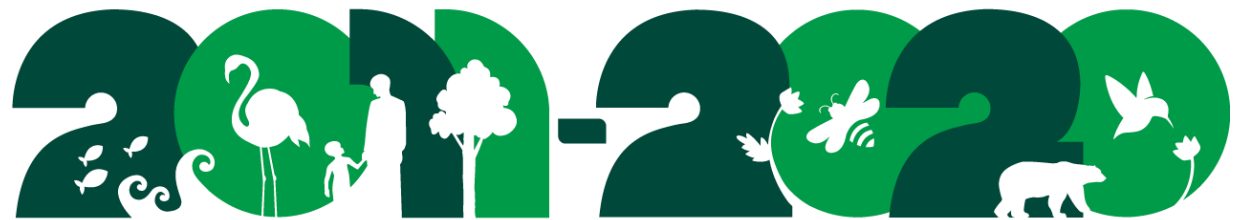


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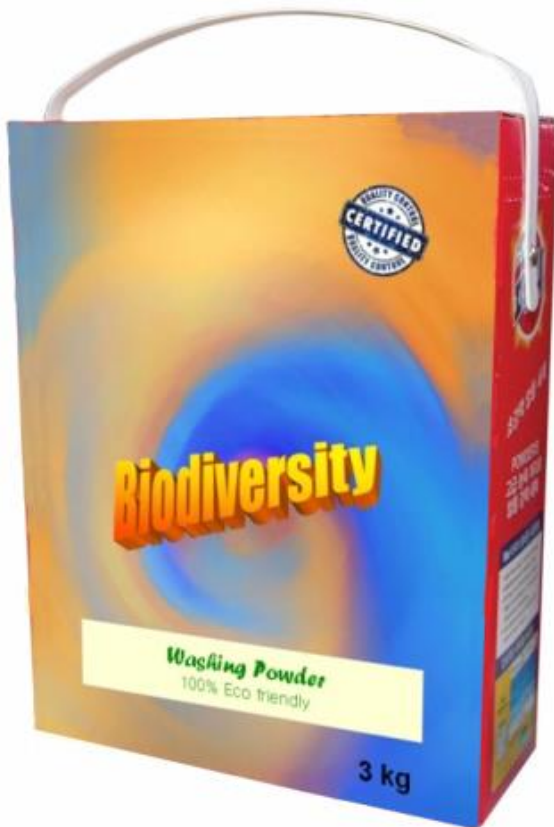
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What do people know about biodiversity?

Members of the public were asked what biodiversity is. The most common answer was "some kind of washing powder" (BBC, 15 Oct 2010).

Eurobarometer: only 38% of Europeans know the meaning of the term, although another 28% have heard of it but do not know its meaning

The main reason cited by citizens for their lack of actions to stop biodiversity loss was low awareness of what can be done



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wasp

?



