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Item 19 of the provisional agenda*

GLOBAL INITIATIVE ON COMMUNICATION, EDUCATION AND PUBLIC AWARENESS

Overview of implementation of the programme of work and options to advance future work

Note by the Executive Secretary

INTRODUCTION

1. In decision VII/24, the Conference of the Parties requested the Executive Secretary to convene an informal advisory committee on CEPA to further develop the CEPA work programme for in-depth consideration by the Conference of the Parties at its eighth meeting. The Conference of the Parties also requested that the Executive Secretary report to the Conference of the Parties at its eighth meeting on progress in the implementation of identified priority activities in the CEPA programme of work.

2. Section I of the present note provides an overview of the development of the Global Initiative on CEPA. Section II provides a summary of the activities undertaken by the Executive Secretary and the progress made for the Global Initiative during the inter-sessional period. Section III outlines lessons learned, including impediments to, and opportunities for, the further implementation of the programme of work as outlined in decision VI/19. Section IV introduces options for strengthening implementation of the programme of work, while section V contains suggested recommendations for the consideration of the Conference of the Parties. Annex I contains a short-list of priority activities for implementation of the Global Initiative on CEPA in the short term, as recommended by the Ad Hoc Open-ended Working Group on Review of Implementation of the Convention and the informal advisory committee for CEPA. Annex II presents the plan of implementation for CEPA, intended to guide the further development of the programme of work.

* UNEP/CBD/COP/8/1.

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I. OVERVIEW OF THE GLOBAL INITIATIVE ON CEPA AND REVIEW OF ITS IMPLEMENTATION: BACKGROUND AND EVOLUTION

7. At its sixth meeting, the Conference of the Parties adopted the Global Initiative on Communication, Education and Public Awareness (CEPA) and the related programme of work (decision VI/19). The programme of work comprises three programme elements (towards a global communication, education and public awareness network; exchange of knowledge and expertise; and capacity-building for communication, education and public awareness), each with operational objectives and proposed actions to guide implementation by key partners. The three elements represent two strategic priorities: (i) institutional arrangements; and (ii) programmatic priority areas in the Global Initiative. By decision VI/19, the Conference of the Parties also requested the Executive Secretary to consult with UNESCO, UNEP, IUCN and the Consultative Working Group of Experts established by decision V/17, as well as any relevant institutions, to, among other things, monitor and evaluate the implementation of the Global Initiative on CEPA, specifically the start-up phase of the programme of work.

8. Goal 4 of the Strategic Plan of the Convention, adopted at the same meeting (There is better understanding of the importance of biodiversity and of the Convention, and this has led to broader engagement across society in implementation), provides the umbrella framework within which further development and implementation of biodiversity communication, education and public awareness initiatives could be carried out under the Convention.

9. In response to decision VI/19, the Consultative Working Group of Experts on CEPA met in Paris, from 27 to 29 October 2003 to propose concrete modalities for the future development of programme activities. The outcomes and recommendations of the meeting included a draft matrix summarizing suggestions and proposals to enhance the implementation of the Global Initiative on CEPA, including, *inter alia*, key elements required to develop a strategy to guide the implementation of the three programme elements in a coherent and consistent manner.

10. At its seventh meeting, the Conference of the Parties adopted decision VII/24, in which it invited Parties to take into consideration the need to communicate the various elements of the 2010 biodiversity target and to establish appropriate linkages to the Decade on Education for Sustainable Development in the implementation of their respective national CEPA programmes and activities. It also requested the Executive Secretary to convene an informal advisory committee on communication, education and public awareness to further develop the CEPA work programme for in-depth consideration by the Conference of the Parties at its eighth meeting; and, to continue the collaborative efforts with the CEPA programmes of other relevant organizations, including the Rio conventions, to enhance coordination and maximize synergies.

11. The Executive Secretary convened the first meeting of the CEPA Informal Advisory Committee on 12 February 2005 to review a draft version of the revised programme of work on CEPA. The meeting considered that the further development of the programme of work requested in decision VII/24 (paragraph 4 (ii)) did not require a revision of the existing programme of work and, rather, recommended that the Executive Secretary, with the support of the Informal Advisory Committee, focus on the prioritization of activities outlined in the existing programme of work, and submit a list of priorities with details of implementation modalities for consideration by the Conference of the Parties at its eighth meeting.

12. In accordance with this advice, the Executive Secretary conducted the prioritization exercise and submitted, to the first meeting of the Ad Hoc Open-ended Working Group on the Review of

Implementation of the Convention, which met in Montreal from 5 to 9 September 2005, a draft list of priority activities for the programme of work on CEPA (UNEP/CBD/WG-RI/1/INF/10). In its recommendation I/5, the working group welcomed the list of priority activities and requested that the Executive Secretary, in consultation with the CEPA Informal Advisory Committee, further refine the list and thereafter submit for consideration by the eighth meeting of the Conference of the Parties, a report summarizing the actions, and possible options and recommendations, taken to further develop the CEPA programme of work, including the formulation of a short list of priority activities.

13. The second meeting of the CEPA Informal Advisory Committee, held on 26 November 2005, discussed the proposed short list of priority activities for the CEPA initiative and other issues related to recommendations arising from the meeting of the meeting of the Ad Hoc Open-ended Working Group on the Review of Implementation of the Convention, particularly the development of a children's website on the Convention and its programme areas.

14. In response to recommendations made at the meeting, the Executive Secretary completed the prioritization of activities related to the Global Initiative on Communication, Education and Public Awareness. The short-list of priority activities for the Global Initiative on Communication, Education and Public Awareness are included as annex I below.

II. STATUS OF IMPLEMENTATION OF THE GLOBAL INITIATIVE ON CEPA

15. The Global Initiative on CEPA has the potential to make a significant contribution to advancing the objectives of the Convention, including the implementation of its programme areas and cross-cutting issues and reporting on progress achieved towards the 2010 target, by facilitating the engagement of a variety of stakeholders in the implementation of the Convention.

16. The lack of sufficient funding has been identified as one of the major impediments to the implementation of the Global Initiative on CEPA. The budget approved for CEPA at the sixth and seventh meetings of the Conference of the Parties remains inadequate to support the basic CEPA activities. Efforts by the Executive Secretary to secure additional financial support to carry out the budgeted activities have not been successful. Outputs generated to date have been the result of innovative approaches adopted by the Executive Secretary and partner organizations, most specifically the IUCN Commission for Education and Communication.

17. Despite the difficulties encountered in the implementation process, positive results have been achieved in direct response to the provisions of decision VI/19 and the three programme elements of the CEPA programme of work. These achievements, while modest at this stage, nonetheless serve to demonstrate that despite the lack of financial support, there is appreciable progress being made in follow-up to decision VI/19. The outputs from this process include:

(a) A comprehensive review of the CEPA dimensions in the national biodiversity strategies and action plans, the second and third national reports and also in the programmes of work of the Convention in the thematic areas and cross-cutting issues, and consideration of the review's results in the further development of the CEPA programme of work;

(b) The enhancement of the information dissemination tools on the web site of the Convention on Biological Diversity ^{1/}, including the following:

^{1/} See: <http://www.biodiv.org>

- (i) Enhancement of the CEPA Portal, and the development of an electronic discussion forum which aggregates information on CEPA and thus makes visible moderated forums on CEPA related issues, hyperlinks to other relevant portals and web sites, databases and links to databases on case-studies and best practices and publications, as well as hyperlinks to educational institutions, centers of excellence and relevant international organizations;
- (ii) The development of a virtual collaborative space for CEPA informal advisory members to work on joint projects, discuss draft documents and exchange ideas;
- (iii) The establishment of an online information centre 2/ to facilitate access to and exchange of information on biodiversity related publications, reports, serials, bibliographies and other resources. Composed of electronic catalogues and hyperlinks to resources, the CBD Information Centre offers Parties, other Governments and stakeholders a depository of research and educational materials published in support of the Convention and its Biosafety Protocol;
- (iv) The development of an electronic index of historical and current research articles 3/ published in scholarly journals on issues directly related to the Convention and its Biosafety Protocol for use by the research and academic communities. Links to the full text of the articles are available if the journal is in the public domain or if the publisher offers unrestricted access;
- (v) The compilation of case-studies and best practices in communication, education and public awareness from national and international organizations, second national reports, national biodiversity strategies and action plans;
- (vi) The development of the CBD daily press service 4/ where news headlines on biodiversity and biosafety from the major newspapers around the world are made available via the Convention's website and disseminated via email to subscribers;
- (vii) The development of the CBD current digest service 5/ where targeted audiences are able to subscribe to a weekly digest of the latest notifications, reports, meetings and events related to the Convention on Biological Diversity and its Biosafety Protocol. At this writing, the digest is sent to over 2000 subscribers from around the world representing Parties and Governments, academia, research and education communities, the private sector, non-governmental organizations, indigenous and local communities and the general public;
- (viii) Development of a CBD Press Room 6/ as a focal point of reference and a resource centre for journalists and others in the media to help disseminate biodiversity messages to the general public;

