



**SUME - thematic group for  
Sustainable Use and  
Management of Ecosystems**

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**Glocal social media starts in Karlovac: the launch of [www.naturalliance.org](http://www.naturalliance.org)**

Few communication systems outside the United Nations and international businesses operate systems that combine global with local operations. One challenge for such a networking system is the need for local people and their communities to be reached in about 50 major national tongues. In Karlovac, Croatia, on 23 April 2019 there will be the launch of a novel civic system to give local folk everywhere the same information from the International Union for Conservation of Nature (IUCN), and let those people make contact with this system to return local information if they wish.

IUCN was founded in 1948 and there are now 84 states as Members, along with more than 1100 non-government organisations (NGOs). IUCN is the only International Observer organization in the UN General Assembly with specific expertise for biodiversity, nature conservation and sustainable natural resource use. IUCN works closely with the United Nations Environment Program which manages the Convention on Biological Diversity (CBD), the convention for conservation and sustainable use of nature's riches. That matters to all of us, because we all depend on nature for our air, water, soil and clement weather.

IUCN's Commission on Ecosystem Management, in which 1400 volunteers in 27 groups especially promote CBD's Ecosystem Approach to conservation and sustainable use, contains the 550-member Thematic Group on Sustainable Use and Management of Ecosystems. This SUME group built naturalliance.org to spread knowledge rapidly about restoring nature, helping life adapt to change and using wild resources sustainably.

At a time when governments seek to influence information on the social media, and businesses want advertisements placed there near supportive material, it seems essential to have truth-telling social media based in the civic sector. An ability to make the best science understandable for everyone is not necessarily comfortable for vested interests, but may be especially important at a time when great fears are developing about climate change, pollution and extinction of plants and animals. The ability to gather local truths with which to inform societies and those who govern is also important. This is not so much to broadcast problems but to promote solutions that improve how people live, especially for cultivation and countryside recreation, including tourism. Our naturalliance.org network starts as a baby, operating in just 25 languages. Let's see how the baby grows.