



# Secretariat of the Convention on Biological Diversity



## IMPLEMENTATION STRATEGY FOR THE INTERNATIONAL YEAR OF BIODIVERSITY - 2010

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## *Summary*

1. The present paper outlines the activities that the Secretariat of the Convention on Biological Diversity plans to undertake to support all stakeholders celebrate the International Year of Biodiversity (IYB), both those that are already under way, as well as those under development. The paper includes planned and confirmed activities by other partners.
2. The purpose of the International Year is to raise public awareness of the importance of biodiversity and the consequences of its loss. It will also seek to promote the engagement of the public and other actors for the implementation of the Convention on Biological Diversity. The Year will also celebrate successes in achieving the target of achieving a significant reduction in the rate of biodiversity loss by 2010. The objective is to obtain a commitment by the global community to reinforce implementation of the Convention.
3. The end result of the celebration of the International Year will be action at various levels as a result of targeted “public-awareness” campaigns in collaboration with a number of partners. A comprehensive evaluation will be undertaken early in 2011 to measure the quality and quantity of the impact of IYB events. A report will be submitted to the United Nations General Assembly in fall 2011.
4. The Secretariat's primary objectives for the International Year are:
  - (a) To enhance public awareness on the importance of biodiversity and on the underlying threats to biodiversity, including climate change;
  - (b) To raise awareness of the accomplishments to date that communities and governments have achieved in efforts to conserve and sustainably use biodiversity and its components and to promote the equitable sharing of benefits from the use of genetic resources.
  - (c) For all individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity;
  - (d) To promote innovative solutions to reduce these threats; and
  - (e) To start the dialogue among stakeholders for steps to be taken in post-2010 period. Actions to accomplish these will be taken with a variety of target groups.
5. The Secretariat will engage the target audiences for the IYB through a variety of intermediaries who are closer geographically and culturally to these groups. National Governments will be the main partners for reaching out to these groups across the globe, with the Media, International Organizations, Nongovernmental Organizations and Museums as other important partners.
6. The Green Wave will be an important element of outreach to children. It is hoped that partners will provide resources for a major mobilization of the initiative on 22 May 2010.
7. IYB branding will point out the tangible and intangible benefits of biodiversity and demonstrate that biodiversity is a key part of solutions to a variety of other environmental problems. “2010 success stories” would be part of this – examples drawn from Global Biodiversity Outlook 3, which demonstrates how biodiversity is being saved by actions being taken now by communities. Branding directions for IYB are being confirmed through additional research.
8. A number of information products will be developed with partners, including web, print and other materials in support of radio and television. The Secretariat will create a core set, with the aim of making them available to a number of organizations for further targeting and dissemination.
9. The IYB will be marked by celebrations at not only the national level, but also at the international level. While a part of these events will be celebrations with a public awareness component, the main purpose behind it all should be to use a high-profile event to raise awareness about the need to save biodiversity. The events should present examples of commitments to the three objectives of the

Convention: biodiversity conservation and sustainable use and equitable sharing of the benefits from the use of genetic resources and include 2010 success stories. These events should demonstrate how commitments will contribute not only to saving biodiversity, but also to human well-being and the development process, and should link the presentation of these commitments to dialogues by policy makers regarding the future framework of targets for the Convention.

### *Introduction*

10. Proclaimed by the United Nations General Assembly in resolution 61/203, the International Year of Biodiversity (IYB) will take place in 2010. This year coincides with the 2010 biodiversity target adopted by the Parties to the Convention on Biological Diversity and by Heads of State and Government at the World Summit for Sustainable Development in Johannesburg in 2002.

11. The celebrations will seek to raise public awareness of the importance of biological diversity to human well-being. Within this context the IYB will seek to encourage a global discussion on the extent to which the goals of the Convention and relevant Millennium Development Goals have been met, including a celebration of successes in achieving the 2010 target. The objective is to have these discussions culminate in a commitment, by the global community, to reinforce these goals beyond 2010.

12. The International Year of Biodiversity is an important contribution to implementation of the programme of work on communication, education and public awareness (CEPA) of the Convention on Biological Diversity and the mandate under its Article 13. IYB is an opportunity for Parties to communicate the national implementation of the CBD, and to take steps to mainstream biodiversity considerations into education, and the work of important economic sectors. In this way, IYB will support decisions VI/19, VIII/6 and IX/32 of the Conference of the Parties to the Convention. The Year will also directly contribute to the realization of goal 4 of the Strategic Plan of the Convention.<sup>1</sup> In raising awareness, the following considerations will be key:

(a) *The vital role of biodiversity for human well-being.* The Millennium Ecosystem Assessment successfully created an understanding of the importance of ecosystem services for human well-being. At the same time, the role of biodiversity in providing these services could have been given greater emphasis. The activities and messages for the International Year will underline that biodiversity is the foundation for these ecosystem services and therefore for human well being. The particularly important role of biodiversity for the lives of the poor will also be emphasized. Achievement of the goals of the Convention will be framed in terms of their contribution to poverty reduction, and as the basis for achievement of the Millennium Development Goals (MDG). The economic value of biodiversity, including the upcoming findings of the report: The Economics of Ecosystems and Biodiversity (TEEB) will be an important component of any messaging;

(b) *The need for immediate action under the Convention on Biological Diversity and the successes realized to date.* It must be widely known that in order to reduce and halt the loss of biodiversity, the global community needs to redouble its efforts and engage in urgent, cooperative action under the framework of the Convention on Biological Diversity, including the participation of all relevant stakeholders. The ecosystem approach will be the overarching principle and framework for all IYB related activities, as outlined in paragraph 5 (d) of decision IX/7 of the Conference of the Parties. Awareness must also be raised that there are already considerable successes realized around the world in achieving the principles of the 2010 biodiversity target.

13. It is important to note that the celebrations are based around the strategic pillars contained UNEP/CBD/COP/9/25/Add.1:

(a) Create a global message and creating spaces and opportunities to highlight local stories;

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<sup>1</sup> This implementation strategy takes as its point of departure, the strategy for IYB that was contained in the note by the Executive Secretary presented to the ninth meeting of the Conference of the Parties as document UNEP/CBD/COP/9/25/Add.1. Assumptions, nomenclature and structure come from this document.

- (b) Build momentum by promoting IYB in advance of 2010; and
- (c) Leverage the activities of Parties and partner organizations by mobilizing support.

### ***Implementation and engagement***

14. The goal for raising awareness of these issues is to generate public pressure for action by decision makers, and to create the conditions for governments, individuals and other important sectors, to be encouraged to implement the Convention and to engage with other international and national institutions, which share the goals of the Convention.

#### *Engagement of stakeholders for implementation of the Convention*

15. Under the Convention's Strategic Plan, the engagement of a number of key economic sectors and other actors is seen as important for implementation.

#### *Integration of biodiversity into the agenda of relevant international and regional processes*

16. In recent years, advances have been made in integrating biodiversity concerns and the issues under the Convention into a number of important international processes, including the Millennium Development Goals, Official Development Assistance, Poverty Reduction Strategies and others. During the International Year of Biodiversity, efforts to raise awareness should be linked with the need to intensify mainstreaming of biodiversity concerns into these processes.

#### *A roadmap and framework for beyond 2010*

17. Above all, these activities should contribute to the creation of building momentum for the strategy and action to reduce and halt the loss of biodiversity beyond 2010, not only within the Convention, but in all other processes. The Year should seek to promote specific actions with a particular timeframe and commitment, within the context of the ecosystem approach. The basis for this action should be the recommendations that will come from the third edition of the Global Biodiversity Outlook. In this way, the Year should seek to provide the background to efforts by Parties at the tenth meeting of the Conference of the Parties to plan for a post-2010 framework.

### ***Goals, target audiences and measurement of outcomes***

18. As expressed in the Strategy for the IYB, presented to and noted by the ninth meeting of the Conference of the Parties (decision IX/33), the Secretariat's primary objectives for the IYB are the following:

- (a) Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity;
- (b) Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments;
- (c) Call on individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity;
- (d) Promote innovative solutions to reduce these threats;
- (e) Start the dialogue among stakeholders for the steps to be taken in the post-2010 period.