2/ See: <http://www.biodiv.org/doc/info-centre.shtml>
3/ See: <http://www.biodiv.org/doc/articles.aspx>
4/ See: <http://www.biodiv.org/headlines.aspx>
5/ See: <http://www.biodiv.org/user/subscriptions.aspx>
6/ See: <http://www.biodiv.org/meetings/cop-07/press/>

- (ix) Development of an electronic Media Room during the seventh meeting of the Conference of the Parties as a resource for journalists, which provided information on the meeting and its events. ^{7/}

(c) The establishment of a comprehensive database of media organizations and specialized journalists, information officers of United Nations and other international organizations, NGO networks, internet-based news services specializing in biodiversity-related issues; The development of a database and electronic notification system on current educational programmes, courses and training workshops related to biodiversity and the Convention;

(d) The development of a draft corporate communication strategy for the Secretariat which focuses on building the communication infrastructure of the Secretariat, in order to: raise the profile and visibility of the Secretariat and the Convention process, educate key publics on biodiversity and the objectives of the Convention, and catalyze financial resources for the implementation of CEPA activities;

(e) The development of valuable partnerships, particularly in the schools and universities within Montreal, the seat of the Secretariat, which have served to establish a strong foundation for CEPA's linkages to biodiversity education and training and can thus guide further development of such linkages as the CEPA initiative evolves into a fully fledged programme;

(f) The development of a children's website on issues related to biodiversity and the Convention with the goal of providing a pilot project to promote biodiversity education and awareness at the primary and secondary levels;

(g) In cooperation with BfN and the Government of Germany, the development of a pilot project for the creation and distribution of collaborative and open-source web-based biodiversity educational tools that facilitate cooperation and cross-cultural communication amongst classrooms at the primary school level;

(h) The development of partnerships with academic, research and scientific communities to identify and implement joint efforts to strengthen professional capacities in biodiversity education and communication;

(i) The implementation of increased annual outreach activities related to the International Biodiversity Day, including the publication of a yearly poster, the publication of messages from the United Nations Secretary-General and the Executive Director of UNEP, the creation of key messages to be used by Parties ^{8/}, the holding of public events and activities in Montreal on 22 May, ^{9/} and a section on the website devoted to reporting on national activities for the day. ^{10/}

^{7/} See: <http://www.biodiv.org/meetings/cop-07/press/>

^{8/} <http://www.biodiv.org/programmes/outreach/awareness/biodiv-day-2005.aspx>

^{9/} As a way of marking the theme for International Biodiversity Day 2005, the Secretariat, in collaboration with the Millennium Ecosystem Assessment, and McGill University, co-hosted the launch of the Biodiversity Synthesis Report of the Millennium Ecosystem Assessment in a day-long celebration on 19 May 2005 at the McGill University. Over one hundred guests joined the Secretariat in celebrating IBD 2005 and launching the report at a morning press conference. Guests included representatives of the consular and diplomatic communities of Montreal and Ottawa, policy-makers from all levels of government in Canada, educators and researchers from Montreal, and representatives of the media. See: <http://www.biodiv.org/programmes/outreach/awareness/biodiv-day-2005.aspx>

^{10/} <http://www.biodiv.org/programmes/outreach/awareness/biodiv-day-2005-ctrs.shtml>

(j) An increase in the number of publications issued by the Secretariat in support of the Convention's programme areas and cross-cutting issues (protected areas, marine and coastal biodiversity, climate change and biodiversity, and economics and trade), including a number of new volumes in the CBD Technical Series, ^{11/} the launching of the *CBD Programmes of Work and Guidelines Series*, and the publication of the third edition of the *Handbook of the Convention on Biological Diversity*; ^{12/}

(k) The strengthening of cooperative outreach and communication initiatives with the United Nations Framework Convention on Climate Change and the United Nations Convention to Combat Desertification, including the publication of joint calendars for 2005 and 2006 ^{13/}, which highlights the cooperation, complementarities and synergies of the programmes of work among the three Rio conventions;

(l) Greater integration with the work of the clearing-house mechanism, particularly with regard to the enhancement of national capacities and technical workshops, and with the work in support of Article 17 of the Convention;

18. Although the above outputs demonstrate that the CEPA initiative is taking root, progress has been limited and implementation of the programme of work at the national level does not appear to have reached its full potential. Until sufficient resources are made available to realize the full potential and global reach of the CEPA programme of work, it will remain restricted to the pilot efforts of the Secretariat.

III. LESSONS LEARNED

19. The various reviews and consultations on the further development of the CEPA programme of work by the CEPA Expert Group and the Informal Advisory Committee, particularly with the context of the Ad Hoc Open-ended Working Group on the Review of Implementation of the Convention, have identified a number of key lessons that could inform the further development of the CEPA initiative and more specifically, guide the implementation of the short list of priority activities in the short-term and the development of the plan of implementation in the long-term. These lessons are outlined below.

20. The programme of work for CEPA in decision VI/19 comprises two strategic priorities ((i) institutional arrangements and (ii) programmatic priority areas) and three programme elements, each of which has operational objectives and proposed actions to achieve those objectives. The relationship between the strategic priorities and the programme elements, however, was not clearly defined. In addition, the overall scope of the programme of work and many of the proposed actions were extremely broad. ^{14/}

21. Furthermore, the CEPA programme of work provided a fairly long list of activities to be undertaken in order to achieve the stated objectives of the programme elements. This places a burden on the implementation process both at the Secretariat and at the national level and limits the effectiveness and impacts of the overall programme. Given the limited funding available to implement the CEPA initiative, the Executive Secretary identified the need for a set of priority activities (UNEP/SCBD/WG-RI/1/INF/10) to guide implementation of the Programme of Work at the international level, and to provide guidance to Parties when identifying national priorities.

^{11/} <http://www.biodiv.org/programmes/outreach/awareness/ts.asp>

^{12/} <http://www.biodiv.org/handbook/>

^{13/} <http://www.biodiv.org/convention/calendar.shtml>

^{14/} See: report of the first meeting of the Ad Hoc Open-ended Working Group on Review of Implementation of the Convention (UNEP/CBD/COP/8/4/Rev.1).

22. The CEPA Informal Advisory Committee further recognized the need to refine the list of priority activities, with a view to ensure their full and effective implementation during the next inter-sessional period. They provided the following comments:

(a) There was general agreement that the programme of work did not make a clear distinction between the key components of CEPA (communication, education, training and public awareness), ^{15/} the interlinkages between these components and their respective individual contributions to the achievement of the overall Global Initiative on CEPA. This opaqueness posed a challenge for the Secretariat in promoting and facilitating the implementation of the programme of work by Parties;

(b) There was also a lack of guidance on how the Secretariat should facilitate and promote the implementation of the Global Initiative at the national level, especially the implementation of those provisions of decision VI/19 that were addressed specifically to Parties and not to the Executive Secretary;

(c) Effective communication and education initiatives are continuously evolving and thus require long-term investment. The funding approaches pursued by the Secretariat, although innovative, have tended to be short-term and consequently of limited impact. In order to realize the potential impact of the Global Initiative on CEPA, ways and means of leveraging political commitment and funding support commensurate with the scope of the initiative need to be developed;

(d) The range of activities under the CEPA programme of work did not provide a coherent approach whereby short-term achievements feed into and help strengthen the implementation of the proposed long-term activities. Consequently, the investments required to address long-term issues such as mainstreaming biodiversity into other sectoral programmes at the national level have not been well articulated in the programme of work. This, as well as the other issues outlined above, highlights the need for a plan to guide the implementation of key CEPA activities;

IV. OPTIONS TO STRENGTHEN CEPA

23. The reviews and consultations held in response to decision VII/24, including the review of the CEPA programme of work by the Ad Hoc Open-ended Working Group on Review of the Implementation of the Convention, and consultations with the Informal Advisory Committee for CEPA, have brought forth a number of useful suggestions to strengthen the CEPA initiative.

