

The University of Florida Center for Latin American Studies &
The Tropical Conservation and Development Program proudly present

The Bacardi Lecture Series *Envisioning a Sustainable Tropics*

Education and Conservation: Why is it essential for people to be involved? Two decades of IPÊ's experience in Brazil

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Summary

People have been responsible for massive destruction of habitat, species and nature elements. If the degree of awareness does not change, things tend to be the same and even worse, as the demands for natural resources only increase. That is why environmental education is key to promote the changes that can lead to a more sustainable future. An example developed by the Brazilian NGO, IPÊ (Institute for Ecological Research), will be presented, with aspects that led to successes and others that did not. A long-term research, which is not so common in Brazil, indicate that education can make a difference, especially if run continuously and in an adaptive way to respond to the changes that occur. A combination of qualitative and quantitative research has helped assess the results and indicate what is to be done in the future to improve the social and the environmental outcomes.

Bio

Suzana received her MS degree from UF Center for Latin American Studies UF in 1991 and then completed a Ph.D. in environmental education at the University of Brasilia. She is the cofounder and current president of IPÊ, a Brazilian NGO that works for the conservation of biodiversity and sustainable development. To prepare individuals to address complex social-environmental issues, IPÊ has developed an innovative education and learning practice program. Students and professionals can advance their careers via IPÊ's Professional Master's in Conservation of Biodiversity and Sustainable Development, or a MBA in Social-Environmental Business, which is designed to introduce sustainability as the basis for business professionals. Suzana is an Ashoka fellow, which recognizes her innovative work developing a new model for community engagement for environmental protection. Suzana is also an Avina leader, a WWF Russell E. Train Scholar and for many years was a representative of the IUCN Education and Communication Commission for South America. In 2002, Suzana was selected by Time Magazine, together with her husband, Dr. Claudio Padua, as one of the planet's "Conservation Heroes." And in 2005, she was among the Most Influential Women of Brazil (Forbes, Gazeta Mercantil and Jornal do Brasil).



March 19 @ 10:40 am
Grinter Hall, Room 376

Light refreshments to follow the Lecture