19. Each goal supports that which follows. Achieving each of these goals requires engagement with a particular set of target groups in order to inspire action. The following table describes the actions and measures of success for each of these:

<b>Objective</b>	<b>Target Groups</b>	<b>Actions desired</b>	<b>Measurements of success</b>
<i>Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity</i>	School age Children	Learn about the importance of biodiversity; Inspire adults to take actions to save biodiversity	Increase in actions by youth such as declarations, and contributions to the Green Wave, attitudinal surveys
	Adult public	Understand the value of biodiversity and demand actions from government and economic sectors	Attitudinal surveys demonstrating increased understanding of the role of biodiversity in their lives
	Key Economic Sectors	Understand the value of biodiversity to economic activity	Requests for information on biodiversity
	Indigenous and Local Communities	Support and preserve practices and knowledge that supports biodiversity	Attitudinal surveys
	Scientific Community, including museums	Hold exhibitions for the public on biodiversity	Increased number of exhibitions on biodiversity held during the year
<i>Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments</i>	Adult public	Support accomplishments in their community, and refer to these in their demands for action	Attitudinal surveys, including salience of biodiversity issues
	Governments	Celebrate and promote accomplishments, use them as case studies in evaluations of biodiversity policy, including in National Biodiversity Strategies and Action Plans (NBSAPs)	Integration of novel practices into NBSAPs
	Decision makers	Refer to these accomplishments in their commitments for new actions	Biodiversity considerations are part of policy
	International organizations	Highlight the extent to which these examples are cross-cutting initiatives, provide support to them and highlight these to international funding agencies	Initiatives that contribute to biodiversity conservation are mentioned and promoted
	Indigenous and Local Communities	Celebrate actions taken by other ILCs and seek to replicate/learn from them	ILCs share knowledge and refer to the principles of these particular practices
	Scientific Community, including museums	Promote novel tools and technologies that assist in biodiversity conservation	Number of publications on biodiversity technologies and advancements of direct relevance to achievement of 2010 and the post-2010 period
<i>Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity</i>	Individuals	Make consumption choices that have a reduced impact on biodiversity	Attitudinal surveys
	Key Economic Sectors	Integrate biodiversity considerations into sectoral-wide strategies; become active participants in the NBSAP process. Adopt the business case for biodiversity	NBSAP processes include key economic sectors
	Governments	Create, implement and revise National Biodiversity Strategies and Action Plans	In the 4 <sup>th</sup> national reports, demonstrate increased engagement

<b>Objective</b>	<b>Target Groups</b>	<b>Actions desired</b>	<b>Measurements of success</b>
	International organizations	Integrate the provisions of the CBD, including relevant programmes of work	Policy statements and plans include provisions that target biodiversity considerations.
	Indigenous and Local Communities	Strengthening of traditional practices that conserve biodiversity	Increased examples of management practices that result in conservation
	Scientific Community, including museums	Engage in research and development of tools that will achieve the 2010 Target and the goals of the Convention	Creation of more tools and research that supports biodiversity management, including direct contributions to the post-2010 framework
<i>Promote innovative solutions to reduce these threats</i>	Key economic sectors	Adopt new valuation tools and add them to their way of working	New ways of valuing biodiversity are integrated into business and production decisions
	Governments	Create new incentive structures for biodiversity conservation and sustainable use through legislative, regulation or fiscal provisions	Innovations are introduced and/or are proposed as part of a post-2010 framework
	International funding agencies	Support innovative projects for biodiversity conservation and management that draw upon recent innovative solutions	Agencies create funding mechanisms that support such innovation, in particular ones that provide support to the post-2010 period
	Indigenous and local communities	Highlight traditional practices that have proven successful in the conservation and sustainable use of biodiversity	Greater use of these practices both throughout ILCs and in other communities
	Scientific community, including museums	Promote innovative research and tools to support the actions for a post-2010 framework	Creation of more tools and research that supports biodiversity management, including direct contributions to the post-2010 framework
<i>Start the dialogue among stakeholders for the steps to be taken in the post-2010 period</i>	Governments	Begin the national dialogue on setting targets and priorities for the post-2010 period	Begin the formulation of and implementation of the post-2010 framework at national and, where relevant, international levels. Bring these positions to UNGA in fall 2010 and to COP-10
	Key economic sectors	Participate in the dialogue	Economic sectors participate in and contribute to the formulation of and implementation of the post-2010 framework at national and, where relevant, international levels
	Indigenous and local Communities	Participate in the dialogue	ILCs participate in and contribute to the formulation of and implementation of the post-2010 framework at national and, where relevant, international levels.
	International organizations	Contribute to the target setting exercise and coordinate existing targets with the proposed measures	The post-2010 framework is discussed by other IOs and it is integrated with existing targets and frameworks. Participate at UNGA and COP-10

<b>Objective</b>	<b>Target Groups</b>	<b>Actions desired</b>	<b>Measurements of success</b>
	International funding agencies	Provide support for the target setting exercise and begin to create the framework for funding of projects that will achieve the post-2010 targets	Funds are available for the post-2010 process, both evaluation and implementation. Framework for funding is discussed at UNGA and COP-10

### *Measuring outcomes*

20. Measurement of the overall outcome of the Year – the dialogue for steps to be taken in the post-2010 period, will be apprehended in the outcomes and accounts of high level dialogues such as that planned for the UNGA in the fall of 2010 and the outcomes of COP-10. Integration of biodiversity considerations into the policies and practices of key economic sectors will also be evidence, but these are likely to appear in the longer term, and will require a form of survey to determine the extent of adoption. Other attitudinal changes will be harder to measure save through extensive survey instruments. Therefore the strategy will seek resources and partnerships for the measurement of outcomes. National committees will be asked to evaluate the impact of the International Year of Biodiversity.

### *Target audiences: modalities of engagement*

21. The IYB faces a particular challenge: communicating a package of global messages across a number of national communities. As indicated in the Strategy for the IYB (UNEP/CBD/COP/9/25add.1), the way to meet this challenge is for the Secretariat to provide a global message and create the framework for local, national and regional actors to customize the message for their own context.

22. The Secretariat will create key global messages about biodiversity, human well-being and the role of the Convention in halting the loss of biodiversity. These will be linked to the third edition of the Global Biodiversity Outlook, framed in terms of the branding strategy mentioned below, and crafted in such a way that there will be opportunities for the telling of local stories, of sectoral successes and national frameworks.

23. The table below points out some of the major groups as mentioned above, and the ways communication can be established:

<b>Target Audience</b>	<b>Primary sources of information</b>	<b>Proposed modes of intervention/communication</b>	<b>Mediators/Partners</b>
Youth and Children	The internet; television; school	The Green Wave; Web-based campaigns; school programmes; television	Educators, librarians, UNESCO, National Governments, celebrities
Adult Public	Television; the internet; newspapers and magazines	Web-based campaigns	Media, NGOS, National Governments, celebrities
Economic Sectors	Research papers, media, policy briefs, market data	Television and magazines; Conferences;	Media, National Governments, representatives of the business sector
Indigenous and Local Communities	Community Radio; local media; networks	Messages for community radio;	International Organizations, Networks of indigenous and local communities
Governments	Media; surveys; policy briefs	Implementation plans by SCBD including Terms of Reference for National Committees; seminars	International Organizations, the Secretariat, NGOs
International Organizations	Policy briefs; international conferences	Implementation plan by SCBD including Terms of Reference for National Committees	National Governments
International Funding Agencies	Policy briefs; international conferences	International Events, communications by Parties	National Governments, Secretariat

### *Partners*

24. It will not be possible for the Secretariat to effectively directly engage the entire list of target groups above. The variety and scope of these targets demands the involvement of intermediaries who are closer geographically and culturally to these groups in accessing them. In the section below, we list some



of the partners, and their expected actions. Note that the list of groups below is not exhaustive and other important and relevant groups will be included as they are identified.

**(a) National Governments (including national clearing-house mechanisms)**

25. National Governments will, in fact be the primary organizers for most events during IYB. Parties to the CBD are both a target group and a partner. Through the organization of national celebrations, they will mobilize a number of target groups. The Secretariat encourages them to create National Committees for IYB or, failing this, some other form of coordination mechanism.

26. National Governments should use the IYB as an opportunity to accelerate their implementation of the Convention; to celebrate successes they have achieved to date in support of the CBD, and to mobilize society for the post-2010 period.

27. It is also expected that coordination mechanisms will include a number of stakeholders, including business, youth, scientific groups, etc. It is important to include the focal points for their Clearing-House Mechanisms, who will be central to information distribution strategies. National Committees should seek to include representation from ministries other than those traditionally associated with the Convention.