24. The Ad Hoc Open-ended Working Group on Review of the Implementation of the Convention requested the Executive Secretary to identify priority activities, particularly activities that need to be developed and/or implemented at the international level and facilitated by the Secretariat and its partners in light of the limited funding available to implement CEPA activities.

25. With regard to communication and public awareness, the Global Initiative on CEPA needs to focus on conveying a number of well-articulated key messages specifically designed for well-defined target audiences. Audiences should be defined, and messages designed, bearing in mind the goals and objectives of the Strategic Plan, particularly goal 4 on broader engagement in the implementation of the Convention of all stakeholders through enhanced understanding of the importance of biodiversity and the Convention.

^{15/} The sixth meeting of the Parties, in the preamble to decision VI/19, emphasized that communication and education are two distinct yet complementary disciplines.

26. Messages relating to the role of the Convention should focus on the achievement of the three objectives of the Convention in the context of the overall framework provided by the goals of the Strategic Plan. They should also communicate progress towards the achievement of the 2010 target, and the contribution of the Convention on Biological Diversity to the achievement of the Millennium Development Goals and to poverty alleviation. The messages should be immediately applicable at the national and global levels.

27. Enhancing public awareness of the Convention, including the achievement of the 2010 biodiversity target at the global level could also be improved by the designation, by the United Nations General Assembly, of an International Year on Biodiversity. To this end, the Conference of the Parties may wish to consider, at its eighth meeting, inviting the sixty-first session of the General Assembly to proclaim the year 2008 as the International Year on Biodiversity for the achievement of the 2010 biodiversity target.

28. The Executive Secretary could take into account the lessons learned from the experiences of various organizations and institutions that have registered significant achievements in implementing effective CEPA-related programmes that address biodiversity conservation and sustainable use. The ongoing and planned cooperative partnerships between the Secretariat and other relevant organizations should focus on achieving better harmonization of efforts and making optimal use of the individual strengths and resources of the respective partners in order to generate the range of outputs that meets the collective and specific needs of the partners. The development of strategic alignments and partnerships, networking, the harmonization of related activities, and capacity development are essential to ensuring consistency in the generation and delivery of the envisaged outputs of the Global Initiative on CEPA, including key biodiversity messages.

29. In addition, there are a number of global initiatives that are particularly relevant to the work of CEPA. The development of cooperative partnerships with these initiatives is crucial to the success of CEPA, especially in terms of providing linkages into the current thinking in sustainable development processes. Some of these initiatives include, *inter alia*, the global 2010 biodiversity target, the Millennium Development Goals, the Decade for Education for Sustainable Development initiative and some of the key outcomes of the World Summit on Sustainable Development. Clearly, and as identified by the Ad Hoc Open-ended Working Group on the Review of Implementation of the Convention, CEPA has a role to play in these initiatives and the scope of its "outreach" efforts should therefore be expanded to include collaboration and linkages with them.

30. An institutional framework for the CEPA programme of work needs to be established that clearly defines implementation mechanisms for the Secretariat, Parties and other key partners and, in particular, ensures that the necessary synergies with other ongoing initiatives and approaches are established and maintained. It may be necessary to operationalize the proposed framework at a small scale initially and gradually expand the process to become a self-sustaining initiative over the long-term.

31. The CEPA programme of work should be implemented according to a modular approach based on the identified priority activities, in order to narrow the focus of implementation efforts. Clear milestones and inputs should be spread over phased timeframes to ensure that there is progressive and well controlled growth and expansion of programme delivery. This approach will provide the basis for a monitoring mechanism to gauge the success and impacts of each phase of the implementation process.

32. Pilot projects with a bottom-up focus should be implemented in the short-term with the aim of using their outputs to better refine the key elements of the longer-term implementation process and thus help reorient the overall approach before further implementation. The CEPA dimensions of the programmes of work in the thematic areas and on the cross-cutting issues could serve as a basis for the

identification and implementation of appropriate pilot projects in accordance with the specific needs and circumstances of the individual Parties.

33. The support of the financial mechanism of the Convention for implementation of CEPA and other outreach activities for the achievement of the 2010 biodiversity target is essential. The development of a comprehensive funding proposal, possibly jointly with the other Rio conventions, for the consideration of GEF and other relevant funding bodies, may help to mobilize the financial support necessary for Parties and the Secretariat to deliver on the provisions of the Global Initiative on CEPA, including for the achievement of the 2010 biodiversity target. The Executive Secretary must liaise with Chief Executive Officer of the GEF to expedite this support.

34. These options have already been identified on a number of occasions. The Consultative Working Group of Experts on CEPA at its ninth meeting in October 2003 identified the need for a comprehensive strategy to guide the implementation of the CEPA programme of work in a coherent and consistent manner. The CEPA Informal Advisory Committee advised in 2005 that priority activities and the actions needed to implement them should be identified to guide the further development of the programme of work.

35. Based on the advice of the Advisory Committee, the Executive Secretary prepared a list of priority activities for the CEPA programme of work and a draft plan of implementation for the long-term. A prioritization of the list of priority activities was requested by the first meeting of the Ad Hoc Open-ended Working Group on Review of the Implementation. Subsequent to the meeting, the Executive Secretary, in consultation with the Advisory Committee, further refined the list of priority activities and the corresponding plan of implementation and produced a short list of priority activities intended to guide implementation of the programme of work in the short-term.

(a) The short-list of priority activities, intended to guide the Executive Secretary and Parties for the implementation of the programme of work on CEPA in the upcoming biennium, and inform further refinement of the plan of implementation is presented as annex I to the present note;

(b) The plan of implementation, intended for further refinement and discussion, already presented to the Ad Hoc Open-ended Working Group on Review of Implementation, is presented as annex II to the present note.

V. RECOMMENDATIONS

The Conference of the Parties at its eighth meeting may wish to adopt decision along the following lines:

“The Conference of the Parties,

Noting with appreciation the review and further development of the programme of work for the Global Initiative on Communication, Education and Public Awareness (CEPA), prepared by the Executive Secretary with the support of the CEPA Informal Advisory Committee convened in response to decision VII/24 and, in particular, their efforts to identify a short list of priority activities in the CEPA programme of work to serve as the focus for the implementation of the initiative, as well as a plan for the implementation of the identified activities,

1. *Adopts* the short-list of priority activities and the plan of implementation for the Global Initiative on CEPA comprising the communication, education and public awareness dimensions of the ongoing programmes of work of the Convention in the thematic areas and cross-cutting issues, including the programme of work for the Global Initiative on Communication, Education and Public Awareness annexed to decision VI/19;
2. *Urges* the Global Environment Facility and other bilateral and multilateral institutions to make available the necessary financial resources to implement the identified CEPA priority activities at the national level in support of national biodiversity strategies and action plans;
3. *Invites* Parties, international organizations and other partners to fully participate in, and contribute to, the implementation of the identified CEPA priority activities;
4. *Further invites* Parties to coordinate their CEPA activities with the corresponding activities of other biodiversity-related conventions and other relevant multilateral environmental agreements, at national and regional levels as appropriate;
5. *Requests* the Executive Secretary to enhance outreach activities and public awareness on all issues related to the realization of the three objectives of the Convention and in particular the achievement of the 2010 biodiversity target and to explore linkages with other global initiatives that are particularly relevant to the work of CEPA, *inter alia*, the global 2010 biodiversity target, the Millennium Development Goals, the Millennium Ecosystem Assessment and the United Nations Decade of Education for Sustainable Development.”
6. *Invites* the General Assembly at its sixty-first ordinary session to consider adopting the draft decision on the proclamation of 2008 as the International Year of Biodiversity contained in the annex below.

