

## **Governance for the SYCL and Naturalliance web-portal initiatives.**

SYCL is a system to assist local government administrations and local clubs with governance in their communities. It does this both by providing tools they need to communicate with their citizens about local issues, and by networking them to exchange information with regional, national and international levels. They can also network horizontally, because anyone familiar with a SYCL site at one place can navigate another, with auto-translation if necessary.

In combination with the Naturalliance<sup>1</sup> system for multilingual best-practise (and hopefully eventually providing map-based decision support), SYCL is designed to help people manage their environment, especially the ecosystem services that they use. However, it can also be used to network with similar multilingual information systems for other local issues, such as health, education, transport, etc. If successful, it could be very effective for enabling guidance based on global good practise to be blended with local diversity of culture and ecosystems.

As well as guidance based on science and local knowledge, such a system could also spread misleading beliefs, for example advertising of products or ideologies. Anyone can build such a system, but respect for good governance of the system may need to complement sound social design if good uptake is to make it effective. A way for community voluntarism and dynamism of enterprise to obtain governance rigour is as a formal non-profit public-private institution.

Therefore the governance of SYCL is proposed to be based in the non-profit organisation that evolved the idea, ESU(S)G<sup>2</sup>, ideally with ESU(S)G remaining remain tied to IUCN, which is the UN-observer organisation for the environment. The system developer, Anatrack Ltd, proposes to license the system to ESU(S)G, with an initial period of the time in which uptake will clearly succeed or fail. The licensing would use the legal model with which Anatrack and the non-profit Game and Wildlife Conservation Trust are linked for the Naturalliance portal.

It was also proposed by Austrian government to strengthen the non-profit public-private institution by formal recognition in an MOU between governments and IUCN. It is suggested that this be given greater strength through recognition of the initiative by UNEP under the Convention of Biological Diversity as part of its support for local communities and knowledge. This process has been included in the Terms of Reference and Programme of IUCN-CEM-SUME and would further link ESU(S)G with IUCN (and GWCT and Anatrack) on a management group.

In the General Meeting at 14.00 on 24 June 2015, following discussion of this document in the morning of 24 June 2015, members of ESU(S)G will be asked to approve in principle the licensing with Anatrack and the engagement with SUME for the MOU, prior to final negotiation of details by the Committee of ESU(S)G. Members of ESU(S)G will also be asked to approve a constitutional change to link ESU(S)G more firmly to IUCN through mutual representation at officer level.

---

<sup>1</sup> The name Naturalliance is a trademark currently attributed to Anatrack Ltd under European law.

<sup>2</sup> The acronym ESU(S)G is used because European Sustainable Use Specialist Group of IUCN will only complete the process of changing its name under Belgium law after the 2015 General Meeting in Vienna.