28. Municipal governments will be important parts of the Committees. As the urban population of the planet surpasses the 50% mark, cities will become important loci for biodiversity policy. Cities who are currently working with the SCBD through the local authorities initiative, or are part of the Countdown 2010 network should be encouraged to hold activities and to promote the IYB. National Governments are encouraged to take include municipal governments in their planning.

29. Parties will be encouraged to carry out IYB events and strategies according to their capabilities, but at a minimum, Parties are expected to carry out the following:

- (a) Create a website for IYB activities;
- (b) Hold celebrations of IYB at the national level on 22 May 2010 in which the national NBSAP is launched or promoted, or in which the main stakeholders for the Convention are invited;
- (c) Promote *The Green Wave* initiative where appropriate;
- (d) Promote “2010 success stories” – projects carried out by civil society, or government that work to achieve the 2010 biodiversity target;
- (e) Promote the findings of the third edition of the *Global Biodiversity Outlook* when it is released in May 2010;
- (f) Hold events and activities that mobilize key stakeholders such as: business, agriculture, youth, scientists, etc.
- (g) Hold events that start discussions on the post-2010 period, including the next set of targets;
- (h) Conduct an evaluation, assessing the impact of activities for the target groups mentioned above.

30. To assist Parties, the Secretariat has created guidance for National Committees and suggestions for activities. These were sent to National Focal Points via an email list serve in winter 2009. The IYB website will also have a number of tools for these committees to use to communicate their information.

31. It is also recommended that Partners, where appropriate, facilitate the creation of a global fund from which IYB projects at national levels for a limited number of developing countries can be supported. This fund should support up to 100 basic projects that match the activities mentioned above. The fund should support activities that promote the objectives of the IYB, in particular the launch of national biodiversity strategies and action plans (NBSAPs) or the holding of discussions for the post-2010 period. The GEF or other actors could be invited to create such a fund, which would be linked with promotion of NBSAPs and implementation of the Convention.

**(b) *Germany and Japan***

32. A special subset of national Governments is the presidents of the ninth and tenth meetings of the Conference of the Parties – Germany and Japan. Both of these Governments are important partners for the IYB as they can provide special convocatory power. Where possible, the provision of financial resources for activities would be appreciated. Their activities are currently in planning, but the following are provisionally being organized:

(a) As Germany will hold the presidency of the Conference of the Parties at the beginning of 2010, the Government of Germany will organize the opening of the IYB at a high-level event in Berlin in January 2010;

(b) To mark the International Day for Biological Diversity in 2010 under the theme of Biodiversity for Development, a special, multi-party activity will be organised with the participation of a number of ministries. This activity will also provide input to the high-level meeting to be held in conjunction with the sixty-fifth session of the United Nations General Assembly in 2010, as well as to the tenth meeting of the Conference of the Parties in Nagoya, Japan in October 2010.

(c) When Japan assumes the presidency of the Conference of the Parties at its tenth meeting, it will have a key role in the celebrations of the IYB during the meeting and beyond. To this end, the Government of Japan is in the process of planning a number of activities during the tenth meeting of the Conference of the Parties, as well as to organize, in collaboration with different levels of government, the activities for the closure of the IYB. Japan has already pledged US\$ 100,000 in support of IYB activities.

**(c) *International organizations and United Nations agencies***

33. International organizations including United Nations Agencies represent important partners to reach target groups. Specialized agencies have experience in accessing both policy makers for issue areas. They also represent important forums where the issues of the CBD should be mainstreamed. The Secretariat will establish relationships with a number of organizations to celebrate the Year. There follows an indicative list of organizations and some actions that should be promoted.

34. *The United Nations Environment Programme (UNEP)* has a leading role to play and will be centrally involved. The recent Governing Council resolution provides the framework for engagement. The regional offices and outreach divisions will also be invited to contribute to the Year. Among others, UNEP has agreed to be involved in the following ways:

(a) Organize the International Children's Painting Competition on the Environment. 2010's edition will focus on biodiversity, and children all over the world are invited to submit their paintings to the UNEP office in their regions;<sup>2</sup>

(b) 5 June is the World Environment Day and, in 2010, it will be dedicated to the International Year of Biodiversity and the theme of biodiversity ([www.unep.org/wed](http://www.unep.org/wed));

(c) Photography contests will also be considered;

(d) UNEP will also link the discussions and themes of upcoming meetings of the Global Ministerial Environment Forum (GMEF) in Indonesia in February 2010 to the IYB.

(e) DCPI will assist with the production of multimedia and other information products ([www.unep.org/resources/gov/overview.asp](http://www.unep.org/resources/gov/overview.asp));

(f) The fourteenth meeting of the SBSTTA and the meeting of the Working Group on Review of Implementation of the Convention will be held at UNEP headquarters in Nairobi in May 2010, providing the opportunity for a variety of activities to be coordinated.

35. *The United Nations Development Programme (UNDP) (including the Equator Initiative)*. The work of UNDP in mainstreaming biodiversity into its activities at the country level could be mobilized in

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<sup>2</sup> See [www.unep.org/tunza/children/inner.asp?ct=competitions&comp=int\\_comp](http://www.unep.org/tunza/children/inner.asp?ct=competitions&comp=int_comp)

support of the IYB. It is hoped that IYB celebrations will take place in UNDP offices around the world. In addition, the UNDP Small Grants Programme (SGP) will contribute with success stories. The Equator Initiative of UNDP will also be a major partner for the Year – the communities who win awards this year should be promoted as major success stories for 2010. The Equator Initiative prize ([www.equatorinitiative.org](http://www.equatorinitiative.org)) will be awarded at the tenth meeting of the Conference of the Parties.

36. *Global Environment Facility*. The GEF will be an important partner for the funding of IYB activities at the national level and sponsoring projects to increase awareness. GEF Secretariat has submitted a draft implementation plan for the year that includes the following activities:

(a) *IYB Forum at GEF Assembly in 2010*. This will be a special forum on the GEF contribution to biodiversity conservation, sustainable use, and access and benefit sharing. The discussion will reflect on the achievements of the GEF in the biodiversity focal area since its establishment as well as strategic directions for the future.

(b) *International events and workshops*. In conjunction with key international meetings organized in 2009 and 2010, GEF and its partners will organize meetings and workshops (including video-conferences). These events will focus on the achievement of the 2010 biodiversity target and the strategy for the post-2010 framework. In addition, they will also highlight emerging issues related to indigenous and local communities, gender, private sector, and NGOs. For those meetings that are held in developing countries, they could be followed by a special event at the field level at selected GEF project sites. Potential themes and venues for such roundtables and workshops include:

- Workshop on Sustainable Forest Management: margins of UNCCD COP9 (Sept 2009)
- High-level Panel on Post-2010 target: Opening of the IYB, Paris, France (Jan 2010)
- High-level Panel on Biodiversity and Development: Delhi Sustainable Development Summit, Delhi, India (Feb 2010)
- Technical workshop on Access and Benefit Sharing (ABS) and other scientific issues: During the fourteenth meeting of SBSTTA, Nairobi, Kenya (May 2010);
- Workshop on Mainstreaming Biodiversity in Production Landscape: During CBD COP10, Nagoya, Japan (Oct 2010).
- Local initiatives and Biodiversity: During CBD COP10, Nagoya, Japan (Oct 2010)

(c) *A special event on private sector involvement on biodiversity conservation*. The GEF proposes a special event for promoting engagement of private sector and donors in biodiversity during the IYB, in collaboration with interested private companies, relevant GEF Agencies, and NGO partners. The main proposal is to build on and amplify the findings and deliberations of key gatherings, such as the Global Private Donor Forum on Biodiversity, organized by Germany for June 2009, in its capacity as the current president of the CBD.

(d) *An interactive GEF exhibition at major international biodiversity events and meetings*. During the IYB, a number of photographic, scientific and artistic exhibitions are planned to be held on the theme on biodiversity. The GEF will mount its exhibition for circulation at major international meetings and show case successful stories of GEF biodiversity programs and projects, in coordination with CBD and other partner organizations. The exhibition may also include some innovative ideas such as traditional theatre play and dances under the theme of biodiversity, events with youth and children, and other events that would enable the GEF to reach out to diverse audiences.

