



Setting bold priorities
The CEPA roadmap to 2020

10:00 AM – 6:00 PM, Sunday, November 25th | CEPA Fair, CBD COP14

The IUCN CEC and #NatureForAll will host an all-day event on the main stage of the CEPA Fair venue at COP14. This interactive learning experience will highlight the importance of communication and education for conservation, the latest achievements of #NatureForAll, and invite the other IUCN commissions to discuss their priorities for the post 2020 framework. Lunch will be provided at 13:00.

Overview of the agenda:

	Topics	Speakers
Session 1 10:00 – 10:30	Welcome to CEC day	Sean Southey, Katalin Czippan
Communicating Conservation and #NatureForAll		
Session 2 10:30 – 11:30	7 Tips for Conservation Storytelling	Sean Southey
Session 3 11:30 – 13:00	#NatureForAll: the importance of CEPA in connecting people to nature and activating action for conservation.	Karen Keenleyside Cheryl Charles
Inspiring conservation: the importance of communication and education in the post 2020 process*		
Session 4 13:15 – 15:00	<ul style="list-style-type: none"> • <i>IUCN Roadmap to 2020</i> • The IUCN Commissions <ul style="list-style-type: none"> ▪ What are your priorities for Biodiversity in the post 2020? ▪ Why is CEPA important for reaching these objectives? 	Jane Smart Moderator: David Ainsworth Panel: IUCN Commissions <ol style="list-style-type: none"> 1. CEM 2. CEESP 3. SSC 4. WCPA 5. CEC
Building a culture of conservation		
Session 5 15:00 – 18:00	<ul style="list-style-type: none"> ▪ Shift and share ▪ Breakout groups ▪ Plenary 	CEC Steering Committee Facilitator: Sean Southey

*This session will run for 1 hour 45 minutes and will be a panel moderated by David Ainsworth, Information Officer at the UN Convention on Biological Diversity. IUCN Commission representatives will have 10 minutes to have a conversation and provide reflection on the two suggested questions.