



# 2017

End Of Year Report

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# Overview

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2017 was another exciting year for DiversEarth. Looking back, it was filled with great opportunities, wonderful people, and very special connections.

This was the final year of the **Mediterranean Consortium for Nature and Culture** project that DiversEarth has been coordinating since 2013. Therefore not only have we been busy trying to finish it up in a way befitting to the energy that has been put into it over the years, but we have also been looking ahead and developing plans for 2018 and beyond.

Our main event this year was without doubt the 20th anniversary celebration of **Peace Pals** - the international children's art competition, with the theme this year of **Nature For All** - Loving the Earth. What a pleasure it was to work with the **World Peace Prayer Society**, **IUCN's Commission on Communications and Education** and **Peace Pals International**. We will keep the event held in Geneva's Cité du Temps close to our hearts for years to come.

Working for DiversEarth is such a rewarding experience and every year we are learning so much more about the themes

we engage with, the people we are in service to, and most of all about ourselves - because after all the safeguarding of this planet and all living beings **#StartsAtHome...**

We are both humbled by and grateful to everyone we have worked with in 2017 and look forward to another year of new friendships and tending to old friendships all in service of the planet and its peoples. Much gratitude to all who help and support us!

## May Peace Prevail on Earth!

The DiversEarth team  
**Liza, Sandra and Divya**

With special thanks to  
The Mava Foundation



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DiversEarth

# 2017

## Highlights





# A Day on Winter Transhumance

What a wonderful day we had in **Gantrisch Natural Park** (Canton de Berne, Switzerland), where family, friends, budding shepherds and fellow conservationists joined us to meet traditional Swiss Mobile Pastoralists and learn about their practice and way of life.

**Barbara Gisiger** and **Markus Nyffeler** have been raising and herding sheep for the last 25 years and in January 2017 we got a little glimpse of what their daily winter life entails - and the hard work involved in raising and managing a flock of sheep on the move across the plains of Bern!

Over a homemade soul-warming soup, surrounded by snow and some friendly sheepdogs, we learnt about the newly formed association for "moutonniers" (sheep farmers), that they don't put bells on their sheep as they prefer to traverse the countryside unnoticed, and that their sheep are mainly sold to restaurants and Halal butchers as they use the whole of the animal and waste very little.

"A Day On Winter Transhumance With Swiss Shepherds" was very much appreciated by everyone! A big thank you to Barbara Gisiger and Markus Nyffeler, and to **Sandra** and **Lucie** for this wonderful start to the new year, reconnecting with nature.





# Cancun Statement on Pastoralism

In December 2016 during the Convention on Biological Diversity's thirteenth Conference of Parties, The Cancun Statement was launched: Promoting Sustainable Pastoralism and Livestock Production for the Conservation of Biodiversity in Grasslands and Rangelands. This statement declared that 'globally natural grasslands and rangelands are critically endangered and urgent action is required to protect and maintain the services they provide to sustain human life'. DiversEarth figured amongst the initiators of this declaration. It is the last in a long list of such declarations crying out for the need to support pastoralists the world over and recognise their services to nature, to culture and to sustainable living. DiversEarth has decided to respond to this call to the best of its ability (see Roads Less Travelled).



## **"The Cancun Statement"** **Promoting Sustainable Pastoralism and Livestock Production for the** **Conservation of Biodiversity in Grasslands and Rangelands**

CBD (Convention on Biological Diversity) COP 13 14 December 2016 – Cancun, Mexico.