(e) *GEF Media Reporting Awards on Biodiversity*. During the IYB in 2010, the GEF will call for media reporting, including article, video, and photo, that captures the biodiversity activities worldwide. The award will be open to journalists around the world, who have covered news about the biodiversity programs, projects, and other activities. The noteworthy and best reporting would be awarded with the GEF Reporting Awards on Biodiversity and could be presented at the tenth meeting of the Conference of the Parties at Nagoya, Japan, during a special reception ceremony. The award event

could also be combined with a media seminar on the GEF, in accordance with the GEF communication strategy.

(f) *Publications, audiovisual material, and internet based communication activities on success stories and challenges of the GEF biodiversity programmes and projects.* The GEF proposes that a series of biodiversity publications that highlight the strong linkage between biodiversity, ecosystem services, and human well-being. They will attempt to link with the results of the EC-led study on the Economics of Ecosystems and Biodiversity (TEEB). Another publication and audiovisual material should disseminate lessons learned from the extensive GEF portfolio of biodiversity projects. Other relevant products will be the subject of further discussions with agencies, the CBD Secretariat and the partners.

(g) A series of communication activities and contents exclusively available on the internet should engage GEF-website users in dialogues and should provoke their curiosity to learn more about biodiversity. Activities may include: 1) On-line publishing on biodiversity stories through Wiki<sup>3</sup>; 2) Development of a on-line world atlas of GEF biodiversity projects<sup>4</sup> with basic project profiles; 3) A photo and video contest with defined categories; 4) Renewal of the biodiversity section of the GEF website; 5) Development of on-line forum and blogs on biodiversity topics with the participation of external scientists and experts.

(h) *Engaging Advertising and Marketing Agencies in New Ways of Branding Biodiversity.* The GEF will develop an innovative communications campaign that would promote new ways of branding biodiversity by utilizing the skills and experience of the most experienced of global advertising agencies. This plan will be produced in coordination with the CBD Secretariat and other partners for effective planning and implementation of the above noted activities during the IYB. To implement this strategy, the GEF will contract with a recognized communication agency. The agency will bring specialized skills and experiences to the table in reaching out to high level decision makers and recognized media outlets.

37. *UNESCO* is a central partner for the IYB. As an agency that can integrate biodiversity considerations into scientific research, education and culture, it can provide access to a broad variety of actors. *UNESCO* has developed an extensive strategy for the celebration of the Year.

- *UNESCO* will kick-off the year 2010 with a high-level event on 21-22 January, in Paris, launching its new exhibition on biodiversity. The exhibition will travel the world during the year. A concept note has been developed, and plans for synergistic partnerships and fundraising are under way.
- Following the launch of the exhibition, *UNESCO* will also hold a scientific conference from 25 to 29 January. This conference will focus on a number of topics which were identified as the Conference of the Parties as requiring scientific work. The Conference will be closely coordinated with the conference of the Inter-academy panel of the Royal Society in January as well as with the Trondheim Conference in February (see below).
- *UNESCO* is also a channel through which to integrate the ideas of the IYB into the DESD. An educational kit on biodiversity will be produced, similar to that produced for the International Year of Deserts and Desertification. This kit is intended to be distributed officially to all CBD Parties in the course of tenth meeting of the Conference of the Parties.
- A conference on the relationship between biodiversity and culture will take place in July 2010, in Montreal: it will reflect the developments at *UNESCO* towards a programme of work on cultural diversity and biodiversity with the CBD, on the basis of their respective mandates<sup>5</sup>. The conference will be the basis for this future programme of work.

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<sup>3</sup> 'Wiki' is a type of website that allows the visitors to add, remove, and edit the available content.

<sup>4</sup> A good model of this map is the TimeSpace of the Washingtonpost.com (<http://specials.washingtonpost.com/timespace/world/>).

<sup>5</sup> *UNESCO* is the United Nations specialized agency in charge of culture-related matters; moreover, it provides the Secretariat to a number of international legal instruments related to culture and cultural diversity.

- Finally, UNESCO will endeavour to organise a number of ancillary activities that integrate biodiversity into other cross-cutting issues such as biodiversity and gender.
- UNESCO will work in partnership with other important actors. Partnerships with UNEP, the presidency, members of the Biodiversity Liaison Group and others will also be considered.

38. *Biodiversity Liaison Group (BLG)* is composed of representatives from CITES, the Convention on Migratory Species (CMS), the Ramsar Convention, the World Heritage Convention and the International Treaty on Genetic Resources for Food and Agriculture. Members have already begun to plan activities for the Year, including the following:

- Ramsar will send out an information package to parties, with the goal of triggering numerous additional activities at the national and local levels, which normally take place on World Wetlands Day. The 2010 edition, on 2 February, is about wetlands, biodiversity and climate change, and coincides with the Trondheim conference.
- With SCBD support, the CMS will incorporate elements of the IYB into its species-related 2010 meetings (ex. an important fauna meeting in February and the technical meeting of the GRASP agreement). CMS will also contribute to the IYB success stories and may coordinate activities among the CMS family of agreements.
- CITES plans to provide support, products and information materials to the IYB. The fifteenth meeting of the Conference of the Parties to CITES in March is a central opportunity for synergy and planning of specific events is under way.
- Finally, the International Treaty's governing body will meet in June 2009 to establish a calendar of events for 2010, keeping the IYB in perspective. They will also contribute to success stories, in particular those related to access and benefit sharing.

39. *FAO* – provides access to decision makers in governments with regard to agricultural biodiversity. They also have access to associations of agricultural producers. Some of the organizations associated with FAO, such as Bioversity International have already created plans for the IYB. FAO is exploring ways to link the theme of World Food Day in 2010 with the IYB. FAO is also developing an educational kit on biodiversity for the IYB similar to a kit that they developed for Climate Change in 2009.

40. *United Nations World Tourism Organization*. At their meeting in Kazakhstan, the UNWTO will discuss the theme for the International Day of Tourism in 2010. The Secretariat has invited them to consider declaring a theme for this day that relates to the IYB.

41. *The World Health Organization (WHO)* is an important partner in order to access ministries of health and health professionals. Biodiversity considerations are also increasingly becoming part of their mandate and discussions. Their engagement is an important component of mainstreaming biodiversity into the activities of non-traditional sectors.

42. *Youth and United Nations Global Alliance (YUNGA)*. The Alliance will mobilize a number of organizations across various sectors and therefore is an important multiplier for the Convention during IYB. They will be asked to provide support to the Green Wave. They will also be asked to consider linking the theme of World Youth Day in 2010 to the International Year of Biodiversity.

43. *The United Nations Forum on Forests (UNFF)* is an important Partner for 2010. They can provide access to a number of organizations on forestry issues. In the lead up to the International Year of Forests in 2011, they can also provide important support to the IYB. It has been agreed that the UNFF and the CBD will link their activities and plan for the closure of the IYB and the launch of the IYF.

44. *The Permanent Forum for Indigenous Issues* is an important forum for biodiversity issues at the international level. The forum meets in New York around the time for the International Day for Biological Diversity every year and therefore is well-placed in time to promote the IYB. The Secretariat of the CBD has a representative to the PFII and will liaise for the organisation of events.

45. *Biodiversity International*. In 2010, Biodiversity International will celebrate its “Diversity for Life” campaign, which focuses on the role of agricultural biodiversity in supporting human well-being. A series of events in up to 20 countries to be held during the IYB has already been established and implementation plans have been shared with the Secretariat. The Secretariat has encouraged countries to engage with the initiative as part of the IYB.

46. *The Rio conventions* – the UNFCCC, UNCCD and the CBD are already involved in joint communications activities, such as the Rio Conventions calendar. The theme for this calendar for 2010 should be linked to the IYB theme. Through the Joint Liaison Group, other joint activities and messages should be envisaged including the participation of the executive secretaries in high-level events during the year. The World Day to Combat Desertification is an important opportunity to discuss IYB activities and themes and its theme in 2010 will be linked to the IYB.

47. *The International Coral Reef Initiative (ICRI)* – is a partnership among governments, international organizations, and non-government organizations striving to preserve coral reefs and related ecosystems by implementing chapter 17 of Agenda 21, and other relevant international conventions and agreements. Discussions are under way with the Secretariat to ensure that all IYB messages are shared amongst their constituents in an effort to promote concrete dialogue and effective solutions to help protect and conserve biodiversity.

48. *The Global Oceans Forum*. In May 2010, the Global Oceans Forum will hold the Global Oceans Conference.

49. Other international organizations could be involved and as partners are identified, more activities will be envisaged. The Secretariat has sent communications to the various UN agencies, requesting that they consider organizing activities and marking the IYB during any relevant international days.

