

Evaluation of Global Outlook-3

**Submitted to the Secretariat of the Convention on
Biological Diversity**

Alexandra Fischer

October 11, 2011

Table of Contents

Executive Summary

1. Introduction

2. Process of preparation of GBO-3

GBO-3 planning and timeline

Project management

Funding of GBO-3

Contractual arrangements

Institutional arrangements with Biodiversity Indicators Partnership

3. Process of review of GBO-3

Advisory Group and Scientific Review Panel

Public peer review

Review by Bureau of SBSTTA

4. Content of GBO-3

Scope of GBO-3

Messaging, style and layout

Incorporation of scientific and technical knowledge

Indicators report

Scenarios report

National reports

Journal articles and assessments

Information gaps

Ancillary communication products

5. Launch and dissemination of GBO-3

Launch and dissemination

Implementation of the communication strategy

6. Impact of GBO-3

Impact on media

Impact on policy and policy-makers

Impact on scientific community

Impact on other sectors

7. Recommendations

Process-related recommendations

Content-related recommendations

8. Documents Reviewed

Appendix 1: Terms of reference for evaluation of GBO-3

Appendix 2: Individuals Interviewed

Appendix 3: GBO-3 Survey results: A) Summary of survey results; B) Survey questions and results

Appendix 4: Considerations for the preparation of the third edition of the Global Biodiversity Outlook

Appendix 5: Draft communication strategy

Appendix 6: Terms of reference of Advisory Group

Appendix 7: Dissemination of GBO-3 and associated products

Appendix 8: List of meetings and press interviews that covered GBO-3

List of Acronyms

BIP	Biodiversity Indicators Partnership
CBD	Convention on Biological Diversity
COP	Conference of the Parties
EMG	Environmental Management Group of the United Nations
FAO	Food and Agriculture Organization
GBO-3	Third edition of Global Biodiversity Outlook
GBO-4	Fourth edition of Global Biodiversity Outlook
IPBES	Intergovernmental Science-Policy Platform on Biodiversity
MDGs	Millennium Development Goals
NBSAP	National Biodiversity Strategies and Action Plans
NGO	Non-governmental Organization
SBSTTA	Subsidiary Body on Scientific, Technical and Technological Advice
UNDP	United Nations Development Program
UNEP	United Nations Environment Program
WCMC	World Conservation Monitoring Centre

Executive Summary

Background

Global Biodiversity Outlook is the flagship publication of the Convention on Biological Diversity. The third edition of the report was prepared in response to decision VIII/14 and launched on 10 May 2010. Drawing on a range of information sources, including national reports, biodiversity indicators data, scientific literature, and a study assessing biodiversity scenarios for the future, Global Biodiversity Outlook-3 (GBO-3) summarized the latest information on the status and trends of biodiversity and was a key source of information for the development of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets. In turn, the fourth edition of the Global Biodiversity Outlook will be prepared to provide a mid-term review of progress towards the Aichi Biodiversity Targets, including an analysis of how the implementation of the Convention and its Strategic Plan have contributed to the 2015 targets of the Millennium Development Goals (MDGs) (decision X/2).

This evaluation of Global Biodiversity Outlook-3 was carried out in response to a request by the Parties to the Convention on Biological Diversity in October 2010 to review “the process of preparation and production of GBO-3 in order to further improve the process for future editions and to maintain comparability with earlier editions where necessary” (decision X/4). The methodology involved an extensive review of relevant sources of information, interviews with 26 stakeholders, including individuals involved in the preparation and use of GBO-3, as well as a survey sent out through the mailing list of the Secretariat of the Convention on Biological Diversity (hereinafter referred to as the Secretariat). The results of this evaluation will be presented at a meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) before the 11th meeting of the Conference of the Parties (COP) to be held in October 2012 in India.

Project management, funding, contractual and institutional arrangements

The original intent to hire a publishing house to manage the GBO-3 production process led to some delays related to the Secretariat’s inexperience in dealing with such a large contract. To prevent further loss of time, the decision was made that the project would be managed in-house by a small core team including a short-term staff member dedicated exclusively to GBO-3. The internal project management was felt to have been effective and ran smoothly. A number of individual contracts were established for writing, design and layout, graph development, translation and printing. On the one hand, this arrangement increased the work load on the Secretariat and may have limited the level of promotion of GBO-3, while on the other hand greater flexibility in terms of meeting deadlines was possible. In general, the contractual arrangements worked well and benefited from strong lines of communication and a clear division of labour. However, there were issues with the quality of some of the translations and with the lateness of receipt of some inputs into GBO-3.

There was some uncertainty about how much funding would eventually materialize for GBO-3, which limited the ability of the project management team to undertake long-term planning. In the end, funding was provided by Canada, the European Union, Germany, Japan, Spain, the United Kingdom, as well as the United Nations Environment Programme (total of US \$826,772). However, the grants received were significantly lower than the amount originally budgeted for GBO-3 (US \$ 1.4 million),

which hampered the full implementation of the GBO-3 work plan and in particular the report's communication strategy.

In general, the arrangements with funders were considered to have run smoothly. Two issues that were raised in the interviews were the importance of clarity on what different funds will be used for and how they will be distributed among different institutions and the need to ensure that sufficient profile is provided to each of the funders.

The Secretariat worked closely with the 2010 Biodiversity Indicators Partnership (BIP) to obtain up-to-date indicator information for incorporation in the GBO-3 report. The BIP and GBO-3 benefited each other mutually, with BIP being provided with greater policy impact and GBO-3 benefiting from the wealth of indicator information provided. From the point of view of the Secretariat, however, it would have been beneficial to receive the indicator information in a consolidated form earlier on in the writing process, while from the point of view of the BIP there was a lack of clarity in terms of how their information would be integrated into the main GBO-3 report.

Peer review

GBO-3 underwent an extensive peer review process, which included public peer review, a detailed review of the second draft by the GBO-3 Scientific Review Panel and a review by the Bureau of SBSTTA. This process contributed significantly to the high level of buy-in of the final product. The public peer review led to substantial and useful feedback, including from Parties to the Convention. Based on some of the feedback on the first draft, the Secretariat decided to significantly shorten the second draft. As a result, some reviewers felt that it was difficult for them to see whether their comments had been incorporated in the final version. In addition, the fact that SBSTTA, as a large intergovernmental body, was not able to review GBO-3 (due to the lack of a SBSTTA meeting in 2009) was unfortunate, as this would have increased the level of exposure to GBO-3. In general, all interested stakeholders had the opportunity of providing input into GBO-3, though given more time and resources, more effort could have been made to specifically target CBD's stakeholder groups.

Content, messaging and scope

The final version of the main GBO-3 report was a relatively succinct document that focused on providing data on the status of biodiversity in 2010, the main pressures on biodiversity and responses, biodiversity scenarios for the 21st century and conclusions to support the development of a new strategy for reducing biodiversity loss. The messaging and style of GBO-3 were felt to have struck the appropriate balance between readability and technical soundness, largely due to the decision to hire a scientific writer for the first time.

The scope of GBO-3 differed somewhat from the plans presented in earlier planning documents, in particular by including less national data and case studies. This was due primarily to limitations in the quality, comparability and timeliness of the national reports received and because of the perceived incongruence between the overall negative trends in biodiversity and the positive case studies. The Secretariat decided to include the more detailed case study information in a separate publication entitled "Action for Biodiversity." GBO-3 also included less regional content than planned, mainly because of the difficulty in obtaining information compiled at the regional level. Finally, GBO-3 included

little information on the MDGs and on progress in mainstreaming biodiversity into the development agenda compared to the original plan, due to the limited availability of specific information on these issues and the desire to keep the final document as concise as possible.

Incorporation of scientific and technical knowledge

Extensive scientific and technical information was incorporated in GBO-3 from a variety of sources, including biodiversity indicators data from the BIP, 110 national reports, a report on future biodiversity scenarios, and over 500 journal articles and assessments. Compared to previous versions of GBO, GBO-3 had a greater amount of scientific information from which to draw. However, limited national data was included in the final report as many of the fourth national reports were submitted after the deadline and there were limited resources within the Secretariat to comprehensively assess all the national reports received. GBO-3 included more original content than previous editions as a result of the report on possible future biodiversity scenarios. This scenarios research was well-received and considered an important component of GBO-3, providing some of the key conclusions of the publication, including the idea of tipping points. In addition, there was a high level of satisfaction with the indicators data included, which provided a clear presentation of the trends in biodiversity.

Ancillary products

Besides the main GBO-3 report, a number of other ancillary communication products were prepared. These included an Executive Summary for policy-makers, a GBO-3 website, a booklet on national case studies, a GBO-3 video, a GBO-3 presentation, an annotated version of GBO-3, regional summaries for four regions, two CBD Technical Series reports, and a guide to GBO-3 for Small Island Developing States. These were considered useful tools to reach additional audiences. Funding limitations prevented many of the planned additional products from being developed, such as brochures, fact sheets or case studies for target stakeholder groups. This was considered a key weakness of GBO-3, which limited its ability to reach beyond the biodiversity community. The need to prioritize this issue for future editions of GBO emerged as a key finding of this evaluation.

Launch and dissemination

GBO-3 was launched at the 14th SBSTTA meeting in May 2010 in Nairobi, Kenya, as well as at simultaneous launches in 11 cities around the world. It was considered among the “best-launched” reports of the year by UNEP and there was extensive media coverage around the world. Subsequent to the launch, GBO continued to be disseminated at a variety of venues. GBO-3 was an important input for the UN General Assembly one-day high-level meeting on biodiversity in September, 2010, as well as for the COP 10 meeting in October 2010, in Nagoya, Japan. In addition, Secretariat staff promoted GBO-3 at a number of meetings. In general, GBO-3 received greater exposure due to its launch in the International Year of Biodiversity. However, lack of funds for the communication strategy limited the number of outreach activities that could be undertaken.

Impact of GBO-3

GBO-3 was viewed as a very timely report that had a significant impact on policy and on policy-makers. It was considered to be the “latest scientific assessment of the status and trends of biodiversity” in the

high-level General Assembly meeting on biodiversity of September 2010 and constituted the scientific basis for the conclusion that the 2010 biodiversity target was not met. GBO-3 provided the rationale for the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets which were agreed during the COP 10 meeting in Nagoya, Japan in October 2010.

GBO-3 also had an important impact on the scientific community. It has been referenced in biodiversity-related articles and publications and is being used as a source of information for other UN publications.

Few targeted outreach activities were undertaken with other sectors, such as the private sector, indigenous and local communities, parliamentarians and local governments. It is therefore difficult to determine the impact of GBO-3 on these groups, but the impact beyond the biodiversity community is likely to have been limited. This can be attributed in large part to the lack of funding for the implementation of the communication strategy.

Future editions of GBO

GBO-4 will be released in 2015 and will serve as an interim progress report to measure the level of achievement of the 2020 Aichi Biodiversity Targets. GBO-4 needs to build on other reports to be released that year to ensure complementarity and impact, and to avoid duplication of efforts. In particular, GBO-4 should make the links between biodiversity, the Millennium Development Goals (MDGs) and human well-being explicit, as the final MDG reporting process will take place in 2015. The Secretariat will also need to consider ways to create synergies with the Intergovernmental Science-Policy Platform on Biodiversity (IPBES), which is still in the process of being defined.

In addition to developing a well thought-out niche for GBO-4, it is important for the Secretariat to learn from the many lessons learned in the preparation, production, and dissemination of GBO-3. In this respect, this assessment presents the following process and content-related recommendations, which should be considered in preparing future editions of the Global Biodiversity Outlook:

Process-related recommendations:

1. **Seek funding for the implementation of a comprehensive communication strategy.** This recommendation is overarching and will contribute substantially to the achievement of many of the other recommendations presented in this report. This will enable future editions to have a more sustained and stronger impact on a wider group of target audiences through the development of a greater number of tailored products and increased outreach and dissemination activities. In addition to funding from Parties to the Convention, the Secretariat may wish to explore other possible funding sources, such as cost-recovery mechanisms.
2. **Expand partnerships to increase impact and reduce costs.** This refers to partnerships with other organizations both to gather relevant information and input for future editions of GBO, as well as to disseminate GBO content. In order to increase the impact of GBO, it will be important to ensure that GBO-3's main conclusions are included in important publications, such as UNEP's Global Environment Outlook, development reports and the material of the World Economic Forum on Biodiversity.

3. **Consider hiring a publishing house to manage the production process to expand reach of GBO.** Such an arrangement would significantly lessen the workload on the Secretariat as the publishing house could manage the day-to-day interactions among different actors, and would allow the Secretariat to devote more time to developing the content of the report. A publishing house with a built-in outreach ability could also facilitate the dissemination of GBO beyond the biodiversity constituency. On the other hand, in-house management by the Secretariat could allow for greater flexibility to manage the production process and meet deadlines.
4. **Define the nature of final product(s) from the outset.** Agreement should be reached on the general structure, length, scope, main messages and target audiences early on in the production process. Although a certain level of flexibility may still be required to address feedback from peer review, early decisions on the final product will lead to time savings and greater consistency between different drafts.
5. **Continue to prioritize effective messaging, design and layout.** While maintaining scientific rigour, it is critical to ensure that the writing style and presentation of future editions of GBO be easy to understand and accessible to a variety of different audiences, as was the case with GBO-3.
6. **Maximize opportunities for political buy-in.** This involves engaging policy-makers and decision-makers in the preparation of future editions of GBO, ensuring that GBO products meet their needs, and encouraging the dissemination of information to policy-makers.
7. **Make greater use of social networking tools and mass media in launch and dissemination efforts.** The increased use of mass media and social networking tools to promote future editions of GBO can play an important role in mainstreaming the messages of GBO and reaching out to a greater number of people.
8. **Encourage GBO advisory group(s) to carry out as much promotion as possible.** Members of future GBO advisory group(s) should be encouraged to use their extensive networks to undertake as much promotion and dissemination of GBO products as possible to increase the impact of the publication.
9. **Continue to make use of GBO-3 in ongoing outreach activities.** As part of the International Decade of Biodiversity and the implementation of the 2011-2020 Strategic Plan, GBO-3 should continue to be used and disseminated to a wide range of audiences to sustain its impact.
10. **Ensure support available to pull together indicator data.** The Secretariat may wish to consider contracting expertise if necessary to pull together biodiversity indicator data in a timely manner to facilitate their inclusion in future editions of GBO.
11. **Increase transparency surrounding the way in which peer review comments are addressed.** It is advisable for the Secretariat (or publishing house) to make publicly available a description of how comments from the public peer review are addressed.
12. **Arrange for the production of high-quality translations.** As such, sufficient time needs to be allocated for possible delays in the receipt of translations and for any additional editing that may be required.

Content-related recommendations:

13. **Develop and disseminate products for different target audiences to encourage mainstreaming.** The products that are developed, main messages communicated and language used in future editions of GBO must be tailored to target audiences, such as the private sector, educators, the scientific community, indigenous and local communities, and decision-makers, to name a few.
14. **Encourage greater inclusion of national data in GBO.** The Secretariat should continue to encourage countries to submit timely and complete national reports, and to support the organization of workshops if possible to help countries prepare these reports. The Secretariat should also increase efforts to analyze information from the national reports in a comprehensive manner, with a view to including more national information in future editions of GBO.
15. **Incorporate more case studies and success stories.** The inclusion of more well-developed case study material in the main GBO report and ancillary products would serve to provide countries with tangible examples of how progress toward achieving the 2020 targets is being made at the national level.
16. **Better substantiate the links between biodiversity and human well-being.** This is particularly important given that GBO-4 will be launched in the same year as the MDG reports. This may require the commissioning of a study on ecosystem services to address information gaps.
17. **Ensure comparability with earlier versions of GBO.** While new indicators need to be included to track progress toward the new 2020 Aichi Biodiversity Targets, it would be useful to continue to report on existing indicators to permit the gathering of valuable longer time-series information. Biodiversity scenarios information should also continue to be presented.
18. **Include references in main GBO report.** This is important to enable readers to easily access the sources of information that underpin the report, and should be prioritized, at least in future online versions of GBO.
19. **Consider including more regional data as well as information on global and national monitoring needs.** While these should not take away from the focus of GBO as a global report, regionally compiled data and more information on national gaps in biodiversity observation and monitoring would be very useful.

1. Introduction

Global Biodiversity Outlook is the flagship publication of the Convention on Biological Diversity. The third edition of the report was prepared in response to decision VIII/14 and launched on 10 May 2010. Drawing on a range of information sources, including national reports, biodiversity indicators information, scientific literature, and a study assessing biodiversity scenarios for the future, Global Biodiversity Outlook-3 (GBO-3) summarized the latest data on status and trends of biodiversity and was a key source of information in the development of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets. In turn, the fourth edition of the Global Biodiversity Outlook will be prepared to provide a mid-term review of progress towards the Aichi Biodiversity Targets, including an analysis of how the implementation of the Convention and its Strategic Plan has contributed to the 2015 targets of the Millennium Development Goals (decision X/2).

In October, 2010, the Conference of the Parties to the Convention on Biological Diversity (COP) requested (decision X/4) the Executive Secretary to commission a review “of the process of preparation and production” of GBO-3 in order to further improve the process for future editions and to maintain comparability with earlier versions where necessary”. This evaluation is being carried out in response to that request (*please see Appendix 1 for the Terms of Reference of the assessment*). The main issues analyzed in the evaluation are:

- 1) The appropriateness and efficacy of the approach used in developing the report;
- 2) The extent to which the expected outputs and results were achieved or are expected to be achieved in the future; delivery of outputs and activities in terms of quality, quantity, timeliness and overall impact;
- 3) The efficacy of the project management and institutional and contractual arrangements;
- 4) The extent and efficacy of stakeholder participation;
- 5) The extent to which scientific and technical information and knowledge have been incorporated into the report;
- 6) The quality and transparency of the peer review process;
- 7) The impact of the report on various audiences; and
- 8) The extent to which GBO-3 and its related products have influenced policy-makers and/or have been used by the scientific community, the media and the private sector.

The results of this evaluation will be taken into account in preparing a plan for the preparation of the fourth edition of Global Biodiversity Outlook, which will be considered at the sixteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) before the 11th meeting of the Conference of the Parties to be held in October 2012 in India.

The assessment involved an extensive review of relevant sources of information (*see List of Documents Reviewed*), interviews with 26 stakeholders (*see Appendix 2 for the list of interviewees*), including

individuals involved in the preparation and use of GBO-3, as well as a survey sent out by the Secretariat of the Convention on Biological Diversity (hereinafter referred to as the Secretariat) to its mailing list, including CBD focal points, SBSTTA focal points, indigenous and local communities, COP Bureau Members, SBSTTA Bureau Members, inter-governmental organizations, non-governmental organizations and UN and specialized agencies, *inter alia* (see Appendix 3 for a summary of the results and the list of survey questions).

Process of preparation of GBO-3

GBO-3 planning and timeline

The request to prepare GBO-3 in time for COP 10 was issued through decision VIII/14 of COP 8 in 2006, the year that GBO-2 was launched. In that same decision, a request for an evaluation of GBO-2 was made. The evaluation of GBO-2, which was summarized in a note by the Executive Secretary, included useful recommendations to take forward for the preparation of GBO-3. In addition, a number of different planning and background documents were prepared to help guide the development of GBO-3. At COP 9 in 2008, a document entitled “Considerations for the preparation of the third edition of the Global Biodiversity Outlook” (*see Appendix 4*) and a draft communication strategy (*see Appendix 5*) were welcomed by the Parties to the Convention. These documents provided guidance on the scope, format, workplan, funding requirements, advisory group, and communication strategy for GBO-3.

Box 1 summarizes the main steps in the timeline of GBO-3 planning, preparation, review and dissemination. A short-term Programme Assistant was hired in January 2008 to begin gathering information and preparing preliminary outlines and drafts. The workplan for GBO-3 was welcomed at the COP 9 meeting in May, 2008, two years before the launch of the publication. Approximately two months of delays were experienced in setting up the contractual arrangements, as will be described in the section on Project Management. The main writing phase took place from June 2009 when the science writer was hired until October 2010. While GBO-3 went to print in April 2010, the science writer’s contract lasted until October so that he could help prepare GBO-3 related products. The tight time line placed pressures and some restrictions on the project management team. Given this reality, the team used adaptive management and set soft deadlines in advance of the final hard deadlines to ensure that GBO-3 would be completed on time.

Box 1: GBO-3 Timeline

- March 2006 – COP 8 requests the GBO-3 be prepared for COP 10
- June 2007 – Notification issued regarding the need for funding for GBO-3
- January 2008 – Short-term assistant hired to begin work on GBO-3
- 18 February 2008 – Side event on GBO-3 at SBSTTA-13 to raise people’s awareness about GBO-3
- 24 May 2008 – Meeting of the GBO-3 Advisory Group to provide comments on preparation and production of GBO-3 and on early documents such as the work plan
- 30 May 2008 - Work plan welcomed by the COP and financial implications noted
- 30 March 2009 - Deadline for the 4th national reports
- 1 June 2009 – Science writer starts work
- 10 August, 2009 – First round of public peer review starts and lasts until 1 October 2009
- 4-5 November 2009 – Meeting of the Scientific Review Panel for GBO-3 to review the second draft before it was sent for public peer review
- 6 November 2009 – Consideration of draft GBO-3 by SBSTTA Bureau during a SBSTTA Bureau meeting
- 27 November 2009- Second round of public peer review lasting until 31 December 2009
- March 2010 – Advance translation of different language versions begins
- April 2010 – GBO-3 printed in English and other languages

- 10 May 2010 – Official launch of the main report and indicators report
- 24 May 2010- Official unveiling of Executive Summary at Working Group on Review of Implementation (though also available on May 10)
- 24 May 2010- Scenario report launched at SBSTTA side event
- 2 Sept. 2010 Breakfast event at the UN General Assembly
- 18 October 2010 – “Action for Biodiversity” booklet launched at COP 10 in Japan

Project management

The GBO-3 project was managed in-house by a small core team within the Secretariat. The team comprised 100% of the time of a short-term Programme Assistant and 25% of the time of an Environmental Affairs Officer. Additional support was provided by a Senior Programme Officer and an information officer. Further, a Director and the Executive Secretary had an oversight role in the development of the project. All those interviewed felt that having one staff member who was solely devoted to the preparation of GBO-3 was critical to the success of the project and that the internal project management was effective and ran smoothly. In addition, the division of labour between the team members was perceived to be clear.

