

## Introducing James Bartram

### IUCN Councillor Candidate for the Region – North America and the Caribbean



Hello, I'm speaking to you today from the traditional, unceded, ancestral territory of the K'ómoks people, where I am fortunate and grateful to live, work and play.

First, I must say **Thankyou** to 'your' Toronto Zoo, – for your progressive, whole of society vision of '*Conservation as a team sport*' and including me on your team.

**Thankyou** to Parks Canada, Canadian Wildlife Federation and Ocean Wise for providing me the opportunities to serve and grow our community, in leadership roles.

**Thankyou** to my nominees and the Canadian National Committee, Global Group and CEC, WCPA and CEESP for welcoming me into your networks and allowing me to spend *so much time* alongside smart people, with good hearts, working hard together.

I think many of you have got to know me over the past 20 years or so, but for those who don't, I'm someone who believes in people, especially the power and hope of youth. I'm something of a serial entrepreneur who has created and supported local and national teams, always trying to expand our ranks (and funding) and work myself out of a job. I also like to describe myself as a bit of a mongrel, I have benefited from living and working in multiple countries, communities and cultures, and this lived experience helps me to empathise with a diversity of perspectives.

For specifics you can check out my Candidate Profile, on the [IUCN Portal](#), or [LinkedIn](#). I've worked in and for Governments, National and International NGOs and civic institutions, both for terrestrial and marine conservation. I also have extensive governance experience with federated national charities and as Chair of our National Committee.

In recent years I've often been asked to convene and connect our community to amplify our impact, in addition to all the National Committee events, many of you will remember gatherings like the Young Champions for Nature at the Montreal Nature Summit, the COP15 Mainstreaming Biodiversity with Climate Education dialogue, GEF Assembly- Environmental Literacy leaders dialogue, Education Day at CBD COP in Cali and the National Forum for Environmental Learning.

If elected I will champion the **Enablers** for the Nature 2030 Plan, **why?** Because I believe they will be key to success of Nature 2030 and the 20-year vision. Typically, in strategy people focus on the 'content' areas but in my view, those are '*comparatively*' easy parts. The enablers are cross organizational, cross union and the success of the strategy will depend on the success of the **enablers**. The strength and opportunity for our Union is in finding new and innovative ways to work together, to expand our relevance and membership, while being of service to nature and each another.

I will work hard to support closer collaboration between Members, Commissions, National Committees, State Agencies and Secretariat towards our shared vision. I know we can diversify and grow the Union by finding reciprocity, and demonstrating value with the Technology, Education and Financial sectors. We can create opportunities to work cross culturally and intergenerationally, especially at the intersection of Climate and Biodiversity. North America is a large and diverse region with a wide range of members, stakeholders, cultures and governance. The **Enablers** are a great opportunity to facilitate closer collaboration between existing members, future members and broader society.

**What might this look like?** For **Education** it could look like the work we have been doing in Canada on our National Framework for Environmental Learning as part of our UNCBD NBSAPs through a highly collaborative and consultative approach we co-created with national and subnational governments and NGOs a unified framework that addresses Climate, Biodiversity and Pollution challenges at the intersection of Indigenous and non-Indigenous world views.

This work is significant as it embraces the essential role of education systems in inspiring future environmental leaders and building strong economies. **It underpins the needs of both nature and people, ensuring that sustainability efforts are equitable and just and elevate ambition, accelerate action and scale up collaborative solutions, across multiple sectors of society.**

I encourage you to reach out to continue the conversation, I'm always happy to make time to discuss our paths forward together. I believe I have the credence, expertise and shared values needed to serve you, as one of your North American Counselors.