bee

The agricultural role of pollinators is worth over \$50 billion per year



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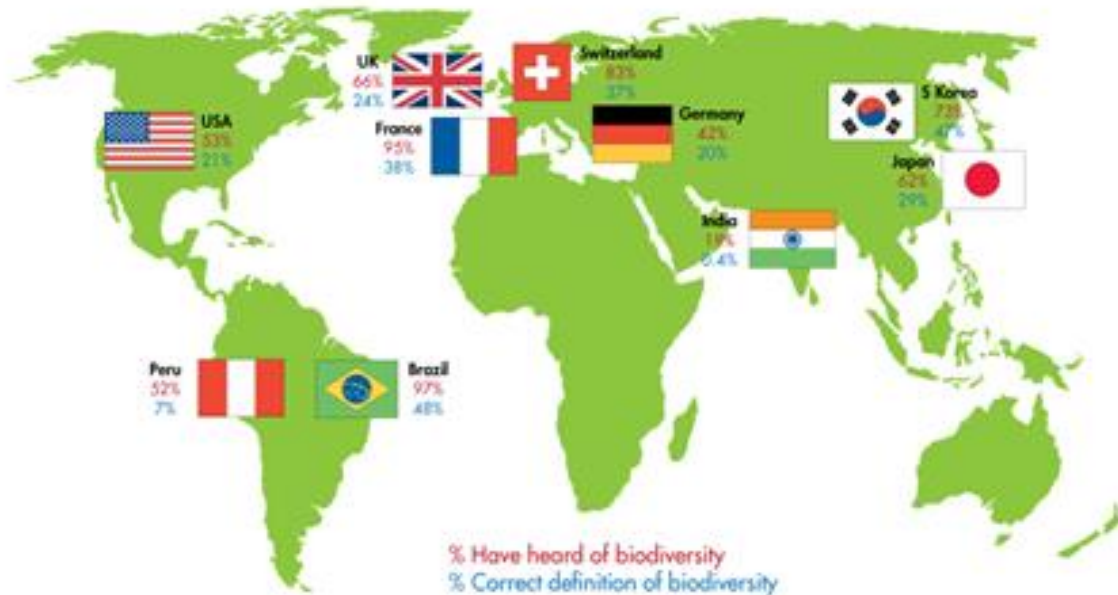
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Increasing
awareness, but:

- What are the trends for children
- Is the awareness based on direct contact with nature?
- How is this awareness connected with the urge to take action?



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Richard Louv:
“Nature Deficit Disorder”

“a way to describe the psychological, physical and cognitive costs of human alienation from nature, particularly for children in their vulnerable developing years.”



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Only if children develop a deep personal understanding of the natural world will they be motivated to care for the natural world.

This understanding can be developed through outdoor experiences,

From this, children can learn how to take action to protect biodiversity and use resources





The Green Wave



One School, One Tree, One Gift to Nature

About Green Wave

Getting Started

Green Wave Action Around the World

Resources & Links

International Day for Biological Diversity

Educators

Partners

Feedback

Contact Us

Celebrate the Green Wave Today!

"When we plant trees, we plant the seeds of peace and the seeds of hope" – Wangari Maathai

The Green Wave is a multi-year biodiversity campaign that enables children and youth to make a difference – one school, one tree, one step at a time. The Green Wave brings together children and youth from around the world to raise awareness about biodiversity, and the need to reduce its loss. The Green Wave contributes to the Plant for the Planet Billion Tree Campaign.

We invite you to join The Green Wave. You'll learn-by-doing and be recognized internationally on Google maps. Start by exploring this website. Learn more about The Green Wave, trees and how your school can get involved in an exciting international initiative.



There are Green Wave trees in all corners of the planet. On 22 May – the International Day for Biological Diversity – this map will go live and show all the Green Wave trees. Click on any of the markers to learn more about the people, the trees and the celebrations.

Website
Developed by **tp1**
TUTORIAL POINTS

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THE GREEN WAVE





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An opportunity to build on success





22 September 2010: 65th
session of UNGA devoted
to biodiversity

22 December 2010 UNGA
declared 2011-2020 the United
Nations Decade on Biodiversity
(Resolution 65/161)



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Strategic Objectives for the Decade

- Supporting framework for implementation of the Biodiversity Strategic Plan 2011-2020 and the Aichi Biodiversity Targets at national, regional and international levels
- Guidance to regional and international organizations
- Public awareness of biodiversity issues



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The Strategic Plan recognises the importance of awareness

Goal A: *Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society*

Target 1: *By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably*





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Goal B: *Reduce the direct pressures on biodiversity and promote sustainable use*

Goal C: *Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity*

Goal D: *Enhance the benefits to all from biodiversity and ecosystem services.*

Goal E: *Enhance implementation through participatory planning, knowledge management and capacity building*



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Behaviour change

Increasingly identified that more is required than “awareness raising” through media campaigns.

- Understanding motivations.
- Impact motivations through developing a connection with nature
- Developing a shared culture of connection with nature



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