**We, the contributors to and participants of the COP 13 Convention on Biodiversity side event "World's Grasslands and Rangelands at Risk: the Role of Pastoralists and Livestock to Conserve Global Biodiversity", organised by Instituto Potosino de Investigación Científica y Tecnológica (IPICYT), Conservation International (CI), Food and Agriculture Organisation of the United Nations (FAO), Society for Range Management, International Land Coalition (ILC), International Livestock Research Institute (ILRI), International Rangeland Congress (IRC), International Grassland Congress (IGC), Coalition of European Lobbies for Eastern African Pastoralism (CELEP), Volda Initiative, DiversEarth, and United Nations Environment Programme (UNEP):**

*Noting that rangelands and natural grasslands cover nearly half of the Earth's surface, many are hotspots of biodiversity, and they provide wildlife habitat and a number of ecosystem services, including habitat, flood mitigation, soil retention, carbon capture, and water for rural and urban communities. In addition, these landscapes play a key role in local, national and global economies, producing livestock and being the origin of many of the world's medicines, feeds, foods and industrial products such as natural plant-based dyes;*

*Concerned that across the world natural grasslands, rangelands and associated ecosystems are imperiled, affected by invasive species and soil erosion, threatened by the undermining of common property systems, transformed by unsustainable land-use changes, including mining and inappropriate afforestation and energy generation, and unsustainable agricultural production methods;*

*Aware that pastoralism and other nature-based land use in rangelands and natural grasslands greatly contribute to conservation and sustainable use of natural and domestic biodiversity, but that these extensive systems are under threat*





## Roads Less Travelled - a Global Initiative

Based on work in the Mediterranean Region with the Consortium on Mobile Pastoralism – and given that we have all been completely touched by this practice and its practitioners, we are currently developing a global project to continue work at Mediterranean level and introduce other regions, the first being the Himalayas. We would like to direct our energy towards helping the world's mobile pastoralists with an international push including many partners with whom we are already engaging as well as many new ones.

## One Square Meter - Going Global

2017 also saw the decision to develop One Square Meter – the felt-art creation project initiated with Trashumancia y Naturaleza and the Laneras ladies in Extremadura, Spain – to a global project. IUCN CEESP is funding one more square meter in Central/Latin America and we are delighted to be working with CEESP co-chair, Amelayi Ramos Castillo, to make this happen early in the new year. We have also been approached to develop another square meter in southern Africa.





# Langscape

MAGAZINE



Through a  
Different Lens:  
The Art and  
Science of  
Biocultural Diversity

## TerraLingua Langscape One Square Meter

In summer 2017 we were fortunate enough to have another feature article in TerraLingua's wonderful magazine, Langscape (Vol. 6, Issue 1) - this time all about One Square Meter. In this edition of Langscape the focus was: 'Through a different lens: the art and science of biocultural diversity', where contributors exposed ideas of 'integrating knowledge across disciplinary boundaries and bridging science and the arts'. One Square Meter is all about this bridging and we look forward to exploring further the possibilities of such a merging as the project goes global!



## One Square Meter

*Wool Art Honors the Biocultural Diversity  
of Mobile Pastoralists*

Text by Liza Zogib, Divya Venkatesh,  
Sandra Spissinger, and Concha Salguero  
Artwork by Almudena Sánchez Sánchez,  
Ana Trejo Rodríguez,  
and Inés García Zapata

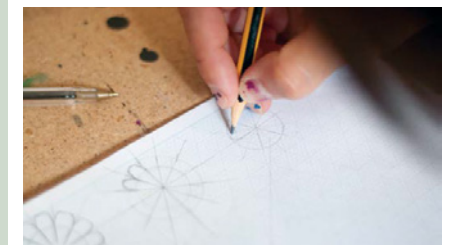
Illustrations by Divya Venkatesh  
Photography by Ana Trejo Rodríguez  
and Alexander Belokurov

up with ideas as to how we might creatively portray that key message. *Wouldn't it be good if we could make a One Square Meter out of wool and show the different flower species growing on it?* Ideas were flowing, but after that evening we didn't give them another thought—that is, not until later when one of us, Concha of Trashumancia y Naturaleza, told the others she had met some women who believed they could in fact create One Square Meter! So,



ENGLISH PLANTAIN  
(*Plantago lanceolata*)

This perennial herb of the Plantaginaceae family can be found in many parts of the world. Its leaves are dark green and lanceolate shaped. The fresh leaves



# Mediterranean Consortium on Mobile Pastoralism

Focus on the cultural practice of Mobile Pastoralism remained strong within the Mediterranean Consortium for Nature and Culture, with all partners continuing to provide support in this last year of the project. Some overall highlights include the finalisation of a major report entitled: Mobile Pastoralism in the Mediterranean: arguments and evidence for policy reform and its role in combating climate change. It will be officially launched in January 2018.

