

Biodiversity is life  
Biodiversity is our life



# International Year of Biodiversity

- Declared by the UNGA (61/203),
- An opportunity for the biodiversity community to encourage people to:
  - **Discover** the biodiversity that surrounds us
  - **Realise** its value, our connection to it and the consequences of its loss
  - **Act** to save it.

# 2010 Biodiversity Target

*“To achieve, by 2010, a significant reduction of the current rate of biodiversity loss at the global, regional and national level, as a contribution to poverty alleviation and to the benefit of all life on Earth”*



# Communications Campaign

- Create excitement around the discovery that people are part of nature
- Highlight the huge opportunity we are presented with in the International Year of Biodiversity
- Create a strong sense of optimism that it is not too late to act
- Be honest about the urgency of the challenge. NOW is the time to act.

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# Messages

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.



# Logo



International Year of Biodiversity

# Current Partners



World Association of  
Zoos and Aquariums  
**WAZA** | United for  
Conservation



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# Getting involved

- Adapt and adopt the messages, and transmit them among your networks
- Promote success stories
- Provide support and resources to national events including on:
  - the International Day for Biodiversity 22 May
  - the World Environment Day and other events
- Build links between biodiversity and other items on the environmental and development agendas
- Organise and participate in events at key international meetings
- Coordinate to become involved in the CBD process
- Establish and increase your contact with media





# International Day for Biodiversity and other international days

22 May 2010 - Biodiversity for Development

- International Women's Day - 8 March
- World Water Day - 22 March
- World Health Day - 23 March
- World Day for Cultural Diversity for Dialogue and Development - 21 May
- World Environment Day - 5 June
- World Day to Combat Desertification and Drought - 17 June
- World Refugee Day - 20 June
- World Population Day - 11 July
- International Day of the World's Indigenous People - 9 August
- International Youth Day - 12 August
- International Day for the Preservation of the Ozone Layer - 16 September
- World Food Day - 16 October
- United Nations Day and World Development Information Day - 24 October

# The Green Wave

One school, one tree, one gift to nature

[www.greenwave.cbd.int](http://www.greenwave.cbd.int)



For more information on the  
International Year of Biodiversity  
contact us at:

**IYB2010@cbd.int**

**[http://www.cbd.int/2010/  
welcome/](http://www.cbd.int/2010/welcome/)**