Annex to the draft decision

The Conference of the Parties,

Recalling chapter 15 of Agenda 21 on the Conservation of Biological Diversity adopted by the United Nations Conference on Environment and Development,

Recalling also the United Nations Convention on Biological Diversity and the Cartagena Protocol on Biosafety,

Further recalling the commitment to a more effective and coherent implementation of the three objectives of the Convention, and the target “to achieve by 2010 a significant reduction of the current rate of biodiversity loss at global, regional and national levels as a contribution to poverty alleviation and to the benefit of all life on earth”, adopted by the sixth meeting of the Conference of the Parties, held in The Hague in 2002 and endorsed by the The Hague Ministerial Declaration as well as the Johannesburg Plan of Implementation adopted by the World Summit on Sustainable Development,

Recalling also the declaration adopted by the 2005 World Summit, held in New York in September 2005 calling on State Parties to support the Johannesburg commitment for a significant reduction in the rate of biodiversity loss by 2010,

Recalling also the need to expedite the implementation of the Global Initiative on Communication, Education and Public Awareness of the Convention on Biological Diversity,

Deeply concerned by the continued loss of biodiversity and its social, economic and cultural implications, including negative impacts on the achievement of the Millennium Development Goals,

Noting the findings of the Millennium Ecosystem Assessment and its conclusion that to “attain the 2010 biodiversity target of a substantial reduction in the rate of loss of biological diversity, will require an unprecedented effort”,

Conscious of the need to raise public awareness for achieving the threefold objectives of the Convention and the 2010 biodiversity target:

1. *Invites* the General Assembly at its sixty-first session to consider:
 - (a) Declaring 2008, the International Year of Biodiversity;
 - (b) Designating the Executive Secretary of the Convention on Biological Diversity as of the focal point of the International Year of Biodiversity in close cooperation with the United Nations Environment Programme and other relevant international organizations and biodiversity related conventions.
 - (c) Inviting relevant international organizations as well as relevant global and regional environmental conventions to contribute to the successful implementation of the objective of the International Year of Biodiversity.
 - (d) Requesting the Secretary-General to designate a special representative for the International Year of Biodiversity;
 - (e) Deciding to consider the report on the International Year of Biodiversity as its sixty-fourth session with a view of accelerating the implementation of the 2010 Johannesburg target on biodiversity
2. *Invites* all countries concerned to establish national committees and to celebrate the International Year on Biodiversity by arranging appropriate activities;
3. *Calls upon* all relevant international organizations and developed countries in a position to do so, to support the activities to be organized by affected countries, in particular African countries and least developed countries.

*Annex I***SHORT LIST OF PRIORITY ACTIVITIES FOR THE PROGRAMME OF WORK ON COMMUNICATION, EDUCATION AND PUBLIC AWARENESS***I. Main features of the short list of priority activities*

1. The short-list of priority activities has been formulated to provide a coherent framework to guide implementation of the programme of work for CEPA in the short-term, and in particular the upcoming biennium. The list addresses activities drawn from the CEPA programme of work in the annex to decision VI/19 as well as the CEPA dimensions in the programmes of work of the Convention in the thematic areas and cross-cutting issues to ensure that there is an integrated and coordinated approach in the delivery of CEPA messages and outputs to the intended target audiences.
2. In addition, the short-list of priority activities has taken into consideration the related ongoing CEPA work of other organizations and the need to build on the success and strengths of these efforts whilst providing a focused framework for the implementation of the identified activities at national, regional and international levels. This approach recognizes the value of strategic alignments and partnerships, networking, harmonization of related activities, and capacity development to ensure consistency in the generation and delivery of the envisaged outputs including key biodiversity messages.
3. In this respect, the short-list also recognizes the need to address some of the priority global initiatives in sustainable development, including the 2010 biodiversity target, the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and other relevant initiatives. This approach is consistent with the requirement for the Convention process to provide substantial inputs and guidance in the ongoing efforts to address these global policy initiatives.
4. The purpose of the short-list of priority activities is to provide support for the rapid and immediate implementation of pilot project efforts in support of the programme of work on CEPA, taking into account national and regional needs and resources. The aim is to use outputs from this process to better refine the key elements of the longer-term implementation process and thus help reorient the overall approach for more detailed longer-term programme activities. The CEPA dimensions of the programmes of work on thematic areas and cross-cutting issues will serve as a basis for the identification and implementation of appropriate pilot projects in accordance with the specific needs and circumstances of the individual Parties.
5. The implementation of the priority activities in this list will be guided by the need to undertake detailed needs assessments, particularly at the national level in order to better identify and elaborate the interventions required to meet the expressed needs in the longer term.
6. The formulation of the short list of priority activities has recognized the need to keep the implementation process broad in scope and approach in order to allow parties and other partners make the necessary modifications to customize it to their specific requirements and situations. This aspect will no doubt continue to evolve as the parties provide feedback on the progress and impacts of the implementation process and thus the need to continuously re-orient programme activities to conform to the evolving nature of the user needs at various levels.
7. Implementation of the short list of priority activities is intended to provide guidance for the refinement of the plan of implementation leading up to 2010.

II. Short-list of priority activities for the programme of work on Communication, Education and Public Awareness

Priority Activity 1: Establish implementation structure for CEPA activities	
<ul style="list-style-type: none"> - Where appropriate, and taking into account existing institutional arrangements, establish focal points and national implementation bodies for CEPA activities, including the list of priority activities, at national, regional and global level. - Promote participation of relevant actors in national advisory bodies, including, as appropriate representatives from: <ul style="list-style-type: none"> o Media o Education o Business Sectors o Youth o Science Community - Promote communication and collaboration between these implementation bodies and the Executive Secretary - Utilize national structures for implementation of priority activities for the Programme of work on CEPA. 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish electronic infrastructure, including enhancement of the CEPA Portal to facilitate communication on CEPA with national CEPA networks - Promote dissemination of information, advice and resources on CEPA activities among national networks. - Ensure that national implementation bodies are informed of activities at the international level 	<ul style="list-style-type: none"> - Establish implementation structure and advise the Executive Secretary. - Promote participation of relevant actors in advisory bodies. - Formulate implementation strategy and plans for the priority activities for the Programme of work on CEPA. - Establish patterns of bilateral and regional assistance as necessary
Programme Elements (Decision VI/19)	
Programme Elements 1, 2, and 3	
Priority Activity 2: Conduct knowledge and awareness audit	
<ul style="list-style-type: none"> - Establish a baseline understanding of the state of awareness among key audiences through a variety of research tools. Wherever possible, use existing data and tools at the national level, and those created by international organizations such as IUCN, UNESCO and OECD. Audit tools may include <i>inter alia</i>: <ul style="list-style-type: none"> o Focus group research and interviews with key stakeholders o Survey research o Press clipping reviews - Determine key publics to be surveyed by the audit, including, <i>inter alia</i>, and as appropriate: <ul style="list-style-type: none"> o Media o General public o Youth and Children o Scientific Community o Business Sector including key sectors identified in the Strategic Plan, such as: Agriculture, Forestry and Fisheries - Audit should address the following elements, <i>inter alia</i>: <ul style="list-style-type: none"> o Awareness about the Convention, its activities, its Objectives and the programmes of work o Awareness of the state of implementation of the Convention at the national level o Awareness of Biodiversity and its relationship to human well-being o Awareness of the 2010 biodiversity target 	

<ul style="list-style-type: none"> - Synthesize information for its use in implementation strategies of all priority activities, including Activity 3 below.

Tasks for the Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Drawing upon input from the Informal Advisory Committee on CEPA , create template of audit and audit methodology and disseminate to the Parties - Conduct pilot audit amongst actors who have regular interactions with the Secretariat - Continue to refine template and methodology based on feedback and diffuse results to Parties for national action - Provide advice on best way to integrate audit to future national reporting processes. 	<ul style="list-style-type: none"> - Where appropriate, adapt knowledge and awareness audit template developed by the Executive Secretary for use at national level. - Where tools already exist, adapt for use in audit process. - Conduct audit and collate results for use by implementation body. - transmit results to Executive Secretary

Programme Elements (Decision VI/19)

Programme Elements 2 and 3

Priority Activity 3: Develop key messages

<ul style="list-style-type: none"> - Draw upon knowledge and awareness audit for basic data on information gaps and needs among target audiences - Develop messages to overcome these gaps and to provide information on the following, <i>inter alia</i>: <ul style="list-style-type: none"> o The role of biodiversity in supporting human well-being, poverty alleviation and achieving the Millennium Development Goals o The 2010 biodiversity target and its focal areas o The unique nature of the Convention o Achievements of the Convention o Examples of conservation, sustainable use and equitable benefit sharing relevant to specific target audiences determined in Priority Activity 2, including the media - Draw upon additional resources in message development, including, <i>inter alia</i> the following: <ul style="list-style-type: none"> o The first and second editions of the Global Biodiversity Outlook o Key messages from the Biodiversity Synthesis Report of the Millennium Ecosystem Assessment o Elements from the Programmes of Work of the Convention 	
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Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish template of key messages for some of the target audiences identified in priority activity 2 above. - Disseminate list to national implementation bodies 	<ul style="list-style-type: none"> - Use existing resources to elaborate key messages to target groups identified in priority activity 2 above. Such resources might include, <i>inter alia</i>, templates developed by:: <ul style="list-style-type: none"> o the Executive Secretary. o members of national advisory committees o international organizations - Elaborate key messages for national and local audiences. - Transmit messages to Executive Secretary for further dissemination to Parties as example of best practices.