**(d) *Natural History Museums, Zoos and Botanical Gardens***

50. This is both a target audience and a partner group. As partners, they have access to the general public and youth and to members of the scientific community. As a target audience, we seek to have them mobilized for action.

51. *Consortium of Scientific Institutions and Partners (CSP)*. Consortium members have already agreed in principle to celebrate and promote the IYB. Many have already established action plans and activities for the Year. The Consortium is also a point of access for other international associations of museums. It is recommended that the focal point for the Consortium be a key focal point for their activities for the International Year of Biodiversity.

52. *World Association of Zoos and Aquariums (WAZA)*. At COP-9, the Executive Secretary met the head of WAZA and agreed to conclude an MOU that would include WAZA as a partner to promote the IYB. The MOU is to be signed in later 2009.

53. *Botanical Gardens Conservation International*. At COP-9, the head of BGCI agreed to organize an international conference on botanical gardens and the IYB in 2010. This should be followed up on in the summer of 2009.

**(e) *Media and film***

54. This is perhaps the most significant multiplier for the Year. Media organizations will provide access to various segments of the public and decision makers. The media will also be the conduit through which the “2010 success stories” can be featured and highlighted to various publics. They can also provide ways of presenting the economic value of biodiversity to various audiences. Finally, broadcast media can mobilize stock images which could be used by Parties in the creation of their own videos.

55. An attempt to mobilize global and regional media organizations will be the focus of the Secretariat, while mobilization of national media will be the responsibility of national committees. The list below of potential partners is only indicative and can be expanded based on new opportunities that arise.



56. *Wildscreen Film Festival* is the largest nature photography film festival in the world. The Festival has agreed in principle to mark the IYB in their 2010 festival and to mobilize a travelling festival for Parties during 2010. Their photography collection could also be mobilized for IYB materials, including educational kits.
57. *GreenTV* should be invited to create a special channel for biodiversity for 2010 and find ways to encourage submission of biodiversity-relevant films.
58. *One Planet Pictures* has produced the excellent series “Nature Inc.” which presents case studies and examples of the contribution of biodiversity to the economy. Episodes of the series will have run in 2009 and will be available for syndication. New episodes will also be available. Ways to extend the distribution of the series to Parties will be explored.
59. *Inter Press Services* has done excellent work with the Secretariat for the IBD in 2007. The head of IPS and the Executive Secretary have already met and discussed possible terms for collaboration. An MOU should be concluded that formalizes these arrangements.
60. *Thomson-Reuters* is an important partner, given their expertise in both environmental reporting, as well as business news. Promotion of the economic value of biodiversity will be more effective if the reporters of this network are mobilized. Furthermore, through the Thomson Foundation, they have expertise in mobilizing reporters.
61. *National Geographic* has both print media and a television channel, and has expressed interest in partnering with us for the Year.
62. *Geo Magazine International* has an extensive network of national science magazines and could provide coverage on the IYB for national audiences.
63. *Television Trust for the Environment (TVE)* produced excellent documentaries in 2007 for the International Day for Biological Diversity, which were subsequently broadcast on the BBC as part of the Earth Report Series. They should be approached to produce documentaries for IYB.
64. *Television for Development (Dev TV)* has produced [Nature Inc.](#) aired on BBC which is a documentary demonstrating the need of putting a price-tag on environmental services such as forests and wildlife.
65. *Nature Gets a Price* was launched in 2007 during the EU Portuguese Presidency Event on Business and Biodiversity. It has been aired on numerous TV channels and is now working closely with the support of the Italian government in developing a documentary in line with the TEEB findings to be aired in Nagoya during the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity.
66. *Young Reporters for the Environment (YRE)* is a programme designed for secondary school pupils and teachers, where each group must define its own investigation project about a local environmental issue. The best articles are judged at the annual YRE Awards. The Secretariat of the Convention on Biological Diversity will be part of the judging panel and will feature the best stories on the CBD website. Depending on funding, the best reporter(s) will be brought to the tenth meeting of the Conference of the Parties to the Convention.

**(f) Key economic sectors**

67. A major goal of the Year is to raise the engagement of a number of key sectors in the work of the Convention. Therefore, any work for the IYB should seek to communicate the relevance of the Convention to the activities of these sectors. Access to these groups will be through partners who work on particular issue areas. Programme officers will also seek to come up with messaging and strategies.
68. The publication of the TEEB report will also offer an excellent opportunity to access these groups. As the report will demonstrate the contribution of biodiversity to the economic activities of many sectors, its conclusions will be important to mobilize. The report’s authors will also be important multipliers and points of access for these groups. Furthermore, media products that highlight the

economic value of biodiversity, such as the television series “Nature Inc.” should be mobilized and disseminated to these groups. While more work is required to identify and target these groups, some of the main ones are: agriculture; forestry; fisheries; trade; energy; and tourism.

**(g) Non-governmental organizations**

69. NGOs will be an important vehicle for the CBD to reach out to a number of specialized audiences for which the Secretariat would lack the funds or the expertise required for their mobilization. The list of NGOs that can be mobilized for the IYB is extensive. What is listed below is merely indicative.

70. *BINGOs* (e.g. Conservation International, The Nature Conservancy, IUCN, WWF, Birdlife International) should be invited to organize events throughout IYB and to focus their outreach initiatives on the IYB. Where NGOs have programmes and initiatives linked to the 2010 target, such as the work of the IUCN Countdown 2010 initiative, coordination of outreach, and use of institutional mechanisms for stakeholder mobilization should also be encouraged. Specialised commissions, such as the CEC of IUCN should be mobilized. While the primary focal point of the SCBD should have a role in this, programme officers who work with these organizations on a regular basis should provide the majority of the focus.

71. *Countdown 2010* is one of the leading initiatives mobilizing action for the 2010 target. Through its well-established network, of almost 900 partners actively involved in taking direct action to save biodiversity, Countdown 2010 will be a key partner for IYB in Europe and around the world. Countdown 2010 partners will provide one of the main information channels and will be a major vehicle for reaching target groups worldwide. Countdown 2010 is organising a number of events to bring partners together to coordinate their actions, events and messages for 2010. At European level, Countdown 2010 will be actively involved in an EU-wide communications campaign on biodiversity which will last one year from mid-2009.

- **2010 success stories.** Countdown 2010 will be one of the main sources of “Biodiversity Success Stories” for the SCBD and other stakeholders. Collection of these stories will start in 2009. The success stories will be featured in multimedia formats on the Countdown 2010 website.
- **Key international events.** In the run-up to 2010 and during IYB, Countdown 2010 will participate in key international events and organize several events on the 2010 Target and the post-2010 framework. It will also actively support the SCBD for its events and the celebrations of international days in 2010. Countdown 2010 will be present at:
  - Launch of IYB by COP 9 President, Berlin, Germany in January
  - Opening of the IYB, launch of the UNESCO exhibition, Paris, in January
  - Trondheim conference, Norway in February
  - FIFA World Cup, South Africa in June
  - United Nations General Assembly, New York, in September
  - Tenth meeting of the Conference of the Parties, Nagoya, Japan in October
  - Closing of the IYB, Kanazawa, Japan in December.
- **2010 Events Calendar.** Countdown 2010 will create and host a calendar of events happening in 2010 and beyond. The calendar will be linked to the SCBD calendar and will focus on public awareness events organized by partners and other stakeholders.
- **2010 Communications.** Special publications and promotional merchandise will be produced for IYB. A targeted Ambassadors programme will be developed in cooperation with partners. A mass action promoted by Countdown 2010 through its partners will seek to engage people beyond the environmental community.



- **Engagement with business.** Special projects will be developed with the Countdown 2010 business partners. In addition, companies will be asked to undertake a specific 2010 commitment for biodiversity.
- **Mobilizing local authorities.** Several events on local authorities' contribution to the 2010 target and post-2010 framework will be organized in partnership with Countdown 2010 partners.
- **Global action for IYB.** Countdown 2010 Multiregional Hubs in South America, Africa and Asia are planning their celebrations for IYB. They will replicate some of the initiatives carried out at European level and undertake several more of their own.

72. NGO networks, including the *CBD Alliance* should be invited to organize events throughout IYB and to strengthen their outreach initiatives.

73. Other special initiatives of NGOs that can be considered include Connect2Earth, a green online community managed by IUCN and WWF that engages youth and experts to exchange views on pressing environmental challenges facing the world today. Discussions are in progress to have biodiversity related themes reflected throughout the year to help promote awareness and stimulate viable solutions for a more sustainable future.

