



DR. VASANTI RAO



for Chair,

IUCN Commission on Education and
Communication (CEC)

Weaving Connections. Fostering Belonging. Leading Together.

I am offering my services for the position of Chair of the IUCN CEC, driven by a vision where innovative communication and education forge unbreakable connections between People and Nature, empowering us all to become active stewards of our planet.

With over **30 years of global leadership** across research, policy advocacy, media, civil society and international networks, I bring a unique ability to connect people, sectors, and stories across geographies—turning narratives into action and building movements that matter.

For more details of my work and experience, please visit :  [LinkedIn](#)  www.vasantirao.com

My Core Belief

Powerful communication and education are the heart of conservation. When People feel connected—emotionally, culturally, socially—to Nature, they protect it.

Milestones

- **Co-Founder**, Centre for Media Studies (CMS) – premier research based think tank in India
- **Festival Director**, CMS VATAVARAN – Asia's largest green film festival since 2002
- **Member**, IUCN CEC & CEESP since 2013
- **Regional Vice Chair**, CEC South & Southeast Asia, since 2021
- **CEC Steering Committee Member & Management Team**
- **Member**, IUCN CEC Task Force on Nature based Education

Leading with Impact @ CEC

- Collaboration with Green Film Network (30+ environmental film festivals worldwide)
- Bhutan's First Environmental Film Festival
- Hosted Biodiversity Film Festival and CEC SC Meet in Goa, India
- Nepal Biodiversity Film Festival in collaboration with IUCN Nepal and all IUCN Member organisations
- Supported Education Day at COP 16 in Cali, Colombia
- Championed Youth & Climate Action Study with UNICEF-IUCN India
- Leading the Global Survey on Education for Biodiversity 2025

I Lead With

Collaborations | Systems Thinking | Empathy & Inclusion
Cross-sectoral partnerships | Compelling storytelling to inspire action

My Vision for CEC 2026–2030

A Five-Point Strategic Plan for Collective Impact



Advance Nature-Based Education

Support and scale local nature-learning models, and help embed them in national and global policy dialogues.



Grow the #NatureForAll Movement

Engage youth, indigenous voices, and urban populations using immersive tech, storytelling, and creative tools.



Revitalize Conservation Communication

Make messages more culturally resonant and emotionally engaging through indigenous narratives and behavioral insights.



Foster Cross-Pillar Collaboration

Connect Commissions, Members, and the Secretariat to break silos, enable joint action, and maximize impact.



Seed & Scale Action

Launch a CEC Innovation Fund for members' innovative projects and empower Regional Vice Chairs with resources and visibility.

Why Me?

Experienced Leadership, Unique Perspective, Dedicated Capacities

30+ years of cross-sectoral leadership experience in communication, research, policy advocacy, and capacity strengthening

A proven record of building impactful platforms like CMS VATAVARAN, which demonstrate how to effectively engage hearts and minds for conservation.

Experience and engagement with wide range of stakeholders (including Governments, International Organisations, Media, Civil Society, Corporations and Educational Institutions)

Deep roots and leadership in IUCN CEC

Strong organizational backing: 50% time committed to CEC Chair with full admin support

Let's Lead the Next Chapter of CEC Together

I stand for a Commission where:



Everyone feels heard and valued



Ideas lead to sustainable actions



Partnerships create transformative change

With your support & vote, we will:

- Weave stronger connections.
- Foster deeper belonging.
- Lead transformative action—together.

Dr. Vasanti Rao for CEC Chair

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