

## **COMMISSION ON EDUCATION AND COMMUNICATION (CEC)**

**Juliane Zeidler, Germany**

### **Personal**

Name: Juliane Zeidler  
Date of Birth: 13 December 1969  
Nationality: German, Permanent Resident of Namibia

She is the mother of a young daughter, Zafari Nelao.

### **Education**

She graduated from high school in Koenigstein, Germany and obtained an MSc (Diplom) in Biology from the J.W. Goethe University, Frankfurt a.M., Germany in February 1995 and an MSc in Resource Conservation Biology at the University of the Witwatersrand, Johannesburg, South Africa in June 1997. She was awarded her PhD in Ecology and Natural Resource Management by the University of the Witwatersrand, Johannesburg, South Africa in June 2000.

### **Current position**

Presently she is the Director and Senior Consultant of Integrated Environmental Consultants of Namibia, [www.iecn-namibia.com](http://www.iecn-namibia.com). She is the founding trustee of the associated Natuye – Institute for the Environment Trust, as well as of two educational trusts in Namibia, focusing on early childhood development and vocational training for youth.

### **Professional background**

Dr Zeidler is co-founder of IECN and Namibia-based Natuye. Her work is guided by her conviction that progress in environmental and developmental work can only be achieved through overcoming capacity bottlenecks at implementation levels. She has been working in the fields of environment and development for more than 20 years and is well-known in Namibia and internationally for her expertise in biodiversity research, climate change adaptation work, especially at the community level, natural resources management, community development, environmental politics and sustainable development. In the past decade she has established her interest in development communication, change management and learning – realising in her own daily work in Africa that many environmental management, conservation and developmental challenges need to be addressed in a context that will lead to lasting changes and impacts on the ground.

From 1991 to 1998, she was based at the Gobabeb Training and Research Centre in the central Namib Desert and served as research assistant and coordinator of the Desert Ecological Research Unit. Between 1998 and 2002 she coordinated the implementation of the research, outreach and capacity building components of Namibia's National Programme to Combat Desertification for the Desert Research Foundation of Namibia and carried out support work for the National Biodiversity Programme of the Ministry of Environment and Tourism in Namibia. From 2002–2004 she was the programme officer for Dry and Sub-humid Lands at the Secretariat of the Convention on Biological Diversity (CBD), of UNEP, based in Montréal, Canada. In this capacity, she provided and coordinated scientific advice to the ongoing negotiation process of this and other work programmes of the Convention.

With IECN, Dr Zeidler is involved in the preparation and implementation of a range of projects relating to climate change adaptation, biodiversity conservation and sustainable land management, focused on developing, implementing and evaluating projects e.g. for the Global Environment Facility (GEF) in Africa, primarily for UNDP, FAO and UNEP. Over the past years she has worked on major assignments in many countries in Africa including Angola, Cape Verde, Comoros, Benin, Eritrea, Liberia, Madagascar, Malawi, Mozambique, and Rwanda. In Namibia she is the coordinator of the Capacity Building Technical Task Force on Sustainable Land Management, and with her IECN team is involved in the implementation of various biodiversity conservation, land management and climate

change adaptation projects with strong community outreach, training and education elements. Dr Zeidler is involved in high-level policy processes in Namibia and internationally e.g. facilitating the development of the Ten Year Strategy of the UNCCD, contributing to the Millennium Ecosystem Assessment as co-author, and recently writing a chapter for the World Development Report 4.

### **Experience and past involvement with IUCN**

Through her professional activities in the African region and official contacts with the IUCN Regional Office over the years, Dr Zeidler is thoroughly familiar with IUCN. As Drylands Officer at the CBD Secretariat she worked closely with the IUCN Drylands Programme and the Commission on Ecosystem Management. Dr. Zeidler has been a member of the Commission on Education and Communication (CEC) since 2006, and her knowledge of the organization was enhanced by her appointment as CEC Regional Chair for Eastern and Southern Africa, which allowed her to interact more intensively with the Secretariat, IUCN members and Commissions. In the past year she has co-authored a chapter on communicating policy for a publication of the IUCN's Eastern and Southern African Regional Office, conducted CEPA training sessions with African biodiversity Focal Points, served as focal point for the CEC edition of the IUCN's *ArborVitae* newsletter, and conducted outreach activities with the CEC regional constituency, amongst others.

Through her work in the Secretariat for the Convention of Biological Diversity and her long-standing work as a consultant for the environmental conventions, UNDP and other international organizations and NGOs, she has gained valuable insights and experience in the international arena and international environmental governance.

### **Priorities of CEC in the future**

The CEC has recently undergone participatory and consultative strategic planning for 2013 to 2016. It is important to ensure good alignment with the strategic priorities of the overall IUCN and CEC to understand the Commission's support function. A personal objective for Dr Zeidler is to facilitate that excellent best practices and lessons learnt from practical work, especially in developing countries, find their way into higher tier policy processes through strategic communications, outreach and engagement that CEC can help foster. CEC must strive towards building an environmentally aware world population, contributing to facilitating practical sustainable development actions. The audiences of the 'not-yet-convinced' sustainability actor must be a focus to achieve change, and the 'believer' must obtain new tools through CEC to assist better outreach and impact.

### **Institutional support**

From an institutional point of view, the IECN and Natuye Board have agreed to allow Dr Zeidler to use the existing IECN resources and staff for institutional support of the office of CEC Chair. In addition, the board has agreed that she can commit 25% of her time to the CEC functions, including necessary travel. The office has a professional set up and excellent telecommunication access.