

Promotion Brief: IUCN Motion 097



Mainstreaming mentorship for young ecological stewards to enhance conservation efforts

OBJECTIVE:

To drive a global commitment to embed mentorship into the fabric of conservation practice, this promotion brief aims to elevate IUCN Motion 097 and garner strong support from IUCN members leading up to and during the IUCN World Conservation Congress 2025 (October 9–15, 2025). This motion seeks to elevate mentorship from an informal, ad-hoc practice to a strategic, system-wide mechanism for knowledge transfer, leadership development, and intergenerational equity in conservation.

Key Motion Messaging:

- Intergenerational equity is one of the key considerations for the implementation of the Kunming-Montreal Global Biodiversity Framework. This motion contributes to that very principle by embedding **mentorship as a mechanism to ensure the continuity of knowledge, leadership, and meaningful youth participation in conservation decision-making**.
- This motion **advances intergenerational equity**. Emerging leaders need more than opportunities; they need access to knowledge, networks, and support to sustain conservation gains.
- True conservation leadership is intergenerational. **Without mentorship, hard-earned expertise risks being lost between generations.**
- Mainstreaming mentorship is a systemic solution. It **embeds youth empowerment and leadership development into the conservation sector's core.**

Motion Background

Motion 097 was born out of global collaboration and Indigenous-led vision. It emerged directly from **Resolution 4 of the 12th World Wilderness Congress (WILD12)** — Mainstreaming Mentorship of Young Ecological Stewards. This resolution was passed by over **700 delegates** from around the world during the 12th World Wilderness Congress, the world's longest-running, public, international conservation forum convened by [WILD.org](https://www.wild.org) since 1976.

Motion 097 now advances to the IUCN World Conservation Congress 2025, carrying forward the momentum of WILD12 to call for mainstreaming of young ecological stewards to enhance conservation efforts across the globe.

Quotes

“As a mid-career conservation professional and academic, mentorship has become one of the most valuable uses of my time: I gain perspective, build empathy, and renew my energy by connecting with a new colleague from across a generation.” - **Don Carruthers Den Hoed, Senior Fellow, PARKS+ Collective**

“Mentoring through CoalitionWILD has been one of the most rewarding parts of my career. Each conversation with a fellow woman in conservation reminds me that leadership isn't about having all the answers—it's about showing up with honesty, lifting others as we rise, and making space for new voices. I've learned just as much from my mentees as they have from me.

There is something powerful and transformative about women supporting women in this field—and I’m honored to be part of that. When women come together, gorgeous things happen.” - **Molly Maloy, Manager of Workforce Development and Talent, Denver Zoo Conservation Alliance**

“As mentors, we learn so much from the insights and questions of the participants [mentees]. Participating increased my sense of meaning and satisfaction in my work—it's a journey of growth I’d recommend to every conservationist.” - **Thirza Loffeld, Co-founder WildHub Conservation Community**

"Being part of CoalitionWILD’s mentorship program gave me the opportunity not only to share my limited knowledge and experience to support my mentee’s growth, but also to learn from their own insights and experiences to further develop myself. It was truly a mutual exchange. By the end of the program, I had gained not just a mentee, but also a friend and professional colleague. It's been rewarding to see their progress, and now we have the opportunity to collaborate professionally." - **Fanen Terdoo (PhD) Department of Geography and Regional Planning, Centre for Climate Change and Environmental Security, Federal University Dutsin-Ma**

“As a CoalitionWild Mentor, I understand mentorship as a bridge connecting passion and purpose, where experience cultivates potential and shared wisdom sparks enduring change. Supporting the next generation of conservation leaders has enriched my path, highlighting that growth is not an individual endeavor but a shared initiative towards a wilder, brighter future.” - **Peter Lokitela, Founder and CEO of ENARCO (Environment, Natural Resources, Climate Security, and Conservation)**

Platforms & Networks to Share With

First and foremost, **your professional networks**. This is arguably one of the most valuable ways to amplify the reach and importance of Motion 097.

Email Newsletters and WhatsApp/Signal Groups | LinkedIn (Professional calls-to-action) | Other Social Media channels

Accounts to Tag & Suggested Hashtags

WILD.org



@wildfoundation @wildfoundation

The WILD Foundation

@wildfoundation @wild_foundation

IUCN

World Conservation Congress



@iucn_congress @iucn.org

IUCN

@IUCN

Hashtags

#YouthLeaders #Motion97 #IUCN #IUCNcongress #WCC2025

Amplification Tips

- Drop the motion into email updates and organizational newsletters
 - Feature it in podcast intros, livestreams, or panel shoutouts
 - Ask aligned orgs to repost or co-share content
- Pin Motion 097 post across platforms
 - Schedule reminder posts leading up to the Congress

INFORMATION LIBRARY

- Motion 097 - Final Version
- IUCN WCC Motion 097 webpage
- Original Motion submitting by WILD.org
- Investing in Tomorrow: Why CoalitionWILD’s Mentorship Motion Matters for Youth and Conservation’s Future
- Kunming-Montreal Global Biodiversity Framework