

NOTIFICATION

Launch of the Biodiversity Plan campaign, a tool to help reach and educate the broader public on the importance of the Kunming-Montreal Global Biodiversity Framework

Dear Sir or Madam,

I am pleased to inform you that, on the one-year anniversary of the adoption of the Kunming-Montreal Global Biodiversity Framework, the Secretariat of the Convention on Biological Diversity is launching a communications and awareness campaign. The communication work was made possible thanks to the financial support from the governments of Germany and the United Kingdom of Great Britain and Northern Ireland.

In [decision 15/14](#), the Conference of the Parties adopted the Communications strategy to support the implementation of the Kunming-Montreal Global Biodiversity Framework. This strategy is meant to include a clear global brand that is accessible to a wide range of audiences and can be used in other contexts with easy terms for use and licensing.

The initial campaign assets for the first phase of this communications strategy are available at: <https://www.cbd.int/biodiversity-plan>. The assets include a logotype and public-facing name for the Framework, and short titles for the goals and targets which are meant to be used in public communications. The visual identify will be further extended into a system of icons for the 23 action-oriented targets. The text and messaging elements do not replace the official text of the Framework as adopted by COP 15. The assets are currently available in English but will soon be made available in the six United Nations languages.

The required graphic files and font systems are open source only for use in communications associated with the promotion of the Framework. Information on appropriate use can be found on the [branding](#) page.

The communications strategy will continue to be developed in a participatory, iterative, and flexible manner. These efforts will be assisted by communication experts and other relevant disciplines, including a strong participation from indigenous peoples and local communities, women, and youth.

Please accept, Sir, Madam, the assurances of my highest consideration.

(Signed) David Cooper
Acting Executive Secretary

To: CBD national focal points, Cartagena Protocol focal points, ABS focal points, indigenous peoples and local communities, and relevant organizations