



EXECUTIVE COMMITTEE MEETING

Minutes of the IUCN UK ExCo 61 Meeting held on the
22nd January 2010
UNEP WCMC, Cambridge
0900-1430hrs

Present: Chris Mahon (Chair), Tom Tew, Stuart Brooks, Mark Wright, Mike Pienkowski, Sue Stolton (WCPA), Nigel Dudley (WCPA), Harriet Nimmo (CEC) and Stacey Hughes (via teleconference)

Secretariat: Sarah Robinson

Speakers and Guests: Peter Cairns (2020 Vision), Craig Hilton Taylor (IUCN Species Programme), Pete Carey (Cambridge Conservation Forum), Charles Besancon (UNEP WCMC Protected Areas Programme), Andrew Kendall (European Squirrel Initiative, ESI) and Miles Barne (ESI).

1. Chair's Welcome

CM opened the meeting and welcomed everyone to Cambridge, chosen as a location for ExCo 61 due to the 'hive of activity'. New members to the group and guests were welcomed.

2. 2020VISION

Pete Cairns presented the 2020VISION, project making three assumptions: IUCN UK would buy into the need for ecosystem restoration; accept that the conservation world has not communicated the need for this to the wider world; the time to do so is now. The task is to motivate people through images, visual media - 20 photographers, 20 assignments, 20 ecosystem stories visiting all corners of the UK and inspiring people to restore, reconnect and recreate. Demonstrating that healthy ecosystems mean healthy people. It is a conservation photography-based project at the landscape level aiming to harness the communicative power of contemporary visual media to engage and motivate its audience. The project is a Wild Media Foundation initiative and hopes to encourage the science and conservation community to take advantage of the power in the emotive force of images.

Funding is still needed for this high profile project that intends to reach out to the general public. The outputs are expected to be produced between 2012 and 2014. The Executive committee is being asked to support and endorse 2020VISION with the intention of launching the project at the IUCN UK Spring Conference. The legacy of the project will involve communities and individuals pledging to take an ecosystem action. The website will go live in mid February. IUCN UK is asked to; commit to the use of their logo and the launch of the project at their spring conference; collaborate for the lifetime of the project and to ask their member organisations to communicate the project to their members.

The following points were raised:

- The message needs to reach out to the corporate community.
- The legacy, how do you move from the appreciation of photos to an ecosystem/landscape scale change?

Pete – Looking for a change in mindset, intend to introduce the ‘re-wilding’ concept and give people a reason to believe in it and answer the question ‘what’s in it for me?’

- The urban population, how do you intend to connect them to landscape through a picture of a distant land?

Pete – There will be urban assignments but accepts it is difficult to demonstrate value. The project will not be performing in isolation, resources will be produced for conservation organisations to use and therefore it will be up to them in some way.

- It will be a difficult message for people to understand and it is difficult to demonstrate change, challenging to photograph ecosystem services.

Pete – we don’t underestimate the challenges.

- Be ambitious, go corporate for funding.
- Don’t be hung up about measuring a change in mindset that is the aim and challenge.
- The pledge system could be limited.
- A big constituent will need to be involved and will be as re-wilding goes beyond national park boundaries.
- How will the sites be selected?

Pete – The project does not wish to encourage division and will not just focus on conservation organisation owned land. The resulting book from the project will be given, free of charge, to every landowner in the UK.

- Are the UK Overseas Territories included?

Pete – at the moment only ‘Great Britain’ is the focus as it is felt that this will have the most relevance to the majority of British citizens.

- The term ‘re-wilding’ scares people, particularly land managers
- Need to make sure that the protected areas (SSSI, NNR, MPA etc.) are still demonstrated as important
- Use the current political situation to your advantage, however remember that the political imperative is for food security, therefore use the term ‘re-wilding’ with caution.

Pete – Grateful for the comments, don’t have all the answers. The IUCN UK partnership can help the project and will benefit the National Committee.

- Powerful reason for re-wilding = carbon sequestration relating to climate change.

Pete – There is a long list of ecosystem services that the project hopes to convey.

- Avoid conservation language, use peoples emotional connection.
- Only up to 2014 has been mentioned, 2020 is in the title, will it go beyond 2014?

Pete – This is not a finite project.

All agreed to endorse the 2020VISION project.

Action 61.2.1 Chris to discuss the details with Pete Cairns

Action 61.2.2 Pete to provide pdf for the project to be sent to ExCo by the secretariat.

3. Apologies

Apologies were received from the following members: Sally Cunningham, Brian Carroll, Trevor Salmon and James Robinson

4. Approval of Previous Minutes

The minutes of ExCo 60 were approved as a correct record. CM reviewed the action points identified at the previous meeting and invited updates from the relevant individuals.