Programme Elements (Decision VI/19)

Programme Element 3

Priority Activity 4: Implement media relations strategy	
<ul style="list-style-type: none"> - Identify relevant media organizations including general and specialized media. - Establish and maintain media contact lists for general media, and specialized media segments drawing upon existing national and international lists, including that maintained by UNEP, IUCN and international organizations of environmental journalists. - Foster good working relationships with international and national media, including independent journalists through any of the following methods <i>inter alia</i>: <ul style="list-style-type: none"> o Direct contacts via face-to-face meetings, telephone communication or e-mail correspondence. o Host familiarization workshops and present key messages. o Participate in environmental journalism conferences. o Sponsor Annual Media Awards. - Provide tailored, issue-based information relating to the key messages developed in Activity 3 above. - Encourage publication and production of stories for press, radio and television. 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish template and standards for media lists. - In cooperation with UNEP, Parties and international organizations, elaborate and maintain international and regional media lists, disseminate through the clearing-house mechanism. - In partnership with UNESCO, provide template for media familiarization workshops. - Provide information on key biodiversity issues to the international media and disseminate this to Parties - Participate in key international environmental journalism conferences. - Host media familiarization workshops.. - Develop media relations strategy for COP and SBSTTA meetings, as indicated under priority activity 9 below. 	<ul style="list-style-type: none"> - On the basis of lists provided by Executive Secretary, develop national media lists. - On the basis of template provided by the Secretariat, host familiarization workshops - Adapt, translate and disseminate information on biodiversity issues to national media. - Host local media familiarization workshops. - Participate in national journalism conferences..
Programme Elements (Decision VI/19)	
Programme Element 1	
Priority Activity 5: Elaborate toolkit for implementation of national CEPA strategies	
<ul style="list-style-type: none"> - Drawing upon existing initiatives and resources, including case-studies and best practices, and the expertise of partner organisations such as UNESCO, IUCN, and others, elaborate and diffuse a toolkit for the elaboration and implementation of national CEPA strategies, using data from activities 2 through 4 above, and including, as appropriate, the following elements: <ul style="list-style-type: none"> o Explanation of CEPA and the goals for implementation of the programme of work <ul style="list-style-type: none"> ▪ The role of communication, education and public awareness in the CBD ▪ The importance of biodiversity to human well-being ▪ Inspiring action and cooperation by and among key sectors. o Techniques to identify target audiences and conduct knowledge audits <ul style="list-style-type: none"> ▪ Identifying important audiences and sectors for the work of the Convention; ▪ Methodologies for awareness audits ▪ The role of media relations ▪ Reaching out to the education sector o Building key messages for the target audiences 	

<ul style="list-style-type: none"> ▪ Sources of material <ul style="list-style-type: none"> • CBD documents: Global Biodiversity Outlook, Programmes of Work, 2010 Target and the Strategic Plan • Millennium Ecosystem Assessment and other external documents ▪ How to customize messages for target audiences. ▪ Delivering messages. ○ Building and implementing campaigns to reach out to target audiences <ul style="list-style-type: none"> ▪ Building a campaign and the national plan ▪ Partnerships and funding ▪ Events, including the International Day for Biological Diversity ▪ Maintaining activities in the long term ○ Templates for CEPA Materials <ul style="list-style-type: none"> ▪ Media and stakeholders lists ; ▪ Samples of Key messages; ▪ Case-studies & best practices; ▪ Educational videos/materials; ▪ Kits for Media, Stakeholders, Education 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - In consultation with the Informal Advisory Committee for CEPA, and relevant international organizations, elaborate and draft a pilot version of the toolkit based on a review of existing materials and resources. - Subject to the availability of funds, publish in United Nations languages and distribute to Parties, relevant international organizations. - Provide support to Parties who wish to use the kit for their national strategies. 	<ul style="list-style-type: none"> - Where appropriate and subject to available resources translate toolkit into local languages - Distribute toolkit to stakeholders as part of capacity-building strategies related to activity 6 below..
Programme Elements (Decision VI/19)	
Programme Elements 1, 2, and 3	
Priority Activity 6: Organise workshops for the articulation of national CEPA strategies	
<ul style="list-style-type: none"> - Using toolkits, such as that elaborated in Activity 5 above, and subject to the availability of resources, convene and host workshops to facilitate the implementation of National CEPA strategies. - Workshops will serve the following purposes <ul style="list-style-type: none"> ○ Facilitate the sharing of experiences and stimulate bilateral and regional cooperation for CEPA ○ Build capacity for applying the elements of such toolkits to national strategies ○ Include the participation of key actors required for the implementation of national CEPA strategies ○ Produce templates for national implementation of CEPA Strategies ○ Initiate process of formulating and implementing national CEPA strategies. 	
Tasks for Executive Secretary	Tasks for Parties

<ul style="list-style-type: none"> - In consultation with Parties, relevant international organizations, elaborate draft structure of workshops, including goals, actors and agendas. - Convene regional workshops, with the participation of relevant countries, international organizations, subject to funding. - In cooperation with funding agencies, assist in the mobilization of funds for workshops. - Participate in regional workshops. 	<ul style="list-style-type: none"> - Collaborate with the Executive Secretary, and other regional actors to host regional workshops on CEPA. - Assist in the mobilization of funds for the holding of such workshops. - Provide follow-up and reporting on the state of implementation of the results of workshops
<p>Programme Elements (Decision VI/19)</p>	
<p>Programme Element 1, 2, and 3</p>	
<p>Priority Activity 7: Develop infrastructure and support for the global network</p>	
<ul style="list-style-type: none"> - Provide communication tools to enable the sharing of experiences on implementation of CEPA at national, regional and global levels. - Facilitate communication between partner organizations and parties on best practices in Communication, Education and Public Awareness 	
<p>Tasks for Executive Secretary</p>	<p>Tasks for Parties</p>

<ul style="list-style-type: none"> - Continue to develop the CEPA electronic portal on the website of the CBD and maintain alternative information dissemination mechanisms in support of the establishment of a global support network on CEPA building on, where possible, existing initiatives, including the following: <ul style="list-style-type: none"> o Provide Links to the following: <ul style="list-style-type: none"> ▪ other networks and websites on communication and education, for example, those of IUCN, the Convention on Wetlands (Ramsar), the United Nations Framework Convention on Climate Change, UNESCO, etc. ▪ established learning institutions and centres of excellence ▪ Provide access to relevant projects, publications, NFPs briefing kits and updates o Through the creation of an online forum, stimulate and provide means for experts and others to find those working on similar projects, problems or issues; o Building upon the work conducted under activity 4, create a media network and disseminate the following information: <ul style="list-style-type: none"> ▪ activities by regions, ▪ backgrounders, ▪ archives of news releases by the Executive Secretary a ▪ archives of speeches o Develop a “Children’s” website that includes: <ul style="list-style-type: none"> ▪ background information on biodiversity and the Convention, contest announcements, quizzes, maps ▪ an “educators corner” with background information on the Convention and biodiversity, downloadable teachers aids, and possibly a forum where classrooms could share findings and achievements 	<ul style="list-style-type: none"> - Where appropriate, provide information resources to the Executive Secretary for inclusion on the CEPA Electronic Portal. - Where appropriate, provide support for alternative information dissemination mechanisms - Promote, through existing networks, the CEPA electronic portal as a source of materials. - Work actively to interconnect national and regional educational networks to share resources and expertise; - Encourage partnerships among Parties, Governments and stakeholders for the development of generic K-university biodiversity-related curricula for use at the national and regional levels; - Promote and encourage the development of open learning and distance education programmes by establishing partnerships among universities, centres of excellence in teaching, Parties and Governments and other stakeholders.
<p>Programme Elements (Decision VI/19)</p>	
<p>Programme Elements 1, 2 and 3</p>	
<p>Priority Activity 8: The International Day for Biological Diversity</p>	
<ul style="list-style-type: none"> - Create the infrastructure for the celebration of the International Day for Biological Diversity at the Secretariat and in all Parties to the Convention - Create communication and outreach strategies 	
<p>Tasks for Executive Secretary</p>	<p>Tasks for Parties</p>

