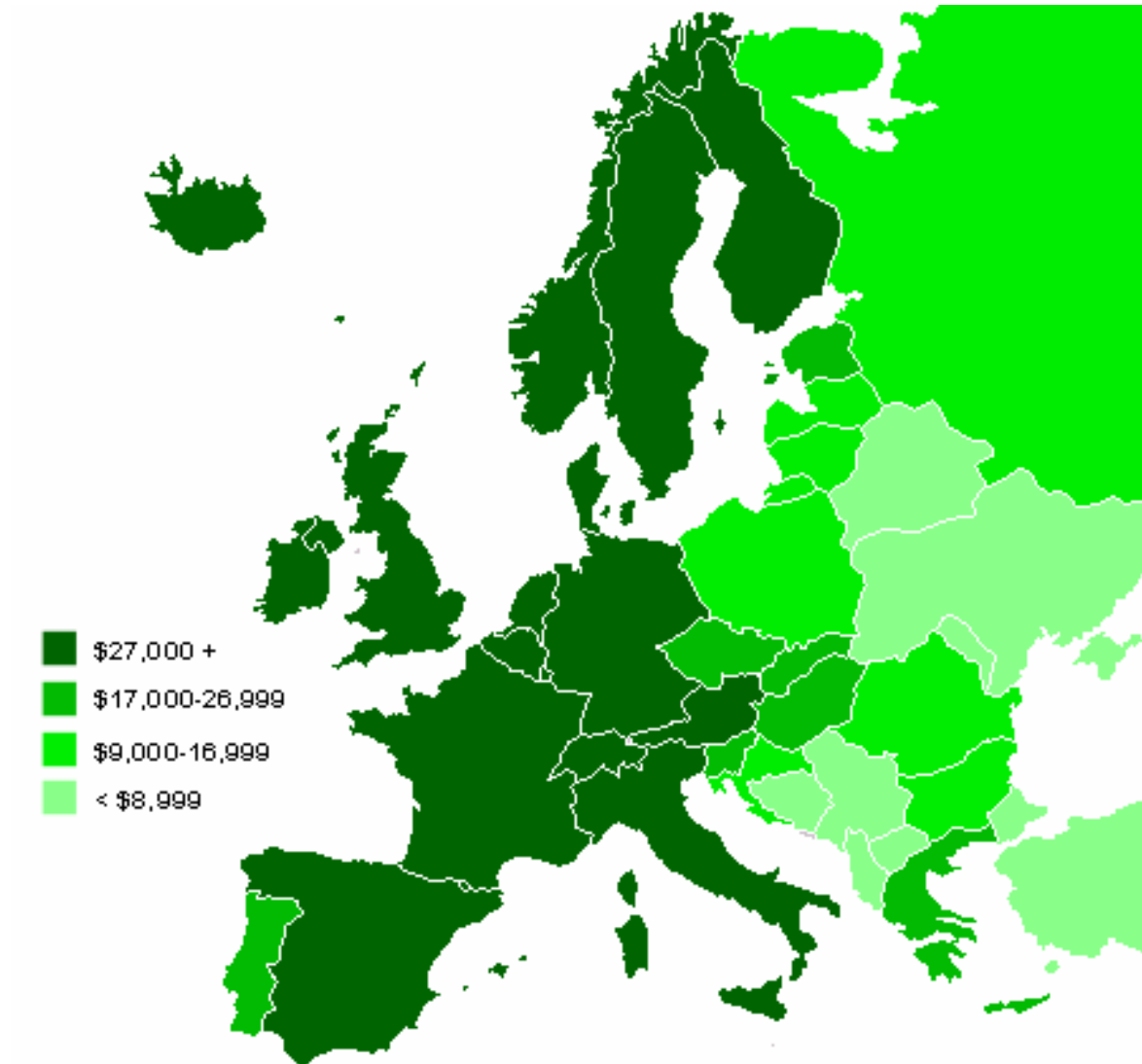


# Reframing nature conservation in Europe 2020

IUCN Pan European Meeting,  
Barcelona, 19 - 20 October 2006

Frits Hesselink  
Commission on Education and Communication

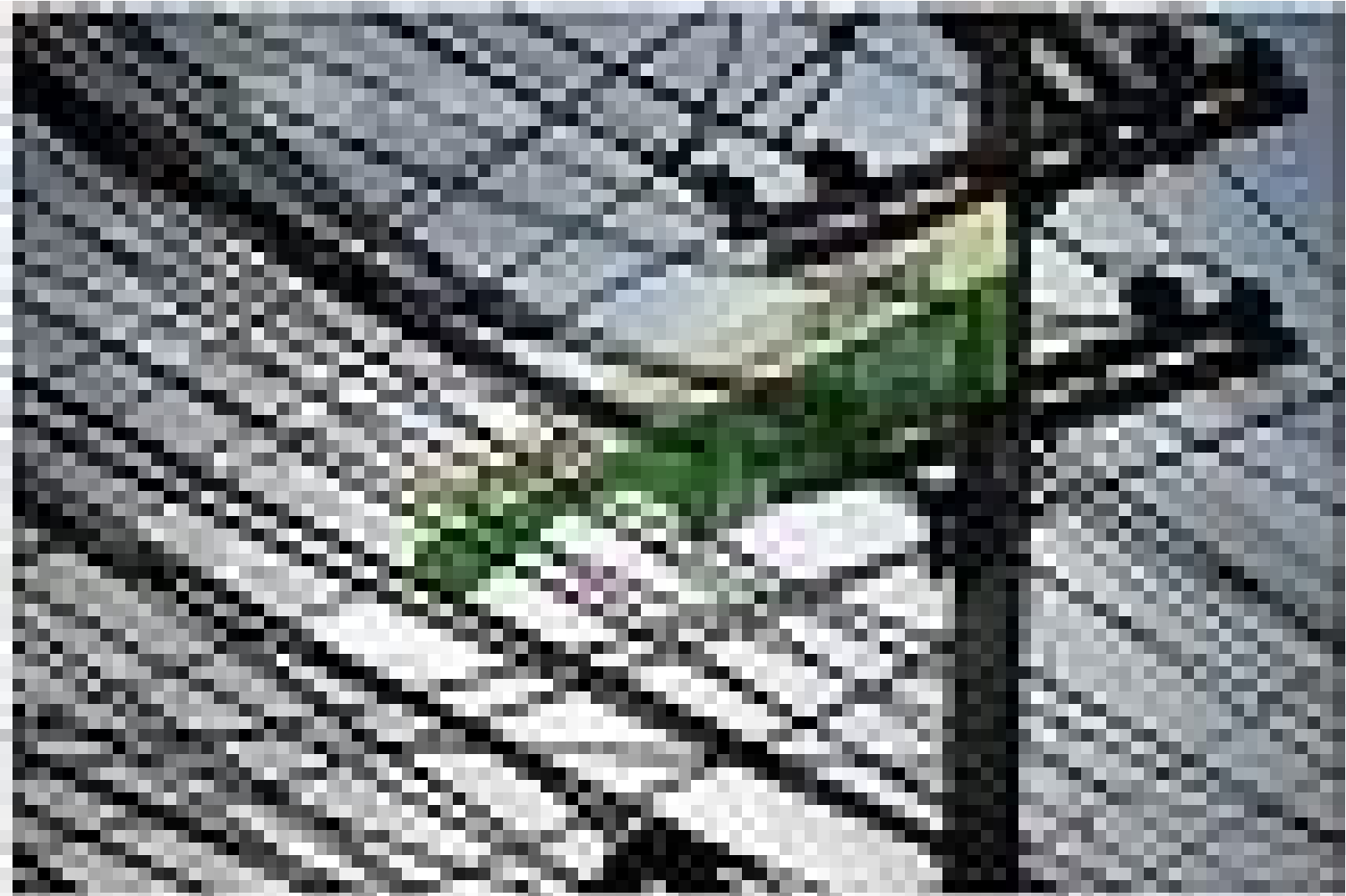
# Incomes 2020



# Economic growth 2020



# Energy growth 2020



# Immigration 2020



# New media 2020



# Footprint 2020



# Advertizing 2020



# Battle of issues 2020



# BD Conservation ?



# How relevant to people?



# How relevant to society?



# How are we perceived?

Obstacle to progress

Hobby of the affluent elites

Didactic preachers of doom and gloom

Introvert movement of competing groups

# Need for reframing

Being heard amidst all noise

Adding value to people's life

30 second sound bytes that stick

Willingness to change our image and live up to our promises

# Reframing conservation

A first attempt to position  
nature conservation as a service to  
people and society.

# Vision on nature in 2020

Nature provides in people's daily needs. It is the mission of nature conservation to add nature again to human life.

Conservation of nature offers services that help people to feel good, be healthy and get more out of their lives.

It also offers a range of business opportunities and solutions for today's issues.

# Vision on us in 2020

We - the conservation movement - have deep roots in local cultures all over Europe, we stand close to the stakeholders, academia and civil society.

Our knowledge and many decades of experience is of service to governments, local citizen initiatives and business.

# How to get there: change

Our success in the long term demands that we meet higher standards of performance, productivity and communication.

That we more cooperate, be open for new ideas and are continuously willing to learn.