Action 59, 60 +61: Outstanding and continued actions are included in the action summary at the end of this document.

5. Strategy Objective 1: Organisational effectiveness

Secretariat update (Paper 61.5.2) - All agreed that the membership of IUCN UK needed to be formalised. SB suggested that the timing of introducing a change to the members was important and that this would be best done post conference when IUCN UK had demonstrated its value. CM didn't think it would be something to raise at this year's AGM but could perhaps merit an EGM. The draft promotional material (leave behind leaflet) was shown to the committee. It was agreed that the ExCo 63 meeting should be held in June to coincide with this year's AGM.

Action 61.5.3 Secretariat to contact HN regarding the leaflet.

Co-opted reps reports (Paper 61.5.3) – MP added to his summary paper for the UKOTCF with news that the review of process in implementing the Environmental Charters was now on the website and that the proceedings from the June 2009 meeting would also be there by the end of the month. He noted that the IUCN UK logo had also been made more prominent and asked that this be done on the IUCN UK site for the UKOTCF logo. He urged IUCN UK to send a response to the consultation on Chagos Island before the deadline. MP will be visiting the Pitcairn Islands this year.

Action 61.5.4 Secretariat to ensure the UKOTCF logo appears prominently on the IUCN UK website.

Action 61.5.5 CM to follow up on action 60.4.1 and contact Alistair Gammell. TS will be involved in any response to the Chagos Island consultation on behalf of the committee.

ND and SS reported on WCPA activities. The publication resulting from the Granada meeting in November 2009 and launched at the Climate Conference in Copenhagen – 'Natural Solutions - Protected Areas helping the world cope with climate changed' has been well received generating lots of interest. The Protected Areas Assignment Workshop – see 8.6 under strategy objective 3.

Financial Report (Paper 61.5.4) – The large subscriptions have all been received, a few outstanding small sums need to be chased up. £5000 is being kept as a reserve. The signatures to the account need to be changed (Sarah Robinson and Mark Wright to be added, Joanna Robertson and Alistair Gammell to be removed) and amendments made to the accounts spread sheet. TC noted that FFI's withdrawal should be followed up, the secretariat had attempted to meet with FFI during this visit to Cambridge but Mark Rose (CEO) was unavailable.

Action 61.5.6 Members with outstanding fees to be chased up.

Action 61.5.7 Signatures on bank account to be changed, Sarah Robinson and Mark Wright to be added, Joanna Robertson and Alistair Gammell to be removed.

Action 61.5.8 Changes to the account spread sheet, Mammal Society contact and Miranda Stevenson name change.

Funding Opportunities (Paper 61.5.5) – CM, the conference has demonstrated an interest to invest. TC, is a corporate sponsor for the committee an option? MW, IUCN UK's strength is convening, need to have a plan to sell this. Discussions need to be had with Defra and the country agencies, TC suggests that a proportion of the contribution Defra give to IUCN international should come to IUCN UK reducing the amount given to IUCN international but increasing the capacity of the National Committee. Core costs should always be added to any project work that is seeking funding. The projects costs and funding should be added to the IUCN UK accounts. This is an ongoing paper that should form part of a brainstorming session at the next ExCo meeting MW.

Action 61.5.9 Funding opportunities workshop to be added to the agenda for ExCo 62.

6. Strategy Objective 2: Membership matters

2010 AGM date (Paper 61.6.6) – It was suggested that the AGM be held in London in June. The Natural History Museum (NHM) was suggested as a possible venue as they are the hosts of the International Year of Biodiversity (IYB), HN will enquire. Discussions resulted in the suggestion that a prominent speaker was invited to talk before the AGM and 2020VISION may also be interested in promoting the project to members.

Action 61.6.10 Secretariat to contact HN with potential dates to take to the NHM/IYB Secretariat.

Sibthorp Trust Report (Paper 61.6.8) – There was confusion from ExCo as to why the Trust didn't wish to engage with the National Committee given the Trusts charitable aims. It is suggested that the committee continue to attempt to engage the Sibthorp Trust with the work of IUCN UK the meantime.

7. Strategy Objective 4: Raising profile and improving communication

Synergy Newsletter (Paper 61.7.9) – SB proposed a vote of thanks to Tony Williams for his valuable work on the Newsletter, CM will write on behalf of the committee.

Action 61.7.11 CM to write to Tony Williams thanking him for his work on *Synergy* on behalf of the committee.

Website (Paper 61.7.10) – It was agreed that work needs to be undertaken on the National committee web site and noted that Iain Valentine (RZSS, Committee Secretariat Team) had waived the Secretariat fee for the first year to enable this and other work to be funded by the committee. The secretariat will approach companies regarding quotes for the work once decisions have been taken about format and requirements.