<ul style="list-style-type: none"> - Develop overarching communication strategy for the International Day for Biodiversity each year. <ul style="list-style-type: none"> o Develop slogan/theme o Designate "Ambassador Country" o Organise contests as appropriate, including: media awards; poster contests, etc. o Ensure coordination with relevant international organizations o Organize key events in Montreal for the day, including, as appropriate: <ul style="list-style-type: none"> ▪ Gala dinners ▪ Exhibitions ▪ Media coverage ▪ Editorial coverage - Develop communication tools that streamline, facilitate and harmonize the organization of events to mark the International Day for Biological Diversity by Parties <ul style="list-style-type: none"> o Slogan/theme o Press kits o Press releases o Create templates of promotional material to be used by the Parties 	<ul style="list-style-type: none"> - Based on the recommendations by the Executive Secretary create plans for national celebrations of IBD day - Create and implement communication strategies to promote the day. - Pursuant to availability of resources, develop local materials based on communication tools developed by the Executive Secretary - Report results to Executive Secretary
<p>Programme Elements (Decision VI/19)</p>	
<p>Programme Elements 2 and 3</p>	

Priority Activity 9: Raise profile of meetings of the COP and the SBSTTA	
- Increase visibility of meetings of the Convention to international and national media	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Increase media coverage opportunities during COP & SBSTTA event through development and implementation of a media stimulation campaign: <ul style="list-style-type: none"> o Encourage publication of advance stories, advance registration to facilitate media participation. o Develop Media Conference Kit including special edition of the CBD newsletter o Establish and manage Media Centre at COP, include support for press, television and radio journalists o Host press briefings/bulletins, press conferences, o Provide one on one interviews o Provide web based simulcast of key plenary sessions o Through the CBD website, provide daily electronic briefings to generate coverage among non attending media. Post all speeches and releases on the CBD website. - Facilitate the participation of communities (poster display, photo gallery, stage performances, etc.) - Organise and host "CEPA Fair" at COP <ul style="list-style-type: none"> o Encourage participation of Parties, international organizations and others 	<ul style="list-style-type: none"> - Participate in "CEPA Fair" and sponsor participation of national CEPA actors - Transmit CBD press releases to national media during COP and SBSTTA - Create national media strategy for COP
Programme Elements (Decision VI/19)	
Programme Element 2	

*Annex II***DRAFT IMPLEMENTATION PLAN FOR THE PROGRAMME OF WORK ON
COMMUNICATION, EDUCATION AND PUBLIC AWARENESS****I. BACKGROUND****A. *Main features of the draft implementation plan***

1. The draft implementation plan has been formulated to provide a coherent framework to guide the implementation of the identified CEPA priority activities. The draft plan is intended to address these activities which will be drawn from the CEPA programme of work in the annex to decision VI/19 as well as the CEPA dimensions in the programmes of work of the Convention in the thematic areas and cross-cutting issues to ensure that there is an integrated and coordinated approach in the delivery of CEPA messages and outputs to the intended target audiences. Consequently, the structure of the draft plan does not correspond directly to the three programme elements of the existing programme of work. Instead the structure of the draft plan has been formulated to make a clear distinction between the components of CEPA i.e. communication, education and public awareness in addressing the CEPA priority activities.

2. In addition, the draft plan has taken into consideration the related ongoing CEPA work of other organizations and the need to build on the success and strengths of these efforts whilst providing a focused framework for the implementation of the identified activities at national, regional and international levels. This approach also recognizes the value of strategic alignments and partnerships, networking, harmonization of related activities, and capacity development to ensure consistency in the generation and delivery of the envisaged outputs including key biodiversity messages.

3. The draft plan also recognizes the need to address some of the priority global initiatives in sustainable development, including the 2010 biodiversity target, the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and other relevant initiatives. This approach is consistent with the requirement for the Convention process to provide substantial inputs and guidance in the ongoing efforts to address these global policy initiatives.

4. The formulation of the draft plan has recognized the need to keep the implementation process broad in scope and approach in order to allow parties and other partners make the necessary modifications to customize it to their specific requirements and situations. This aspect will no doubt continue to evolve as the parties provide feedback on the progress and impacts of the implementation process and thus the need to continuously reorient programme activities to conform to the evolving nature of the user needs at various levels.

B. *Structure of the draft implementation plan*

5. As indicated in paragraph 1 above, the structure of the plan does not correspond directly to the structure of the three programme elements in the annex to decision VI/19. The draft plan has been structured to provide coherence in the implementation of the priority activities within the framework of the key components of CEPA (communication, education and public awareness) at the national, regional and international levels. Consequently, the operational objectives and the proposed actions of the three programme elements of the CEPA Programme of work have been reconfigured to correspond to these key components (communication, education and public awareness) without losing the fundamental intent of the three programme elements.

6. Specifically, the draft implementation plan comprises two broad categories, identified as part 1 and part 2. Part 1, to be carried out by the Parties and their partners at the national and regional levels, sets forth broad guidelines for the implementation of the priority activities in the three CEPA components in the following order: education, communication and public awareness. Part 1 also addresses training as a separate component specifically with respect to the issue of capacity building as highlighted by programme element three of the CEPA programme of work. The same broad guidelines set forth in this part of the draft plan may be employed at the regional level in the implementation of the identified priority activities.

7. Part 2 of the draft plan describes activities to be carried out at the international level by the Secretariat of the Convention on Biological Diversity with the support of key international partners.

8. The draft implementation plan is intended to guide Parties and the Executive Secretary with the support of the CEPA Informal Advisory Committee to further develop the CEPA programme of work. The CEPA programme of work as formulated in the annex to decision VI/19 does not address in any detail the CEPA components on education or training, and the Informal Advisory Committee may therefore wish to review this issue and provide recommendations to the Executive Secretary on practical approaches for addressing these components as part of the prioritisation exercise in the short-term and implementation at the national level in the longer term.

II. PART 1 – CEPA ACTIVITIES AT NATIONAL AND REGIONAL LEVELS

9. The implementation of the range of activities described in part 1 of the implementation plan is the responsibility of the Parties and other partners at the national and regional levels.

A. Objectives

10. The main objective of the implementation plan as it relates to national and regional levels is to enhance the implementation of the three objectives of the Convention in a coherent and effective manner. The activities outlined in the plan are intended to help Parties to the Convention establish and implement national strategies and action plans for communication, education and public awareness, strengthen the capacities of national institutions and key partners in raising the level awareness about biodiversity conservation and sustainable development; and facilitate the mainstreaming of biodiversity considerations in national sectoral policies and programmes.

B. Scope and participation

11. This component of the plan has a national and regional focus, which is closely linked and tied to the relevant global perspectives in a mutually supportive framework. The entry point for the range of activities outlined in this particular component of the plan is the national focal institutions designated to oversee the management of biodiversity resources at national level working in close collaboration with other relevant partners and stakeholders in the civil society, the scientific and research community, indigenous and local communities, other international organizations and related inter-governmental mechanisms. At the regional level, the implementation of the identified activities will be carried out through a similar arrangement.

12. The plan will build on existing institutional frameworks as well as the ongoing communication, education and public awareness initiatives and activities of other organizations and institutions active at the national and regional level. The success of the draft plan will depend on, among others, the level of coordination and harmonization with relevant CEPA activities of other conventions and organizations. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention

will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

13. It will be necessary for the Parties to designate, as appropriate, implementation mechanisms for CEPA in order to facilitate coordinated implementation of the plan at the national level and act as the point of reference for liaison and linkages with the global perspectives outlined in part 2 of the plan.

C. Key components of the plan of implementation

14. The implementation plan consists of three interlinked components, which are intended to be mutually reinforcing, and cross-cutting in their implementation. These components are broad in scope in order to permit the Parties and key partners at national and regional level to formulate their own activities that are appropriate for their respective circumstances, priorities and requirements. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the programmes of work in the thematic areas and cross-cutting issues under the framework of the Convention.

Component 1 – EDUCATION

Goal

Parties and Governments integrate into the kindergarten to university (“K-university”) curriculum, relevant activities designed to support the implementation of the Convention and its three objectives.