The process of production of GBO-3 was managed by the Secretariat in-house through several individual contracts for writing, layout, graphic design, production of a scenarios report, translation, and printing. The Secretariat had originally planned to hire a publishing house to manage the different parts of production. After the Secretariat issued an initial tender to identify an appropriate contractor, it learned that since the contract exceeded \$100,000 the process would need to be overseen by UNEP headquarters in Nairobi. The original tender issued by the Secretariat was therefore cancelled as it did not conform to standard procedures for handling contracts of this size, an unforeseen complication which led to lost time (approximately two months) in an already tight production schedule. These delays resulted from the Secretariat's inexperience in dealing with such a large contract. The decision was made not to proceed with the UNEP tendering process to avoid further loss of time and for the Secretariat to manage the GBO-3 project itself and put out a tender for several smaller contracts. This led to a larger group of applicants than was received for the original cancelled tender process.

The preparation of GBO-3 in-house instead of through a publishing house increased the workload on Secretariat staff due to the need to manage various individual contracts as well as the overall process. However, at the same time, the arrangement allowed for greater flexibility in terms of meeting deadlines.

Staff members interviewed felt that the Secretariat as a whole took GBO-3 very seriously, dedicated sufficiently more staff time to it compared to previous editions of GBO and that it was prepared with the full commitment of the Executive Secretary. Staff commented that the Secretariat felt significant ownership of, and engagement with, the project. This finding demonstrates that one of the recommendations that came out of the evaluation of GBO-2, which was the need for the Secretariat to allocate sufficient time for GBO work, was indeed taken into consideration.

Funding of GBO-3

A notification of the need for funding for GBO-3 was issued in June of 2007. The financial plan for GBO-3 was approved at the COP 9 meeting in May, 2008, with a budget of US \$ 1.4 million, representing the team's estimate of what would be needed for the project. However, this did not guarantee that the approved amount would actually be funded by the Parties to the Convention. During the process of preparing GBO-3, the management team did not know the final amount of funding it would have at its disposal. At the outset, only some funding from Japan and Germany was available. Once the UK and the EU pledged to contribute funds, the GBO-3 project management team was confident that there were sufficient funds to produce the main publication in all language versions, but not necessarily for the implementation of a comprehensive communication strategy. As a result, the production plan had to be kept under review throughout the process of preparing GBO-3 and long-term planning was challenging. The final amount received for GBO-3 (USD \$826,772) by the Secretariat was significantly less than the approved budget amount of USD \$1.4 million.

One of the recommendations that arose from the previous evaluation of GBO-2 was the importance of approving the financial plan as early on as possible in the process. In this respect, while the budget for GBO-3 was indeed approved early on, the money came in sporadically and it was not clear whether all the funds committed by Parties would materialize. In addition, the GBO-2 evaluation stressed the importance of dedicating sufficient financial resources for the implementation of a communication strategy, which did not occur for GBO-3. The project management team employed adaptive management to deal with this reality. For future editions, this approach will continue to be required, as funding uncertainties and shortfalls are possible.

Funding for GBO-3 was provided by a number of different Parties to the Convention, including Canada, the European Union, Germany, Japan, Spain, the United Kingdom, as well as the United Nations Environment Programme (UNEP). Overall, the funding arrangements were considered to have run smoothly. Two issues that were raised were the need to ensure sufficient profile is provided to each of the funders (beyond a mention in the acknowledgements section), including prominent logos where possible, and the importance of clarity on what different funds will be used for and how they will be distributed between different institutions.

A significant amount of funding from the EU was channelled through the UNEP World Conservation Monitoring Centre (UNEP-WCMC), to be used by UNEP and WCMC to support the Secretariat in preparing GBO-3. The relationship between the Secretariat and UNEP-WCMC was associated with some administrative difficulties within the Secretariat. The Secretariat administration felt that there was some uncertainty as to the division of responsibilities between the Secretariat and UNEP-WCMC and the specific activities that could be funded from the grant. As a result, the Secretariat submitted some bills to UNEP-WCMC, and later found out that these could not be paid with these particular funds. In the end, not all of the total available funding from this grant could be spent by the Secretariat; some matching funding was not found, the Secretariat missed a deadline that it was not aware of for a no-cost extension of the grant, and the funds had to be spent on eligible activities in accordance with specific timeframes, which did not always correspond with the needs of the project and could not always be achieved. In the future, an increased level of planning, a clearer understanding of the intended use and distribution of the funds and timeframes involved, and increased staffing within the Secretariat for such a large project could help reduce some of the difficulties that arose in relation to this grant.

Contractual arrangements

In preparing GBO-3 the Secretariat established contracts with a science writer, a design and layout company, a graphic design company specializing in graphs, a printing company, as well as UNEP and independent translators. For the scenarios work, the Secretariat arranged a contract with Diversitas and UNEP-WCMC.

The contractual arrangements and working relationship between the Secretariat and the science writer were felt to have run smoothly, with strong and open communication lines. In terms of the design and layout work, both the Secretariat and the design and layout company itself were satisfied with the project management arrangements. The company felt that there was a clear division of responsibilities within the project management team, which facilitated its work, and that both sides were flexible. In addition, there was good debriefing throughout the process, including a face-to-face meeting in Montreal at the outset of the project which was perceived to be very beneficial and to have positively set the tone of the relationship. The relationship between the project management and the design and layout company was considered critical to the success of the project since a great deal of communication back and forth was required and since tight timelines were in place. While the inevitable last minute corrections, delays and crunch time were experienced, the company indicated that the experience was a very positive one. The Secretariat also had a good experience with the graphic design company charged with working on the graphs included in GBO-3, with good communication, timely responses and a flexible approach adopted by both parties.

The interaction between the Diversitas researchers, UNEP-WCMC and the GBO-3 project management team was considered very positive. The scenarios team was provided with opportunities to comment on the edited version of their report to be included in GBO-3 and they were pleased with the final outcome, which was described by one interviewee as a “major achievement”. The Diversitas team did indicate, however, that they would have benefited from additional time to produce the CBD Technical Series #50 report on biodiversity scenarios, and in turn, the Secretariat mentioned that there were some minor delays in the receipt of the outputs of the Diversitas research.

The Secretariat was not able to contract the United Nations certified translators it normally works with as they were occupied translating other documents related to upcoming meetings. As a result the Secretariat used UNEP’s translation services. Some delays in the receipt of translations were experienced as a result of the UNEP translation service underestimating the amount of time required to translate the document into the five UN languages. In addition to these delays, the quality of the translations was an issue, as they tended to be too literal. As a result, the translations had to be sent to other channels to further improve their quality, which led to lost time.

The document was printed by Progress Press Ltd., based in Malta, which was felt to have been an excellent choice not only because of the company’s high environmental standards, but also because it provided a quick turn-around time. The company was also responsible for the mail-outs to the UNEP Headquarters in Nairobi and continues to have a store of publications for mail-outs when required.

Institutional arrangements with the Biodiversity Indicators Partnership and UNEP-WCMC

The Secretariat worked closely with the GEF-funded 2010 Biodiversity Indicators Partnership (hereinafter referred to as the BIP) to obtain up-to-date indicator information for incorporation in the GBO-3 report. The BIP aimed to generate information useful to decision-makers, to improve global indicators and to help national governments and regional organizations use and contribute to the improved delivery of global indicators, given the limitations in the indicators available to track and report on progress made toward the biodiversity target. The UNEP World Conservation Monitoring Centre (UNEP-WCMC) hosted the Secretariat for the BIP. Overall, it was felt that the two projects, BIP and GBO-3, benefited each other mutually, with the BIP being provided with a greater mandate and impetus as a result of the GBO-3 project and GBO-3, in turn, benefiting from the tremendous wealth of information that was compiled and peer reviewed through the BIP. The arrangement was considered a “very useful way of combining resources and efforts”, as commented by one interviewee. Furthermore, those involved in the BIP felt that GBO-3 was an excellent vehicle to disseminate the results of their work to a wider constituency. The fact that the results of the BIP fed into GBO-3 and ultimately into the new Strategic Plan and its Aichi Biodiversity Targets was considered to have been a very good “strategic decision” that enabled the BIP outputs to be embedded in policy. In addition, the Secretariat’s active and responsive representative on the BIP Steering Committee was seen as beneficial. Overall it was felt that the Secretariat and the BIP had a strong, mutually supportive relationship and information exchange was considered good.

A few challenging issues were raised in relation to the institutional arrangements between the Secretariat and the BIP. Firstly, the links between the two projects, the process that would be followed and the form the final product would take were not fully clear to all participants. Thus, there was some uncertainty in terms of what inputs into GBO-3 would result from the BIP. Specifically, some of those involved in BIP felt that their project would be compiling and drafting a significant amount of the status and trends section of GBO-3 and were somewhat surprised that the information ended up being compiled by the science writer for the main report. This was considered to have led to some inefficiencies in terms of time management. The final product was a slimmer product than what was expected by some involved in the BIP. Nevertheless, it should be pointed out that detailed indicator information was made available in the Technical Series Report 53: “Biodiversity indicators and the 2010 Biodiversity Target”, including data that did not make it into the main GBO-3 report, and the indicator information was also presented in a paper published in *Science* a few weeks before the launch of GBO-3. The BIP also felt somewhat limited by the fact that the original timeline was brought forward, which pushed the project to meet earlier deadlines than expected in early 2009.

In turn, the Secretariat commented that the BIP provided the indicator data in many different reports at different times, which made the job of incorporating the data into GBO-3 more time-consuming and less efficient. The Secretariat also raised concern about depending on a one-off project, in this case the BIP, to obtain data, as projects inevitably involve some institutional delays in getting set up and then winding down again, which leads to lost time and possibly less continuity in data collection or synthesis. In this respect, the future of the Biodiversity Indicators Partnership is still unclear. A long-term funding plan and an institutional base for data collection would be very useful to address this issue.

Finally, the Secretariat found that it was faster to obtain some data directly from contacts within the partner organizations, rather than through the BIP. This is more a reflection of the level of commitment of the different partners, rather than a criticism of the BIP per se or of the relationship between the project and the Secretariat.

2. Process of Review of GBO-3

The peer review process for GBO-3 involved several different components, including a review by the GBO-3 Advisory Group and Scientific Review Panel, a review by the Bureau of SBSTTA and an open and public peer review of two different drafts of GBO-3. Overall, the peer review process was considered to be sound and thorough by all those interviewed.

The transparency of the process of preparation of the different drafts of GBO-3 and of the production schedule enabled any interested stakeholders to become involved. Secretariat staff members also made ad-hoc efforts to reach out to their own networks and to contact stakeholders. However, different groups were not specifically targeted and it could be argued that more effort could have been made to ensure adequate feedback from stakeholders.

Advisory Group and Scientific Review Panel

The decision to establish an Advisory Group to act as the guiding body for the preparation of GBO-3 was made at COP 9 in Bonn in Germany in May 2008. The Advisory Group's terms of reference were defined in the document "Considerations for the preparation of the third edition of the Global Biodiversity Outlook", which was presented at the same meeting (*see Appendix 6 for Advisory Group Terms of Reference*). The Advisory Group met once early on during the process of preparation of GBO-3 to review progress in the planning of GBO-3 and to provide comments and suggestions on how the preparation of GBO-3 should be handled.

A Scientific Review Panel composed of scientists and policy-makers was subsequently created which reviewed the second draft of GBO-3 in detail. There was some overlap in the composition of the two bodies, with the overall composition of the Advisory Group and the Scientific Review Panel considered fairly representative and no major gaps identified.

Both the Scientific Review Panel and the Advisory Group served to increase the transparency of the peer review process and enabled increased ownership and buy-in from the organizations represented by the participants. The Scientific Review Panel also performed the important task of reviewing the content of GBO-3. While the Advisory Group and the Scientific Review Panel were felt to have fulfilled the main functions laid out for them (in the case of the Advisory Group in specific Terms of Reference), it could be argued that the two bodies could have played a greater role in disseminating and promoting GBO-3.

Public peer review

For the public peer review process, the Secretariat sent out a notification to its mailing list to inform Parties and other stakeholders of the availability of the first and second drafts of GBO-3 for public review. In addition, the BIP advertised the public review process through their communication channels. Both the first and second drafts of GBO-3 were posted on the Secretariat's GBO-3 website. The public

review period for the first draft was just under two months, and slightly over one month for the second draft. Almost 60% of the GBO-3 survey respondents indicated that the peer review process provided sufficient time and opportunity for the provision of input, and 66% of survey respondents felt that the process of peer review was transparent.

Over 1,000 comments were received on the first draft by 90 reviewers. The first public review was felt to have provided a great deal of useful information and feedback, including from governments and the scientific community. For the second draft, a total of 425 comments were received from 37 individuals. Less feedback on the second draft was likely related to the fact that there was less time given for comments and that many stakeholders had already provided comments on the first draft.

Approximately 15 Parties to the Convention on Biological Diversity submitted comments on the first draft of GBO-3 and 10 Parties commented on the second draft. In some cases, the responses from Parties to the Convention may have actually represented a compilation of comments from different reviewers and organizations within the countries. Responses were received from all regions except Africa. No additional efforts were made to solicit comments beyond the general notification of the availability of the different drafts for review.

A substantial proportion of the comments received came from non-governmental organizations and individuals affiliated with universities or research institutes. Comments were also received from United Nations agencies, such as UNDP and UNEP-WCMC. In addition to the public review process, a GBO-3 draft was also shared with some participants at the 2010 Trondheim Conference on Biodiversity in February of 2010, which generated useful feedback and helped to raise awareness about GBO-3.

Overall, the response to the call for input from the public was very strong, though the point was made that more follow up and solicitation could have been done provided more time and resources.

The GBO-3 team reviewed and compiled all the comments received. In some cases the comments contradicted each other with some reviewers recommending the report be shorter and more accessible, while others felt it should be longer and more scientific. The team ultimately made the decisions about which comments to incorporate and how this information would be integrated in the report. The end product aimed to strike a balance between the diverging goals of producing a detailed versus a succinct document, and to ensure that a manageable scope for the publication was maintained. In general, the public review process was felt to have contributed significantly to the transparency of the entire process and led to a substantial array of useful comments, from smaller editorial issues to larger recommendations on content.

Based on the feedback received from the first round of public peer review, GBO-3 was significantly shortened and a second draft was released for review. The first and second drafts were therefore substantially different from each other in length, level of detail and content/ scope, with the second draft being considerably more concise. From the point of view of people reviewing the document, several interviewees indicated that they had not been aware of the level of synthesis that would be carried out and felt that it was somewhat difficult to see whether their points had been taken up or incorporated in the document. This perceived change of course mid-way through the process was felt by some to have led to lost time and interesting material that did not end up making the cut, leading to some stakeholder dissatisfaction.

The Secretariat considered the first draft of GBO-3 to be too long, however, time constraints, combined with the desire to ensure sufficient time for public review, led to the decision to disseminate it for review. For future editions, the Secretariat will need to grapple with the two options of making public a possibly less polished document earlier on to maximize the amount of time available for public review, versus releasing a more polished document, even though this might lead to less time for public review and limit the ability to make significant changes.

In order to increase the transparency of the review process for future editions, it would be useful to make all the comments received from the public peer review publicly available, for example by putting this information on the website, with an explanation of how each comment was addressed.

Review by Bureau of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA)

Originally, GBO-3 was to be reviewed by SBSTTA in 2009. However, during COP 9, the Conference of the Parties decided not to hold a SBSTTA meeting in 2009, which therefore made it impossible for the body to review GBO-3 before it was launched at the SBSTTA meeting in 2010. As a result, the Scientific Review Panel ended up submitting its recommendations on the second draft of the GBO-3 to the Bureau of SBSTTA in November 2009. The Bureau, which consists of 2 representatives per region for a total of ten members, ensured that due diligence was followed by reviewing the document at their meeting. Many felt that the fact that SBSTTA as a whole did not review GBO-3 was not ideal as this would have enabled greater buy-in and exposure to GBO-3 before it was finalized.

3. Content, messaging and layout of GBO-3

The final version of the main GBO-3 report was a relatively succinct document that focused on providing data on the status of biodiversity in 2010, the main pressures on biodiversity and responses, biodiversity scenarios for the 21st century and conclusions to support the development of a new strategy for reducing biodiversity loss.

Compared to previous editions, greater attention was paid to how the main conclusions would be conveyed for GBO-3, ensuring that the writing was readable and accessible and that the messages would resonate with different players, including biodiversity users and drivers of biodiversity loss.

There appears to be significant consensus among interviewees and survey respondents that the GBO-3 report did a good job of balancing scientific rigour and readability. The engagement of a science journalist (the same journalist who wrote the statement of the board of the Millennium Assessment) was felt to have contributed significantly to translating the scientific information into a style that was comprehensible to a more general, non-specialized audience. The concise nature of the document and its clear and simple messages were appreciated. A total of 95% of the GBO-3 survey respondents felt that GBO-3 was easily understandable. Furthermore, the fact that the report was forthright in its major finding that the biodiversity target for 2010 was not met (calling a “spade a spade”, as one interviewee commented) was appreciated. The final product was judged by all those interviewed as being a very high-quality report.

In addition, GBO-3 was felt to have had more content to draw upon, in part reflecting advances in the state of knowledge on biodiversity. GBO-3 focused not only on the direct drivers of biodiversity loss but provided more information than previous editions on the indirect drivers of change. GBO-3 also included greater original content through the inclusion of a review of future biodiversity scenarios, which was carried out by 44 researchers, co-led by Diversitas and UNEP-WCMC. While other important reports have been making use of scenarios information, GBO-3 is noteworthy in that it incorporated scenarios from a number of different studies and therefore constituted a “meta-assessment”. This led to the important finding that the range of options available to policy-makers and to the world to address the biodiversity crisis is actually wider than previously thought.

The layout and design of GBO-3 were considered attractive, with a well-designed cover that benefited from the inclusion of graphics that could be used in different platforms.

In terms of the graphs, one interviewee felt that decision-makers would benefit from additional effort invested in presenting the information from the graphs in a more consistent manner to facilitate comparison, as was done with the Millennium Development Goals report. This would, however, inevitably imply manipulating the data provided by the original authors and would also have resource implications, both in terms of finances and time.

Scope of GBO-3

The suggested scope for the report was outlined in the document : “Considerations for the preparation of the third edition of the Global Biodiversity Outlook”¹. In general, this was followed for the first draft of GBO-3. However, when the second shorter GBO-3 draft was prepared, some elements were taken out or significantly reduced. Specifically, with regard to the storylines and case studies mentioned under point 7 (a) of the document, feedback from the public peer review suggested that there was some incongruity between the sobering global statistics and trends versus the positive case studies taken from some of the country reports, and that presenting these side by side could be considered problematic from a communications perspective. The decision was therefore taken by the GBO-3 project management to omit many of the national case studies and storylines from the main report and to produce a separate booklet which would highlight national success stories , entitled “Action for Biodiversity: Towards a Society in Harmony with Nature”.

Other interviewees felt, however, that this issue could have been addressed differently by adding more detail to the case studies so they would paint a realistic picture of successes and challenges; this would have enabled countries to learn from more specific examples and would have led to a more positive tone in the main document. At the very least, greater effort could have been made to enable the reader

¹ The document specifies that the third edition will contain information on: “(a) Status and trends of biodiversity, including drivers of biodiversity loss and impacts on ecosystems and human wellbeing, and an assessment of the achievement of the 2010 biodiversity target at the global and, where available, regional level, complemented by storylines based on relevant examples and case studies derived from information contained in the fourth national reports and other sources; (b) Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity based, *inter alia*, on a review of the implementation of the Strategic Plan; (c) The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and, more generally, progress made in mainstreaming biodiversity into the development agenda; (d) Actions for significantly reducing the rate of biodiversity loss, including considerations for a framework to set targets for implementing the Convention beyond 2010, taking the previous information into account.

to know where to go to obtain more national case study information. As it was, the links on the website to the case study database were not user-friendly and the Action for Biodiversity booklet had not yet been produced when the main GBO-3 report was printed (and was therefore not mentioned in the latter).

The suggested scope for GBO-3 called for information on regional trends in the implementation of the objectives of the Convention as well as an assessment of the achievement of the 2010 biodiversity target at the regional level, where available. Regional information did not receive much attention in the final version of GBO-3, mainly because such data were not readily available, with the exception of some regions, such as Europe. In addition, breaking down some of the global indicators to a regional level could have led to less robust and scientifically reliable data.

Finally, the suggested scope for GBO-3 also proposed that information on the “implementation of the biodiversity agenda within the framework of the Millennium Development Goals”, and “progress made in mainstreaming biodiversity into the development agenda” be included. The final version of GBO-3 did not make much reference to the MDGs nor did it examine progress in terms of mainstreaming in detail. According to the Secretariat, this was due to the desire to keep the final document as concise as possible, as well as due to the lack of specific, scientific information on the links between biodiversity and the MDGs. In terms of the level of progress in mainstreaming biodiversity into the development agenda, the new Strategic Plan includes a target related to the integration of biodiversity into planning processes, including poverty reduction strategies. These are therefore issues that will require greater attention for GBO-4.