Action 61.7.12 Secretariat to begin work on reformatting the website.

Meetings attended (Paper 61.7.11) – MW proposed that appropriate members ExCo could attend meetings on behalf of the National Committee reducing the burden on the Chair. HN pointed out that the skills of ExCo members were known and should be put to use – 'just ask'.

8. Strategy Objective 3: Practical contribution to global and European strategies

8.1 CCF / CCI Pete Carey

CCF - Cambridge Conservation Forum

[\(http://www.cambridgeconservationforum.org.uk/\)](http://www.cambridgeconservationforum.org.uk/)

The forum was set up in 1998 due to a critical mass of conservation organisations based in and around Cambridge. It brings together members in a very informal, non-competitive way. One of the main projects is focusing on the impact of conservation work.

CCI – Cambridge Conservation Initiative (<http://www.conservation.cam.ac.uk/>)

The Initiative brings together practitioners and scientists clustering organisations to acquire funds for global conservation. Economics is included by having the key players based in the Cambridge University Business School. A conservation Campus is planned but progress has been slowed by the credit crunch. Details of the Initiatives four programmes can be seen on the CCI website.

Action 61.8.13 IUCN UK to be added to the CCF mailing list, CHT to ensure this happens.

HN mentioned a similar critical mass of organisations in Bristol who are responsible for the Public Festival of Nature.

MW commented that it seemed like a closed shop querying how IUCN UK could engage with CCF/CCI. It was suggested that this could happen through CHT.

8.2 UNEP-WCMC, WDPA Charles Besancon

UNEP-WCMC - <http://www.unep-wcmc.org/>

WDPA - <http://www.wdpa.org/>

In 1980 there were 40,000 Protected Areas (PAs) covering approximately 7,000,000 Km² in 2009 the number of PAs was 135,000 covering 19,000,000 Km². The World Database on Protected Areas (WDPA) is the only global database and is a partnership between UNEP-WCMC and IUCN. Many regional bodies are involved and information is provided to a number of international initiatives for setting priorities. The WDPA is combining with IUCN Protect Planet Ocean to form a new site called 'Protect Planet Earth' due to launch in 2010. The Committee were shown the site and some of its features.

UK data does not appear on the WDPA due to an issue with providing the Ordnance Survey Base Map, this issue was raised at ExCo 60. The committee reiterated their offer to assist in helping to overcome the issue, CB explained that a new initiative within Government concerning data access might mean that there is no need to thanking ExCo for their offer.

8.3 IUCN Species Programme Craig Hilton Taylor

The Species Programme office is as an outpost of the IUCN International Secretariat. 20 staff are based in Cambridge comprising of the Fresh Water Unit, Climate Change Unit, TRAFFIC (Use and Livelihoods) and The Red List. The committee were surprised to learn how big the office was and hoped in future they could work more closely.

8.4 IUCN UK Peatland Project (Paper 61.8.12)

Copies of the business strategy were distributed. The project is engaging with government at all levels. SB will insure the timetable and papers for the Commission of Inquiry are sent to ExCo. Clifton Bain and Aletta Bonn will be asked to attend ExCo 62 and the committee thanked Clifton for the report (Paper 61.8.12).

Action 61.8.14 SB to send the timetable and papers out for the Peatland Projects Commission of Inquiry to ExCo.

Action 61.8.15 Clifton Bain and Aletta Bonn to be invited to ExCo 62.

8.5 Global Programme themed conference (Paper 61.8.13)

CM announced that Countryside Council for Wales would be contributing financially to the conference in April, TC was unsure whether Natural England would make a financial contribution but news would be available shortly. HN asked who the intended audience was and how the conference was being promoted, CM explained that the conference would appear on the International Year of Biodiversity's website and their What's On mailing and it was also intended to link to the Institute of Directors and the Health Service though contacts for the latter were still being sought. SS suggested that the International Healthy Parks Healthy People Congress taking place in Victoria Australia just before the conference should feed in possibly through the Director General who will be attending both events. There was a discussion about delegate costs and whether £10,000 needed to be spent on the conference dinner, it was felt that a social gathering was important but that this could be a drinks reception to reduce the cost. HN suggested having an early bird rate and a cost of £85-95 was suggested for this with £150 being full price. Based on the draft agenda ExCo felt that the closing time should be made earlier and were concerned that the turn out for a drinks reception on the Sunday evening could be poor and this should be considered in light on any ministerial presence. As the venues for the conference are throughout the city it was asked whether transport should be provided. It was suggested that the programme needed more contributions from the health perspective. SB asked if the country agencies could help to promote the conference. MW suggested pre and post conference press coverage was important. MP congratulated CM on putting together the conference so far. CM thanked ExCo for their contributions.