Suggested activities: *(some of the activities highlighted below will be carried out with the support of the Secretariat and where appropriate, the Secretariat may be called upon to take the lead because of the nature of the task/activity),*

- 1.1 Further develop the CEPA portal and global network on communication, education and public awareness, including the development of databases and electronic forums, to serve as the primary mechanism for the exchange of biodiversity-related educational activities, materials and expertise and for communication among Parties, Governments and other stakeholders;
- 1.2 To assist in the searching, locating and retrieving of biodiversity-related educational information, develop a central metadata registry and enhance the controlled vocabulary of the Convention on Biological Diversity with education-related terms to allow for the indexing of materials held by national and regional national focal points, the Secretariat and stakeholders;
- 1.3 Work actively to interconnect national and regional educational networks (such as Education Network Australia, SchoolNet Canada, the Slovenian Education Network, ProInfo Brazil, etc.) to share resources and expertise;
- 1.4 Invite Parties, Governments, international organizations, centers of excellence, research institutions, non-governmental organizations, local and indigenous communities, business/private sector groups and other interested stakeholders to register materials related to biodiversity education and activities to assist in the development of K-university curricula at the national and regional levels;
- 1.5 Concurrently with activity 1.2, use the CEPA portal in addition to information contained in national reports and related documentation to conduct an assessment of available biodiversity courses, curriculum, and other educational material for dissemination to and use by Parties, Governments and other stakeholders;

- 1.6 Encourage partnerships among Parties, Governments and stakeholders for the development of generic K-university biodiversity-related curricula for use at the national and regional levels;
- 1.7 Promote and encourage the development of open learning and distance education programmes by establishing partnerships among universities, centers of excellence in teaching, Parties and Governments and other stakeholders.

Targets

By 2010, Parties have successfully developed biodiversity-related curricula at the K-university level specifically to support the implementation of the Convention and its three objectives.

Tools

- The clearing-house mechanism of the Convention;
- Materials developed by Parties, Governments and stakeholders;
- Training and education curricula developed by Parties, Governments and stakeholders.

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actors

Parties and Governments, CEPA national focal points once established, universities and centres of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Partners

UNESCO, IUCN, convention secretariats (including Ramsar, WHC, CMS, UNFCCC, etc.)

Component 2 – COMMUNICATION AND PUBLIC AWARENESS

Goal

Parties and Governments articulate the *communication* and *public awareness* components as part of the overall process for developing, establishing and implementing comprehensive national CEPA strategies and action plans.

Suggested activities

- 2.1 In close consultation with other relevant national institutions, non-governmental organizations, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to biodiversity communication and public awareness at national level. The needs assessments, which will among others, draw on information contained in national

reports, national biodiversity strategies and action plans and related documents, would include but not be restricted to the following:

- (a) The need to establish an effective national communication and public awareness network infrastructure operational at horizontal and vertical levels to enhance exchange of knowledge and expertise among professionals, and also to enhance development and motivation in communication and public awareness;
- (b) The capacity of the network infrastructure to meet the knowledge needs of the various categories of target groups at national and local levels;
- (c) The establishment and strengthening of national capacities to market biodiversity in the context of national efforts related to sustainable development initiatives, poverty alleviation, and global policy issues (the Millennium Development Goals, etc.) to the identified audiences;
- (d) The establishment of professional capacity specifically in biodiversity communication and public awareness for various levels of skills and expertise (civil society, government, local and indigenous communities, etc.);
- (e) Effective and wider stakeholder participation and engagement in biodiversity communication and public awareness (media, indigenous and local communities, science and research communities, government, business/private sector groups, etc.);
- (f) Priority biodiversity issues that merit increased public awareness and therefore need to be communicated on a regular basis to different target audiences.

2.2 On the basis of these assessments, identify the range of interventions required to meet the expressed needs (see 2.1 (a) to (f) above), their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on ongoing activities of other organizations and conventions to avoid duplication and build synergies wherever necessary.

2.3 Using the templates and guidelines to be developed at the global level, determine the most appropriate approaches for incorporating the results of activity 2.2 into the overall national CEPA strategies and action plans. Coordination and harmonization with existing initiatives as well as with the other components of the CEPA strategies and action plans will be an essential part of this activity.

2.4 Develop national CEPA strategies and action plans if none in existence taking into account the results of parallel activities listed under component 1 (*Education*) and component 3 (*Training*).

2.5 Facilitate the adoption and implementation of the newly formulated or revised CEPA strategies and action plans with a focus on *communication* and *public awareness* components amongst the different levels of the target audiences/stakeholders. This activity is in line with goal 4 and more specifically objective 4.1 of the Strategic Plan of the Convention (i.e. *all Parties are implementing a communication, education, and public awareness strategy and promoting public participation in support of the Convention*). The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity communication and public awareness. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues.

- 2.6 Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of the national CEPA strategies and action plans.
- 2.7 On the basis of the outcomes of activities 2.1 to 2.5 as well as the activities listed under programme element 1 (*Education*) and programme element 3 (*Training*), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational national CEPA strategies and action plans addressing the priority needs of the various levels of stakeholders. There is a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing national CEPA strategies and action plans
- The clearing-house mechanism
- Other tools (manuals, workshops, case studies, best practices, etc.)
-

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator/partner.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.), and business/private sector groups

Component 3 – TRAINING

Goal

To articulate the **training** component as part of the overall process for developing, establishing and implementing comprehensive national CEPA strategies and action plans.

Suggested activities

In close consultation with other relevant national institutions, NGOs, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to:

- (a) Strengthening capacities to market and mainstream biodiversity into the work of other sectoral programmes and policies;
- (b) Developing and strengthening professional capacities of educators and communicators;
- (c) Enhancing stakeholder participation and community development through communication, education and public awareness.

To the extent possible, relevant information contained in national reports, national biodiversity strategies and action plans and related documentation should be consulted to provide substantive inputs in the needs assessment process.

- 3.1 On the basis of these assessments, identify the range of interventions required to meet the expressed needs, their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on ongoing activities of other organizations and conventions to avoid duplication and build synergies wherever necessary. In particular, this activity should also entail the identification of appropriate sources of expert information, training opportunities and the necessary resources to support the expressed capacity-building needs in biodiversity communication and public awareness
- 3.2 Using the templates and guidelines developed at the global level, determine the most appropriate approaches for incorporating the results of activity 3.2 into the overall national CEPA strategies and action plans. Coordination and harmonization with existing initiatives as well as with the other components of the CEPA strategies and action plans will be an essential part of this activity.
- 3.3 Develop national CEPA strategies and action plans, if there are none in existence taking into account the results of parallel activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness).
- 3.4 Facilitate the adoption and implementation of the CEPA strategies and action plans with a focus on the training components amongst the different levels of the target audience and related stakeholders. The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity training. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues. Some of the key generic approaches for the implementation of the identified pilot efforts would include but not be restricted to:
 - (a) Creation and delivery of training programmes including, workshops, courses help desks, coaching, manuals, checklists, exchange on application of methods, guidelines and case studies to work with stakeholders at the national and/or regional level;
 - (b) Establishment of a system for professional expertise and knowledge exchanges that accommodates the needs and interests of a wide range of stakeholders including indigenous and local communities;

- (c) Promotion of twinning programmes with internal and external partners, organizations and academic and research institutions;
- (d) Development of linkages with well-established distance-learning programmes on biodiversity communication, education and public awareness and exploring opportunities for establishing a similar programme tailored to the needs of the local stakeholders;
- (e) Improvement of synergies between biodiversity communication, education and public awareness programmes, training courses, workshops and similar activities in the other sectors as well as other conventions and organizations;
- (f) Development of capacities to help define principles for the evaluation of good communication, education and public awareness practice in biodiversity conservation and sustainable development;
- (g) Development of appropriate sets of tools (templates, outlines, etc.) for communicators on biodiversity at various levels including participation of stakeholders, partners and other audiences. It will be useful to use existing networks and related mechanisms and support this effort with sustained public awareness campaigns;
- (h) Establishment of appropriate links with relevant global initiatives (2010 target, the Decade for Environment and Sustainable Development, Millennium Development Goals etc.);
- (i) Establishment of partnerships with journalists and broadcasters engaged in communicating biodiversity related issues through the mass media.

Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of the national CEPA strategies and action plans.

3.5 On the basis of the outcomes of activities 3.1 to 3.5, as well as the activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational national CEPA strategies and action plans addressing the priority needs of the various levels of stakeholders. In particular, there exists a range of individuals and institutions with an enhanced understanding of the needs, methods and mechanisms of stakeholder participation; capacity to plan and manage biodiversity communication, education and public awareness; a range of tools and for biodiversity communicators; a variety of operational training programmes and opportunities in biodiversity communication and public awareness; and greater access at the community level to communication, public education and awareness programmes, courses and resources. There is thus a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing national CEPA strategies and action plans
- Clearing-house mechanism
- Wide range of tools to support training in biodiversity communication and public awareness (manuals, checklists, training course and workshop materials, help-desk, case-studies, best practices, etc.).

Deadline

June 2010. A schedule of work for the longer-term implementation phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator/partner.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.)

