even if it is just that we designate a week where we tackle one of them, then people can do it whenever they have time
- Target one idea or choose a theme and provide options for how to fulfill the broader objective
- Focus on one theme/year, but allow fulfillment of any commitment at all times

### *Leverage Funding*

- Crowdsourcing fundraising events: people could get sponsored to fulfill their commitment: this would raise funds, plus publicity and participation

### *Increase Publicity*

- Share the Pact widely with schools and university students to take on challenges.
- Leverage WCPA Map Platform offering people the opportunity to document their work publicly
- Get people to post a photo/video of themselves fulfilling a commitment, perhaps we could design a visual cue that can be identified in every person's photo. For example just a hashtag of the Pact (#ourpact), or a logo, etc

**3. We want to create a larger movement of people of all ages who sign and apply the Pact. Who do you know who would be inspired by reading the Pact? In general, which other groups should we share the Pact with?**

### *A Movement*

- Empowering people to act locally and to think about small objectives which - when multiplied by all of us working around the world - add up to make change.

### *Within the Conservation Community*

- Share the Pact with other Commissions, especially the CEC (Commission on Education and Communication)
- Share the Pact with partners in sustainability and youth fields
  - Earth Charter, including their global Youth Initiative
  - Global Youth Biodiversity Network (Shankar is Steering Committee member)
  - UNFCCC youth group
  - environmental groups
  - network of indigenous communities
  - federation of forest users groups etc
  - International Forestry Student Association (IFSA)
- Share the Pact at strategic events
  - IUCN World Conservation Congress in Hawaii, USA, 2016
  - CBD COP in Mexico, 2016

### *Beyond the Conservation Community*

- To increase engagement, we need to target all those interested in nature (not just those in the conservation community)
  - Play the Our Pact video for high school, university and community groups to be really inclusive
- Since the public sector is involved in a big way in Parks, are there ways for us to approach related Ministries and public servants?
  - Ex: Commissioner of Natural Protected Areas in Mexico signed Our Pact
- Show the added value of long-term thinking to business; sustainability as profitable, just, corporately responsible
- Many large organizations outside of the conservation community would be interested if we can demonstrate connections and relevance of specific Pact commitments to their line of work/business
- Inter-faith/Spiritual groups are also powerful networks to involve

### **4. What are some creative and effective ways in which we can share the Pact and encourage others to join?**

#### *Develop a Communications Strategy*

- Collect the networks we have available and discuss how we can best target them. There may be people out there who have great access to politicians or heads of state or NGOs
- Involve the YPMC (Young Peoples Media Coalition)
- Involve artists of various kinds in communicating to other groups
- Use the WCPA Map Platform as a hub for (decentralized) communication)
- Generate translations of Our Pact
  - Ex: Spanish, Hindi, French, German (Kathy can do German)
- Create / support media events / visibility to amplify and celebrate successes

#### *Develop a Toolkit for Application of Our Pact in Different Sectors*

- Guide politicians in applying Our Pact to policy
- Guide business leaders in applying Our Pact within their companies

#### *Our Pact Secretariat*

- Support / expand on WCPA Young Professionals Group as central 'secretariat' to support and coordinate communications, outreach and movement building efforts
- Invite people of all generations to sign Our Pact and to be in the Secretariat

- Add our four discussion questions from today to the WCPA YP website so that anyone who reads the Pact can automatically contribute their thoughts and feedback