Action 61.8.16 CM to send round the agenda and conference pitch for quick turnaround comments from ExCo.

Protected Areas Assignment Workshop (Paper 61.8.14)

SS gave a brief description of the forthcoming workshop and described the event as a doing shop not a talking shop with the intention of creating firm conclusions. Conclusions will be fed back to the Committee.

9. Any other business

World Congress 2016

The committee has been approached by the Glasgow and London Convention Bureaus about hosting the 2016 World Congress in the UK. ExCo were invited to join a working group to explore the idea.

10. Date and Venue of next meeting

HN happy to offer Wildscreen offices as a venue (Bristol), MW reiterated the offer of WWF in Surry. The next ExCo meeting will take place on the 1st of April and is likely to be in London.

CM then declared the meeting closed and thanked everyone for their attendance and contribution. After the meeting members of ExCo went on a site visit to Wicken Fen to hear about the Fen Vision Project.

Action Summary

Reference	Action	People involved	Intended date of completion	Status
Continued from ExCo 59				
59.3.1	To follow up on action 58.6.1 and provide the International Event Calendar for inclusion on the website by the secretariat.	SC/TS	31/12/2009	SH to chase up
59.6.11	SR to provide more specific detail on the membership database as and when it arrives from Gland.	Secretariat		Meeting planned for Feb 2010
59.7.14	Mike Dudley to circulate a more detailed proposal for the consideration of the ExCo.	MD	2010	CM to chase up MD
Continued from ExCo 60				
60.4.1	Action agree a form of words suitable for a written declaration that will: a. Inform members and commission members in the UK of the current desire to designate the Chagos Island Marine Protected Area by 2012 b. encourage members to support the designation c. Form part of a written document giving IUCN UK support for MPA designation.	AG, CM and TS	11/2009	AG has been illusive SH will insure TS follows up in time for the deadline - 05/03/10
60.4.5	The working group is to consider funding in relation to its work.	CM, SS, ND, AP +		On going

60.4.6	The Peatland Programme to supply draft position statements to ExCo for sign off.	RC SB + Clifton Bains		On going
60.5.8	To talk to Julia Marton-Lefèvre and Hans Friedrich regarding reporting.	CM		On going
60.7.13	Work with the FCO on comments regarding Turks and Caicos Islands.	TS, MP with FCO	01/2010	TS to work with MP regarding the wording
Actions from ExCo 61				
61.2.1	The details of how IUCN UK intended to endorse the 2020AISION project will be determined	CM + PC	01/0	
61.2.2	Pete to provide pdf for the 202VISOSN project to be sent to ExCo by the secretariat.	PC + Secretariat	asap	
61.5.3	Secretariat to contact HN regarding the leaflet.	Secretariat		
61.5.4	Secretariat to ensure the UKOTCF logo appears prominently on the IUCN UK website.	Secretariat		
61.5.5	CM to follow up on action 60.4.1 and contact Alistair Gammell. TS will be involved in any response to the Chagos Island consultation on behalf of the committee.	CM + TS	asap	
61.5.6	Members with outstanding fees to be chased up.	Secretariat/ SB		
61.5.7	Signatures on bank account to be changed, Sarah Robinson and Mark Wright to be added, Joanna Robertson and Alistair Gammell to be removed.	SB	asap	
61.5.8	Changes to the account spread sheet, Mammal Society contact and Miranda Stevenson.	Secretariat/ SB		
61.5.9	Funding opportunities workshop to be added to the agenda for ExCo 62.	Secretariat		
61.6.10	Secretariat to contact HN with potential dates to take to the NHM/IYB Secretariat.	Secretariat		
61.7.11	CM to write to Tony Williams thanking him for his work on <i>Synergy</i> on behalf of the committee.	CM		
61.7.12	Secretariat to begin work on reformatting the website.	Secretariat		
61.8.13	IUCN UK to be added to the CCF mailing list, CHT to ensure this happens.	CHT		
61.8.14	SB to send the timetable and papers out for the Peatland Projects Commission of Inquiry to ExCo.	SB		
61.8.15	Clifton Bain and Aletta Bonn to be invited to ExCo 62.	Secretariat		
61.8.16	CM to send round the agenda and conference pitch for quick turnaround comments from ExCo.	CM	asap	
61.8.17	Arrangements to be made for a publication being launched at the International Healthy Parks Healthy People Congress to be available at the UK April Conference.	Secretariat/ SS		
Ongoing	Suggest possible venues for meetings – particularly any free venue options.	ExCo		