We have also finalised, with the inputs of all our Consortium partners, a typology of mobile pastoralism in the Mediterranean and a look at harmful policy legislation across the region.

As the One Square Meter project develops into a global endeavour, we have also decided to fund two other Square Meters from the Mediterranean - Lebanon and Turkey.



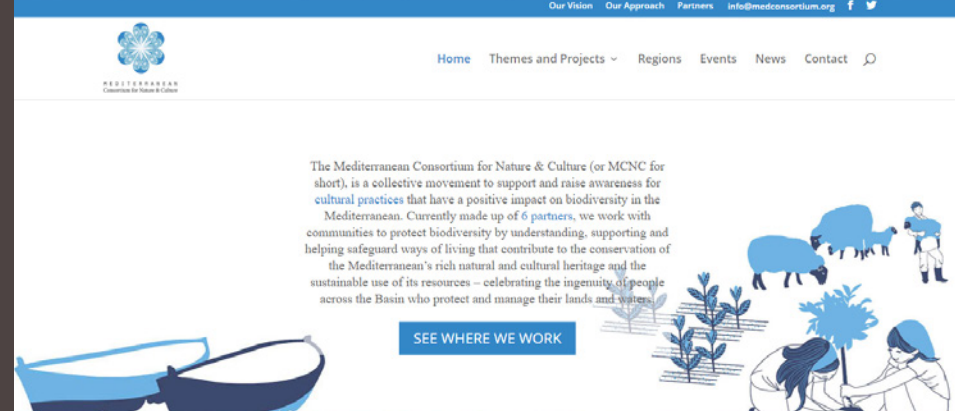
One of our major outputs (pictured above) was translated into French and Spanish to ensure maximum outreach - and we are now looking to translate it into Turkish, Arabic and Greek.



# Finalising the Mediterranean Consortium for Nature and Culture's project

After five years of working together with **MedINA**, **WWF-North Africa**, **Trashumancia y Naturaleza**, **Yolda Initiative** and **SPNL**, our project to support cultural practices across the Mediterranean that benefit nature, is coming to a close. We have been working hard to finalise outputs and pull everything together before our work on these issues branches off into different directions. We take this opportunity to thank our esteemed colleagues in the Mediterranean and look forward to the next chapter within the new, broadened M6 partnership consolidated by our donors, the **MAVA Foundation**.

An evaluation of the Consortium project has been undertaken by colleague, Gonzalo Oviedo, and is now being finalised. One final meeting is being planned for the beginning of the new year to close the project and to reflect on the strengths and weaknesses of our work together.



Mediterranean Consortium for Nature & Culture

Brand Guidelines > Brand Creative

The MCNC Colour Palette

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THE MCNC COLOUR PALETTE

A fresh, vibrant and modern colour palette should help bring the MCNC's values and beliefs to life.

CORPORATE

The Corporate colour palette evokes the sun and sea of the Mediterranean, while reminding audiences that we are professional and trustworthy through using bright, deep Blues and solemn Greys, with Sunshine Yellow for accents and highlights.

CMYK: 17, 2, 5, 0  
RGB: 218, 235, 242  
#: daebf2  
Pantone 545 C

CMYK: 18, 12, 14, 0  
RGB: 217, 217, 217  
#: d9d9d9  
Pantone Cool Gray 1C

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#: ffffff  
Pantone -

CMYK: 77, 37, 0, 0  
RGB: 51, 35, 199  
#: 3387c7  
Pantone 2727 C

CMYK: 37, 29, 29, 8  
RGB: 166, 166, 166  
#: a6a6a6  
Pantone Cool Gray 6C

CMYK: 56, 56, 53, 57  
RGB: 64, 64, 64  
#: 404040  
Pantone Black 7C

CMYK: 84, 69, 33, 21  
RGB: 61, 74, 109  
#: 3d4a6d  
Pantone 5265 C

CMYK: 0, 28, 93, 0  
RGB: 255, 192, 0  
#: ff0000  
Pantone 7549 C

CMYK: 91, 79, 62, 97  
RGB: 0, 0, 0  
#: 000000  
Pantone -

USAGE

The MCNC Colour Palettes can be used in a variety of ways are mainly intended for Communication Campaign Deliverables.