#### (h) *The scientific community*

74. An important element of the IYB is to highlight the latest developments in biodiversity science that will contribute to implementation of the CBD. Some of the "2010 success stories" will be examples of the work of the scientific community. Major scientific journals have been invited to devote special issues to biodiversity issues and biodiversity science and speak about the IYB.

75. A number of key scientific conferences held during the year will provide opportunities. UNESCO will hold a high-level conference in January as part of its international events for the IYB. The Inter-academy panel of the Royal Society is also planning a conference in January 2010, which will have biodiversity science and policy as its key themes. The Trondheim Conference in February will also be an opportunity to address the policy issues that will emerge over the year, and to set the stage for post-2010 discussions.

76. The holding of the fourteenth meeting of the Convention's Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) coincides with the International Day of Biological Diversity (IDB) in 2010. It should be seen as an opportunity to highlight the best biodiversity science. Work should be done with partners to mobilize this.

#### (i) *Indigenous and local communities*

77. ILCs are an extremely important group for the IYB and for the Convention. Indeed, decision IX/13 included the request that ILCs be an integral part of the IYB celebrations. The Permanent Forum for Indigenous issues is an important forum. Regional ILC networks should be invited to organize events throughout IYB and to strengthen their outreach initiatives. A number of COP decisions exist that call upon the Secretariat to integrate ILCs into the IYB celebrations and to take issues of relevance to this group into consideration. It is clear that a number of the "2010 success stories" will be drawn from the experience of ILCs and a special subset of these should be identified.

#### (j) *Educators*

78. They can be reached through print materials, teaching conferences and workshops and the internet. For educators in developing countries, resource constraints will require that all information is made available in simple forms that can be reproduced easily. This group includes educators for a variety of levels, from primary school through to university, as well as adult education. The SCBD is working with UNESCO to develop a biodiversity education kit which will be distributed through the various networks of schools working with UNESCO. The SCBD will also work with the CEC of IUCN to access networks of educators for informal and non-formal education.

79. The campaign “The Green Wave” will be a major tool for mobilizing children during the year. ([greenwave.cbd.int](http://greenwave.cbd.int)). The website and its campaign will be promoted by all Parties to their school systems, and other partners should be identified for its promotion. The messages of the Green Wave for 2010 should be developed so as to parallel the messages of the IYB.

### ***Branding and Messaging***

80. It is important to note that for most of the groups above, the frame of reference for messages and for action is both national and global. Global actions are required, but success will be based on the resulting aggregation of national actions. Branding and messaging therefore will be created in such a way that partners will be invited to integrate their own messages into the global campaign created by the Secretariat.

#### **(a) Branding**

81. Although biodiversity is not commonly understood as a brand by members of the biodiversity community, there are compelling arguments and reasons to understand biodiversity in these terms. A study commissioned by the Royal Society for the Protection of Birds in 2003 and written by Tim Kitchin, concluded that biodiversity is established as a brand – people identified the value of biodiversity, associated it with particular images/concepts of nature, recognized some of the global and a few of the local issues involved in its conservation, and were prepared to take actions to save biodiversity. The main brand challenge for further strengthening the branding of biodiversity is the need to develop compelling emotional stories that show the efforts by stakeholders to save biodiversity. This should be linked to an attempt to personalize the benefits of biodiversity in a way that make its impact visible in everyday life.

82. A recent Eurobarometer study of the attitudes of Europeans towards the issue of biodiversity conducted in November of 2007 found a relatively high degree of awareness of biodiversity and biodiversity issues, including the significance of these for human well-being, among the public. However there was tremendous room for advancement, particularly with regard to the actions that people could take.

83. The recommended strategy is to make the practical benefits of biodiversity visible to individuals in their daily lives. This is to be accomplished by showcasing the connections of biodiversity to other key concepts, which are achieving some level of stakeholder buy-in and by creating clear and visible links between individual behaviours and the biodiversity ‘thumbprint’ of those behaviours. The table below includes a few possible connections to other environmental issues for each of the objectives of the IYB.

<b>IYB Objective</b>	<b>Examples of connection to other concepts</b>
<i>Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity</i>	Climate change, Water shortages and water quality, food supply quality and quantity
<i>Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments</i>	Indigenous and local communities who live in harmony with nature Communities that have been able to rethink their relationship with nature
<i>Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity</i>	REDD as a means to combat climate change and save biodiversity; saving watersheds as a means to do both
<i>Promote innovative solutions to reduce these threats</i>	Sustainable development experiments, including regional centres of excellence; LEED, Green certification
<i>Start the dialogue among stakeholders for the steps to be taken in the post-2010 period</i>	Dialogue on the MDGs

84. A second element is to actively communicate the emotional and spiritual benefits of biodiversity by adopting a more confident purposeful approach to the use of the brand of biodiversity and by recruiting the endorsement of key individuals and communities. The temptation to seek only individuals

who are well-known to the biodiversity community should be resisted. While these people and their activities are inspirational, it is more important to find people who are recent converts to the cause of biodiversity.

85. A visual branding and identity is being developed, taking these considerations into account. It will be ready for Parties and Partners by the end of the summer 2009.

**(b) Messages**

86. Messages for the IYB will be crafted based on the branding exercise above and will be situated in the messages that will emerge from the third edition of the *Global Biodiversity Outlook*. The content of the third edition of the *Global Biodiversity Outlook* is expressed in UNEP/CBD/COP/9/15. The main messages for the IYB can be found in box 1. A full communications guide is available to Parties and Partners upon request from the Secretariat

**Box 1 – Main messages for the IYB**

Humans are part of nature's rich diversity and have the power to protect or destroy it.

Biodiversity, the variety of life on Earth, is essential to sustaining the living networks and systems that provide us all with health, wealth, food, fuel and the vital services our lives depend on.

Human activity is causing the diversity of life on Earth to be lost at a greatly accelerated rate. These losses are irreversible, impoverish us all and damage the life support systems we rely on everyday. But we can prevent them.

2010 is the International Year of Biodiversity. Let's reflect on our achievements to safeguard biodiversity and focus on the urgency of our challenge for the future. Now is the time to act.

87. **"2010 success stories"** – The International Year of Biodiversity is based on the promotion of examples of communities, governments and organizations that have been able to achieve the 2010 target at a variety of scales and levels. The stories will themselves become messages. These examples should be presented in a way that highlights their economic contribution to the lives of communities. The particularly important role of indigenous and local communities (ILCs) will also be highlighted in the selection of these stories. In the context of the messaging above, these stories will need to be promoted.

88. **Partners and messages** – The messaging described above is the top-level messaging created in English and the United Nations languages by the Secretariat. Partners and Parties will be free to translate these into local languages.

***Information Products - Means to deliver messages to target groups***

89. The IYB will require that a number of core information products are created for target groups. The Secretariat will create a core set of these, with the aim of making them available to a number of organizations for further dissemination.

**(a) Website**

90. The internet is a very important delivery mechanism for a number of the target groups. In this way, the content and format of the SCBD's IYB website will be a central point to disseminate all IYB information. It will be maintained by the Secretariat with mirror sites through some of the members of the clearing-house mechanism. It will contain content management tools that will allow partners to input and update their own information. The main elements of the site will be as follows:

- *"Success stories" clearing-house.* Communities and organizations and partners will be able to advertise their stories and demonstrate how these contribute to the 2010 Target and beyond
- *Electronic versions of materials* including multimedia in a variety of formats including photos, videos, audio presentations, PowerPoint presentations and flash presentations

- *Audio files* of IYB news stories and success stories
- *Calendar of events* (with ability for partners to post information on their IYB events)
- *Links to and information about the partners*
- *Discussion forums on issues related to IYB*
- *Links to news items* published around the world
- *Children's portal*
- *Youth portal*
- *The Green Wave* website and initiative
- *Downloadable animations*

91. The site will also take advantage of a number of the new content syndication tools available.

**(b) *Material for television***

92. Television remains a powerful means to reach populations, therefore the IYB strategy should provide some basic material that can be used by media to create customized messages, for example:

(a) *Promotional video.* A brief video will be created that will outline the main messages of the IYB through images, interviews and vignettes. Interviews with the UNSG, the Executive Director of UNEP, the Executive Secretary, and others will be included.

(b) *Video News Release (for the GBO-3).* A Video News Release of 5 to 8 minutes should be created that will outline the findings of Global Biodiversity Outlook 3 through images and interviews. As these will parallel the IYB, it will be a supporting document.