Incorporation of scientific and technical knowledge in the report

The main sources of information used in GBO-3 included:

- Information from the Biodiversity Indicators Partnership (BIP) , a network of organizations coordinated by UNEP-WCMC;
- 110 fourth national reports submitted by governments to the CBD.
- A review of scenarios and models for biodiversity in the 21st Century, carried out by over 40 scientists, led by Diversitas and UNEP-WCMC.
- Approximately 500 peer-reviewed scientific journal articles and assessments from inter-governmental and non-governmental bodies.

Overall, the consensus opinion was that the scientific quality of GBO-3 was stronger than ever before, both because of the diligent effort invested in incorporating extensive amounts of peer-reviewed scientific information, and because the state of scientific knowledge on biodiversity has improved since previous editions.

Despite some limitations in the national report data in terms of quality, consistency and timeliness of receipt, substantial additional sources of information were incorporated in GBO-3 and served to ensure the scientific validity of the final product, including the data from the BIP and the specially commissioned study on scenarios.

A number of interviewees felt that the references should have been included in the main publication (rather than merely in a separate annotated version) to enable readers to easily access the sources of information that underpin the report. All agreed that endnotes would be more appropriate than footnotes to avoid cluttering the text.

More details on the different sources of information follow.

Indicators data

Overall there was a high level of satisfaction among interviewees and survey respondents with the indicator information included in GBO-3, which was considered to provide a clear presentation of the trends in biodiversity. As mentioned earlier, much of this data came from the BIP. GBO-3 gathered information from BIP throughout the project.

Despite the overall satisfaction with the indicators information, one of the problems faced by the Secretariat was the fact that the BIP project timeframe did not allow for the provision of one report summarizing the indicator information well in advance of the drafting of GBO-3, which would have been most useful. Instead, there were approximately 20 reports prepared by different organizations included in the Partnership, each relating to a specific indicator. The reports were available at different times and the Secretariat project management team needed to continue to update the GBO-3 text as new information was received. Near the end of the GBO-3 writing stage, an individual from one of the partners in the Biodiversity Indicators Partnership was seconded to UNEP-WCMC, and he played a key role in pulling together the information into one consolidated report. This served as a check for the GBO-3 project management team to ensure that all relevant indicator information had been included. As highlighted earlier, the indicator data were also presented in a paper published in *Science* a few weeks before the launch of GBO-3.

The reliability of the indicator data depended on the strength of the information available. For some indicators comprehensive data were available, while other indicators had significant data gaps. The team relied on the best available information and in some cases made inferences and provided specific examples when the data were weaker. Table 2 in the main GBO-3 report demonstrates the degree of certainty associated with the data for the different indicators.

While GBO-3 provided a summary of this data for policy-makers, the detailed data were included in the CBD technical report No. 53, entitled “Biodiversity Indicators and the 2010 Biodiversity Target: outputs, experiences and lessons learnt from the *2010 Biodiversity Indicators Partnership*”. The latter report was finalized after GBO-3 went to print and was therefore not available at the time of writing of GBO-3.

Scenarios report

A peer-reviewed report was produced by a team of researchers led by Diversitas and UNEP-WCMC to present different possible future scenarios of biodiversity loss and degradation of ecosystem services. This process took approximately one year and involved identifying the appropriate experts, organizing an expert workshop to work on the technical report, producing a first draft, reviewing the summarized version to be included in the main GBO-3 publication, and preparing the final draft of the technical report. The CBD Technical Series #50 on biodiversity scenarios, entitled “Biodiversity Scenarios: Projections of 21st Century Change in Biodiversity and Associated Ecosystem Services”, was made

available at the SBSTTA meeting in May 2010, as well as at COP 10 in October 2010. In addition, copies were sent to scientists around the world and meetings on the scientific report were held at side events in SBSTTA and COP10.

The majority of survey respondents felt that GBO-3 effectively communicated different possible future scenarios. Interviewees also perceived the report as very useful and critical to demonstrate the true gravity of the situation. In addition, the report provided some of the main messages taken up by the media in relation to GBO-3, in particular, the idea of tipping points that, if surpassed, could lead to devastating consequences. In fact, the report played an important role in putting the idea of non-linear limits or tipping points “on the table of policy-makers”, as one interviewee noted. The report also made the point that looking at a number of different scenario analyses through a meta-analysis reveals a wider range of possible outcomes than previously thought. One interviewee suggested, however, that the scenarios information could have been presented in clearer language and that more in-depth information could have been included.

The CBD Technical Series No. 50 report on biodiversity scenarios was felt to have had a substantial impact on the scientific community and is cited frequently. Furthermore, the scenarios research carried out for GBO-3 was published in a paper in the journal *Science* on scenarios of projected extinction rates and habitat loss, among others, which attests to the scientific credibility of the results. A second paper on the tipping points research is awaiting publication.

National reports

The national reports on biodiversity submitted by governments varied in the quality and level of detail of the information provided. In many cases, the reports were relatively general, lacking in quantitative information, and included data whose collection was based on different methodologies. As a result, meaningful quantitative data and statistical summaries by country or comparisons between countries were not feasible and the amount of scientific information that could be extracted from the national reports and included in GBO-3 was limited. This was reflected in the comments of several interviewees, who felt that the national content was not as evident in GBO-3 as they would have expected.

Another issue which undermined the inclusion of national data in GBO-3 was the lateness of receipt of some of the national reports. In total, 24 of 193 reports were received by the deadline for submission of national reports, and approximately 110 draft and final reports were received before GBO-3 was finalized. It should be noted, however, that the national reporting workshops that were held played an important role in improving the quality and timeliness of submission of national reports and that submission times were an improvement over previous editions of GBO.

Despite the limitations related to the quality and timeliness of receipt of the national reports, they did provide useful data, some of which was integrated into the final GBO-3 report. In addition, the format of the fourth national reports, which differs from previous national reports, enabled the inclusion of much richer information in GBO-3. The presentation of national information is felt to be an important added value of GBO and “[helps] make GBO-3 more than an academic report, but rather a major, scientific document at the service of the Parties”, to quote one interviewee. To the extent possible, the Secretariat should therefore take advantage of the “unique wealth of information provided by governments”.

Journal articles and assessments

Over 500 peer-reviewed journal articles and major assessments and reports were consulted in preparing GBO-3, representing a substantial body of literature. As the Secretariat does not have access to journal databases, the sources of information were gathered in a somewhat ad-hoc and opportunistic manner and it is therefore uncertain whether they are completely representative of the current state of knowledge in biodiversity. Nevertheless, given the expertise within the Secretariat, it was felt that the most important pieces of information would have been included. Moreover, the peer review process helped to ensure that the information presented in the report was accurate.

Information gaps

The conscious decision was made by the GBO-3 project management team to avoid overemphasizing gaps in biodiversity information and limitations in biodiversity monitoring. It was felt that these issues were already evident to those involved and that they could be used as an excuse for inaction. However, some interviewees felt that it is important to let national governments know that there are many additional aspects related to biodiversity change that are not currently being monitored and that need to be. One interviewee commented that “this is a major theme that is completely absent in GBO-3”. This information could also be useful for the scientific community.

Ancillary products

Besides the main GBO-3 report, which was translated into all six UN languages (as well as into Japanese and Portuguese on a voluntary basis by Japan and Brazil respectively), a number of other GBO-3 products were prepared. These included an Executive Summary for policy-makers², a website, a booklet on national case studies, a video, a presentation, an annotated version of GBO-3, regional summaries for four regions, two technical reports and a “Guide to the GBO-3 for Small Island Developing States”. Please see *Appendix 7* for a list of all GBO-3 products developed, means of distribution and target audiences.

As will be described further on, the range of products developed fell significantly short of what had been envisioned in the draft communication strategy developed for COP 9 in May 2008. This was due to the fact that adequate funding for the implementation of the strategy was not made available to the Secretariat.

An Executive Summary of the GBO-3 document was produced as a separate stand-alone document (as well as being part of the full GBO-3 publication). This effectively constituted the summary for decision-makers recommended in the draft communication strategy as it provides a shorter, more travel-friendly document that summarizes the key points of GBO-3. The document was generally well-received by policy-makers.

The Action for Biodiversity Booklet, which provides case study material, was fully developed in-house and distributed at the COP 10 meeting. This booklet is considered a well-presented, interesting summary of national success stories, taken from fourth national reports around the world. However, the booklet

² This was produced in all six UN languages, and was also subsequently translated into German.

was not sufficiently marketed, according to several interviewees. Two recommendations for the future that emerged from the interviews were the need to sufficiently promote such products and to increase the level of detail and sophistication in the examples provided to paint as accurate a picture as possible of the challenges and successes experienced by countries.

A PowerPoint presentation was developed in English, however, offers to translate it into other languages did not materialize. A GBO-3 video was also produced and made available on YouTube and links to the YouTube site were provided on the Secretariat website. In addition, Dr. Thomas Lovejoy, a prominent biodiversity expert, participated in an interactive interview on GBO-3, which was available through live streaming and through YouTube.

Poster panels were prepared as part of the International Year of Biodiversity, which, while not specific to GBO-3, incorporated the report's key messages. In contrast to the situation for GBO-2, all the photographs included in GBO-3 were made available royalty-free to facilitate their reproduction. In addition, all the graphs included in GBO-3 were organized and made available in one file to facilitate their manipulation and use.

A GBO-3 website was developed to display the most significant outputs and products. This website was pulled together under significant time constraints. As of early May 2011, it was still difficult for users to find certain products online, such as the GBO-3 case studies in the CBD Secretariat's database, and some of the regional summaries. A more user-friendly version of the GBO-3 web pages was made available in May of 2011 in order to make the information easier to access, more comprehensive and to provide all relevant links. This new website is still being developed to improve its overall appearance and user-friendliness.

A toolkit for teachers is still in the process of being developed by UNESCO. This will incorporate key GBO-3 messages and will likely refer to GBO-3 but will be broader in scope and look at biodiversity in general. The lateness of development of this material undermines its ability to take advantage of the momentum provided by the publication of GBO-3 and the International Year of Biodiversity.

Regional summaries were produced for Africa, West Asia, Asia and the Pacific, and the Latin America and Caribbean region, which correspond to UNEP's regional offices. Some regions were not represented, such as North America, Europe, the Arctic and the Antarctic, and it is recommended that efforts be made to ensure full geographic coverage. Interestingly, this issue was already mentioned in the evaluation of GBO-2. Additional editing of some of the reports in particular would have been useful to ensure adequate flow of ideas, proper footnoting and photo credits, as well as to eliminate typos and translation issues.

Two technical reports were produced as part of the CBD series, to present the detailed indicators and scenarios data, respectively. These reports were well-received by the scientific community. Finally, a short guide to GBO-3 for small island developing states was also developed.

Overall, it was felt that these ancillary products were very useful tools to reach a larger audience and to increase the relevance of GBO-3. Additional funding would have enabled an even greater range of targeted products to be developed.

Launch and dissemination of GBO-3

The global GBO-3 launch took place on the opening day of the 14th SBSTTA meeting in Nairobi, Kenya in May 2010. The Executive Summary, the scenarios technical report and the indicators technical report were made available at the same time. The key note presentation during the SBSTTA meeting focused entirely on GBO-3 and there were various side events, as well as a training seminar at the SBSTTA meeting to increase participants' awareness of GBO-3 and to inform them of how the report's key messages could be used to reach out to decision-makers and public actors.

In addition to the main launch, simultaneous regional launches took place in 11 cities around the world, including Tokyo, Bonn, Geneva, Chamonix, New York, Copenhagen, London, Panama, Cairo, Manama and Montreal. The simultaneous launches were facilitated by regional and national partners operating in each country and were press/ publicity events that varied depending on the city, with a broad spectrum of participants, including government representatives, NGOs and the media.

Funding restrictions combined with the desire to 'make a big splash' by launching various products at once, led to the decision to focus the launch on the May 2010 date. However, it should be noted that the Action for Biodiversity booklet was released later at the COP 10 meeting in Japan, so a certain degree of launch 'scaling' was achieved.

In the end, UNEP considered GBO-3 to be amongst the best launched report of the year. UNEP felt that the reception at its regional offices was very positive and that local stakeholders welcomed and related substantially to the regional information provided.

Subsequent to the launch, GBO-3 continued to be disseminated at a variety of venues. It served as an input into the September 2010 UN General Assembly during a one-day, high-level event for heads of state, governments and delegations to discuss the biodiversity crisis and the urgency of greater leadership on this issue. GBO-3 was referred to in the background document prepared by the Secretary-General in advance of the meeting and in the Secretary-General's address to the plenary, and copies of GBO-3 and of the Executive Summary were made available to all those present. In addition, a "GBO-3 breakfast" was organized for the permanent representatives to the General Assembly.

GBO-3 was a key source of information for deliberations at the COP 10 meeting in Nagoya in October 2010 and was presented and discussed in a working group, with a decision made in the plenary. In addition, despite the fact that little funding was available for the implementation of the communication strategy, staff at the Secretariat disseminated and promoted GBO-3 at a variety of meetings and conferences (*see Appendix 8 for a list of relevant conferences and meetings*). Some of the meetings were focused specifically on the report, while for others, GBO-3 information supported the discussions. The meetings involved a range of audiences, such as parliamentarians and economic commissions, and enabled GBO to reach beyond its usual constituency. GBO-3 benefited from being released during the International Year of Biodiversity as there were a number of complementary activities that used and/or promoted GBO-3.

The statistics for the website suggest that GBO-3 reached a substantial number of people, with the complete report having been downloaded over 54,000 times, while the Executive Summary was downloaded over 15,000 times between 10 May 2010 and 4 May 2011.

Implementation of the communication strategy

The draft communication strategy and the document entitled 'Considerations for the preparation of the third edition of GBO' envisioned the production and dissemination of a broad range of materials to a number of different audiences. The implementation of the communication strategy for GBO-3, including the development of ancillary products, was a key element that was budgeted, but for which no funding was available, apart from a grant from the EU for communications activities. However, this grant was insufficient to implement the comprehensive communication strategy that was planned and as a result, various elements could not be developed. Specifically, brochures, fact sheets or case studies for different target audiences were not produced, although the communication strategy, the evaluation of GBO-2, and responses from the GBO-3 survey highlight the importance of such tailored products. Significant outreach could not be undertaken with target groups, such as the private sector, mayors and other representatives of local communities, parliamentarians, youth and children, and indigenous groups, among others. In addition, material for educators has not yet been developed, a PowerPoint presentation could only be developed in English rather than in multiple languages, and limited compilation of information on regional trends could be undertaken. Podcasts for use at launches were not produced and the translation of GBO-3 into additional languages was not feasible with the limited funding available.

Several interviewees felt that there was insufficient marketing of GBO-3 after the initial effort invested in the launch. Comments included, for example: "There was not enough mileage made of GBO-3 since it was launched". "There was no seriously organized outreach [effort]". This is to be expected, given the lack of funding for the Secretariat to implement the communication strategy and the fact that it has not been reviewed or adjusted since COP 10, despite the fact that decision 10/4 of October 2010 recommended that the communication strategy be further developed, "bearing in mind different audiences".

The lack of funding for the communication strategy and limited staff time allocated specifically to GBO-3 meant that the dissemination of the GBO-3 messages relied a great deal on staff members taking advantage of existing opportunities above and beyond their normal responsibilities. One interviewee felt that GBO-3 could have been, and could continue to be, more widely disseminated by Secretariat staff. Key messages could, for example, be used to a greater extent in communications with potential donors. However, increased dissemination activities would benefit significantly from additional staffing directed toward this objective.

The lack of financial resources for the communication strategy was seen as a critical problem for GBO-3 which limited its ability to reach out beyond the biodiversity community (the so-called 'converted') and have a more significant impact. Many of those interviewed as part of this evaluation considered the lack of funding for the communication strategy a key weakness of GBO-3. A total of 93% of survey respondents agreed with the importance of securing funding for a comprehensive communication strategy in order to increase the impact of future editions of GBO. Comments from the interviews included:

The first priority should be to secure funding for [the communication strategy].

The communication strategy should not be a luxury but a necessity.

Communications should be the basis of the report.

We need to make the necessary effort to get funding for the associated products.

We should never again drop that ball [i.e., the communication strategy].

Some interviewees noted that this is a common problem with these types of communication projects, and a lesson that seems to be learned time and time again; a great deal of work is carried out to ensure a scientifically sound product is produced but limited communication is carried out.

A number of interviewees felt that the whole process needs to change and that communication and planning for specific target audiences should be a key consideration up front before work begins on producing the report, rather than considering these issues as a 'spin-off' of the main publication. Several interviewees felt that not enough attention was given from the outset to the target audience. They commented that while the document went through rigorous scientific review, it was somewhat 'supply driven' with its form, style and content determined by technical specialists, and significant effort being focused on research and consensus building, rather than on ensuring that the needs of policy- and decision-makers and other target audiences were being met.

Interviewees stressed the need for Parties to the Convention to understand the importance of the communication strategy and one interviewee even suggested that if the necessary funds for this are not obtained and adequate dissemination does not occur, it may not be worth the effort of producing future editions of GBO.

In addition to soliciting funding from countries for the implementation of a communication strategy, the possibility of working more with NGOs (such as Conservation International) and communications organizations (such as National Geographic), was mentioned as a way to increase communications. The Secretariat could also partner more with organizations such as the World Business Council on Sustainable Development, FAO and the Ramsar Convention on Wetlands, but this would still require dedicated time and funding.

One interviewee raised the possibility of charging certain audiences for GBO-3 print versions as a way to address budgetary constraints. Note that for GBO-3, the PDF and print versions of the main report and its associated products were all provided free of charge. Partnerships with publishers could be explored, whereby, for example, low-cost editions or free versions of some or all of the products could be produced for developing countries.

4. Impact of GBO-3

The majority of interviewees felt that GBO-3 has had an important impact on the biodiversity community and has been widely quoted and referred to in associated meetings and events. One interviewee commented that GBO-3 is being used as "a seminal reference and as an up-to-date synthesis of the current state of knowledge on biodiversity". It was considered by many to be an important "consensus-based synopsis, backed by hard science and renowned scientists" and as the "most evidence-based synthesis" on the state of biodiversity available.

At the national level, GBO-3 is seen as having provided the Parties to the Convention with a significant incentive to submit their fourth national reports in a timely manner as these were a key input into GBO-3. This was beneficial both from the perspective of helping countries gather and analyze important information as well as helping the Secretariat to prepare GBO-3.

Despite this significant impact within the biodiversity community, most interviewees felt that the impact beyond the biodiversity community was much more restricted, and that limited mainstreaming of the biodiversity messages into other sectors occurred.

Impact on media

The launch led to substantial press coverage. A survey of news coverage carried out by UNEP indicated that 197 news articles were published in major newspapers, websites or blogs of note from around the world in the week immediately following the launch. The video news release was distributed via the European Broadcast Union and led to extensive broadcast coverage, with a total of 11 organizations broadcasting the GBO-3 information around the world. CNN International and Aljazeera also made use of the video news release in their broadcasting of GBO-3. The Secretariat participated in several interviews that were broadcast on news services such as BBC, Aljazeera and CBC. Finally, the interactive web TV interview given by Dr. Thomas Lovejoy to present GBO-3 and its main findings was broadcast live and on-demand via various web services.

The amount of coverage was unprecedented for the Secretariat. The work with partners who brought about simultaneous launches around the world permitted many journalists to be engaged firsthand. In addition, the level of coverage and exposure may have been heightened due to fact that GBO-3 was released during the International Year of Biodiversity, when many international events and national campaigns were organized throughout the year. For many of these events, GBO-3 was either the focus of the event or served as background information.

While generalized media were felt to be well reached with the launch, there was no effort to engage specialized media, as capacity and funding constraints prevented the development of storylines targeting different sectors, such as health and business. In addition, the launch and outreach efforts made little or insufficient use of social media tools such as Facebook, YouTube, vimeo and twitter.

Media coverage is by its very nature generally short-lived, particularly for environmental reports, and the coverage of GBO-3 is no exception. A total of 40% of survey respondents felt that GBO-3 did not continue to be an important topic in the media for a sustained period of time.

Impact on policy and policy-makers

GBO-3 constituted an important input into the September 2010 UN General Assembly (GA) one-day high-level biodiversity event that took place for heads of state, governments and delegations. In the background document prepared by the Secretary-General in advance of the meeting, GBO-3 was referred to as the “latest scientific assessment of the status and trends of biodiversity” and references to GBO-3 were also made in the Secretary-General’s address to the plenary. GBO-3 provided the scientific basis on which to inform countries that the 2010 biodiversity target was not met and to urge countries to adopt new targets at the COP 10 meeting in Nagoya, Japan in October 2010.

GBO-3's launch in May of 2010 was a strategic decision to permit policy-makers to review the document and its main findings in advance of the COP 10 meeting in October and to ensure policy impact by providing the main elements of the new biodiversity strategy and targets to be considered for approval at COP 10. In the end, GBO-3 was considered to be "one of the most important documents reviewed at the SBSTTA meeting in Nairobi", to quote one interviewee.

Most interviewees felt that GBO-3 heavily influenced and provided the main elements for the new Strategic Plan for Biodiversity 2011-2020 and its associated targets, which were approved at COP 10. GBO-3 was seen as "having made its mark at COP" and having had a significant policy impact. It is important to point out that there was little political challenge to GBO, and the countries present at the SBSTTA meeting and at COP 10 did not dispute its main findings. This is a testament to the strong political and policy ground work as well as consensus building that took place in the development and review of GBO-3. At least one interviewee felt, however, that some key elements of GBO-3 did not find a place in the targets, in particular, with regard to drivers of biodiversity loss, especially habitat loss and climate change and that "more work could have been done to translate GBO-3 into the Nagoya targets". Overall, it was felt that GBO-3 was very timely and that this contributed significantly to its policy impact. As one interviewee put it, "it was the right assessment at the right time to feed into policy".

