



For more information or to set up interviews, please contact: Rodney Abson, Focal Point IUCN Commission on Education and Communication (IUCN CEC), +82 (0) 10 2150 4569, [Rodney.abson@iucn.org](mailto:Rodney.abson@iucn.org)

## **FOR IMMEDIATE RELEASE**

# **Biodiversity Communication: How to Tell a Love Story**

### **WHAT**

'How to Tell a Love Story' is part of our Love Not Loss campaign. It's all about why talking about love rather than loss is so important for conservation communication. We have developed an animation and some short films to tell this story.

### **WHERE**

IUCN Media Centre, Jeju, Korea

### **WHEN**

**16:30 – 17:00, 7 September, 2012**

### **WHO:**

1. Keith Wheeler, Chair IUCN Commission on Education and Communication (IUCN CEC)
2. Rodney Abson, Focal Point IUCN Commission on Education and Communication
3. Frits Hesselink
4. Juliane Zeidler
5. Nancy Colleton
6. Ed Gillespie, Co-Founder of Futerra Sustainability Communications

### **About IUCN**

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,200 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 45 offices and hundreds of partners in public, NGO and private sectors around the world. [www.iucn.org](http://www.iucn.org)

### **About IUCN CEC**

IUCN CEC is a network driving change for sustainability. More than 1,000 members volunteer their professional expertise in learning, knowledge management and strategic communication to achieve IUCN goals. [www.iucn.org/cec](http://www.iucn.org/cec)

### **About Futerra**

Futerra, are the sustainability communications agency. From green marketing to corporate responsibility, brand strategy to public relations, we create ways to make sustainable development so desirable it becomes normal. [www.futerra.co.uk](http://www.futerra.co.uk)