(c) *Stock footage.* Television stations are always looking for other examples of stock footage that they could assemble for any films on biodiversity. The Secretariat will work with partners, including TVE and Wildscreen, to obtain stock footage that could be used by national governments in the production of their promotional films. In particular, stock footage of 2010 success stories should be produced.

(d) *Promotion and distribution of other materials.* The Secretariat has already worked with a number of production companies to produce materials of relevance that could be redistributed to Parties as part of the IYB. Television Trust for the Environment has produced a number of episodes in the Earth Report Series that are of relevance. One Planet Pictures has produced the series "Nature Inc.", which could also be made available to national broadcasters.

**(c) *Material of relevance for newspapers***

93. Print media require a number of other materials to facilitate the production of articles. Some of the following products are envisaged, all in United Nations languages:

- Press releases
- Fact sheets on the Convention
- Graphics and data sheets on the indicators for the 2010 Target
- Stock photos of the International Year of Biodiversity
- 2010 success stories in ready to publish format

**(d) *Travelling exhibitions***

94. Many international events (described below) will include the holding of a number of photographic, scientific and artistic exhibitions. Some exhibitions already exist and some partners have expressed interest:

- “*Nature our Precious Web*” – SCBD, GEO magazine, GTZ and Countdown 2010. This exhibition was launched in Germany in 2007. It is currently touring Europe and is available to be exhibited in other countries.
- *UNESCO* – While agreed, a work plan and structure of the exhibition has still to be established according to the draft concept note. Funding for the exhibition will be shared. Another exhibition, organized with TNC for display in New York in late 2010 is also envisaged.
- *Consortium of Scientific Institutions* – Partners to the Consortium have agreed to engage in a number of activities to be launched as part of their calendar of exhibitions for 2010. The details for these will be established in mid 2009.

**(e) Educational materials**

95. In order to mobilize educators in support of the IYB, materials will need to be made available. While many of these can be delivered through the Web, including:

- “The Green Wave” educational materials
- Educational Kit, including teachers guide, produced in partnership with UNESCO
- Access to the CBD online library of biodiversity resources
- Biodiversity Game

**(f) Other information materials**

96. Global Biodiversity Outlook 3 will be a source of most of the information materials and messages for the Year. Its production is covered by another budget. Other information materials for the IYB should also be created, but the emphasis should be on the creation of electronic versions with source files that can be made available to partners for local publication. Some of the source materials will include:

- Promotional PowerPoint presentations
- Brochures on the IYB and the Convention for different target audiences
- Brochures on 2010 success stories
- An album of photographs from GBO-3
- The Rio Conventions Calendar
- CD-ROM of all materials
- Audio files of IYB stories, which can be streamed over the Internet, or delivered by CD.

**Key International Events**

97. The IYB will be marked by celebrations at not only at the national level, but also at the international level - major international days and events. Below is a draft list of events at which the Secretariat will be involved. Note that this list is subject to change as partners provide announcements:

Date	Place and Event	Details	Partners
<b>January</b>			
Tbd.	<i>Berlin,</i> Opening of IYB	This will be a high-level event for the beginning of the Year, sponsored by the German Presidency. Details will be finalized in late 2009.	Government of Germany
8	<i>Curitiba, Brazil</i> <i>Brazilian contribution to the IYB</i>	An event that marks Brazil’s contribution to the IYB	City of Curitiba
13-15	<i>London, UK</i> The Royal Society’s 350th anniversary IAP General Assembly meeting & scientific conference	The conference will address themes related to biodiversity and the 2010 Target. A concept note is to be developed, but it could look at the relationship between ecosystem services, biodiversity and human well-being.	The Royal Society

<b>Date</b>	<b>Place and Event</b>	<b>Details</b>	<b>Partners</b>
20	Paris, France Children's photo exhibition	Ceremony to launch of the photo exhibition by National Geographic and Airbus in partnership with the SCBD	National Geographic and Airbus in partnership with the SCBD
21-22	<i>Paris</i> Opening of the IYB, launch of the UNESCO exhibition	This will be a high-level event, including heads of state. It will have a series of presentations around flagship themes concerning the contribution of biodiversity to development and human well-being. The UNESCO travelling exhibition will be launched. The event will close with a reception and a concert..	UNESCO
25-29	<i>Paris</i> UNESCO Scientific Conference	A week-long conference, which has as its goal, to provide further evidence and additional backstopping to the work of the Convention in the post-2010 period. Among the issues identified are: climate change, the new generation of taxonomy and systematics and financing for biodiversity.	UNESCO
25-27	Madrid, Spain, European Conference on Protected Areas	This will be the first big European-wide event for the IYB.	EU, others
TBD	Montreal, Canada	Launch of multimedia show: "Paradis Perdu" at Place des Arts	Jean Lemire and SCBD
<b>February</b>			
1-5	<i>Trondheim, Norway</i>	The Conference will address the issues and visions for post-2010 activities.	Norway
12-28	<i>Delhi, India</i> Delhi Sustainable Development Summit	At this event, it is imagined that a high-level panel on Biodiversity for Development and a policy dialogue will take place.	DSDS
24-26	<i>Bali, Indonesia</i> Global Ministerial Environment Forum	The themes and activities will be determined in collaboration with UNEP, but will seek high-level engagement on the biodiversity agenda.	UNEP
22-26	<i>Kuala Lumpur</i> Second meeting of the Group of the Friends of the Co-Chairs Concerning Liability and Redress	IYB to be celebrated and marked during Second meeting of the Group of the Friends of the Co-Chairs on Liability and Redress in the context of the Cartagena Protocol on Biosafety	Malaysia
<b>March</b>			
13-25	<i>Doha, Qatar</i> COP 15 CITES	In collaboration with the Secretariat of CITES and the Minister of the Environment, a high level event is envisaged	CITES
16-24	<i>Cartagena, Colombia</i> Event at the ABS talks	- "2010 success stories" event – focusing on activities in Colombia/Latin America - WG-ABS 9 - Informal consultations (16-17) - Meeting of the COP Bureau (17) - WG ABS 9 (18-24)	Colombia, UN Secretariat, CSD
<b>April</b>			
TBD	TBD	Spring Meeting of the joint World Bank – IMF and the IMFC	World Bank – IMF and the IMFC
TBD	TBD UNIDO meeting on Biodiversity and Extractive Industries	An event that links biodiversity conservation and sustainable use with the practices of extractive industries in forest and marine ecosystems	UNIDO
<b>May</b>			
1-31	<i>Shanghai, China</i> Shanghai World Exposition	The Secretariat will participate as part of the United Nations pavilion and will partner with UNESCO and others to deliver activities on the theme of the conference.	Bureau of the Shanghai World Expo Coordination

<b>Date</b>	<b>Place and Event</b>	<b>Details</b>	<b>Partners</b>
3-7	<i>Paris</i> Global Oceans Conference	The Secretariat will participate and link issues of the IYB to the Forum	Global Forum on Oceans, UNESCO
13-15	<i>New York</i> High-level Segment of CSD-18	A high-level panel and other activities will link biodiversity considerations with the agenda of CSD.	CSD, UN Secretariat
13-28	<i>Nairobi</i> SBSTTA 14 and WGRI 3	<ul style="list-style-type: none"> <li>- Launch of GBO-3 at SBSTTA 14</li> <li>- Panel of scientists on biodiversity science</li> <li>- Bioversity International Event</li> <li>- GEO-BMZ Biodiversity Day events</li> <li>- Announce Equator Initiative Prize finalists</li> </ul>	Germany, UNEP, Bioversity International, BMZ, Geo, UNDP
21-22	<i>New York</i> Celebration of the International Day for Biodiversity at the Permanent Forum for Indigenous Issues	<ul style="list-style-type: none"> <li>- Photographic exhibition: "ILCs: Custodians of Biodiversity"</li> <li>- Special segment</li> </ul> Highlight the important role of indigenous and local communities; gain support for the CBD and a post-2010 Target from the forum.	UN Secretariat
22	<i>Various countries</i> International Day for Biological Diversity	<ul style="list-style-type: none"> <li>- IYB celebrations, with a focus on 2010 success stories</li> <li>- Announcement of latest contributions to the Green Wave</li> </ul> Encourage countries to demonstrate and support the actions taking place nationally in support of IYB; facilitate national dialogues on the role of biodiversity in development; encourage countries to launch/update/implement their NBSAPs; show the momentum generated by the Green Wave.	Parties
24-28	<i>Uruguay</i> Fourth Assembly of the Global Environment Facility (GEF)	IYB to be celebrated and marked during the Assembly.	GEF in partnership with the SCBD
27-28	<i>Abidjan, Côte d'Ivoire</i> Annual Meeting of the African Development Bank	TBD	TBD
<b>June</b>			
5	<i>UNEP regional offices</i> World Environment Day	Announcement of results of painting competition and photo competition <ul style="list-style-type: none"> <li>- Statement by UNSG, UNEP ED, and others.</li> </ul>	Germany, UNEP
17	<i>World Day to Combat Desertification</i>	Explore the linkages between the fight against land degradation and biodiversity conservation.	UNCCD
24	Brasilia, Brazil	IYB to be celebrated and marked during Standing Committee of the World Heritage Convention	
25-27	Huntsville, Canada	G8 Summit	Canada
<b>July</b>			
TBD	<i>New York, USA (tentative)</i> High-level segment of ECOSOC	Demonstrate the importance of biodiversity and the CBD to the achievement of the MDGs; introduce the parameters for a post-2010 Target and initiate a dialogue on the relationship between development and biodiversity.	Secretariat of the United Nations, President of ECOSOC
19-23	<i>Montreal, Canada</i> UNESCO International Congress on Biological and Cultural Diversity	IYB to be celebrated and marked during the conference that explores the relationship between biodiversity and cultural diversity and its contribution to sustainable development. The conference seeks to provide policy linkages between the two fields.	UNESCO, University of Montreal