They should always correspond to the audience group being designed for (see section on Application for examples).

RGB / Hexadecimal vs CMYK

Please refer to CMYK colour values for print and RGB / Hexadecimal colour values for digital.

In some print cases, colour matching may be required - in these instances please refer to the corresponding Pantone codes.



## Mediterranean Wetlands - A Sand Art Story

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Wetlands are rich in heritage and culture (as we've seen through the Rapid Assessment Report done as part of the MCNC project and the work our MCNC partners are currently doing in Messalonghi-Aitoliki, Ghar El Melh, Gediz Delta and Byblos on traditional fisheries) and include a variety of traditional and unique agricultural and fishing practices, salt harvesting techniques, and a number of traditional and artisanal crafts.

Providing a cultural perspective, and using art and creative messaging to raise awareness for conservation issues, are some of the things DiversEarth does best, and we were delighted when the MAVA Foundation invited us to attend and contribute to initial discussions regarding their strategy 'Coastal Wetlands' in 2016 with 12 other partners.

In addition to being a part of the core communications team for this overarching initiative, we will be co-creatively conceptualising and creating a Sand Art film, which will tell the story of why wetlands are vital to the health and well being of the planet. Using the very appropriate medium of sand, we look to engage and build awareness amongst the general public for the values and services that Wetlands provide.

## Mediterranean Cultural Landscapes - A New Campaign And Movement

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Informally called the 'M6', one of the MAVA Foundation's new strategies sees 15 partners collaborating to raise awareness for and protect Mediterranean Cultural Landscapes, through 4 sites (Lemnos, Greece; Shouf, Lebanon; High Atlas, Morocco and Dehesas / Montados, Spain & Portugal) and a number of 'Overarching Activities' covering governance, policy, education and economics to name a few.

DiversEarth will be working in collaboration with [Trashumancia y Naturaleza](#) and [Yolda Initiative](#) on continuing support to mobile pastoralists in the Mediterranean. This project will contribute substantially to creating the [Roads Less Travelled](#), Mediterranean Chapter. In addition, we will also be doing a broad initial study on sacred sites, holy lands and religious tenure in the Mediterranean.

Diversearth is also a core member of the overarching communications for the 'M6' project - contributing brand & visual identity, website and outreach efforts.

## New Partnerships

Thanks to a discretionary grant awarded to DiversEarth by **Leonardo Lacerda** of the **Oak Foundation**, we have been able to take some steps in further developing a programme of work in the Himalayas.

At the end of 2017, Liza spent some time in Nepal exploring potential partnerships for the **Himalayan Chapter of Roads Less Travelled, One Square Meter**, and work on sacred sites. DiversEarth was welcomed by **ICIMOD**, **The Partners Nepal**, **WWF-Nepal** and the **Center for Indigenous Peoples' Research and Development**. All of them have so much to offer to DiversEarth's goals in the region and we look forward very much to a great future collaboration.



## The Partners, Nepal

**Ang Rita Sherpa** of **The Partners Nepal** and his team are doing some wonderful work with the most disadvantaged communities in the country. DiversEarth provided some funding to contribute to their work, including the **One Day One Tree** project, and a project to provide care for the elderly in remote and overlooked communities.



## Celebrating 20 years of the **Peace Pals** Art Exhibition

*"Children have such power because they can ignite the flame of compassion in even the hardest of hearts. Environmental and climate concerns that we adults seem to get easily bored with are a real worry for our children. It's simply not possible to ignore their voices any longer"* – Liza Zogib, Director of DiversEarth.

