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**CONFERENCE OF THE PARTIES TO THE  
CONVENTION ON BIOLOGICAL DIVERSITY**

Eleventh meeting

Hyderabad, India, 8-20 October 2012

Item 5.1 of the provisional agenda\*

**UNITED NATIONS DECADE ON BIODIVERSITY AND ASSESSMENT OF THE RESULTS OF  
THE INTERNATIONAL YEAR OF BIODIVERSITY – 2010***Note by the Executive Secretary***I. INTRODUCTION**

1. In its resolution 65/161 of 20 December 2010, the United Nations General Assembly declared 2011-2020 the United Nations Decade on Biodiversity. In doing so, the Assembly requested the Secretary-General to coordinate the activities of the Decade with the support of the secretariats of the Convention on Biological Diversity and other biodiversity-related conventions and relevant United Nations funds, programmes and agencies. In addition, it invited Member States in a position to do so to contribute, on a voluntary basis, to the funding of the activities of the Decade.

2. The Decade coincides with the duration of the Strategic Plan for Biodiversity 2011-2020 adopted by the Conference of the Parties at its tenth meeting held in Nagoya, Japan.<sup>1</sup> This global Strategic Plan contains ambitious but realistic targets to help realize the three objectives of the Convention and support sustainable development and the achievement of the Millennium Development Goals.

3. The fourth meeting of the Ad Hoc, Open-ended Working Group on Implementation (WGRI-4) reviewed a draft strategy at the global level for the Decade, as well as annexes which reported on activities carried out by the Secretariat in 2011 to initiate celebrations for the Decade and also an indicative budget for a Strategy for the United Nations Decade on Biodiversity. These are contained in document UNEP/CBD/WGRI/4/3/Add.2. The Conference of the Parties is invited to review this document.

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\* UNEP/CBD/COP/11/1.

<sup>1</sup> Decision X/2, annex.

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4. Resolution 61/203 adopted by the United Nations General Assembly proclaimed 2010 as the International Year of Biodiversity. *In its decision 63/414 adopted on 19 December 2008, the General Assembly encouraged United Nations departments, funds and programmes, the specialized agencies and regional commissions to fully support and participate, as appropriate, in the activities being envisaged for the observance of 2010 as the International Year of Biodiversity, under the auspices of the Secretariat of the Convention.*

5. In its official role as the lead agency, the Secretariat undertook a number of measures to prepare, coordinate and facilitate the observance of the International Year of Biodiversity (IYB). The present note includes a report of the activities undertaken both by the Secretariat, as well as by Governments and international organizations, in the context of the International Year of Biodiversity.

## II. REPORT ON ACTIVITIES CARRIED OUT DURING THE INTERNATIONAL YEAR OF BIODIVERSITY

6. The Implementation Strategy for the International Year of Biodiversity was made available to Parties and relevant organizations in the six United Nations languages and on the Secretariat's website at: <http://www.cbd.int/2010/prints>

7. Thanks to the generous support of the Government of Canada, the logo for the IYB was created in all United Nations languages and made available to Parties. The logo was also translated into 31 local languages. 1751 users officially requested permission from the Secretariat for the use of the IYB logo. It is worth noting that there were 57,134 visitors on the logo webpage. The official United Nations language version of the IYB logo can be found at: <http://www.cbd.int/2010/logo>

8. In recognition of the importance of biodiversity to human well-being the message of the United Nations Secretary-General, Mr Ban Ki-moon, to the international community was issued on 2 January 2010 reminding us why Biodiversity is Life and why Biodiversity is our Life.

## III. BRANDING AND PRODUCTS

### *Logo and Slogan:*

9. Under the theme "Biodiversity is Life, Biodiversity is our Life" the IYB logo and slogan were officially launched on 2 October 2009 in Montreal.



### *Web diffusion*

10. The official website dedicated to the Year was located at: [www.cbd.int/2010](http://www.cbd.int/2010). Since it was launched in mid-2009, there were 1,028,260 unique pageviews (individual visitors), with a peak of 13,326 views on 11 Jan 2010. Top 10 countries: USA, Canada, Australia, UK, Spain, Japan, India, France, Italy, Brazil. From 1 Jan to 31 Dec 2010, the IYB website accounted for 21% of total CBD website traffic.

11. The Secretariat launched the IYB Facebook page found at: [www.facebook.com/IYB2010](http://www.facebook.com/IYB2010). Since its creation on 15 December 2009, over 56,000 friends joined the page: 56% female, 40% male; age groups: 13-17 (3.7%), 18-24 (28%), 25-34 (35%), 35-44 (16%), 45-54 (8%), 55+ (5%). Top 10 countries: Australia, USA, Portugal, UK, Italy, Mexico, Canada, France, Colombia, Philippines. Top 10 cities: Lisbon, Melbourne, Mexico City, Bogota, Lima, Sydney, Makati, Rome, Madrid, Montreal.