III. PART 2 – CEPA ACTIVITIES AT INTERNATIONAL LEVEL

The implementation of the range of activities described in part 2 of the implementation plan is the responsibility of the Executive Secretary and will therefore be carried out by the Secretariat with the support of key international partners.

Objectives

The main objective of the implementation for CEPA as it relates to the scope of the proposed activities at the international level is to support the implementation of the Convention and its three objectives through the development of synergies and collaborative activities with the CEPA initiatives of the other biodiversity-related conventions, key inter-governmental organizations, and other United Nations agencies. The activities outlined in the plan are intended to help raise the level of awareness at the global level, about the objectives of the Convention and raise the profile of the work of the Secretariat and the Convention process. In addition, some of the activities are intended to generate a range of templates and guidelines to assist Parties to the Convention and other key national partners and stakeholders in biodiversity communication, education and public awareness and thus provide a vertical link between the global and national processes.

Scope and participation

This component of the implementation plan has a global focus, which is closely linked and tied to the relevant national and regional level efforts. The Secretariat is the central implementation institution for the proposed activities but will work in close collaboration with the CEPA programmes and activities of other partners including other biodiversity-related conventions, other Rio Conventions, IUCN, UNESCO, UNEP and other organizations and related inter-governmental mechanisms.

The plan will build on the ongoing CEPA of the Convention on Biological Diversity activities and to the extent possible incorporate relevant elements from the communication, education and public awareness initiatives of other organizations and institutions. The success of the programme will depend on, among others, the level of coordination and harmonization with the identified partners. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

Components of the implementation plan

The implementation plan at the international level consists of two interlinked components, which are intended to be mutually reinforcing, and cross-cutting in their implementation. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the CEPA programme of work annexed to decision VI/19 as well as programmes of work of the Convention in the thematic areas and cross-cutting issues.

Component 1 – EDUCATION

Goal

To coordinate a more effective sharing and exchange of resources and expertise among international organizations and international stakeholders to promote development of global initiatives in support of biodiversity education in general and curriculum development in particular.

Suggested activities

- 4.1 Use the clearing-house mechanism to develop a meta-registry of international level programmes and initiatives pertaining to biodiversity education. In particular, the registry should focus more specifically on incorporating programmes that directly address the identified CEPA priority areas in the thematic areas and cross-cutting issues in the programmes of work of the Convention as well as the needs expressed through the assessments conducted on the basis of activities 1.5, 2.1 and 3.1.
- 4.2 Use the communications strategy of the Convention on Biological Diversity (see activities 5.1 to 5.6) to raise awareness of international initiatives and programmes related to biodiversity education and curriculum development taking into consideration the priority needs identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention and also through the assessments conducted in activities 1.5, 2.1 and 3.1.
- 4.3 Promote and facilitate joint activities among international organizations and international stakeholders.
- 4.4 Make available knowledge gained at the national and regional levels to the international level with a view to assist international organizations and stakeholders to more effectively implement educational activities and programmes and to develop more relevant curricula.
- 4.5 Encourage the development of mentorship programmes at the international level with a view to enhancing capacities related to education and curriculum development at the national and regional levels.

Targets

By 2010, the Secretariat has facilitated the coordination of joint activities at the international level among international organizations and stakeholders and promoted the development of educational programmes and activities and curricula

Tools

- The clearing-house mechanism
- Programmes and activities developed by other international organizations and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actor

The Secretariat of the Convention on Biological Diversity.

Partners

CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), Governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Component 2 – COMMUNICATION AND PUBLIC AWARENESS

Goal

To articulate and implement an effective *communication* and *public awareness* programme in close collaboration with key global partners specifically to support the implementation of the three objectives of the convention, the strategic plan and related global biodiversity and sustainable development initiatives.

Suggested activities

- 5.1 Pursuant to the provisions of the relevant decisions of the Conference of the Parties, 16/ formulate a comprehensive framework/strategy to guide the implementation of effective communication and public awareness activities at the international level. The initial focus of the strategy will be to guide the establishment of an effective CEPA infrastructure; the establishment of a global support network; leveraging opportunities and events for increased and better focused outreach efforts; the establishment of strategic and operational alliances and partnerships; and the generation of promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders.
- 5.2 Establish a comprehensive communication and public awareness infrastructure as part of the overall CEPA infrastructure to support the generation and promotion of biodiversity communication and public awareness information, knowledge and expertise (see also activity 1.1). Key elements of this process could include but not be restricted to the following
 - (a) Definition of communication guidelines and policies;

^{16/} To date the following decisions of the Conference of the Parties refer to CEPA or explicitly incorporate CEPA dimensions to be implemented by Parties: II/9, III/11, III/12, IV/4, IV/5, IV/10, V/17, VI/5, VI/8, VI/9, VI/17, VI/19, VI/22, VI/23, VII/2, VII/4, VII/5, VII/10, VII/11, VII/12, VII/13, VII/24, VII/27, VII/28, VII/31.

- (b) Knowledge and awareness audit;
 - (c) Development of key global message;
 - (d) Toolkit review;
 - (e) Development of a global media list;
 - (f) Development of a stakeholder and key influencer list;
 - (g) Development of infrastructure tools (Briefing Kits);
 - Master briefing packages for National Focal Points of the Convention on Biological Diversity;
 - Stakeholders kit;
 - Media kit;
 - Educators kit;
 - (h) Development of infrastructure tools - electronic (web);
 - Development of a CEPA portal;
 - Media network;
 - Children and youth;
 - Educators;
 - Stakeholders;
- 5.3 As part of activities 5.2 above, continue to develop an electronic interactive CEPA portal providing access to knowledge, expertise and experiences; act as a discussion forum on relevant aspects of the identified priority CEPA activities in the programmes of work in the thematic areas and cross-cutting issues; and also to serve as a template for the development of similar national CEPA portals (see activity 1.1 also). The portal should, among others:
- (a) Be built on existing initiatives and influence those that are being built;
 - (b) Allow for feedback and be linked to the CHM;
 - (c) Be evaluated for relevance, constantly improved, and its use and impact monitored; and
 - (d) The language in the portal should be simple and accessible.
- 5.4 Establish and strengthen a global communication and public awareness support network composed of new information technologies and traditional communication mechanisms. Ideally, the composition of the global support network would comprise among others, national focal points of the Convention on Biological Diversity, key global-level organizations including other biodiversity-related conventions, relevant United Nations agencies, international organizations, NGOs, academic and research institutions and the media. A key component of this process will entail active promotion of synergy development between existing networks at national and international levels.
- 5.5 Facilitate the generation of a range of appropriate promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders (see activities 2.3, 2.4 and 2.5). To the extent possible, this activity should endeavour to generate products as well as successful case studies that address the communication and public awareness priorities identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention, particularly the activities that are specifically addressed to the Executive Secretary.

- 5.6 Facilitate the implementation of a comprehensive outreach programme utilizing the established communication infrastructure and global network for effective promotion, dissemination and exchange of information, knowledge and expertise concerning biodiversity, the Convention and the work of the Secretariat.
- 5.7 Explore the need for and opportunities to develop a well-structured stakeholder partnership programme that will facilitate the establishment of strategic alignments with civil society organizations and private sector corporations that could enhance and greatly increase the public profile of the Convention and the work of the Secretariat.

Targets

By 2010, the Convention on Biological Diversity Secretariat has a well-developed communication and public awareness infrastructure, supporting a comprehensive global support network linked to the clearing-house mechanism of the Convention on Biological Diversity and effective outreach programme, increased communication knowledge and expertise exchange and awareness (amongst different levels of targeted groups at the global level) about biodiversity issues, the Convention and the work of the Secretariat.

Tools

- The clearing-house mechanism.
- CEPA portal.
- Promotional materials developed by the Secretariat.
- Generic templates and kits developed by the Secretariat to support the work of the Parties, Governments and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actors

The CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), Governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Partners

Parties and Governments, universities and centres of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Component 3 – TRAINING

The Secretariat of the Convention on Biological Diversity will not develop and/or conduct training programmes at the international level in view of the fact that the identified training priorities will be addressed at the national level directly by the Parties in collaboration with key partners and international organizations active at this level. However, the Secretariat will nonetheless need to continue close consultations and discussions with the CEPA programmes of other biodiversity-related conventions, IUCN, United Nations programmes and specialized agencies (UNESCO, UNEP) and other relevant organizations to ensure that national level efforts in training for biodiversity communication and public awareness are carried out in a coordinated and harmonized approach.