In Europe, the launch of GBO-3 coincided with the EU Green Week, which focused on the theme of biodiversity. The European Commission used GBO-3 as "*the* 2010 global scientific assessment", as mentioned by one interviewee. GBO-3 was shared widely with policy-makers and the EU made great use of GBO-3 in its discussions and meetings related to the development of the new EU Biodiversity Strategy.

One interviewee commented on the fact that GBO-3 was not given sufficient agenda time at the October COP event. While perhaps more could have been made of this "political grand-stand opportunity", the main launch of GBO-3 was always meant to be the 14th SBSTTA meeting in May 2010, rather than the COP 10 meeting.

Impact on scientific community

There was consensus among those interviewed that GBO-3 received very little, if any, scientific criticism, which underscores the quality of the product itself, the careful peer review process it underwent and the weight that the peer review process carried. The publication is being referenced in biodiversity-related articles and publications, and is also being used as an evidence-based source of information for UN publications, such as the 2011 UNEP Yearbook and the UNEP Global Environment Outlook-2012.

Impact on other sectors beyond the biodiversity community

Interviewees and a significant number of survey respondents felt that the key messages of GBO-3 were not effectively disseminated to other sectors, such as the private sector. Few targeted outreach activities were undertaken with other stakeholders. It is therefore difficult to determine the impact of GBO-3 on these groups, but it is likely to have been limited.

Despite the fact that the Secretariat has identified the private sector as a key stakeholder group to target, and despite the previous recommendations made in the GBO-2 evaluation to develop products

for this sector, GBO-3 did not place sufficient emphasis on this target group. There were a number of possible business events at which GBO-3 could have been promoted, but funding constraints prevented much of this work from taking place. In addition, as mentioned by one survey respondent, the economic case for biodiversity conservation could have been made more strongly.

No specific GBO-3 brochures or materials were developed to target young people, which would have been considered “profoundly useful”, as commented by one interviewee. Several survey respondents agreed and indicated that greater effort should be made in the future to involve school level and university students in order to increase the impact of GBO. However, it should be noted that within the Secretariat, GBO-3’s main messages are being used in communication with stakeholders, including youth. In addition, a UNESCO toolkit for teachers is being prepared which will draw upon GBO-3 and a second educational toolkit is being developed together with FAO.

Specific recommendations on how to increase the impact of future editions of GBO can be found in Section 6 of this report.

5. Future editions of Global Biodiversity Outlook

In decision X/2, the Convention “decide[d] that the fourth edition of the Global Biodiversity Outlook shall be prepared to provide a mid-term review of progress towards the Aichi Biodiversity Targets, including an analysis of how the implementation of the Convention and its Strategic Plan has contributed to the 2015 targets of the Millennium Development Goals.” An important focus for GBO-4 will therefore be to provide information on the level of progress made in achieving the 2020 Aichi Biodiversity Targets agreed at COP10 and how the global targets are being incorporated at the national level. This will enable corrective measures to be taken before the 2020 deadline for implementation of the targets of the 2011-2020 Strategic Plan.

It is recommended that GBO-4 be released ahead of a meeting(s) of the Heads of State to enable it to be given sufficient attention by high-level decision-makers. In addition, the Secretariat should be aware of the assessment/ report landscape in 2015 and ensure that it is building on other planned assessments and avoiding duplication to maximize the impact of GBO-4. Perhaps most importantly, GBO-4 will coincide with the final report(s) on the level of achievement of the Millennium Development Goals (MDGs). Most of those interviewed felt that it was vital for GBO-4 to make the links between human well-being, poverty reduction and biodiversity clear in GBO-4 and to show the relationships between biodiversity and the MDGs, in particular Goal Number 7. Local case studies could perhaps serve an important role in clarifying these links. If the relationship between GBO-4 and the MDGs is not made explicit, there is the risk that GBO-4 will be lost in the media and political interest generated by the MDG final report(s). The GBO-4 team should keep in contact with the MDG team and follow the process to maximize the impact of GBO-4. For example, back-to-back high profile events could be organized in cooperation with the MDG reporting process. The use of GBO-3 information (and GBO-4 information where applicable) as an input into the MDG final report(s) could also be considered where feasible, as MDG Goal 7 includes the 2010 biodiversity target of reducing the rate of biodiversity loss.

Links should be made with other significant publications set to be released in 2015, such as FAO’s biennial State of the World’s Forest Report. GBO-4 could also draw on other reports such as FAO’s

annual State of Food and Agriculture and State of World Fisheries and Aquaculture reports, the latest applicable information from the Intergovernmental Panel on Climate Change's Fifth Assessment Report, which will be completed in 2013/2014, data from the UNEP Global Environment Outlook report to be published in 2012, as well as the latest UNDP Human Development Reports.

As the nature of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) is clarified through ongoing discussions, the GBO team will need to ensure that synergies are created between the two initiatives. Important decisions around the governance structure and work plan of the IPBES have yet to be made so the full implications of IPBES on GBO are not yet known. However, several survey respondents felt that IPBES should feed into, and inform, future editions of GBO by providing the basic background scientific information.

In addition to ensuring that GBO-4 has a well-thought out niche, it is important for the Secretariat to learn from the many lessons learned from the preparation, production and dissemination of GBO-3. The next section provides recommendations on how to maximize the impact of GBO-4 and subsequent editions of GBO.

6. Recommendations for future editions of GBO

a. PROCESS-RELATED RECOMMENDATIONS

1. Seek funding for the implementation of a comprehensive communication strategy

The lack of resources for implementation of the communication strategy seriously undermined the impact of GBO-3. For future editions of GBO, it will be critical to identify funding sources as early as possible. This recommendation is overarching and will contribute substantially to the achievement of the other recommendations presented in this report. If necessary, alternatives to relying exclusively on countries to provide this funding will need to be considered, especially given the current economic climate. For example, the Secretariat may wish to examine the possibility of adopting cost-recovery mechanisms, such as selling GBO-3 and its associated products to specific target groups or audiences.

Adequate funding will enable the Secretariat to begin work on new editions as early as possible and to maximize the amount of time available for producing and reviewing the documents, and would facilitate long-term planning. In addition, a funded comprehensive communication strategy will allow GBO to have a more sustained and stronger impact with a wider group of target audiences.

It is recommended that a dedicated, full time, high-level staff member be funded out of the core budget to work on GBO and that additional resources be set aside for other staff members within the Secretariat to participate in ongoing dissemination. This will enable the Secretariat to have the predictable and assured human resources to prepare future editions of GBO and ensure meaningful communication and outreach activities.

In order to increase the likelihood that existing funders continue to support GBO, it is important to ensure they get sufficient profile, including clearly visible logos where feasible. Some funders may want greater recognition beyond a mention in the final acknowledgements section but this desire will need to be balanced with the need to ensure that the final product is not overly cluttered and that it does not shine more of a spotlight on some funders over others. It is also important to clarify what the funds from each donor will be used for from the outset to avoid any later administrative difficulties or misunderstandings.

2. Expand partnerships to increase impact and reduce costs

The Secretariat should engage in more partnerships for the development and dissemination of future editions of GBO to increase its impact and to reach out to a wider constituency. The adoption of a more “coherent, collaborative approach”, as described by one Secretariat staff member, could play a significant role in mainstreaming biodiversity information. The development of more partnerships and creation of synergies could also help to address funding issues by pooling resources and efforts, while reaching out to additional sectors and audiences. These partnerships would involve greater work with other organizations and Conventions in the actual development of future editions of GBO, as well as greater cooperation with other organizations to increase the dissemination of GBO content.

It is recommended by both interviewees and survey respondents that the Secretariat take a more inclusive approach by working to a greater extent with other key Conventions early on in the

development of future editions of GBO. The Secretariat could establish synergies among the different Rio Conventions and biodiversity-related Conventions and provide more information on linkages and possible mutually supporting actions. It was also commented that the Secretariat could do more to involve the scientific communities of other Conventions. This is perceived as another way to mainstream the biodiversity messages contained in GBO. This differs from simply sharing an advanced draft with other stakeholders, but rather involves working together with other Conventions from the outset to determine how best to develop the final product. In other words, it refers to the kind of “meaningful collaboration” previously recommended in the evaluation of GBO-2. This approach is perceived as more challenging than the usual way of business, but would likely lead to greater impact.

The Secretariat should continue to work with the UN system-wide Environmental Management Group (EMG), of which it is a member. The members of EMG could provide feedback into the content of future editions of GBO, they are potential users of GBO information and they could also help disseminate GBO products. It should be noted that the Biodiversity Issue Management Group of EMG has prepared a report, entitled, “Advancing the Biodiversity Agenda: a UN system-wide contribution”, which lays the “foundation for a multi-sectoral paradigm of cooperation” on this issue.

The Secretariat could also consider ways to partner with other organizations to jointly develop and disseminate publications. This includes exploring the possibility of producing multiple-source publications as part of its general communication strategy. This could involve jointly developing material or simply including GBO content in the key publications of other organizations. Examples include the inclusion of biodiversity information in the World Economic Forum on Biodiversity’s materials and in development reports, such as the UNDP development reports and the Sustainable Development Report for Africa. In addition, effort should be made to incorporate GBO content, including key data such as the status of biodiversity indicators and main conclusions, into other important assessments, such as UNEP’s Global Environment Outlook (GEO). In this way, a wider range of audiences can be reached beyond the biodiversity community, often for marginal amounts of additional funding. This can also help to ensure that the appropriate language for different target audiences is employed.

3. Consider hiring a publishing house to manage the production process to expand reach of GBO

For future editions of GBO, the Secretariat may wish to consider the benefits and disadvantages of hiring a publishing house to manage the GBO production process instead of managing the process in-house. A publishing house could significantly reduce the workload on the Secretariat by managing the day-to-day interactions among the different actors, thus giving the Secretariat more time to work on other issues related to the development of the report. Furthermore, a publishing house with a strong, built-in outreach ability could facilitate the dissemination of GBO beyond the biodiversity constituency and thus serve to increase the impact of the publication. On the other hand, in-house management might allow for greater flexibility to manage the production process of future editions of GBO, especially given the time restrictions that are often a reality with this type of project.

4. Define nature of final product(s) from the outset

Agreement on the structure, length, scope, main messages, form, and target audiences of final products should be reached at the outset before the first draft documents are produced. In terms of the length and level of detail of documents, decisions should be taken on whether detailed information might be

presented in separate documents, such as technical reports, and/or whether more detailed information could be nested within shorter documents, particularly in online versions.

Even when such agreement is reached, feedback from public peer review may lead to recommended changes to the plan, as occurred with GBO-3 where the comments on the first draft led to a substantially revised second draft. As such, a certain degree of flexibility is required in order to permit comments from the review process to be incorporated. However, in order to ensure greater consistency between drafts, the Secretariat may wish to consider sending out a first draft for public peer review that is in a relatively advanced state and closely resembles the final product envisioned. The Secretariat will need to weigh the pros and cons of releasing a first draft earlier on to permit more time for comments, versus sending out a more polished draft later on.

5. Continue to prioritize effective messaging, design and layout

There was significant satisfaction with the emphasis placed during the preparation of GBO-3 on ensuring that the information was not only scientifically credible but that the writing style and presentation were also accessible and easy to understand. It is recommended that the effort invested in design and layout and in hiring a science writer be maintained for future editions of GBO. As highlighted under *Recommendations 2 and 14*, it is also critical to ensure that the messaging is tailored to the needs of different target audiences.

6. Maximize opportunities for political buy-in

This would involve engaging policy-makers in the preparation process of future editions of GBO, for example, by asking them to review drafts and provide case studies. This would also mean encouraging CBD focal points to disseminate messages to decision-makers, organizing special events for decision-makers to promote GBO, and ensuring that future GBO products meet decision-makers' needs.

7. Make greater use of social networking tools and mass media in launch and dissemination efforts

Given the tremendous reach and appeal of social networking tools, it is recommended that social networking tools be given increased prominence for GBO-4. For example, a Facebook profile could be developed and YouTube and vimeo could be used to disseminate information. In addition, discussions with high-profile authors using social media could be encouraged, including through twitter. Greater use of mass media could also play an important role in mainstreaming the messages of GBO and reaching out to more people.

8. Encourage GBO advisory group(s) to carry out as much promotion as possible

Members of future GBO advisory group(s) should be encouraged to use their extensive networks to undertake as much promotion and dissemination of GBO products as possible to increase the reach and impact of the publication.

9. Continue to make use of GBO-3 in ongoing outreach activities

As part of the International Decade of Biodiversity and the Implementation of the Strategic Plan for Biodiversity 2011-2020, GBO-3 should continue to be promoted and disseminated to sustain its impact. Relevant meetings and events would benefit from continuing to make use of the wealth of information and messages contained in GBO-3. The Informal Advisory Committee for Communication, Education and Public Awareness (IAC-CEPA) could perhaps play a role in this outreach work, provided the Committee receives the resources to become active again.

In addition, the Secretariat could take advantage of the workshops taking place to review National Biodiversity Strategies and Action Plans (NBSAPs) and national targets to ensure that GBO-3's key messages are considered when national targets are defined.

10. Ensure support available to pull together biodiversity indicator data

The Secretariat will need to plan to ensure that up-to-date indicator information is drawn together in a timely manner to facilitate its inclusion in future editions of GBO. If the Biodiversity Indicators Partnership is still operational, this would involve ensuring that the Partnership has someone in place to consolidate the data on different indicators. In the event that the Biodiversity Indicators Partnership no longer exists, the Secretariat may wish to hire or contract expertise to pull together the indicator data.

11. Increase transparency associated with the incorporation of the peer review feedback

Making publicly available a description of how comments from the public peer review are being addressed by the project management team would serve to increase the transparency of the peer review process and make it easier for people to determine whether and how their points have been incorporated in the final document. This could involve publishing this information on the Secretariat's website.

12. Arrange for production of high-quality translations

The Secretariat could try to work with the United Nations certified translators with whom it regularly works. However, if they are not available, the Secretariat could continue to work with UNEP's translation services given that the contractual arrangements are already in place and that a certain level of quality is assured. However, the Secretariat would need to ensure that sufficient time is allocated in the event of delays in the receipt of translations. In addition, planning for the possibility of additional editing of translations is important to ensure that high-quality translations are produced. Alternately, the Secretariat could choose to work with outside translators, but would need to analyze the cost implications and put in place safeguards to ensure quality.

b. CONTENT-RELATED RECOMMENDATIONS

14. Develop and disseminate products for different target audiences to encourage mainstreaming

The need to develop products for a wider constituency beyond players in the biodiversity field emerged as a key recommendation from this evaluation. This is, of course, dependent on having funding to implement a communication strategy (*See Recommendation 1*). It is critical to reach out to people from

different sectors and to demonstrate the relevance of biodiversity to those who do not necessarily have an understanding or interest in biodiversity *per se*, but who may have a substantial impact on it.

The messages included in the content of the main report, in ancillary communication products and in media outreach need to be relevant to different audiences and sectors of society. Ensuring broad stakeholder input from these target audiences in the development of the GBO products in the first place will facilitate this task. Beside the messages themselves, the language used in communications materials needs to be tailored to the specific sectors to increase their understanding and uptake of the main messages. Significant attention should therefore be placed on finding the best ways to present the information to meet the needs of the different target groups, which will require having the target audiences in mind from the beginning (as mentioned under *Recommendation 4*).

In order to draft appropriate storylines and strong, targeted messages for these different groups and ensure greater impact outside of the biodiversity community, additional specialized writers/communications professionals may need to be contracted and the necessary budget for this activity allocated. In addition, work should be carried out with specialized media in order to disseminate GBO content to different target audiences representing CBD's stakeholder groups.

It is critical that more work be carried out to develop a carefully thought-out strategy to spread GBO information to the private sector, as mainstreaming of biodiversity concerns to a number of key economic sectors has been identified as a priority to the Convention.

15. Encourage greater inclusion of national data in GBO

To the extent possible, the Secretariat should continue to encourage countries to submit timely and complete reports with comparable data, as the inclusion of national data from such a wealth of countries is considered an important added value for GBO. Furthermore, national level information serves to make the global report more relevant to individual countries/ Parties to the Convention. In order to address capacity limitations within countries, regional workshops for Parties to the Convention, including the planned workshops on NBSAPs, should be prioritized in order to provide them with information on how to prepare the national reports, which information to include, where to find it and how to analyze it. It is recommended that when countries do submit their national reports, the Secretariat follow up with them to obtain the level of detail required to permit the inclusion of the information in GBO-4, as was done for GBO-3. Finally, the Secretariat should also devote more time to the analysis of national reports so that more detailed information can be included in future editions of GBO.

16. Incorporate more case studies and success stories in GBO

Including more well-developed case study material in the *main* GBO report will provide countries with tangible examples of how progress toward achieving the 2020 targets is being made at the national level. A separate, additional publication focusing on case study material may also be relevant as an outreach tool, as well as the inclusion of case study material on the case study database of CBD's website. However, it is important to provide the readers of the main report or website with clear links (including hyperlinks where applicable) to indicate how this information can be accessed.

In addition, it would be beneficial to include positive case studies in GBO ancillary products, such as videos and presentations, in order to prevent people from being overwhelmed with the often negative global trends and provide them with inspirational and concrete examples of success.

17. Better substantiate the links between biodiversity and human well-being

While GBO-3 was felt to have included strong data on species and populations, the information on ecosystem services tended to be weaker, reflecting general limitations in ecosystem services monitoring and a dearth of data in this area. It may be worthwhile to consider commissioning a study on ecosystem services to address the information gaps. A total of 93% of survey respondents agreed that presenting more linkages between biodiversity and human well-being was very important or important. This message is particularly timely for GBO-4, which is expected to be launched in the same year as the MDG reports. Several survey respondents also commented on the importance of making the links between the degradation of ecosystem functions and services and climate change.

18. Ensure comparability with earlier versions of GBO

GBO-4 will need to assess progress towards the Aichi Biodiversity Targets associated with the new Strategic Plan for Biodiversity 2011-2020. However, in so far as possible, it is recommended that existing indicators continue to be used in order to ensure that GBO-4 is comparable with previous editions, and to permit the gathering and presentation of valuable longer time-series information, which will enable better analysis. Furthermore, in light of the positive feedback received, information on scenarios should continue to be included, as well as updated information on status and trends and policy recommendations.

19. Include references in main GBO report

References should be included in the main publication at the end of the GBO report to enable readers to easily access the sources of information that underpin it. This is important for scientific credibility. If the length of the document to be printed becomes a concern for environmental and/or budgetary reasons, the Secretariat could consider including the endnotes in the online version, while making the location of the annotated version clear to readers of the print version.

20. Consider including more regional data as well as information on global and national monitoring needs

It was recommended by some interviewees that more regional information be compiled and included in future GBO editions, particularly given the fact that UNEP works through regional offices. However, it should be mentioned that regional information is not always readily available. Furthermore, the inclusion of regional information should not take away from GBO's main focus as a global report.

The Secretariat may also wish to consider the recommendation that emerged primarily from interviews with members of the scientific community of including a section describing biodiversity observation and monitoring needs, in order to enable national governments to find out which additional elements they should be monitoring. The scientific community would also benefit from this information. In addition, given the fact that the existing biodiversity data are insufficient, GBO-4 could encourage greater cooperation with local communities to gather information about biodiversity change.

List of Documents Reviewed:

- 1) Butchart, S. et al. 2010. Global Biodiversity: Indicators of real declines. *Science express*.
- 2) Convention on Biological Diversity. COP 8 Decision VIII/14. National reporting and the next Global Biodiversity Outlook.
- 3) Convention on Biological Diversity. COP 9 Decision IX/10 - Preparation of the third edition of the Global Biodiversity Outlook.
- 4) Convention on Biological Diversity. COP 10 Decision X/2. The Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets.
- 5) Convention on Biological Diversity. COP 10 Decision X/4 - Third edition of the Global Biodiversity Outlook: implications for the future implementation of the Convention.
- 6) Convention on Biological Diversity. COP 10 Decision X/5. Implementation of the Convention and the Strategic Plan. UNEP/CBD/COP/DEC/X/5 29 October 2010.
- 7) Convention on Biological Diversity. COP 10 Decision X/7. Examination of the outcome-oriented goals and targets (and associated indicators) and consideration of their possible adjustment for the period beyond 2010.
- 8) Environmental Management Group. Advancing the Biodiversity Agenda: a UN system-wide contribution. UNEP. Online:
http://www.unemg.org/Portals/27/Documents/IMG/Biodiversity/BIODIVERSITY_Agenda_Corrections_finales_.pdf
- 9) General Assembly. High-level meeting of the General Assembly as a contribution to the International Year of Biodiversity. Note by the Secretary-General. 64th session. Agenda item 53 (f) July 2010. Document A/64/865.
- 10) General Assembly. Resolution adopted by the General Assembly. 64th session. Agenda item 53 (f). 2 March 2010. A/RES/ 64/203
- 11) General Assembly. Summary for the press of high-level GA meeting. "Secretary-General, at high-level meeting, stresses urgent need to reverse alarming rate of biodiversity loss, rescue 'natural economy'
- 12) General Assembly. High-level meeting of the United Nations General Assembly on Biodiversity. 22 September 2010. New York. President's summary.
- 13) Pereira, H., P. Leadley, et al. 2010. Scenarios for global biodiversity in the 21st century. *Science*. 330 (6010): 1496-1501.
- 14) Secretariat for the Convention on Biological Diversity. Undated. Terms of reference for review of the process of preparation and production of the third edition of the Global Biodiversity Outlook

- 15) Secretariat for the Convention on Biological Diversity. 2010. Global Biodiversity Outlook-3. Secretariat for the Convention on Biodiversity, Montreal.
- 16) Secretariat for the Convention on Biological Diversity. 2010. Global Biodiversity Outlook-3 Executive Summary. Secretariat for the Convention on Biodiversity, Montreal.
- 17) Secretariat for the Convention on Biodiversity. 2010. Action for Biodiversity- Towards a Society in Harmony with Nature. Montreal.
- 18) Secretariat for the Convention on Biological Diversity. Press Release: “New vision required to stave off dramatic biodiversity loss, says UN report”.
- 19) Secretariat of the Convention on Biological Diversity. Analysis of comments on the draft of Global Biodiversity Outlook. Internal document.
- 20) Secretariat of the Convention on Biological Diversity. Review comments first draft- Excel spreadsheet with all comments received. Internal document.
- 21) Secretariat of the Convention on Biological Diversity. Review comments second draft- Excel spreadsheet with all comments received. Internal document.
- 22) Secretariat of the Convention on Biological Diversity. Launch events. Internal document. Secretariat of CBD.
- 23) Secretariat of the Convention on Biological Diversity. Global Biodiversity Outlook 3 Presentation. Online: <http://www.cbd.int/gbo/gbo3/doc/gbo3-presentation-en.ppt>
- 24) Secretariat of the Convention on Biological Diversity. Global Biodiversity Outlook Official Video on Youtube. http://www.youtube.com/watch?v=EGMkW_vo5GU
- 25) Studiotalktv. May 10, 2010. Interview with Thomas Lovejoy. “Have we reached the tipping point for planet earth?”
- 26) UNEP. 2007. Lessons learned from the preparation of the second edition of the Global Biodiversity Outlook and proposals on the scope and focus of the third edition- note from the Executive Secretary. UNEP/CBD/SBSTTA/12/5-UNEP/CBD/WG-RI/2/6 . Online: <http://www.docstoc.com/docs/6997316/CBD-Synthesis-%E2%80%93-Summary-for-Decision-makers>
- 27) UNEP. 2008. Global Biodiversity Outlook 3- Draft communications strategy UNEP/CBD/COP/9/INF/18 Online: <http://www.cbd.int/doc/meetings/cop/cop-09/information/cop-09-inf-18-en.pdf>
- 28) UNEP. 2008. Global Biodiversity Outlook- Considerations for the preparation of the third edition of the Global Biodiversity Outlook UNEP/CBD/COP/9/15 Online: <http://www.cbd.int/doc/meetings/cop/cop-09/official/cop-09-15-en.pdf>
- 29) UNEP. 2010. State of Biodiversity in Africa. UNEP, Nairobi, Kenya.
- 30) UNEP. 2010. State of Biodiversity in Latin America and the Caribbean. UNEP, Nairobi, Kenya.
- 31) UNEP. 2010. State of Biodiversity in West Asia. UNEP, Nairobi, Kenya.