On 21st November 2017, we celebrated Peace Pals International's 20 Year Anniversary and Awards Ceremony with the **World Peace Prayer Society** and **IUCN**. Peace Pals is an annual International Art Exhibition and Award, where children aged 6 – 15 from all over the world are invited to enter their artwork expressing ideas about peace and nature. This year's theme was "**Nature for all – Loving the Earth**" – inspiring peace education around the globe in relation to environmental protection.

The celebrations took place in **Geneva**, the heartland of global nature conservation efforts, at the **Cite Du Temps** and featured keynotes from IUCN's Councillor for North America **John G Robinson**, the Executive Director of the World Peace Prayer Society **Fumi Johns**, the Director of Peace Pals International **Jules Lamore**, and our own DiversEarth director **Liza Zogib**. A highlight of the evening was a highly anticipated performance by **Kenji Williams** of **Bella Gaia**, and of course

the announcement of the winners and runners up in each age category of the competition.

*"Honouring the children who have worked so hard in creating their artistic visions for a healthy and peaceful planet in such an important way is a real acknowledgement that we are listening to our young global citizens"* – Jules Lamore, Director of Peace Pals.

Guests were invited to admire beautiful pieces of art from finalists across the globe, and take part in a flag ceremony wishing for Peace on Earth.

In honour of this milestone, the **International School of Geneva** ran their own mini Peace Pals competition.

A huge THANK YOU to the World Peace Prayer Society, IUCN and our supporting partners for including DiversEarth in such a wonderful celebration of peace, art and loving our planet. Thank you to **Alexander Belokurov** of **Image Nature** for the wonderful photographs and **Zuzana Hevler** of **Visual Souvenirs** for the fabulous film.







## RESPECC



2017 saw Liza being asked to co-chair the Religions, Spirituality, Environmental Conservation and Climate Justice (RESPECC) Specialist Group within IUCN's Commission on Environmental, Economic and Social Policy (CEESP), alongside colleague, Nigel Crawhall. A workplan has been developed and DiversEarth is very excited to continue the Spirituality and Conservation Journey started at the World Conservation Congress in 2016. We are now building momentum towards the next Congress in 2020.



The IUCN CEESP Group in Uganda. Photo by Mr Kevin Chang

## CEESP Steering Committee Meeting, Uganda

As co-chair of the RESPECC Specialist Group, Liza is also a member of the IUCN CEESP Steering Committee, members of which met for the first time in September. The meeting was held in Mbale, Uganda, hosted by the IUCN East and Southern Africa Regional Office (ESARO) and the Uganda Country Office. The Steering Committee is made up of a wonderful array of personalities, dedicated to driving the social agenda within IUCN. At the meeting, discussions on strategic priorities, the Commission's work programme, new areas of engagement, and regional collaboration were key.

The energy of this group is very strong and so we look forward to interesting collaborations in the coming years!

The next Steering Committee will take place in Halifax, Canada, after an international conference on Communities, Conservation and Livelihoods, co-hosted by IUCN CEESP.



# CSVPA Workshop, Vilm

The Cultural and Spiritual Values of Protected Areas Specialist Group of IUCN's World Commission on Protected Areas organised a workshop on the isle of Vilm in the summer of 2017 to further develop Best Practice Guidelines for protected area professionals. The aim of the guidelines is to provide practical advice and examples of how the cultural and spiritual values of nature can be fully incorporated into the protected areas management cycle. Liza contributed a presentation to the workshop and will continue to help review the guidelines as they progress.



