IUCN Species Survival Commission
Crocodile Specialist Group

IUCN SSC Crocodile Specialist Group Communications Strategy 2025-2029

Introduction

The IUCN SSC Crocodile Specialist Group (CSG) was established by the International Union for Conservation of Nature (IUCN) in 1968. The CSG has grown from a small group of dedicated individuals to an international network of over 760 members in 86 countries, representing science, zoos, management, trade, industry, and enthusiasts, all actively involved in the conservation of the world's crocodilians.

The Communication Strategy is designed to reflect the mission and goals of the CSG and serve the needs of target audiences in a constantly evolving world. The strategy will also provide appropriate platforms to share current events, news, and other relevant information. Communicating CSG activities has the potential to influence the status of crocodilian conservation.

Mission

To assist the IUCN and the Species Survival Commission (SSC) to meet their missions regarding the conservation, management, and sustainable use of world crocodilians.

Vision

Ensure the conservation of the world's crocodilians and their habitats.

Goal

The goal of the communications strategy is for the CSG to provide leadership toward increasing public support and understanding for crocodilian conservation.

Objectives

The objectives of this communication strategy are:

- to provide guidance to CSG members on the CSG's vision and mission.
- to ensure that the CSG has consistent brand cohesion in its messaging and tools across platforms.
- to increase CSG membership involvement in crocodilian conservation.
- to ensure continued inclusion of CSG in SSC and IUCN communications and events.
- to communicate the role of CSG in global crocodilian conservation.
- to communicate scientific knowledge and lessons learned regarding crocodilians.
- to communicate current events and activities regarding crocodilians.
- to promote crocodilian conservation actions that contribute to the achievement of CSG goals.

Audiences

The CSG is continually involved in communicating different types of information to different audiences each with distinct purposes and timelines. Effective communication requires a tailored communication strategy and approach for each target audience. Priority audience groups include:

- CSG members
- SSC and IUCN
- Government (policymakers, managers)
- Scientists and Scientific/Academic Institutions
- Industry
- Donors
- Crocodilian enthusiasts/hobbyists
- General public
- Media and film agencies
- International Conventions (e.g., CITES, CMS, CBD)

Communication Objectives by Audience

Objective	**Audience**
To provide guidance on CSG vision and mission	CSG members
To disseminate scientific and research findings	CSG members
To communicate events and activities	CSG members, Government, Scientists, Industry, Donors, Enthusiasts, General Public, Media
To increase member involvement in crocodilian conservation	CSG members
To improve CSG presence in SSC and IUCN communications and events	SSC and IUCN
To demonstrate how SSC and IUCN missions are being met through the CSG's work with crocodilians	SSC and IUCN
To provide technical assistance and strategic advice on crocodilians	Government, Scientists, Industry, Enthusiasts, General Public
To facilitate fundraising for crocodilian conservation activities	Government, Scientists, Industry, Donors, Enthusiasts, General Public, Media
To communicate scientific knowledge	Government, IUCN, CITES, Scientists, Industry, Enthusiasts, General Public, Media
To translate knowledge into action	Government, IUCN, Enthusiasts, General Public, Media
To counter misinformation	Government, Enthusiasts, General Public, Media

Modes of Communication (Tools)

Mode of Communication	**Audience**
Newsletter	CSG members
Working Groups, Steering Committee minutes, listserv, Proceedings of CSG Working/Regional meetings, WhatsApp	CSG members
SSC e-bulletin, IUCN bulletins	IUCN and SSC
Peer-reviewed publications, CSG Newsletter	CSG members, Scientists/Institutions
Conservation Action Plans, The IUCN Red List, The IUCN Green Status of Species	CSG members, Government, Scientists/Institutions, General Public
Conference presentations	CSG members, Scientists/Institutions, Government, Industry, Donors, Enthusiasts, General Public, Media
Press releases	CSG members, Scientists/Institutions, Government, Industry, Donors, Enthusiasts, General Public, Media
Facebook, Instagram, Twitter/X, LinkedIn, CSG Website, YouTube	CSG members, Scientists/Institutions, Government, Industry, Donors, Enthusiasts, General Public, Media

Key Messages of the CSG

The key messages to be delivered through the CSG are:

- Crocodilians (crocodiles, alligators/caimans, gharials) have ecological, economic, historical, and cultural value.
- Many crocodilian species are threatened with reduced populations, habitat degradation, and human wildlife conflict and require continued conservation efforts.
- Strategies must be developed and implemented to restore, protect, and recover crocodilian populations affected by habitat loss and to mitigate further habitat degradation.
- Policies regarding crocodilian populations should be founded on sound science.
- Sustainable use based on sound science has been proven to be an effective conservation tool for improving the status of many crocodilian species.
- Education and awareness initiatives are essential to encourage coexistence between local communities and crocodilians, and to mitigate human-wildlife conflicts.