

IUCN launches Behaviour Change Task Force*

The loss of biodiversity is influenced by the choices we consciously make, individually and collectively, on a daily basis. Given the importance of this issue and the absence of an expert group focused on influencing human behaviour, the IUCN through its Commissions for Species Survival and Education and Communication created a Behaviour Change Task Force in May 2023. Details can be found at conservationbehaviourchange.org/en.

Although there is a long history in biodiversity conservation of trying to influence decision-making through environmental education, the social, communication and behavioural sciences have often been overlooked as tools for nature protection. The Behaviour Change Task Force will focus on distilling multidisciplinary evidence and providing specialist knowledge in support of the IUCN network and the conservation field more broadly. It aims to produce a series of guidance materials to disseminate best practices in the field of behaviour change for biodiversity conservation. The outputs of the Task Force will provide guidance to other interested groups, both within the IUCN network (such as Species Survival Commission species specialist groups) and beyond IUCN (such as the community of zoo and aquarium educators). More broadly, the Task Force aims to leverage the IUCN brand alongside its membership to increase the use of behavioural insights to advance the conservation and management of biodiversity.

The Behaviour Change Task Force will benefit from its members' varied backgrounds in behavioural, social and communication sciences. This gender-balanced group includes professionals from North and Latin America, Oceania, Africa, Europe and Asia. With expertise across fields such as psychology, social marketing, communications, economics, social marketing, behavioural public policy, environmental policy, education and design thinking, the Task Force aims to be transdisciplinary.

The main goal of the Task Force is to act as a knowledge broker between the behavioural sciences and those working to conserve biodiversity. To achieve that, this Task Force will: (1) maximize synergies between other institutional groups working in the field of behavioural science and sustainability, (2) conduct a consultation across the two Commissions and other relevant stakeholders to identify barriers to the use of behavioural change science in conservation, (3) publish guidelines for high quality behavioural interventions in the context of biodiversity conservation, (4) develop freely accessible training materials and modules to help build capacity across the IUCN and more broadly in biodiversity conservation, and (5) produce an authoritative open access review of the relevant knowledge in this field. The aim is to fulfill these goals by the next World Conservation Congress in 2025.

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New toolkit for Nature-Positive Enterprise development

Fauna & Flora, the Endangered Landscapes Programme and the Cambridge Judge Business School have collaborated to develop the Practitioner's Toolkit for Nature-Positive Enterprises. Conservation practitioners do not generally have the technical expertise in business management to develop and maintain a successful enterprise. The purpose of this toolkit is to bridge this knowledge gap and enable practitioners to develop and effectively manage enterprises that support nature.

A nature-positive enterprise, as defined by the Endangered Landscapes Programme partners, is a financially viable business entity that sustainably derives value from natural and social capital in a landscape or seascape to attract and generate sustainable finance and positively contribute to nature conservation and restoration by ensuring local actors are equitably benefitted. Promoting nature-positive enterprises within conservation organizations can play an important role in developing additional income streams to finance conservation. Currently, the majority of conservation organizations receive funding mainly in the form of donations and grants, leaving them vulnerable to financing gaps when such forms of funding are not readily available. Diversifying income streams through nature-positive enterprises can allow conservation organizations to become more financially resilient and can fund long-term conservation programmes.

The toolkit was developed to guide practitioners through the various stages of developing a nature-positive enterprise. It begins by guiding the practitioner on how to assess business opportunities within their landscape or seascape, followed by a second chapter focused on the design of a business model. The third chapter covers the various intricacies of launching a business. In the fourth and final chapter the toolkit addresses long-term management and governance strategies that relate to nature-positive enterprises. Each chapter includes various case studies of successful nature-positive enterprises from 10 partner organizations. These case studies include examples of a range of enterprises commercializing products such as dairy, honey and fish. The