- 32) UNEP. 2010. State of Biodiversity in Asia and the Pacific. UNEP, Nairobi, Kenya.
- 33) UNEP Newsdesk. 2010. Global Biodiversity Outlook- Press Clippings.
- 34) Walpole, M., et al. 2009. Tracking progress toward the 2010 Biodiversity target and beyond. *Science*. Vol. 325.

Appendix 1: Terms of Reference for a Review of the process of preparation and production of the third edition of the Global Biodiversity Outlook

Introduction and Context

1. Global Biodiversity Outlook is the flagship publication of the Convention on Biological Diversity. The third edition of the report ([GBO-3](#)) was launched on 10 May 2010 during the opening of the 14th meeting of the Subsidiary Body on Scientific, Technical, and Technological Advice in Nairobi, Kenya. It provided the rationale for the Strategic Plan on Biodiversity 2011-2020 and represented a major communication tool during the International Year of Biodiversity. The report was prepared in all United Nations languages and several ancillary products were developed.

2. The Conference of the Parties to the Convention on Biological Diversity, in [decision X/4](#), requested the Executive Secretary to commission a review of the process of preparation and production of the third edition of the Global Biodiversity Outlook in order to further improve the process for future editions of the Global Biodiversity Outlook and maintain comparability with earlier editions where necessary and to report to a meeting of the Subsidiary Body on Scientific, Technical and Technological Advice prior to eleventh meeting of the Conference of the Parties. In line with this decision the Secretariat of the Convention on Biological Diversity is seeking the assistance of an evaluator or team of evaluators to undertake this assessment.

Objective and scope of the assessment

3. The main objective of the assessment is to provide information which can be used to improve the quality and impact of future editions of the Global Biodiversity Outlook as well as enhance the effectiveness of the production of future reports. Amongst other things the assessment should diagnose problems, suggest corrections and or adjustments and evaluate the delivery of outputs and activities in terms of quality, quantity, timeliness and overall impact. In preparing the report the evaluator(s) should provide concrete recommendations as part of their findings. Specific issues which should be considered are:

- a. The appropriateness and efficacy of the approach used in developing the report;
- b. The extent to which the expected outputs and results were achieved or are expected to be achieved in the future;
- c. The efficacy of the project management and institutional and contractual arrangements;
- d. The extent and effectiveness of stakeholder participation;
- e. The extent to which scientific and technical information and knowledge have been incorporated into the report;
- f. The quality and transparency of the peer review process;
- g. The impact of the report on various audiences; and
- h. The extent to which GBO-3 and its related products have influenced policy makers and or have been used by the scientific community, the media and the private sector.

Sources of information

4. In undertaking the assessment of GBO-3 several sources of information should be used. Materials related to the production of GBO-3 should be reviewed as should the publication and its related products. Interviews with those directly involved with the preparation of GBO-3 should be conducted. Similarly interviews should be conducted with those that have made use of GBO-3. Lastly comments provided by Parties to the Convention on Biological Diversity and other stakeholders should be considered. For several of these sources of information the Secretariat of the CBD has already gathered information and/or can suggest individuals to interview. However additional research on the part of the consultant(s) will be required.

Products required

5. A report of approximately 40 pages (excluding annexes) will be prepared. In addition a synthetic summary of the report will be prepared. This summary should be between 5 and 10 pages in length and detail the main findings and conclusions of the report.

Timeline

6. Work will start upon signature of the contract with the final approved report delivered by 30 September 2011. A draft of the report will be submitted to the Secretariat of the Convention on Biological Diversity for their comment by 1 June 2011. During the production of the report the evaluator or team leader will need to travel to the offices of the Secretariat of the Convention on Biological Diversity.

Schedule of payment

7. The evaluator will receive an initial payment equivalent to 30% of the total amount upon signature of the contract. An intermediate payment of 30% of the total will be provided upon submission of the first draft of the assessment. The final 40% will be paid upon the satisfactory completion of the final report.

Qualifications

8. The successful candidate should have prior experience in undertaking project and or publication evaluations. Knowledge of the United Nations is required and familiarity with the Convention on Biological Diversity and issues related to biodiversity are advantages. Proficiency in English is required; proficiency in other UN languages is an asset.

How to apply

9. Applications should be sent to secretariat@cbd.int no later than 28 February 2011. Applications should include the CV of the evaluator or team leader and if applicable the names and profiles of other team members. Applications should also include a proposed work schedule, detailing the process used to undertake the work, and indicate the estimated cost, including all costs for communication and travel, of the review.

Appendix 2: Individuals Interviewed

Secretariat of the Convention on Biodiversity staff:

Ainsworth, David. Information Officer, Implementation and Technical Support Division

Babin, Didier. Senior Programme Officer, Biodiversity for Development Programme

Babu Gidda, Sarat. Programme Officer, In-site and Ex-situ Conservation

Cai, Lijie. Programme Officer, National Reports

Coates, David. Environmental Affairs Officer, Inland Waters- Scientific, Technical and Technological Matters

Cooper, David. Senior Programme Officer, Interagency and Programme Coordination

Djoghla, Ahmed. Executive Secretary

Höft, Robert. Environmental Affairs Officer, Scientific Assessment- Scientific, Technical and Technological Matters

Mulongoy, Jo. Principal Officer, Scientific, Technical and Technological Matters

Noonan-Mooney, Kieran. Programme Assistant, Scientific, Technical and Technological Matters

Pratt, Neil. Senior Environmental Affairs Officer, Outreach and Major Groups- Implementation and Technical Support

Rattray-Huish, Michèle. Chief, Financial Resources Management Service

Sharma, Ravi. Principal Officer, Implementation, Technical Support and Outreach Division

Spensley, Jason. Programme Officer, LifeWeb Initiative

Non-Secretariat staff:

Butchart, Stuart. Global Species Programme Coordinator, BirdLife International. Lead on indicators analysis and Science paper

Goverse, Tessa. Programme Officer, UNEP Division of GEF Coordination. In charge of BIP project until 2009.

Hirsch, Tom. Journalist/ consultant. Scientific writer of GBO-3

Jorgensen, Lars. Senior Project Manager, Phoenix Design Aid. Project manager of GBO-3 design and layout company.

Lovejoy, Thomas. Heinz Center Biodiversity Chair. Chair of GBO-3 Advisory Group.

Pereira, Henrique. Professor, Centro de Biologia Ambiental, Univerisdade de Lisboa. Co-lead of scenarios section of GBO-3.

Pisupati, Balakrishna. Head of Biodiversity, Land and Governance Program, United Nations Environment Programme. Provided support for GBO-3 Regional launches.

Pritchard, Dave. Consultant. Final evaluator of BIP project

Roos, Jörg. Policy Officer for Coordination of Commission relations with the Convention on Biodiversity, European Commission- Directorate General for the Environment. Responsible for EU grant to UNEP-WCMC for GBO-3

Thomas, Spencer. Chairman of the National Telecommunications Regulatory Commission in Grenada. Chair of SBSSTA 14 when GBO-3 was released.

Twomlow, Stephen. Senior Program Officer for Biodiversity and Land Degradation-GEF Coordination of UNEP. Lead for BIP Project as of 2009

Walpole, Matt . Head of Ecosystem Assessment of UNEP-WCMC. Responsible for Biodiversity Indicators Partnership.

Appendix 3: GBO-3 Survey Results

A) Summary of Results

A total number of 58 respondents responded to the survey, though the number answering each question varied from 11 to 58.

The main respondents to the survey were from government (41%), science/research bodies or universities (17%), inter-governmental organizations (14%) and UN organizations (10%). Most had heard about GBO-3 from the Convention on Biological Diversity's website (62%), the COP meeting in Nagoya (58%) or the SBSTTA meeting in Nairobi (35%). Respondents were most familiar with the GBO-3 Executive Summary (67%), the GBO-3 main report (58%), the web version of GBO-3 (49%) and the GBO-3 section of the CBD website (38%).

Overall, there was a high level of satisfaction with the peer review process, with most respondents feeling that the peer review process provided sufficient time and opportunity for the provision of input and that the peer review process was transparent. In addition, the general content and style of presentation of GBO-3 were well-received, with most respondents indicating that GBO-3 was easily understandable, that the level of detail and length were appropriate, that it contained up-to-date scientific information and effectively communicated its main messages. However, a relatively high number of individuals "somewhat disagreed" with the statement that "GBO-3 contains sufficient case studies to serve as positive examples of action". Most of the few individuals who commented on the quality of the translations felt that they were excellent or good.

In terms of the launch and dissemination of GBO-3, respondents generally felt the launch was well-organized and effective and that media coverage of the launch was extensive. It should be noted, though, that a number of respondents disagreed with the statement that key messages were effectively disseminated to decision and policy makers and to other sectors, such as the private sector. The majority felt that GBO-3 raised the political profile of biodiversity and provided the rationale for the development of the new Strategic Plan for Biodiversity 2011-2020. However, almost half of the respondents did not agree that GBO-3 continued to be an important topic in the media for a sustained period of time, and a similar proportion of respondents did not agree that GBO-3 had been widely picked up by the scientific community. The majority felt that the complementary communication products, such as the Executive Summary and the regional summaries, served to increase the impact of GBO-3.

A high percentage of respondents regularly use the information and conclusions from GBO-3 in their work, though slightly less use the actual graphs, images and slides from the Powerpoint presentation.

In terms of ways to increase the impact of future editions of GBO, there was substantial agreement with the recommendations presented in the survey, with particular support for the importance of increasing the linkages between biodiversity issues and Millennium Development Goals (65% considered this to be very important), including more information on ecosystem services and linkages between biodiversity and human well-being (65% deemed this very important), increasing outreach to the media (62% indicated this was very important), and increased cooperation with other key agencies and Conventions

to disseminate GBO reports (62% felt this to be very important). In addition, 59% indicated that ensuring sufficient funding is available for a comprehensive communication strategy and developing more tailored products for specific audiences were very important priorities, with an additional high percentage considering these to be important priorities.

B) Survey Questions and Results

1. What is your primary affiliation?		
	Response Total	Response Percent
Government	24	41%
United Nations organization	6	10%
Inter-governmental organization	8	14%
Non-governmental organization	5	9%
Indigenous and local community organization	2	3%
Science/research body or university	10	17%
Private sector	1	2%
Media	0	0%
Other, please specify	2	3%
Total Respondents		58

2. Where did you hear about GBO-3 (select all that apply)?		
	Response Total	Response Percent
At the fourteenth meeting of the Subsidiary Body on Scientific, Technical, and Technological Advice (SBSTTA) in May 2010 (Nairobi, Kenya)	19	35%
At the tenth meeting of the Conference of the Parties (COP) in October 2010 (Nagoya, Japan)	32	58%
Through the Convention on Biological Diversity's website	34	62%
Through the GBO-3 website	13	24%
On television	1	2%
Through the news	5	9%
I have not heard of GBO-3	2	4%
Other, please specify	8	15%
Total Respondents		55

3. Which of the following GBO-3 related products have you seen or read (select all that apply)?		
	Response Total	Response Percent

GBO-3 main report in print	32	58%
GBO-3 Executive Summary	37	67%
The web version of GBO-3	27	49%
GBO-3 e-book	5	9%
GBO-3 section of the Convention on Biological Diversity's website	21	38%
GBO-3 regional summaries for Africa, Latin America and the Caribbean, Asia and the Pacific and West Asia	7	13%
GBO-3 Official video	5	9%
CBD Technical Series #50 (Biodiversity Scenarios)	11	20%
CBD Technical Series #53 (Biodiversity Indicators and the 2010 Target)	11	20%
GBO-3 PowerPoint presentation	7	13%
GBO-3 annotated version	2	4%
Interactive WebTV discussion on GBO-3 with Prof. Lovejoy	0	0%
Total Res pondents		55

4. Please evaluate your level of agreement with the following statements regarding the GBO-3 peer review process:						
	Agree	Some what agree	Some what disagree	Disagree	Do not know	Response Total
The peer review process provided sufficient time and opportunity for the provision of input.	22.22%	40.74%	9.26%	0%	27.78%	54
The peer review process was transparent.	37.5%	30.36%	3.57%	0%	28.57%	56

5. Please evaluate your level of agreement with the following statements regarding the content of GBO-3:						
	Agree	Some what agree	Some what disagree	Disagree	Do not know	Response Total
GBO 3 is easily understandable.	60.78%	35.29%	1.96%	0%	1.96%	51
The level of detail and length of GBO-3 are appropriate.	52%	30%	12%	2%	4%	50
GBO-3 adequately incorporates up-to-date and accurate scientific and technical information.	34.69%	46.94%	10.2%	2.04%	6.12%	49
GBO-3 contains sufficient case studies to serve as positive examples of action.	34.69%	38.78%	20.41%	0%	6.12%	49
GBO-3 contains clear messages that promote action on biodiversity to ministries, departments, agencies and bodies not yet engaged in biodiversity issues.	40%	42%	12%	2%	4%	50

The range of GBO-3 complementary communication products is adequate.	21.74%	50%	15.22%	0%	13.04%	46
GBO-3 clearly conveys the conclusion that the 2010 Biodiversity Target has not been met.	77.08%	16.67%	2.08%	2.08%	2.08%	48
GBO-3 provides a clear presentation of the trends in biodiversity.	50%	39.58%	4.17%	2.08%	4.17%	48
GBO-3 effectively communicates different possible future biodiversity scenarios.	24.44%	55.56%	11.11%	0%	8.89%	45
GBO-3 contains the main strategies and policy options that exist to address global biodiversity loss.	26%	52%	14%	4%	4%	50
GBO-3 clearly conveys the need for urgent action at all levels.	56%	32%	8%	0%	4%	50

6. If you have used a version of GBO-3 in a language other than English, please give us your opinion on the quality of the translation:						
Languages	Excellent	Good	Fair	Poor	Do not know	Response Total
Arabic	0%	30.77%	0%	0%	69.23%	13
Chinese	0%	0%	10%	0%	90%	10
French	25%	8.33%	0%	0%	66.67%	12
Russian	0%	0%	0%	0%	100%	9
Spanish	21.43%	21.43%	0%	0%	57.14%	14

7. Please evaluate your level of agreement with the following statements regarding the launch and dissemination of GBO-3:						
	Agree	Some what agree	Some what disagree	Disagree	Do not know	Response Total
The launch of GBO-3 was well-organized and effective.	29.17%	39.58%	8.33%	2.08%	20.83%	48
Media coverage of the launch of GBO-3 was extensive.	20.83%	27.08%	14.58%	14.58%	22.92%	48
Media coverage of GBO-3 accurately represented the main conclusions of the work.	21.28%	44.68%	4.26%	8.51%	21.28%	47
The key messages of GBO-3 were effectively disseminated to decision and policy makers	14.29%	32.65%	22.45%	10.2%	20.41%	49
The key messages of GBO-3 were effectively disseminated to other sectors, such as the private sector.	8.7%	32.61%	21.74%	15.22%	21.74%	46

8. Please assess your level of agreement with the following statements regarding the impact of GBO-3:						
	Agree	Some what agree	Some what disagree	Disagree	Do not know	Response Total
GBO-3 raised the profile of biodiversity on the political agenda.	34.69%	36.73%	18.37%	8.16%	2.04%	49
GBO-3 provided the rationale for the development of the Strategic Plan for Biodiversity 2011-2020, including the Aichi Biodiversity Targets	39.58%	39.58%	8.33%	8.33%	4.17%	48
GBO-3 continued to be an important topic in the media for a sustained period of time	16.67%	31.25%	27.08%	12.5%	12.5%	48
GBO-3 information has been widely picked up by the scientific community.	10.2%	30.61%	26.53%	8.16%	24.49%	49
Complementary communication products, such as the Executive Summary and regional summaries, increased the impact of GBO-3.	32.65%	34.69%	6.12%	4.08%	22.45%	49

9. Please assess your level of agreement with the following statements regarding the usefulness of GBO-3:						
	Agree	Some what agree	Some what disagree	Disagree	Do not know	Response Total
I regularly use the information and conclusions from GBO-3 in my work	36.73%	40.82%	12.24%	10.2%	0%	49
I regularly use graphs and images from GBO-3 in my work	26.53%	34.69%	18.37%	18.37%	2.04%	49
I regularly use slides from the GBO-3 PowerPoint presentation in my work	20.41%	20.41%	18.37%	34.69%	6.12%	49

10. Please assess the importance of the following issues for increasing the impact of future editions of GBO across all sectors of society:						
	Very important	Important	Some what important	Not important	Do not know	Response Total
Ensure sufficient funding for a comprehensive communication strategy	58.7%	34.78%	4.35%	0%	2.17%	46
Increase outreach to the media	62.22%	31.11%	4.44%	0%	2.22%	45
Develop more products that are tailored for, and distributed to, specific target audiences, such as the private sector	58.7%	32.61%	6.52%	2.17%	0%	46
Include more messages that are relevant for different target audiences in the main report	50%	32.61%	13.04%	2.17%	2.17%	46
Increase promotion through the CBD website and social networking sites	41.3%	47.83%	8.7%	0%	2.17%	46

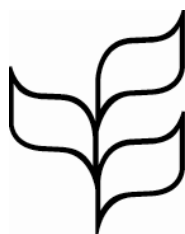
Increase attention/agenda time given to GBO at SBSTTA and COP meetings	34.78%	34.78%	21.74%	4.35%	4.35%	46
Increase cooperation with other key agencies and Conventions to disseminate GBO reports	62.22%	28.89%	4.44%	0%	4.44%	45
Integrate GBO content into reports produced by other key agencies or Conventions	60.87%	32.61%	4.35%	2.17%	0%	46
Increase national content (national data and national case studies)	55.56%	26.67%	17.78%	0%	0%	45
Increase regional content (information compiled at regional levels)	56.52%	32.61%	10.87%	0%	0%	46
Include more information on ecosystem services and linkages between biodiversity and human well-being	65.22%	28.26%	6.52%	0%	0%	46
Increase linkages between biodiversity issues and Millennium Development Goals	65.22%	17.39%	15.22%	0%	2.17%	46
Print and disseminate more copies of GBO	32.61%	32.61%	21.74%	8.7%	4.35%	46

11. Please provide any recommendations you may have on how to maximize the impact of future editions of GBO on policy makers and other stakeholders.
12. Please provide any comments you may have on how to ensure the comparability of future editions of GBO with previous editions.
13. Please provide any comments you may have on how the information and analysis contained in GBO-3 could best be integrated into future editions of the Global Environment Outlook.
14. Please provide any comments you may have on how synergy could be achieved between future editions of the GBO and the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).
15. Please provide any additional comments you may wish to share on lessons learned or on any other issue related to GBO.

Appendix 4: Considerations for the Preparation of the Third Edition of the Global Biodiversity Outlook



CBD



**Convention on
Biological Diversity**

Distr.

GENERAL

UNEP/CBD/COP/9/15

12 February 2008

ORIGINAL: ENGLISH

CONFERENCE OF THE PARTIES TO THE
CONVENTION ON BIOLOGICAL DIVERSITY
Ninth meeting
Bonn, 19-30 May 2008
Item 3.7 of the provisional agenda *

GLOBAL BIODIVERSITY OUTLOOK

Considerations for the preparation of the third edition of the Global Biodiversity Outlook

Note by the Executive Secretary

I. INTRODUCTION

1. The second meeting of the Open-ended Working Group on Review of Implementation (9-13 July 2007) reviewed a proposed scope and format, work plan, communication strategy and financial plan for the development of the third edition of the Global Biodiversity Outlook (GBO-3) contained in documents UNEP/CBD/WG-RI/2/6 and UNEP/CBD/WG-RI/2/INF/13 and requested the Executive Secretary to revise these elements, taking into account views expressed at the meeting as well as comments provided by national focal points, the Informal Advisory Committee for Communication, Education and Public Awareness and other relevant organizations and specialists, and to submit a revised proposal for the consideration of the Conference of the Parties at its ninth meeting.