**Cultural and Spiritual Values  
of Protected Areas**

Specialist Group of the IUCN World Commission on Protected Areas

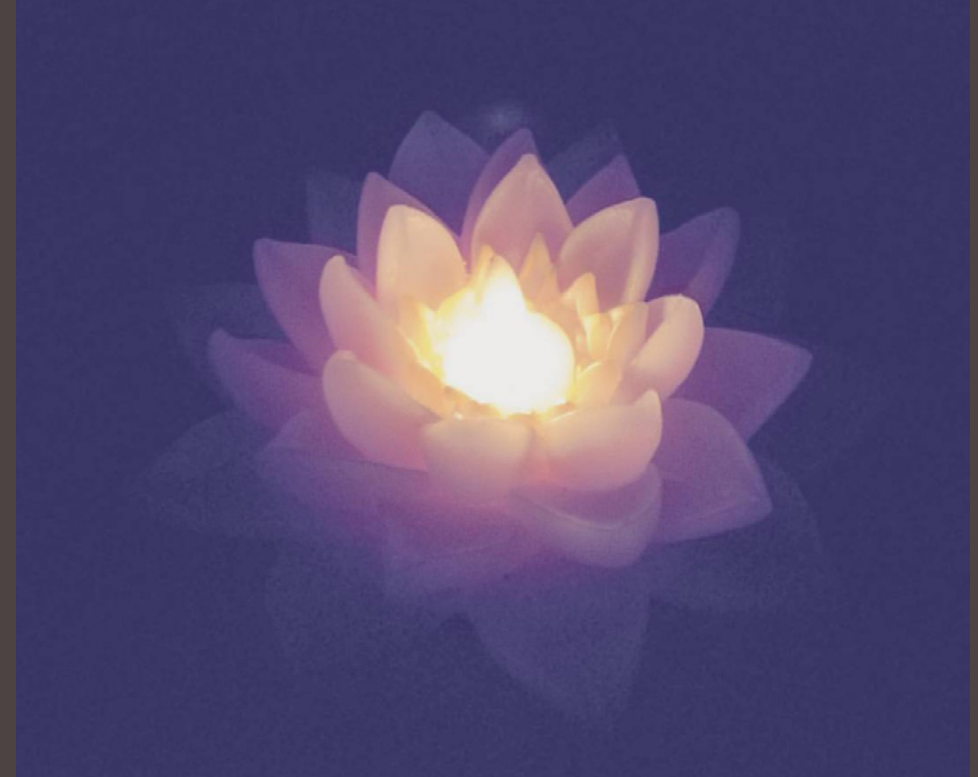




## Assisi Awards for Faith- Based Conservation

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Liza was approached by the Religion and Conservation Biology Working Group of the Society for Conservation Biology to be part of a high-level panel consisting of 3-5 individuals from different cultural and disciplinary backgrounds (biology, theology/ethics, policy and implementation) to independently review and assess nominations for the first Assisi Award for Faith-Based Conservation. She has accepted to sit on this panel as the 'policy and implementation representative'. The first award was presented at the International Congress of Conservation Biology in July 2017.



## Switch Off to Switch On for Earth Hour

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This year, DiversEarth took part in **Earth Hour** with a 1 hour guided reflection to help us remember our connection to the earth, led by our very own **Liza Zogib**.

We invited participants to turn off their lights, and remember that we are part of everything and that everything is us. To remember that all that we do has an effect, and that it is the responsibility of each and every one of us to protect our only planet.

# Sustainable Development Week with the University of Geneva

DiversEarth was invited to take part in the University of Geneva's Sustainable Development Week.

Organised by the Students Association and Do It Yourself Geneva, the week long activities introduced themes related to sustainable development to youth through stalls, round tables, conferences, workshops, films, and meetings with local professionals, NGO's and international organisations.

DE took part with a stall that invited students to reflect on "Sustainable Development" by listening to sounds of nature. After all, true sustainability #StartsAtHome.

Thank you to Alexander Belokurov for the beautiful pictures.



Students were invited to listen to and reflect upon different sounds from nature - birds, rain, grass, wind, streams - known to help find inner peace and tranquility, and help reconnect with the natural world around that surrounds us.