Date	Place and Event	Details	Partners
tbd	<i>Montreal, Canada</i>	Launch of the two-year expedition on biodiversity by Jean Lemire Based on the extremely successful “Mission Antarctique” of 2007, Mr. Lemire will start a two year sailing voyage to biodiversity hotspots around the world. The voyage will be filmed and an interactive website will allow people around the world to interact with the crew.	Jean Lemire and SCBD
<b>August</b>			
tbd			
<b>September</b>			
20	<i>New York</i> United Nations General Assembly	<ul style="list-style-type: none"> <li>- High level meeting on biodiversity for development</li> <li>- Presentation of findings of GBO-3, with key personalities</li> <li>- UNESCO Exhibition</li> <li>- Events and activities organised by partners including UNDP</li> <li>- Encourage discussion of the integration of biodiversity considerations into the MDGs and set the next round of targets.</li> </ul>	Secretariat of the United Nations, UNESCO, UNDP,
TBD	TBD	XIIIe Sommet de la Francophonie under the theme « <i>Biodiversité et diversité culturelle pour un développement durable</i> »	
<b>October</b>			
4-6	<i>London, United Kingdom</i>	10 year finale of the Census of Marine Life	Census of Marine Life
8-9	<i>Nagoya, Japan,</i> Joint CBD-Aarhus Convention workshop	<ul style="list-style-type: none"> <li>- “2010 success stories” event – focusing on activities under the Protocol on Biosafety and the Aarhus Convention</li> <li>- Public Awareness, education and participation concerning living modified organisms</li> </ul> <p>Offer an opportunity to highlight the contribution of biosafety, access to information and public participation of GMOs in achieving the 2010 Target by reviewing case studies on experiences and lessons learned in implementation of Article 23 of the Protocol and Almaty Amendment to the Aarhus Convention.</p>	Secretariat of the United Nations, Aarhus Convention
11-29  27 -29	<i>Nagoya, Japan</i>  Fifth meeting of the Conference of the Parties serving as the Meeting of the Parties to the Cartagena Protocol on Biosafety (COP-MOP 5) and Conference of the Parties (COP-10)	<p>To be discussed with the Government of Japan, but elements to be considered include:</p> <ul style="list-style-type: none"> <li>- High Level segment linked to the IYB</li> <li>- UNESCO exhibition displayed</li> <li>- Equator Initiative Prize handed out</li> <li>- Youth Event</li> <li>- A special IYB fair should be held – on 2010 Success stories. Link this to the CEPA fair.</li> </ul> <p>Encourage all parties to show their 2010 successes and identify best practices; seek to gain a commitment for a timetable for the post-2010 Target, including a commitment from both COP presidencies; showcase the ABS regime as a sign of success.</p>	Japan, Germany, UNDP, UNESCO
<b>November</b>			
		Tbd	
<b>December</b>			
11-12	<i>Kanazawa, Japan</i> Closing of the IYB and launch of the International Year of Forests	<ul style="list-style-type: none"> <li>- Closure of the IYB</li> <li>- Contribution of the SCBD to the launch of the International Year of Forests in 2011</li> </ul>	Japan and SCBD
21-22	<i>Montreal New York</i> Meeting with the media on “Keeping the 2010 IYB momentum alive”	Meeting with the media on “Keeping the 2010 IYB momentum alive”	SCBD



**(a) International Days**

98. Below is a list of possible international days at which the IYB could be celebrated. These international days represent an additional multiplier and access to particular audiences. The Secretariat has written to the responsible organization, inviting them to coordinate their theme with the IYB, and demonstrating the points of common interest.

<b>Celebrations</b>	<b>Date</b>	<b>SCBD FOCAL Point</b>
World Wetlands Day	2 February	David Coates
International Women's Day	8 March	Marie Khan
World Water Day	22 March	David Coates
World Health Day	23 March	Jo Mulongoy
World Day for Cultural Diversity for Dialogue and Development	21 May	John Scott/ Linda Ghanimé
International Day for Biological Diversity	22 May	David Ainsworth
World Environment Day	5 June	Neil Pratt
World Oceans Day	8 June	Jihyun Lee
World Day to Combat Desertification and Drought	17 June	Jaime Webbe
World Refugee Day	20 June	John Scott
World Population Day	11 July	Linda Ghanimé
International Day of the World's Indigenous People	9 August	John Scott
International Youth Day	12 August	Neil Pratt
International Day for the Preservation of the Ozone Layer	16 September	Jaime Webbe
World Tourism Day	27 September	Oliver Hillel
World Food Day	16 October	David Coates
United Nations Day and World Development Information Day	24 October	Nandini Krishna
International Civil Aviation Day	7 December	David Ainsworth
International Mountain Day	11 December	Sarat Babu Gidda
United Nations Day for South-South Cooperation	19 December	Jo Mulongoy, Oliver Hillel

## *Funding*

### (a) *Funding requirements*

(all amounts include administration cost of 13%)

Item	2009 (US\$)	2010 (US\$)	Total (US\$)
<b>Travel, Meetings and Events</b>			
Promotion and regional coordination sessions, staff travel to events.	10,000	35,000	45,000
Journalist briefing sessions	20,000	80,000	100,000
Unveiling of IYB logo (09/2009)	25,000		25,000
Berlin Event (01/2010)		25,000	25,000
Trondheim Conference (02/2010)		25,000	25,000
CITES COP-15 (03/2010)		5,000	5,000
IDB Celebrations (05/2010)		75,000	75,000
CSD Event (05/2010)		5,000	5,000
GEF Assembly (05/2010)		10,000	10,000
WED Celebrations (06/2010)		25,000	25,000
UNGA Events (09/2010)		55,000	55,000
COP-10 Events (10/2010)		75,000	75,000
<b>Total</b>			470,000
<b>Information Materials</b>			
Global Biodiversity Outlook	(covered under GBO-3 budget)		
Rio Conventions Calendar	(covered by sponsors)		
Branding and Messaging	30,000		30,000
Fact Sheets	60,000		60,000
Information Kiosk	25,000		25,000
Brochure	60,000		60,000
Poster	25,000		25,000
Education Kit (IYB module)	50,000		50,000
Website	25,000		25,000
Promotional Video	40,000		40,000
Other Multimedia products	25,000		25,000
<b>Total</b>			340,000
<b>Other</b>			
Exhibition with UNESCO (including costs for transportation to venues in 2010)*	75,000	75,000	150,000
Ambassador	5,000	120,000	125,000
Evaluation		20,000	20,000
<b>Total</b>			295,000
<b>Grand Total</b>			1,105,000

### Pledges received in US\$ (does not include in kind contributions)

Japan	100,000
Spain	250,000
EC	60,000
Norway	75,000
Canada	57,522
UNEP	70,000
<b>Total</b>	<b>612,522</b>

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\* The exhibition will be co-financed with UNESCO. This figure represents the contribution of the SCBD towards the final product.