2. In accordance with this request the Executive Secretary, through notification 2007-093 dated 20 July 2007, invited additional views from Parties. By 9 November 2007 four Parties (Colombia, European Community, Japan and Mexico) had responded. In finalizing the revised plan, the Executive Secretary also took into account views put forward by the members of the Advisory Group for the preparation of

*

UNEP/CBD/COP/9/1.

GBO-3 as well as by the meeting of the Informal Advisory Committee on Communication, Education and Public Awareness (28-29 January 2008).

3. Section II of the present document contains a draft decision for consideration by the Conference of the Parties. Section III provides information on the scope and format of GBO-3 and in Section IV a proposed work plan and timetable including critical dates. Section V contains elements for a communication strategy while Section VI includes information on budget requirements and Section VII provides considerations for the formation of an Advisory Group for GBO-3 including terms of reference for the work of this group. Elements for an outline of GBO-3 are contained in annex I, and funding requirements are listed in annex II.

II. DRAFT DECISION

4. The Conference of the Parties may wish to adopt a decision along the following lines:

(a) *Takes note of* the revised scope and format, work plan, communication strategy and financial plan for the development of the third edition of the Global Biodiversity Outlook and *requests* the Executive Secretary to proceed on the basis of this plan;

(b) *Requests* the Executive Secretary to notify the organizations participating in the Biodiversity Indicators Partnership about the time table for preparing the various products of third edition of Global Biodiversity Outlook and *invites* those organizations to make available the latest scientific information in accordance with the production plan contained in Section IV of this note;

(c) *Welcomes with appreciation* the financial contributions made by Germany and Japan for the early stages of preparation of Global Biodiversity Outlook 3;

(d) [WGRI 2 Recommendation II/4, paragraph 3] *Requests* the Global Environment Facility, *urges* Parties, and *invites* other Governments and donors, to make timely financial contributions for the preparation and production of the third edition of the Global Biodiversity Outlook and ancillary products, and of the full set of the provisional 2010 indicators, through the Biodiversity Indicators Partnership, in accordance with the work plan and financial plan for the preparation of the third edition of the Global Biodiversity Outlook as well as the communication strategy, the scope and format for the third edition of the Outlook. These funds should be provided as early as possible so that the Global Biodiversity Outlook can be finalized in advance of the tenth meeting of the Conference of the Parties, in all United Nations languages, and, if possible, with a draft available for review at the fourteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice.

III. SCOPE AND FORMAT OF THE THIRD EDITION OF THE GLOBAL BIODIVERSITY OUTLOOK

A. *Scope and format of the third edition of the Outlook*

5. The year 2010, proclaimed as the International Year for Biodiversity, will be a milestone in the life of the Convention. The third edition of Global Biodiversity Outlook (GBO-3) will be an important vehicle to inform a variety of audiences about the status of biodiversity and the drivers of its loss, and the achievement of the 2010 biodiversity target. Through a range of products GBO-3 will be a major communication tool that should contribute substantially to the enhancement of awareness of the importance of biodiversity for human well-being through the delivery of diverse ecosystem goods and services and the impact of different human actions on the conservation and sustainable use of biodiversity.

6. More than the previous editions, GBO-3 will draw on information contained in national reports and supplementary information provided by Parties. It will include a substantial section on trends in biodiversity, which will be prepared in collaboration with relevant international organizations. This section should draw on the relevant information from various assessments, including, where available, updates on data and information from the Millennium Ecosystem Assessment; the United Nations Environment Programme's fourth Global Environment Outlook (GEO-4); the 2010 Biodiversity

Indicators Partnership, coordinated by the World Conservation Monitoring Centre of the United Nations Environment Programme (UNEP-WCMC); additional peer-reviewed scientific information; and other relevant sources, as appropriate.

7. The third edition will contain information on:

(a) Status and trends of biological diversity, including drivers of biodiversity loss and impacts on ecosystems and human wellbeing, and an assessment of the achievement of the 2010 biodiversity target at the global and, where available, regional level, complemented by storylines based on relevant examples and case studies derived from information contained in the fourth national reports and other sources;

(b) Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity based, *inter alia*, on a review of implementation of the Strategic Plan;

(c) The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and, more generally, progress made in mainstreaming biodiversity into the development agenda;

(d) Actions for significantly reducing the rate of biodiversity loss, including considerations for a framework to set targets for implementing the Convention beyond 2010, taking the previous information into account.

8. Elements of an outline are contained in annex I below.

9. While the focus will be on global and, where available and appropriate, regional analyses, general trends and recommended actions will be illustrated with examples drawn from national reports, national and sub-global assessments and regionally based response scenarios and other relevant sources.

10. The central information product of the third edition of the Global Biodiversity Outlook should remain a monograph of a size comparable to the second edition containing detailed data and case studies on the content listed above. Datasets, analytical methodology, assessment of data quality and description of the degree of certainty/uncertainty used for the creation of this monograph will be made available, *inter alia*, through the clearing-house mechanism of the Convention.

B. Supplementary products

11. In addition to this central product, a number of satellite products will also be developed to communicate the messages, in a format suitable to each of a number of target groups including, *inter alia*:

(a) The private sector, with a focus on important economic sectors for which mainstreaming of biodiversity concerns is a priority to the Convention, including, *inter alia*, agriculture, energy, forestry, mining, trade, infrastructure development and development assistance;

(b) Educators, first in primary and secondary schools, through the creation of a teacher's kit and versions of the document suitable for presentation to school children in primary and secondary education, and second to university educators, through promotional materials on the role of science in biodiversity policy;

(c) The scientific community, including young researchers;

(d) Indigenous and local communities;

(e) Decision-makers in government and business with a focus on important economic sectors for which mainstreaming of biodiversity concerns is a priority to the Convention; and

(f) Parliamentarians and local governments

12. Important considerations will also be given to the production of a variety of information products that present the data from the Outlook. Such products could include, *inter alia*:

(a) A summary for decision makers;

(b) Key messages and stories that underpin these messages for use by various media. Stories should typically be derived from national reports and be accessible by subject and country to increase relevance to, and interest by, national media;

(c) A web-based data portal, where datasets are available for downloading. Common formats and standards should govern the presentation of data therein;

(d) Podcasts for use at launches and with media;

(e) Power Point presentations;

(f) A promotional video and a video news release, which should include stock images suitable for use by media organizations;

(g) Figures, charts and factsheets in various, predominantly electronic, formats;

(h) Royalty-free photographs;

(i) Posters and display panels illustrating the main messages of the Outlook, suitable for use at major international meetings;

(j) Brochures and fliers.

IV. WORK PLAN AND TIMETABLE FOR THE PREPARATION OF THE THIRD EDITION OF THE GLOBAL BIODIVERSITY OUTLOOK (GBO-3)

13. GBO-3, including its various products and underlying analyses will provide a basis for discussion of a future Strategic Plan and relevant targets for biodiversity. With this in view, the following deadlines for GBO-3 products are envisaged:

<i>Product</i>	<i>Deadline</i>
Draft outline	December 2007
First draft of chapters	March 2009
Review of chapters	July 2009
Second draft of chapters	December 2009
Editing of chapters, preparation of graphics	January 2010
Translation/adaptation of text	April 2010
Launch of various GBO-3 products	various events in the course of 2010

14. Table 1 below lists the schedule of activities guiding the preparation of GBO-3. It should be noted, however, that these dates may require adjustment. A degree of flexibility is therefore required.

Table 1. Schedule of activities in preparing GBO-3

Date ^{3/}	Activity	Expected outcome	Comments
DEC 2007	Establishment of advisory group and interagency task force and agreement on working modus.	Working mode with all main partners established. TOR for interagency task force. Electronic discussion forum on GBO-3 established. Draft outline of GBO-3.	The advisory group will provide inputs and feedback to draft COP-9 document on preparation of GBO-3 through the electronic discussion forum and teleconference as appropriate.
JAN 2008	Meeting of the CEPA-IAC.	Finalization of communication strategy and recommendations on possible partnerships for its implementation.	COP-9 document on preparation of third edition of the Global Biodiversity Outlook will be completed

^{3/} Some dates are tentative.

Date ³ /	Activity	Expected outcome	Comments
			after CEPA-IAC meeting.
FEB 2008	Side event on GBO-3 and 2010 BIP at SBSTTA-13. Meeting of members of the advisory group at the margins of SBSTTA-13.	Parties informed about production plan. Recommendations on content, contributors, data collection process for the storyline, and partnerships for implementing communication strategy, and funding strategy.	It is envisaged to arrange for a meeting of those members of the advisory group that are present at SBSTTA.
MAY 2008	Formal meeting of the advisory group at COP-9.	Review by COP of GBO-3 production plan and outline. Review of elements of CRP on GBO-3 and consideration of its implications. Recommendations on content, contributors, data collection process for the storyline, and partnerships for implementing communication strategy, and funding strategy.	The meeting will take place on 24 or 25 May, i.e. after GBO-3 has been on the agenda for the first time.
JAN 2009	2010 Biodiversity Indicators Partnership.	Interim results provided by organizations commissioned to lead development and implementation of 2010 indicators.	Incorporation of results into draft document.
MAR 2009	Deadline for submission of 4 th national report.	Analysis of 4 th national reports and extraction of material for possible inclusion in GBO-3 First draft of chapters.	Analysis will begin as soon as 4 th NR submissions arrive and will be complemented by information from NBSAP workshops. It is assumed that a significant number of Parties has submitted their 4 th national report by this date.
MAY 2009	SBSTTA-14	Review of draft GBO-3 by SBSTTA.	
JUL 2009	Meeting of the advisory group.	Consideration of implications of recommendation by SBSTTA-14; review of available data and elements of storyline; matching with outline of GBO-3; identification of gaps. Review of chapters.	Peer-review of content of GBO-3 will be carried out through various channels and may continue throughout the second half of 2009.
DEC 2009	2010 Biodiversity Indicators Partnership.	Submission of peer-reviewed products on 2010 indicators and incorporation in second draft of chapters.	Some products may not be available at this point and will need to be incorporated later.
JAN 2010	SBSTTA-15	Launch of main scientific findings of GBO-3	Depending on the date for COP 10 a staggered release of GBO-3 products is envisaged. Main launch will be on International Day on Biological Diversity 2010, with the intention of building momentum to the UNGA discussion of the document in October.
JAN 2010		Chapters edited; graphics finalized.	
APR 2010		Language versions prepared.	
MAY 2010	International Day on Biological Diversity 2010.	Launch and distribution of full GBO-3, the Summary for Decision Makers, and ancillary products , in all languages, in accordance with the communication strategy; regional launches	
OCT 2010	UNGA and the special high level segment on Biodiversity	Policy statement from the high level segment, linked to the conclusions of GBO3, exhibition on GBO3 in New York.	
NOV 2010	COP 10	Event at high level segment, reporting on GBO3 and UNGA and setting commitments for the post-2010 period.	

15. Throughout the project, it will be critical that sufficient time and capacity is allocated within the CBD Secretariat to coordinate the preparation of GBO-3 and to ensure that immediate attention is given to the mitigation of risks associated with modifications in the time table, temporary funding shortcomings, delays in the availability of relevant information and other contingencies.

16. It will also be important to keep in mind from the beginning the multiple audiences to be addressed, the appropriate products to be prepared, and media to be used. The early finalization of a communication strategy will facilitate the allocation of material to suitable end products as soon as it is collected and compiled.

V. ELEMENTS FOR A COMMUNICATION STRATEGY FOR GBO-3

A. *Background*

17. The second edition of the Global Biodiversity Outlook, issued at the eighth meeting of the Conference of the Parties, in 2006, provided a concise view of the set of indicators for the 2010 biodiversity target and the policies needed to achieve it. An evaluation of lessons learned from the preparation of the second edition of Global Biodiversity Outlook (UNEP/CBD/SBSTTA/12/5-UNEP/CBD/WG-RI/2/6) suggests that a coherent communication strategy would likely increase the impact of the next edition of the Global Biodiversity Outlook.

18. Accordingly, a communication strategy for GBO-3 has been prepared based on the advice of Parties, the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC) and the GBO-3 Advisory Group. The strategy will remain under review throughout the GBO-3 preparation process to ensure that it is fully adapted to the progress of the project and the resources available. The draft strategy is presented as an information document (UNEP/CBD/COP/9/INF/18). A synthesis of the strategy is contained below:

B. *Aims and objectives for GBO-3*

19. GBO-3 will be launched in 2010 which has been declared the International Year of Biodiversity (IYB) by the United Nations General Assembly. The International Year will focus on the importance of biodiversity for human well-being, and will communicate success stories in achieving the 2010 biodiversity target. The publication of GBO-3 will be a central element of the communications strategy for the year, providing the main messages. GBO-3 will demonstrate, using case-studies and data from the framework of indicators, the extent to which the 2010 target was achieved in regions and ecosystems. It will thus point the way that Parties might need to act to realize the objectives of the Convention in the post-2010 period. Some of the goals for GBO-3 are listed below:

(a) Highlight the importance of biodiversity for human well-being and achievement of the Millennium Development Goals;

(b) Analyse the progress made towards the 2010 biodiversity target and point out gaps in knowledge and/or data;

(c) Demonstrate, using concrete examples, case-studies, and indicators, that there are successes in achieving the 2010 biodiversity target at regional and ecosystem levels;

(d) Build support and awareness for the further elaborated framework of indicators as the basis for both the analysis of trends at the global level and the framework for analysis and action at the regional and national levels;

(e) Point out what is required to maintain the successes in achieving the 2010 target to date and build support for protecting these in order to generate the basis for gaining recognition by the international community of the factors outside of the Convention upon which continued success in achieving the target will be predicated;

(f) Obtain commitments to use the tools under the Convention to build and achieve any post-2010 framework, including a new focus on the ecosystem approach and other integrated management schemes.

C. Key messages

20. The key messages for GBO-3 will reflect the aims and objectives of the Convention and its 2010 target, and will become the key messages for the International Year of Biodiversity. These messages will be supported and demonstrated by reference to the data in the indicators and case-studies. Development of the specific content will only be possible following further development of the strategy for the International Year as well as approval from the Working Group on Review of Implementation of the Convention, the Conference of the Parties, and other bodies of the Convention.

21. Given the need to communicate these key messages to a variety of audiences, the writing team for the project will include experts in science and policy journalism. To ensure that the language versions communicate the messages effectively, they should not be simple translations of the English version, but rather adaptations of the text. For this reason, the project will engage writers in the other languages who can properly adapt the text.

D. Key audiences

1. The general public

22. The general public is expected to become the basis for political support for implementation of the CBD at national levels, and is also expected to take the individual actions needed to achieve the 2010 target. The general public is at once a global, regional and a local audience. In this sense, GBO-3 needs to provide a global message about biodiversity loss and the actions to continue to achieve the 2010 target, but it needs to explain this by telling compelling regional and local stories.

2. Parties to the Convention on Biological Diversity

23. GBO-3 will provide Parties with information that supports the development of coordinated strategies towards implementation of the Convention at the national level. Relevant ministries and agencies should be able to draw on GBO-3 to help them prepare and implement coherent and comprehensive national biodiversity strategy and action plans (NBSAPs) and communicate its relevance to a broad audience. Therefore, GBO-3 will contain messages that promote the Convention to some of the ministries, departments, agencies and other bodies that are not yet engaged in biodiversity issues.

3. International organizations

24. Continued efforts to reduce biodiversity loss rely on a global strategy, requiring the involvement of international organizations to communicate the 2010 target and the tools for its implementation. The emphasis will be on complementarities between the 2010 target and the goals of the other organizations.

4. Business sector

25. GBO-3 will build on the existing work of the Convention on business and biodiversity and will provide examples of businesses whose actions are already contributing to the achievement of the 2010 target. Emphasis should be on marketing the business case for biodiversity to other businesses who have not yet embraced it.

5. Civil-society organizations

26. Civil society is represented by many different groups, including non-governmental organizations (NGOs) from a variety of sectors and indigenous and local communities (ILCs). GBO-3 will provide messages that civil-society organizations and representatives of ILCs can use to promote citizen engagement and mobilization. It will also provide tools for new directions for biodiversity management by these organizations.

6. *Scientific community*

27. The acceptance and impact of GBO-3 will, to a certain extent, be a product of its scientific credibility. To this end, GBO-3 will emphasize that the science used for its preparation is peer-reviewed, and part of a universal dataset. GBO-3 should provoke a dialogue between scientists on the uses of the data sets and emphasize research needs in the science and policy interface for questions of human well-being and the role of biodiversity in underpinning ecosystem services. Young scientists should also be able to identify key directions for future research in support of the objectives of GBO3.

7. *Educators*

28. Reaching out to the next generation of citizens, scientists and policy-makers requires the mobilization of educators. GBO-3 will provide materials that can be used by educators of primary, secondary and university students.

E. *Channels*

29. The channels below represent the products and routes for reaching all of the target groups above. For all channels, the strategy will need to ensure that regional differences are taken into account.

1. *Launches of the report*

30. The holding of high-profile events upon release of the report will establish its credibility and importance. All launches should be linked to the events organized for the International Year of Biodiversity. The scientific findings should be made available to SBSTTA at the beginning of the year. The main launch, focusing on the economic and policy implications of the scientific findings, should be on the International Day for Biological Diversity, in May, which will be celebrated under the theme of Biodiversity for Development and should include launches in regions and at national levels. All the regional offices of UNEP should also participate in regional launches. Scientific partners should also participate in the launches of the report. These earlier launches will provide the framework for high-level discussions of GBO-3 at a high-level segment at the session of the United Nations General Assembly devoted to the International Year of Biodiversity, as well as the high-level segment of the tenth meeting of the Conference of the Parties to the Convention.

2. *Publication and distribution of information materials*

31. The report itself and its supplementary products (listed in section III B above) are the main concrete output of the project. Therefore, considerable attention needs to be given to their design, presentation and distribution. The print-run for the project could be potentially in the tens of thousands of copies once all language versions are taken into account. Given the high costs of mass distribution, both monetary and in terms of the carbon and ecological footprints, the publication and distribution strategy should include the following:

- (a) A partnership with a publisher(s) to facilitate distribution to a broad audience, under the notion that the content of GBO-3 should be freely available as an open access publication;
- (b) Printing and distribution to take place at regional and national levels wherever possible;
- (c) Electronic distribution via PDF and other accessible formats.

3. *Website*

32. To support the principles listed above, a special section of the website of the Convention should be created, where all materials and data related to GBO-3 are available, using common data standards and formats. The website will use a variety of syndication tools to ensure that information is easily shared with partners and the media.

4. *Meetings/conferences*

33. International events are opportunities for “mini-launches” of the report. At such events, GBO-3 should be presented in side-events, press conferences and other media forums and a kiosk should be

displayed where copies of the report will be distributed. Relevant meetings should be identified well in advance and might include:

(a) *CBD meetings.* GBO-3 should be the focus of side events at meetings of the SBSTTA, WGRI and other major working groups for up to a year after the launch of the main report;

(b) *Meetings of the United Nations General Assembly.* GBO-3 will be a key document for the discussions at the high-level segment of the General Assembly in 2010 devoted to the International Year of Biodiversity;

(c) *Meetings of other agencies.* Some of the possible events include the most high-profile meetings under the United Nations and its relevant programmes and agencies, as well as global treaties, such as the United Nations Framework Convention on Climate Change, the United Nations Convention to Combat Desertification, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on Migratory Species (CMS), the Ramsar Convention, as well as such organizations as IUCN;

(d) *Other public conferences and tradeshow.* The report should be presented at science conferences, science journalism conferences, environmental business conferences and other relevant events. The mobilization of business partners in support of these is particularly relevant.

5. *Media*

34. The media will be the conduit for the transmission of the report to different audiences. General and specialized media (business, energy, agriculture, etc) should be engaged, both at the national and regional level. The presentation of case-studies of particular relevance to the specific geographic or sectoral area will provide specific, tangible stories that can be marketed to the different audiences. Graphics and a variety of multimedia products should be made available to the media in order to facilitate communication of the main messages. Coordination with the media strategy for the International Year will enhance synergy and extend resources. Any media partnerships established for the International Year and GBO-3 should be harmonized. The following types of media should be targeted:

(a) *Print media.* The goal will be to generate editorial coverage on the day of the main launch and to sustain this in the months to come by focusing on the main messages and the case studies that illustrate these. Op-ed pieces, penned by the Executive Secretary and some of the main contributors, should also be issued at the time of release;

(b) *Broadcast media.* A video news release should be available in broadcast and web formats in multiple languages. Partnerships for documentaries on this should be encouraged, both through agreements directly with broadcasters, as well as with film festivals;

(c) *"New media".* Environmental websites and weblogs (blogs) are important ways to build communities and transmit information. The report needs to be marketed to these and information presented in a format that facilitates posting and comment. The reach of Wikipedia should also be harnessed, although an editorial team should monitor any Wikipedia entries to ensure accuracy.

6. *The clearing-house mechanism (CHM) of the Convention on Biological Diversity*

35. GBO-3 and all its products should be made available through the CHM. and national CHMs should be encouraged to disseminate the material. In particular, national CHMs from developed country Parties should be encouraged to provide resources for dissemination in developing country partners.