# The Anthropology of Conservation NGO's – A debate

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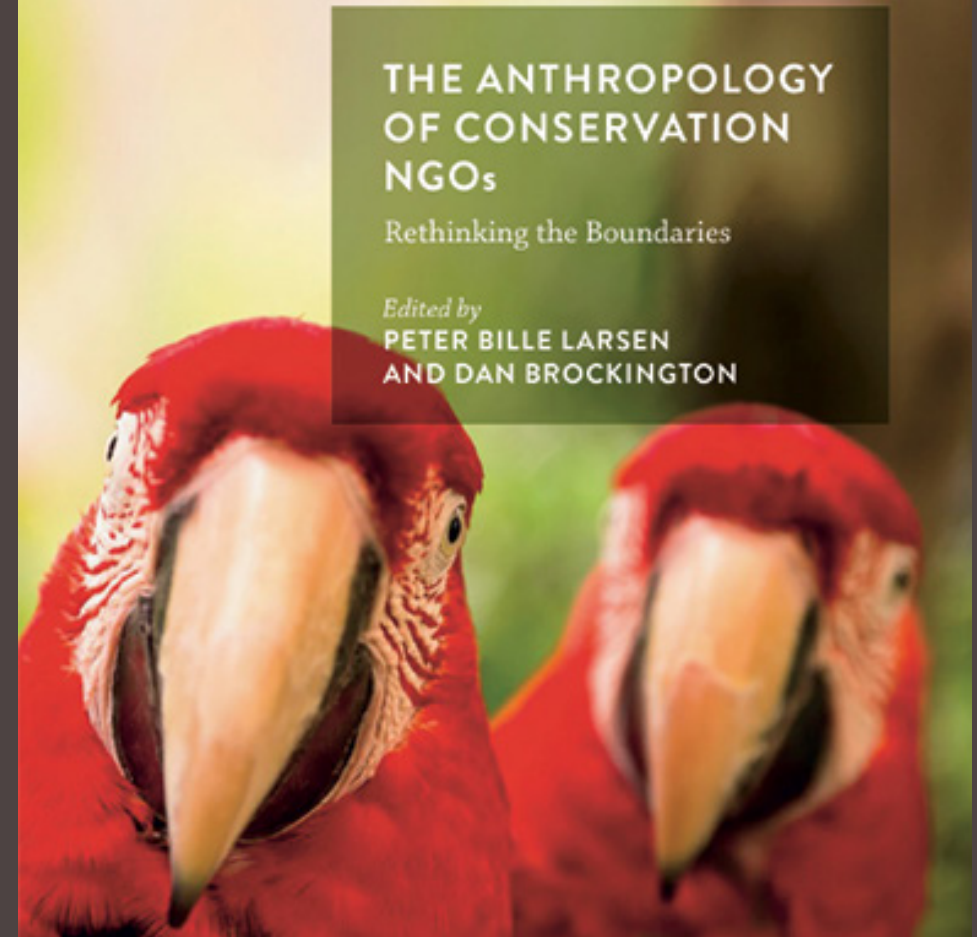
In early December Liza was invited to a round table debate organised by the [Geneva Environment Network](#) alongside [John Hutton](#) (Director of the Luc Hoffman Institute), [Mark Halle](#) (Conservation Futures), [Peter Bille Larsen](#) (University of Lucerne, and author of *The Anthropology of Conservation NGOs*), [Denis Ruysschart](#) (Swiss Aid) and [Wondy Asnake](#) (UN Environment and the debate's moderator).

The aim of the session was to encourage a discussion and reflection on the impact of environmental NGOs and on how they can continue to work in the face of unprecedented sustainability challenges - especially when their role and contributions are subject to debate by nation states, social movements and academics.

## #NatureForAll

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We are delighted to be official partners of [#NatureForAll](#). Keep an eye out for our [#StartsAtHome](#) projects and campaigns.





## Looking Ahead to 2018

2018 promises to be very exciting for DiversEarth...

Already in the first half of next year we have three **One Square Meters** to look forward to; **Roads Less Travelled** to launch; some big events at the **Communities, Conservation and Livelihoods Conference** in **Halifax**, Canada; the development of the **Himalayas programme**, and much more.

We can't wait to see what unfolds!

