

COMMISSION ON EDUCATION AND COMMUNICATION (CEC)

Nancy Colleton, USA

Personal

Name: Nancy Colleton
Date of birth: 3 June 1959
Nationality: United States of America (USA)

Education

B.A., Communications, Hood College, Frederick, Maryland, U.S.A., 1984

Current Position

President and Founder, Institute for Global Environmental Strategies (IGES)

Professional Background

There is no such thing as an average day for Nancy Colleton. Given the depth and breadth of issues she encounters through her work, her day might begin with advocating for satellite data to monitor global forest cover, then move to educating a policy maker or business leader on the importance of climate information, then write an editorial arguing for improved programs to better understand our changing oceans and coasts, and, by day's end, select the winners of a children's environmental art contest.

As the President and Founder of the Arlington, Virginia-based non-profit, Institute for Global Environmental Strategies (IGES), Ms Colleton is a proven leader and facilitator of Earth observations and environment-related information activities. Her experience is extremely broad and includes promoting public-private partnerships, building knowledge and support for measuring and monitoring the Earth, facilitating international cooperation, promoting Earth science and environmental education, fundraising and marketing, and outreach and strategic communications to numerous audiences.

She writes and speaks extensively on the need for improved environmental information and its economic opportunities. She is one of the pioneers to promote the concept of Earth observations data and information as "environmental intelligence" and works to educate leaders on the fragility and importance of our current environmental information supply chain.

Ms Colleton began her career as a writer tasked with developing a report to the U.S. Congress on remote sensing capabilities. Although she didn't have a science background, she quickly realized the value of strong communication skills—both as a writer who could explain scientific topics and as someone with strong verbal skills who could convene people with very different interests to move toward a common goal.

After nearly twenty-five years of professional experience, Ms Colleton has realized numerous accomplishments such as successfully managing and operating the Institute since its inception in 1994. This has involved much creativity and innovative thinking, developing a broad and diverse global network of professional colleagues and contacts, engaging and working with donors to secure more than \$40 million in contracts and grants, and working with senior government, business, and NGO representatives on broad environmental issues.

She founded and serves as the Executive Director of the Alliance for Earth Observations, an organization of more than 20 private sector companies, universities and non-profit organizations dedicated to promoting the use of Earth observations for societal and economic benefit. She has successfully organized and implemented high-profile events such as the Forum on Earth Observations series and the 2003 Earth Observation Summit, which led to the establishment of the Global Earth Observing System of Systems (GEOSS).

In the area of education, Ms Colleton has been instrumental in establishing numerous programs—The Thacher Research Contest, the IGES Children’s Art Contest, the IGES Earth Day Photo Contest, and the Earth System Science Education Alliance (ESSEA), which provides online courses for teachers.

Most recently, Ms Colleton has been working to broadly communicate and consider implementation strategies for new ocean policy and programs Ms Colleton is also conducting research and outreach efforts to better understand potential impacts of climate change on various business sectors and the role of the private sector in providing long-term forecasting information.

Ms Colleton’s affiliations include:

- Co-Chair, Environmental Information Services Working Group (EISWG), NOAA Science Advisory Board, U.S. Department of Commerce;
- Lead, Environmental Information Specialty Group, IUCN/CEC;
- Member (*former*), Strategic Directions for the Geographical Sciences in the Next Decade, National Research Council;
- Advisor, Skybox Imaging;
- Board Member, GeoEye Foundation;
- Member, Editorial Advisory Board, *Imaging Notes*;
- Contributor, Outreach Working Group, Global Environmental Outlook 4, UNEP;
- Member, International Program Committee, American Astronautical Society (AAS);
- Member, International Activities Committee, American Institute for Aeronautics & Astronautics (AIAA);
- Member, Steering Committee, Commission on Weather and Climate of the American Meteorological Society; and
- Member, Women in Aerospace.

IUCN experience and involvement

Ms Colleton has been an active member of the IUCN’s Commission on Education and Communication (CEC), its Steering Committee, and leads the Environmental Information Specialty Group. In addition to participating in numerous planning meetings and teleconferences, Ms Colleton has also participated in CEC efforts to engage with military experts to better understand the nexus of climate change and its impact on national security. Colleton has helped to raise the visibility of the IUCN/CEC and its members in various U.S.-based activities such as the Forum on Earth Observations series.

Priorities of the Commission

Ms Colleton feels strongly that the work of the CEC is fundamental to the success of the entire organization—whether it be raising the visibility of the IUCN with its donors or providing a foundation by which its work is recognized and applied globally to protect biodiversity, understand and respond to climate change, promote human well-being, and grow the green economy. These are all areas in which Ms Colleton has experience and looks forward to leveraging for the IUCN.

She hopes to pursue three priorities around the key themes of integration and innovation:

1. Strengthen CEC engagement and connection with the other IUCN Commissions;
2. Leverage communication and education technology to elevate CEC’s work and raise IUCN’s visibility with donors and the larger conservation community; and
3. Strengthen CEC’s global and talented expert membership to ensure that the CEC mandate going forward is achieved.

These priorities are consistent with the CEC *Mandate for 2013–2016*:

To create a “global community that loves and values nature” by enabling the global community to effectively communicate and use knowledge to create positive conservation change.”

Institutional Support

As the President of the Institute for Global Environmental Strategies, Ms Colleton is pleased to enable use of IGES facilities and resources where appropriate. The IGES office is located at 1600 Wilson Blvd., Suite 600, Arlington, Virginia.