7. *Partner organizations*

36. Partner agencies, particularly those involved in the preparation of GBO-3, will represent an important communication channel. They include, but are not limited to, the following:

(a) *GBO-3 Advisory Group.* Convened by the Secretariat, it will have the task of reviewing and providing advice on all steps of the project (see proposed terms of reference and composition in section VII below);

(b) *Publishing partner.* The partner would facilitate distribution of the information products for GBO-3 in different regional and sectoral markets and may also be asked to provide in-kind contributions to the production of some of these products. The partner should be selected on the basis of their global reach and experience with scientific and policy publications and multiple media;

(c) *Graphics/data visualization partner.* The Secretariat will need to identify a partner with a proven track-record of graphics production and communication in multiple languages;

(d) *Indicators/scientific partners.* In most cases, the organizations and agencies coordinating the development of indicators are also the best organizations to communicate this information. The experience of these partners in communicating scientific evidence should be drawn upon in preparing the information on status and trends in biodiversity;

(e) *Educational partners.* Reaching out to school systems and school boards and developing presentations to school age children will require the expertise of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the IUCN Commission on Education and Communication (CEC) and others

(f) *Media Partners.* In order to reach audiences across regions and sectors, as well as to coordinate messaging with that of International Year, a coordinating body for both will be established, which includes networks of media experts and organizations. Given its extensive network, the involvement of the Com+ Alliance of Communicators for Sustainable Development is recommended.

VI. RESOURCES REQUIRED

37. The financial resources required for the project are detailed in annex II below. The budget presented assumes that the resources available to support the work of the 2010 Biodiversity Indicators Partnership cover all costs related to the preparation of scientific evidence on all indicators adopted as part of the framework for assessing progress towards the 2010 biodiversity target.

38. The budget presented is indicative. It assumes two three-day meetings of the GBO-3 Advisory Group (15 invited members) and one dedicated meeting of the Informal Advisory Committee for Communication, Education and Public Awareness (CEPA-IAC), as well as two meetings of the team of writers and key contributors.

39. The project will be coordinated by the Convention Secretariat where a task team has already been established and will continue to work as part of the terms of reference of existing posts funded from the Convention's core budget. A Programme Assistant would be recruited for a total of two years at the G-7 level.

VII. GBO-3 ADVISORY GROUP

A. Terms of reference for the GBO-3 Advisory Group

40. The GBO-3 Advisory Group will, within the general guidance provided through relevant decisions of the Conference of the Parties and recommendations by other Convention bodies, advise the Convention Secretariat on all aspects of the preparation of the publication and its related products. It will seek to:

(a) Ensure the scientific and technical soundness of the products;

(b) Promote the appropriate style and presentation of the envisaged products in view of the target audience;

(c) Promote the participation of relevant partners and networks in the various stages of preparation of GBO-3;

(d) Recommend possible partnerships, including where appropriate commercial partners, for the distribution of selected products;

41. In particular, the GBO-3 Advisory Group will:

- (a) Keep the work plan and communication strategy under review throughout the preparation process and recommend adjustments where necessary;
- (b) Review the annotated outline for GBO-3;
- (c) Contribute to the compilation of data and material, case studies and elements for the storyline;
- (d) Make recommendations on suitable section/chapter contributors and review guidelines and instructions for contributors;
- (e) Review of chapter drafts, including draft graphics.

B. Composition of the GBO-3 Advisory Group

42. The Advisory Group will mostly work through electronic means and telecommunication. However, two meetings are envisaged in the production schedule, which should be linked to relevant events (e.g. COP-9 in May 2008).

43. The Executive Secretary has invited the former and current SBSTTA Chairs and the Presidents of the eighth, ninth and anticipated President of the tenth meeting of the Conference of the Parties, as well as selected eminent scientists, to oversee the preparation of GBO-3.

44. More detailed guidance on specific aspects of the preparation of GBO-3 will be provided by an inter-agency task force comprising representatives of:

- (a) Informal Advisory Committee for Communication, Education and Public Awareness;
- (b) 2010 Biodiversity Indicators Partnership project;
- (c) Indigenous and local communities;
- (d) FAO;
- (e) IUCN;
- (f) UNEP;
- (g) UNU;
- (h) World Bank;
- (i) World Resources Institute

45. The Executive Secretary has also established an internal task force with the participation of all relevant units of the Secretariat to coordinate and manage all aspects of the GBO-3 preparation process.

Elements for outline of GBO-3

Foreword

Acknowledgements

Executive Summary

Section 1. The Convention for Life on Earth (10 pages)

Introduction on the importance of biodiversity for human well-being and the urgency for conservation and sustainable use of biodiversity and access to genetic resources and benefit-sharing.

Section 2. Status and trends of biodiversity (30 pages)

Status and trends of biological diversity since the adoption in 1992 of the CBD. An assessment of the achievement of the 2010 biodiversity target at the global and, where available, regional level, complemented by storylines based on relevant examples and case studies derived from information contained in the fourth national reports. “Ingredients of success” will be derived from positive stories, giving particular attention to cases where the root causes of biodiversity loss have been addressed. Lessons learned from the use of the 2010 indicators in the assessment of the 2010 target will be drawn.

Section 3. Global, regional, national and local actions for biodiversity (15 pages)

Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity, i.e., the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of benefits arising out of the utilization of genetic resources based, *inter alia* on a review of the achievement of the Strategic Plan of the Convention. Information will be derived from fourth national reports and the series of NBSAP workshops. Conclusions will be drawn for a follow-up Strategic Plan post 2010.

Section 4. Biodiversity for human development (10 pages)

The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and, more generally, progress made in mainstreaming biodiversity into the development agenda.

Section 5. Future for people — future for biodiversity (30 pages)

Actions to significantly reduce the rate of biodiversity loss based on success stories and available Millennium Ecosystem Assessment-type assessments and scenarios as well as consideration of the costs of inaction. Discussion of approaches to address threats to biodiversity and drivers of biodiversity loss. Considerations for a framework to set targets for implementing the Convention beyond 2010, taking into account information and conclusions from sections 2-4.

/...

In order to minimize the environmental impacts of the Secretariat's processes, and to contribute to the Secretary-General's initiative for a C-Neutral UN, this document is printed in limited numbers. Delegates are kindly requested to bring their copies to meetings and not to request additional copies.

Annex II-Funding requirements for GBO-3 (items for which funding has been secured are shaded)

Expenditure type	Item	2007	2008	2009	2010	Total cost
Scientific underpinning of biodiversity trends	Development, implementation and reporting of 2010 indicators ^{4/}	\$1,385,500	\$558,500	\$1,320,000	\$375,000	\$3,639,000
Personnel	SCBD regular staff working on GBO-3 (1 G-7, 2 P-3, 1 P-4, 1 P-5) ^{5/}	\$100,000	\$150,000	\$250,000	\$250,000	\$750,000
	Programme Assistant (G-7) (25% time in 2007 and 2008, 75% in 2009 and 2010) ^{6/}	\$11,250	\$11,250	\$33,750	\$33,750	\$90,000
Advisory process and regional participation	Meetings of the Advisory Group (15 participants) ^{4/}		\$35,000			\$35,000
	Meeting of the CEPA-IAC (15 Participants) ^{4/}		\$35,000			\$35,000
Preparation of first draft of GBO-3 (end 2008 for SBSTTA-14) and of second draft (2009)	2 Meetings of key contributors (10 Participants)		\$25,000	\$25,000		\$50,000
	Key contributors (Salary for one science writer, and honorariums for a number of contributors from the contributing partners) ^{4/}		\$50,000	\$50,000		\$100,000

^{4/} Funded through GEF project on 2010 Biodiversity Indicators Partnership (excluding counterpart contributions).

^{5/} Funded from resources available in the 2007-2008 budget and resources anticipated in the 2009-2010 budget.

^{6/} Expenditure for 2007-2008 funded by Germany.

Expenditure type	Item	2007	2008	2009	2010	Total cost
	Preparation of draft GBO-3 for SBSTTA-14 ^{7/}		\$8,000	\$12,000		\$20,000
Production of GBO-3 monograph and ancillary products in languages	Adapter/editor and proofreading for each of the 5 remaining UN language versions (US\$ 40,000 per language)			\$200,000		\$200,000
	Typesetting (all products, all languages)				\$45,000	\$45,000
	Graphics			\$60,000		\$60,000
	Printing of main volume and Summary for Decision Makers (SDM): 10,000 English				\$125,000	\$125,000
	Printing of main volume and Summary for Decision Makers: 5,000 French/Spanish 2500 Arabic, Russian and Chinese				\$225,000	\$225,000
	Printing of ancillary products in all languages				\$100,000	\$100,000
	Drafting, translation and production of Educators' Kit in all languages				\$100,000	\$100,000

^{7/} Funded from resources anticipated in the 2009-2010 budget.

Expenditure type	Item	2007	2008	2009	2010	Total cost
Outreach/ dissemination of GBO-3 and related products and information	Mailing and distribution				\$50,000	\$50,000
	CD-ROM				\$45,000	\$45,000
	Video News Release (in all languages and duplication of DVDs)				\$40,000	\$40,000
	Wire Service subscription			\$5,000	\$5,000	\$10,000
	Article commissioning			\$5,000	\$5,000	\$10,000
	Main launch				\$25,000	\$25,000
	Five regional launches				\$25,000	\$25,000
	Event at UNGA in 2010				\$15,000	\$15,000
	Event at COP 10				\$15,000	\$15,000
	Kiosk and exhibition				\$20,000	\$20,000
	Travel to attend 10 major conferences in 2010				\$100,000	\$100,000
Subtotal ^{8/}		\$11,250	\$156,250	\$378,750	\$973,750	\$1,520,000

^{8/} The subtotal reflects the annual and total resource requirements for the unshaded items in column 2.
/...

Appendix 5: Draft Communication Strategy



CBD



**Convention on
Biological Diversity**

Distr.

GENERAL

UNEP/CBD/COP/9/INF/18

30 April 2008

ENGLISH ONLY

CONFERENCE OF THE PARTIES TO
THE CONVENTION ON BIOLOGICAL DIVERSITY
Bonn, 19-30 May 2008
Item 4.4 of the provisional agenda*

GLOBAL BIODIVERSITY OUTLOOK 3

Draft communications strategy

Note by the Executive Secretary

I. INTRODUCTION

2. Global Biodiversity Outlook (GBO) has become an important information product of the Convention. Since its first publication in 2001, GBO is one of the main tools to communicate the achievements of the Convention, including implementation of its strategic plan and objectives at the national level, and strategies to move beyond its 2010 biodiversity target.

3. GBO was heralded as an excellent tool for communicating the importance of biodiversity and the Convention to researchers and students. Global Biodiversity Outlook 2, published in 2006, provided a concise view of the set of indicators for the 2010 target and the policies needed to achieve the 2010 target. The launch at the eighth meeting of the Conference of the Parties to the Convention on Biological Diversity generated media attention around the world. GBO-2 has since been seen as the primary communications tool to express the state of progress being made towards implementation of the Convention and achievement of the 2010 target.

4. The third edition will contain information on:

* UNEP/CBD/COP/9/1.

- (a) Status and trends of biodiversity, including drivers of biodiversity loss and impacts on ecosystems and human wellbeing, and an assessment of achievement of the 2010 biodiversity target, complemented by storylines based on relevant examples and case studies;
- (b) Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity;
- (c) The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and progress made in mainstreaming biodiversity into the development agenda;
- (d) Actions for significantly reducing the rate of biodiversity loss, including considerations for a framework to set targets for implementing the Convention beyond 2010, taking the previous information into account.

II. AIMS AND OBJECTIVES

5. The aims and objectives listed below are provisional, and are subject to revision based on the discussions of the GBO-3 Advisory Committee, the Informal Advisory Committee for CEPA, and inputs from other partners.

6. GBO-3 will be launched in 2010 which has been declared the International Year of Biodiversity (IYB) by the United Nations General Assembly. The International Year will focus on the importance of biodiversity for human well-being, and will communicate success stories in achieving the 2010 biodiversity target. The publication of GBO-3 will be a central element of the communications strategy for the year, providing the main messages. GBO-3 will demonstrate, using case-studies and data from the framework of indicators, the extent to which the 2010 target was achieved in regions and ecosystems. It will thus point the way that Parties might need to act to realize the objectives of the Convention in the post-2010 period. Some of the goals for GBO-3 are listed below:

(a) **Highlight the importance of biodiversity for human well-being and achievement of the Millennium Development Goals.** This goal seeks to go further than those efforts already asserted by the Millennium Ecosystem Assessment. The role of biodiversity in providing ecosystem services will be underlined, and the direct consequences of biodiversity loss will also be considered;

(b) **Analyse the progress made towards the 2010 biodiversity target and point out gaps in knowledge and/or data.** In assessing the progress made towards 2010 at the different levels, GBO-3 will point out the strengths and shortcomings of existing tools for measurement. The goal is to point out directions for new research and additional efforts in the post 2010 period. Any indicator data will be framed in terms of its contribution to policy-relevant outcomes;

(c) **Demonstrate, using concrete examples, case-studies, and indicators, that there are successes in achieving the 2010 biodiversity target at regional and ecosystem levels.** In coordination with the communication strategy of the International Year of Biodiversity, GBO-3 will highlight successes in achievement of 2010 Biodiversity Target and cite GBO-3 as the place for the information on these achievements;

(d) **Point out what is required to maintain the successes in achieving the 2010 Target to date and build support for protecting these.** Gain recognition by the international community of the factors outside of the Convention that circumscribe the realization of the target. Governments will make commitments to continue some of the projects and initiatives that meet the 2010 target, They will announce these at the 10th meeting of the Conference of the Parties. At the same time of the launch, past and current presidents of COP announce their commitment to the 2010 Biodiversity Target and beyond, using GBO-3 as their reference point. The contributions of other processes to the success or limitations of achieving the 2010 target will be recognized by other bodies;

(e) **Obtain commitments from Parties to create National Biodiversity Strategies and Action Plans (NBSAP).** The emphasis will be to encourage Parties to build these within processes of

/...

consultation and collaboration with major stakeholders, to include references to the Ecosystem Approach, and the principles of mainstreaming as expressed in the Convention's Strategic Plan.

III. KEY MESSAGES

7. The key messages for GBO-3 will reflect the aims and objectives of the Convention and its 2010 target, and will become the key messages for the International Year of Biodiversity. These messages will be supported and demonstrated by reference to the data in the indicators and case-studies. Development of the specific content will only be possible following further development of the strategy for the International Year as well as approval from the Working Group on Review of Implementation of the Convention, the Conference of the Parties, and other bodies of the Convention.

8. Given the need to communicate these key messages to a variety of audiences, the writing team for the project will include experts in science and policy journalism. To ensure that the language versions communicate the messages effectively, they should not be simple translations of the English version, but rather adaptations of the text. For this reason, the project will engage writers in the other languages who can properly adapt the text.

9. The messages outlined below are provisional. Details may change as additional information on trends in biodiversity becomes available. Articulation of the key messages will also need to be considered in the light of the strategy for the International Year of Biodiversity. For now, they reflect the aims and objectives outlined above.

(a) *The 2010 target has been achieved for certain indicators in certain regions:* We need to protect these successes and build upon them for action in other regions. We can and have achieved sustainable development. Across the world, in certain regions and in certain ecosystems, governments, communities and stakeholders have achieved the 2010 target. Their successes point the way to greater achievements in a post-2010 world. These successes however are tenuous and we need to ensure that the conditions that permitted them to succeed are maintained;

(b) *The sub-targets and indicators for the 2010 target are tools for action at all levels. Global Biodiversity Outlook3 is based on the best available science.* The framework of indicators developed by the CBD demonstrates where the 2010 target was achieved, and its impacts. The further elaborated framework of indicators, formulated for action at the global level, provides a basis for policy making at regional and national levels. Countries and agencies have used the global framework as guidance for national or sub-regional target-setting and the development of monitoring frameworks;

(c) *The CBD is a toolkit for the world:* the tools needed to achieve the post-2010 target are already part of the Convention on Biological Diversity. Implementation of integrated management strategies must take place. The Parties to the Convention have created an entire suite of tools and indicators that can guide policy coherence at all levels. Policy coherence can be ensured if integrated management schemes become the norm. This includes taking the ecosystem approach into account in policy making, and ensuring that National Biodiversity Strategies and Action Plans are created, with the full participation of all relevant economic sectors. The successes of 2010 around the world are due to implementation of the tools of the convention;

(d) *All sectors can and must act now.* The solution requires the action of not just governments. Productive sectors need to be part of the solution. If we act now, we can reduce the rate of biodiversity loss. The costs will be higher and the chance of success smaller, if we wait.

IV. KEY AUDIENCES

A. *The general public*

10. Although GBO-3 will be read by a specialized audience, it should contain information and stories that will be of interest to the general public. The general public is the basis for the political support for implementation of the Convention on Biological Diversity at national levels. Moreover, individuals are

/...

expected to take the actions in their own lives that are needed to achieve the 2010 target. GBO-3 should help people understand why biodiversity is important, what is happening to it at a global level, what is being done to conserve and use it sustainably, and what the Convention on Biological Diversity does to contribute to this.

11. The general public is both a global and a local audience. In this sense, GBO-3 needs to provide a global message about biodiversity loss and the actions to achieve the 2010 target, but it also needs to explain this by telling local stories. Drama of the stories and the beauty of nature should be important points of focus.

B. Parties to the Convention on Biological Diversity

12. GBO-3 will provide Parties with information that supports the development of coordinated strategies towards implementation of the Convention at the national level. Relevant ministries and agencies should be able to draw on GBO-3 to help them prepare and implement coherent and comprehensive national biodiversity strategies and action plans (NBSAPs), and communicate their relevance to a broad audience. Therefore, GBO-3 will contain messages that promote the Convention to some of the ministries, departments, agencies and other bodies that are not yet engaged in biodiversity issues. Below we list some of the ministries for the targeting of messages.

1. Ministries of Environment

13. As the focal point for the work of the Convention on Biological Diversity, these ministries do not generally need to be convinced of the arguments in GBO-3. Rather, these ministries need advice and resources to “market” the messages of the Convention on Biological Diversity and GBO-3 to other Ministries listed below.

2. Ministries of Agriculture

14. Agricultural activities (land conversion, overexploitation, pollution from inappropriate fertilizer use, etc) are perhaps the most significant driver of biodiversity loss. Integration of biodiversity concerns into agricultural policy is absolutely essential to realizing the 2010 biodiversity target. Some national ministries are already aware of the relevant provisions of the Convention, but others are not. Communication with this sector should seek to provide information about the Convention on Biological Diversity, its congruence with other international initiatives and organizations engaged in agricultural issues and ways that biodiversity conservation can also contribute to food security, efficiency in production and other issues of concern for the sector.

3. Ministries of Natural Resources (fisheries, forests, etc)

15. The focus here can be on ministries which regulate activities in productive landscapes. The notion is similar to that mentioned for Ministries of Agriculture above – communicate the ways that the programmes of work of the Convention on Biological Diversity can contribute to more efficient and sustainable use of resources in the sectors. The consequences of biodiversity loss for continued activity in these sectors should be another focus.

4. Ministries of Trade

16. Given the role of trade in some of the direct and indirect drivers of biodiversity loss, engagement of these ministries are crucial for transmission of the messages of the Convention to relevant sectors. GBO-3 will need to contain messages on the role of trade as a “vector” for invasive alien species, as a driver of biodiversity loss and as a solution to biodiversity loss. In this case, few ministries may be aware of the impact of the CBD on their activities and therefore some basic messaging will be required.

C. Students and Youth

17. Youth are the future decision makers of the world, the next scientists and the citizens whose actions will make a difference. Because this is a large and heterogeneous group, the best way to access

them is through the education system and teachers. GBO-3 will provide materials that can be used by educators of primary, secondary and university students.

D. International organizations

18. Given that the post-2010 target is a strategy at the global level, requiring the involvement of international organizations, communication of the target and the tools for its implementation must be directed to the various institutions. The emphasis should be on finding the complementarities between the 2010 target and the goals of the other organizations. For all of these, a simple fact sheet which identifies the connections and a one page strategy document would be a good suggestion. The final report could also contain a section which addresses the linkages for these organizations.

1. United Nations Environment Programme (UNEP)

19. The focus will be on providing UNEP with the messages of the 2010 target for distribution and integration with their own campaigns. The role of UNEP as an agency that can coordinate action for the achievement of 2010. The linkages between GBO3 and the GEO publication can also be emphasized.

2. United Nations Development Programme (UNDP)

20. The Equator Initiative's projects represent an excellent example of ways that local communities are conserving and sustainably using biodiversity and building capacity for the future. Their contribution to the achievement of the 2010 target should be emphasized. Indeed, some of these projects could be part of the case studies for GBO-3

3. The Biodiversity-related conventions

21. The Secretariats of the other biodiversity conventions: CMS, CITES, Ramsar, and UNESCO's World Heritage Convention, are both an audience and a partner to the Convention on Biological Diversity. The issues raised by GBO-3 are the concerns of these conventions. GBO-3 and its data will also be a tool for these organizations in their relationships with their Parties and other partners. Opportunities for these organizations to use GBO-3 should also be taken into consideration.

4. The Rio conventions

22. Increasingly, the work of the Convention on Biological Diversity is being coordinated with the activities taking place in the context of the United Nations Framework Convention on Climate Change (UNFCCC) and the United Nations Convention to Combat Desertification (UNCCD). A number of the drivers of biodiversity loss and the consequences of biodiversity loss have a bearing on mitigation of and adaptation to climate change, and are closely related to issues related to preventing land degradation. GBO-3 should be designed in such a way that it can be an information resource for these conventions.

5. World Health Organization (WHO)

23. The contribution of achievement of the 2010 biodiversity target to improved public health outcomes at the global level should be the main component of the messages that could be employed by WHO in their own work.

6. Food and Agriculture Organization of the United Nations (FAO)

24. The work of FAO is complementary to the work of the CBD in a number of areas. Agriculture is most notable, but work in agro-forestry, fisheries and invasive alien species are also shared areas of interest. In the past, FAO has been a contributor to some of the key indicator data, including the indicators on forests and agricultural data.

7. United Nations Educational, Scientific and Cultural Organization (UNESCO)

25. UNESCO's partnership with the Convention on Biological Diversity is multidimensional, encompassing work in the natural and social sciences and increasingly in the domain of the relationship of biological and cultural diversity. Important work should be done to ensure that the messages and data in

GBO-3 can be used by UNESCO in their work, and that the messages communicate the partnership that is in development.

E. Business Sector

26. Engagement of the Business Sector is a new step for the Convention. GBO3 should build on the existing work of the Convention on Business and Biodiversity. GBO3 should provide examples of businesses whose actions are already contributing to the achievement of the 2010 target. For business organizations already engaged in the Convention process GBO3 should provide them with materials they can use to further develop their business case for biodiversity and their business practice. For those who are not yet engaged, the value of the business case for biodiversity should be asserted.

F. Civil society organizations

27. Civil society is represented by many different groups, including non-governmental organizations (NGOs) from a variety of sectors and indigenous and local communities (ILCs). GBO-3 will provide messages that civil-society organizations and representatives of ILCs can use to promote citizen engagement and mobilization. It will also provide tools for new directions for biodiversity management by these organizations

G. The scientific community

28. The acceptance and impact of GBO-3 will, to a certain extent, be a product of its scientific credibility. To this end, GBO-3 will emphasize that the science used for its preparation is peer-reviewed, and part of a universal dataset. GBO-3 should provoke a dialogue between scientists on the uses of the data sets and emphasize research needs in the science and policy interface for questions of human well-being and the role of biodiversity in underpinning ecosystem services. Young scientists should also be able to identify key directions for future research in support of the objectives of GBO-3.

V. CHANNELS

29. The channels below represent the products and routes for reaching all of the target groups above. For all channels, the strategy will need to ensure that regional differences are taken into account.

A. Launches of the report

30. The holding of high profile events upon release of the report will establish the credibility and importance of the report. Launches should be organized for multiple regions, should be linked to the events organized for the International Year of Biodiversity, and should be timed to take advantage of all activities taking place during the year. Opportunities to work with Partners for the launches should be encourage.

1. Launch of Scientific Findings at SBSTTA-14

31. The occasion of SBSTTA offers the chance to release some of the main scientific findings of the report at the beginning of the International Year on Biodiversity. As SBSTTA will take place at UNESCO in Paris, it will be extremely important to involve UNESCO, as well as the other biodiversity science organizations in Paris, including Diversitas. Moreover, the French versions of the report should also be available.

2. Launch of the Main Report on the International Day for Biological Diversity 22 May

32. The Main report should be launched on IBD. The Launch should include the main report, the summary for decision-makers and ancillary products. The purpose of the launch will be to give Parties sufficient time to digest the results of the report and prepare to integrate its findings into the deliberations at COP-10 in the fall. The report should be launched in a major media centre therefore. London is a suggestion and therefore the major British partners should be involved.

3. Regional Launches – UNEP

33. All the regional offices of UNEP should also participate in the launches, by delivering the report, the message from the Executive Secretary.

4. Launches at Scientific Partners

34. Scientific partners should launch the report. Testimonials by key authors should also be included.

B. Publication and distribution of information materials

35. The report itself and its ancillary products are the main concrete output of the project. Therefore considerable attention needs to be given to the design, presentation and distribution of these reports. The print run for the project could be potentially in the tens of thousands of copies once all language versions are taken into account.

36. Given the high costs, both monetary and in terms of the carbon and ecological footprints of mass distribution and translation, the publication and distribution strategy for the materials should use the following principles;

(a) A partnership with a publisher who could shoulder the costs of production for the 6 United Nations languages versions;

(b) Any publication agreement should allow for the translation and printing of the document in local languages without additional royalties to countries;

(c) Printing and distribution should take place at regional and national levels wherever possible;

(d) Distribution via PDF formats should be encouraged, including a CD-ROM or memory key with all the documents included.

1. Monograph of GBO-3

37. The main volume of GBO-3 should be produced in all 6 United Nations languages. It should be an attractive design and should not be a long document. Long annexes on the data and case studies should be separate volumes or should be presented on the website. The writing team for this volume should include a science journalist who can ensure that the report is written in a language that makes it attractive to policy-makers.

38. To ensure that the language versions are attractive, they should not be simple translations of the English version. The project should engage writers in the other languages who can properly adapt the text to idiomatic and attractive versions.

2. Summary for decision-makers

39. This should be a short volume which compiles the main findings for decision makers, resembling the document produced for the Millennium Ecosystem Assessment.

3. Brochures of GBO-3 for targeted audiences

40. For the target audiences listed above, brochures which provide the key messages and satisfy the communication goals for each audience should be created. While a single template for all brochures would provide for a low cost, it is more important to create versions that serve the communication needs of the different target audiences.

4. Fact Sheets and Case Studies

41. As with the brochures listed above fact sheets and case-studies sheets need to be created to address the communications goals outlined for each of the target audiences above. The case-studies will be examples of achievement of the 2010 target at regional, national and sub national levels.

5. *Educational materials for schools*

42. As indicated above, Educators will be one of the main ways to reach school children. Therefore an educators kit should be developed that focuses on elaborating the main messages of the guide. Given the complexity of this portion, the content and mode of presentation should be determined following consultation with partners including the CEC of IUCN, UNESCO and other relevant agencies.

C. Website

43. The website of the Secretariat represents an extremely powerful and accessible platform for communicating the report and its findings. A Special section devoted to GBO-3 should be created on the CBD website, with the following elements:

(a) *Electronic versions of the products listed above.* These should be in pdf versions, both a web version, as well as versions of a resolution suitable for printing. Versions of the source files can also be made available to facilitate the translation into local languages;

(b) *Graphics and photos.* The graphics of figures and charts of GBO-3 should be made available in web and print resolution files, including .eps, to facilitate the use of these in other presentations and publications;

(c) *Press Releases and other press kits.* The press releases and any video news releases should be made available;

(d) *PowerPoint presentations.* “Decks” of slides of several lengths and in multiple languages should be created;

(e) *GreenFacts online summaries.* GreenFacts has developed a well-established reputation for the production of high-quality, scientifically-sound summaries of documents. They produced a version of GBO-2 for the Secretariat. This should be repeated for GBO-3 and budget should be allocated for this;

(f) Discussion forum on GBO-3.

D. Meetings/conferences

44. International events are opportunities for “mini-launches” of the report. At such events, GBO-3 should be presented in side-events, press conferences and other media forums and a kiosk should be displayed where copies of the report will be distributed. Relevant meetings should be identified well in advance and might include:

(a) *CBD meetings.* GBO-3 should be the focus of side events at meetings of the SBSTTA, WGRI and other major working groups for up to a year after the launch of the main report;

(b) *Meetings of the United Nations General Assembly.* GBO-3 will be a key document for the discussions at the high-level segment of the General Assembly in 2010 devoted to the International Year of Biodiversity;

(c) *Meetings of other agencies.* Some of the possible events include the most high-profile meetings under the United Nations and its relevant programmes and agencies, as well as global treaties, such as the United Nations Framework Convention on Climate Change, the United Nations Convention to Combat Desertification, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on Migratory Species (CMS), the Ramsar Convention, as well as such organizations as IUCN;

(d) *Other public conferences and tradeshow.* The report should be presented at science conferences, science journalism conferences, environmental business conferences and other relevant events. The mobilization of business partners in support of these is particularly relevant..

E. Media

45. The media will be the conduit for the transmission of the report to different audiences. General and specialized media (business, energy, agriculture, etc) should be engaged, both at the national and regional level. The presentation of case-studies of particular relevance to the specific geographic or sectoral area will provide specific, tangible stories that can be marketed to the different audiences. Graphics and a variety of multimedia products should be made available to the media in order to facilitate communication of the main messages. Coordination with the media strategy for the International Year will enhance synergy and extend resources. Any media partnerships established for the International Year and GBO-3 should be harmonized. The following types of media should be targeted:

(a) *Print media.* The goal will be to generate editorial coverage on the day of the main launch and to sustain this in the months to come by focusing on the main messages and the case studies that illustrate these. Op-ed pieces, penned by the Executive Secretary and some of the main contributors, should also be issued at the time of release;

(b) *Broadcast media.* A video news release should be available in broadcast and web formats in multiple languages. Partnerships for documentaries on this should be encouraged, both through agreements directly with broadcasters, as well as with film festivals;

(c) *"New media".* Environmental websites and weblogs (blogs) are important ways to build communities and transmit information. The report needs to be marketed to these and information presented in a format that facilitates posting and comment. The reach of Wikipedia should also be harnessed, although an editorial team should monitor any Wikipedia entries to ensure accuracy.

F. The Clearing-house Mechanism (CHM) of the Convention on Biological Diversity

46. The CHM is an extensive network of focal points and an electronic network for communication with partners. It represents a major channel for reaching many of the target groups above, particularly the Parties to the Convention. All the materials for GBO-3 should be made available through the Clearinghouse Mechanism and National CHM should be encouraged to disseminate. In particular, National CHM from developed countries should be encouraged to provide resources for further dissemination in developing country partners.

G. Partner organizations

47. Partners particularly those involved in the preparation of GBO-3, will represent an important communication channel. Most partners will be mobilised in the context of advisory groups. The indicative list of these partners includes, but is not limited to, the following:

(a) **GBO-3 Advisory Group.** Convened by the Secretariat, it will have the task of reviewing and providing advice on all steps of the project;

(b) **Informal Advisory Committee for CEPA (IAC-CEPA).** The IAC-CEPA will be given the mandate to review the communication strategy for GBO3 and to offer comments and suggestions. The IAC will also be asked to provide recommendations of potential partners in communications that can be brought on board for the project. There may also be the expectation that the IAC can mobilize resources specifically for the communication strategy;

(c) **Interagency-task force.** More detailed guidance on specific aspects of the preparation of GBO-3 will be provided by an inter-agency task force comprising representatives of the Informal Advisory Committee for Communication, Education and Public Awareness; the 2010 Biodiversity Indicators Partnership project; Indigenous and local communities; FAO; IUCN; UNEP; UNU; World Bank; World Resources Institute;

(d) **Publishing partner.** The partner would facilitate distribution of the information products for GBO-3 in different regional and sectoral markets and may also be asked to provide in-kind contributions to the production of some of these products. The partner should be selected on the basis of their global reach and experience with scientific and policy publications and multiple media;

(e) **Graphics/data visualization partner.** The Secretariat will need a partner with a proven track-record of graphics production and communication in multiple languages;

(f) **Indicators/scientific partners.** In most cases, the organizations and agencies coordinating the development of indicators are also the best organizations to communicate this information. The experience of these partners in communicating scientific evidence should be drawn upon in preparing the information on status and trends in biodiversity;

(g) **Educational partners.** Reaching out to school systems and school boards and developing presentations to school age children will require the expertise of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the IUCN Commission on Education and Communication (CEC) and others

(h) **Media Partners.** In order to reach audiences across regions and sectors, as well as to coordinate messaging with that of International Year, a coordinating body for both will be established which includes networks of media experts and organizations. Given its extensive network, the involvement of the Com+ Alliance of Communicators for Sustainable Development is recommended.

VI. TIMETABLE AND FUNDING REQUIREMENTS.

48. the timetable for production of GBO-3 and the table of indicative funding requirements can be found in the note by the Executive Secretary on the preparation of the third edition of the Global Biodiversity Outlook (UNEP/CBD/COP/9/15). Expenses related to the communications strategy are contained therein.

VII. REVIEW AND EVALUATION OF THE COMMUNICATIONS STRATEGY

49. The Communications strategy as outlined above is a first draft. It is expected that the document will change and grow as the work plan for GBO-3 is articulated and developed and as inputs are received from IAC-CEPA and other bodies.

Appendix 6: Terms of Reference for the GBO-3 Advisory Group

The GBO-3 Advisory Group will, within the general guidance provided through relevant decisions of the Conference of the Parties and recommendations by other Convention bodies, advise the Convention Secretariat on all aspects of the preparation of the publication and its related products. It will seek to:

- (a) Ensure the scientific and technical soundness of the products;
- (b) Promote the appropriate style and presentation of the envisaged products in view of the target audience;
- (c) Promote the participation of relevant partners and networks in the various stages of preparation of GBO-3;
- (d) Recommend possible partnerships, including where appropriate commercial partners, for the distribution of selected products;

In particular, the Advisory Group will:

- (a) Keep the work plan and communication strategy under review throughout the preparation process and recommend adjustments where necessary;
- (b) Review the annotated outline for GBO-3;
- (c) Contribute to the compilation of data and material, case studies and elements for the storyline;
- (d) Make recommendations on suitable section/ chapter contributors and review guidelines and instructions for contributors;
- (e) Review of chapter drafts, including draft graphics.

Appendix 7: Summary of Dissemination of GBO-3 and Associated Products:

Product	Date of dissemination (actual or estimated)	Distribution (# of hard copies, electronic means, etc.)	Target audience
GBO-3 Main Volume in 6 UN languages including Executive Summary	10 May 2010 (opening day of SBSTTA 14)	Arabic: 1,000 Chinese: 1,000 English: 12,000 French: 4,000 Russian: 1,000 Spanish: 4,000 Available online in all languages as PDF Available as an E-Book in English Available in HTML in English	Policy-makers and general audience
Executive summary	24 May 2010 (Opening day of WGRI-3)	Total printed 2,730 Available online in all languages	Policy-makers
Press release	10 May 2010 (opening day of SBSTTA 14)	Online in English only	Press
Annotated version of GBO-3	10 May 2010	Online in English	Policy-makers Academics
GBO-3 section of website	10 May 2010 (opening day of SBSTTA 14)	Online in English only	General audience
GBO-3 Video	10 May 2010 (opening day of SBSTTA 14)	Online in English only	General audience
Interactive WebTV discussion on GBO3 with Prof Lovejoy	11 May 2010	Online	General audience
PowerPoint presentation in English	10 May 2010 (opening day of SBSTTA 14)	Online in English only	Policy-makers General audience
Action for Biodiversity booklet	18 October 2010	English: 2,000	Policy-makers and general

Evaluation of Global Outlook-3- 2nd Draft

		Available online	audience
Regional Summaries	10 May 2010 (opening day of SBSTTA 14)	Online in English only	Policy-makers General audience
Biodiversity Scenarios Technical Series #50	10 May 2010 (opening day of SBSTTA 14)	English: 1,000 French: Prepared by Diversitas Spanish: Prepared by WCMC	Scientific community
Biodiversity Indicators Technical Series #53	10 May 2010		Scientific community
Case Study Database	April 2009	Online	General audience
File with all graphs and figures	End of May 2010	Online in JPEG and Indesign	General audience
GBO-3 source Files	4 June 2010 2010	Notification sent to Parties. Files made available on request by FTP because of their large size	Government
2010 International Year of Biodiversity promotional video	9 February 2010	Online in Arabic, Catalan, Chinese, English French Japanese, Spanish and Russian	General audience
2010 International Year of Biodiversity - Thank you all for participating	17 February 2011	Online in English	General audience
GBO-3 Guide for SIDS	Available by May 10 2010	Online	SIDS

Appendix 8: Meetings and Press Interviews that Covered or Used Information from GBO-3

Date	Event	Location
10 May 2010	SBSTTA-14 opening	Nairobi, Kenya
10 May 2010	Press Conference on GBO-3 launch	Nairobi, Kenya
11 May 2010	Briefing to the Committee of Permanent Representatives of UNEP	Nairobi, Kenya
12 May 2010	Interview with Voice of America, Nairobi, Kenya	Nairobi, Kenya
15 May 2010	Training Seminar on how to use key messages from GBO-3 to reach out to decision-makers and public actors	Nairobi, Kenya
15 May 2010	Telephone interview with Radio Canada	Nairobi, Kenya
19 May 2010	Interview with Mr. Steve Zwick, Editor Ecosystem Marketplace	Nairobi, Kenya
20 May 2010	Participate in the <i>Colloque internationale "Jeunesse active: Garant d'une biodiversité durable"</i>	Tunis, Tunisia
22 May 2010	Celebration of IBD at National Museum of Kenya	Nairobi, Kenya
22 May 2010	IBD Celebration at Gigiri, Nairobi, Kenya	Nairobi, Kenya
24 May 2010	WGRI-3 opening, Nairobi, Kenya	Nairobi, Kenya
24 May 2010	ES video message played at the GEF Assembly in Uruguay	Uruguay
26 May 2010	Interview with Nature, Nairobi, Kenya	Nairobi, Kenya
3-5 June 2010	Take part in the World Environment Day celebrations	Kigali, Rwanda
7 June 2010	Conférence aux membres de l'ACNU-Grand Montréal (United Nations Association of Canada)	Montreal
8 June 2010	International Economic Forum of the Americas - Conference of Montreal	Montreal
8 June 2010	Roundtable on Biological and Cultural Diversity for sustainable development, Montreal	Montreal
11 June 2010	Participate in the RCEN CBD Strategic Plan Dialogue Agenda	Montreal
15 June 2010	Press Roundtable SusCon	Nuremberg, Germany
19 June 2010	Take part in the IYB celebrations in Malaysia	Malaysia
19-22 June 2010	Participate in the Royal Society/Royal Botanic Gardens, Kew meeting on Global Strategy for Plant Conservation (GSPC)	London, UK
20 June 2010	Take part in the IYB celebrations in Cambodia	Siem Reap, Cambodia
21-25 June 2010	Participate in the 13th session of the African Ministerial Conference on the Environment	Bamako, Mali

Evaluation of Global Outlook-3- 2nd Draft

30 June 2010	Interview with the Straits Times, Singapore, 29 June	Singapore
29-30 June 2010	Participate in the World Cities Summit,	Singapore City, Singapore
8 July 2010	Meeting with the United Nations Secretary General and the U.N. Goodwill Ambassador for Biodiversity, and other U.N. senior staff	New York, U.S.A.
13 July 2010	Attend the Business and Biodiversity Meeting	London, U.K.
22-23 July 2010	Third meeting of the Expert Panel on the State and Trends of Biodiversity Science in Canada	Vancouver
4-6 August	Take part in the International Youth Year and IYB celebrations	Tunis, Tunisia
11 August 2010	Take part in the CNN Environment Show "Earth Frontiers"	London, UK
24-25 August 2010	Attend the first meeting of Environment Ministers of States of Mexico, Guadalajara	Guadalajara, Mexico
27 August 2010	International Youth Conference on Biodiversity in Aichi, 2010	Nagoya, Japan
27 August 2010	Interview with Yomiuri Newspaper, Nagoya	Nagoya, Japan
6 September 2010	Interview with Nature Magazine	Geneva, Switzerland
12-15 September 2010	Attend and deliver a presentation at the 15th International Union of Air Pollution Prevention and Environmental Protection Associations' World Clean Air Congress, 2010	Vancouver, B.C
13 September 2010	International Seminar on Agro-biodiversity to fight hunger and climate change	Cordoba, Spain
13-17 September 2010	Attend and organize the Pan-African High-Level Conference on Biodiversity was held in Libreville, Gabon, under the theme "Biodiversity and the fight against poverty: Opportunities for Africa?",	Libreville, Gabon
22 September 2010	Attend the high-level event on biodiversity in the margins of the 65th session of the UNGA, New York	New York
22 September 2010	Participate in the press conference with Edward Norton, U.N. Goodwill Ambassador for Biodiversity, New York	New York
24 September 2010	Interview with China Dialogue, New York	New York
28 September 2010	Interview with Channel Africa	
4 October 2010	Attend a CPEQ biodiversity conference with the	Montreal

	participation of Quebec's Environment Minister, Montreal	
12 October 2010	Live interview with Australian Broadcasting Services Lateline, Nagoya	Nagoya, Japan
13 October 2010	Interview with The Economist Webinar, Nagoya	Nagoya, Japan
18 October 2010	Opening of COP 10, Nagoya	Nagoya, Japan
18 October 2010	Press Conference on the opening of COP 10, Nagoya	Nagoya, Japan
21 October 2010	Interview with Radio France International 2010	Nagoya, Japan
23 October 2010	Interview with Asahi Shimbun	Nagoya, Japan
23 October 2010	Interview with Ms. Akemi Ishizaki, TV Kanazawa	Nagoya, Japan
23 October 2010	Interview with Chunichi Shinbun Newspaper	Nagoya, Japan
24 October 2010	Interview with Caroline Fraser, The New York Review of Books	Nagoya, Japan
24 October 2010	Interview with CTV Canada	Nagoya, Japan
25 October 2010	Interview with Jerome Longue, UN Radio	Nagoya, Japan
25 October 2010	TV Interview CP Rider Univision	Nagoya, Japan
29 October 2010	Interview with AlJazeera	Nagoya, Japan
29 October 2010	Interview with CBC	Nagoya, Japan
3-5 November 2010	Attend the International Scientific Symposium on "Biodiversity and Sustainable Diets: United Against Hunger", Rome	Rome
4 November 2010	Interview with UN Radio,	New York
8-11 November 2010	Participate in the International Conference on desserts and desertification	Jerusalem, Israel
10 November 2010	Interview with Research Africa	Montreal
15-18 November 2010	Participate in the Ecosystem Service Indicators Workshop	Cambridge, UK
30 November 2010	Interview with <i>The Economist</i>	Montreal
29 November-1 December 2010	Participate in a meeting at Ramsar Secretariat on water and wetlands indicators for the State of the World's Wetlands report and the Strategic Plan for Biodiversity	Gland, Switzerland
11-12 December 2010	Take part in the International Conference "Getting Post-2010 Biodiversity Targets Right"	Reading UK sponsored by UK and Brazil
12-14 December 2010	Participate in the international conference on "Biodiversity, Livelihood and Climate Change in the Himalayas"	Kathmandu, Nepal
18-19 December	IYB Closing ceremony, Kanazawa	Kanazawa, Japan

2010		
------	--	--