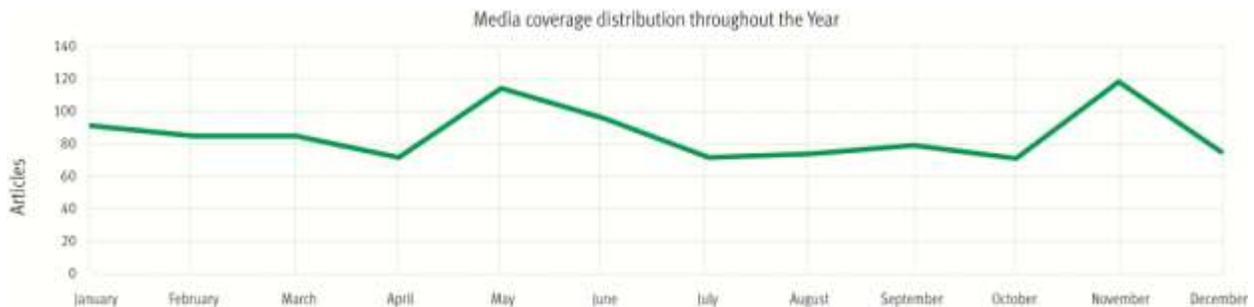
12. The presence of the IYB on the web was measured by a simple Google search for “International Year of Biodiversity.” The following are the results: English language pages 8,020,000; Spanish language pages 3,510,000; French language pages 2,100,000; Chinese language pages 279,000; Russian language pages 51,800; Arabic language pages 16,900.

13. The numbers below correspond to the number of articles mentioning the “International Year of Biodiversity” according to Google news in the six United Nations languages.

English:	News.google.co.uk	10 900
	News.google.com	9 150
	News.google.ca	10 800
	News.google.com.au	10 800
French:	News.google.fr	15 800
Spanish:	News.google.es	3690
Russian:	News.google.ru	21
Chinese:	News.google.cn	54
Arabic:	News.google.eg	66

### ***Media coverage distribution throughout the Year***

14. Since the highest media coverage of the result of the Year appeared under news.google.co.uk, the following graph depicts the yearly distribution of the coverage on a monthly basis.



15. The peak for the month of May represents the increased media coverage that the Year received as a result of the International Day for Biological Diversity, 22 May 2010. The World Environment Day, 5 June 2010, explains the increase during that month. The peak in November is most likely due to increased media coverage after the tenth Conference of the Parties to the Convention on Biological Diversity, and the release of *The Economics of Ecosystems and Biodiversity*.

### ***IYB Museum***

16. In response to all the great initiatives, the Secretariat of the Convention on Biological Diversity has established an International Year of Biodiversity Museum to showcase the excellent outreach materials prepared for the occasion. The exhibits were displayed at the tenth meeting of the Conference of the Parties in Nagoya, Japan, as well as at the 66th session of the United Nations General Assembly in New York, in September 2011. 62 countries and 9 international organizations have created IYB memorabilia which is now permanently on display at the Secretariat of the Convention on Biological Diversity.

### ***Promotional materials***

17. The Secretariat of the Convention on Biological Diversity has produced and disseminated pins, t-shirts, factsheets, pens, brochures, bookmarks, posters, videos, flags, mugs, and used the logo on letterhead, notepads and all publications. Some of these materials can be viewed at: <http://www.cbd.int/iyb/iyb-museum.jpg>

### ***Special Mentions***

18. 28 countries and 3 United Nations offices have reported producing stamps or postcards to commemorate the IYB: Argentina, Belarus, Benin, Brazil, Canada, China, Hong Kong/China, Dominican Republic, Hungary, Iceland, India, Iraq, Japan, Malaysia, Malta, Morocco, Philippines, Poland, Portugal, Saint Lucia, Sao Tome And Principe, Singapore, South Africa, Switzerland, Syria, Thailand, Trinidad And Tobago, United Kingdom, and United Nations: Geneva, Vienna & Postal Administration. The stamps can be viewed at: <http://www.cbd.int/iyb/iyb-stamps.pdf>

19. The IYB was the 2010 Green Awards winner as “Best Green International Campaign”.

### ***Main Launches***

20. 9 January 2010 - Launch in Brazil during The Second Curitiba meeting on Cities and Biodiversity, with the participation of the Mayor of Curitiba, the Minister of National Development of Singapore, the United Kingdom National Focal Point and the Acting Minister of the Environment of Brazil.

21. 11 January 2010 - global launch in Berlin, Germany, attended by the German Chancellor where she delivered a statement, on behalf of the CBD COP Presidency. Also attending were: the Federal Minister of the Environment of Germany, the Senior Vice-Minister of the Environment of Japan, the Environment Minister of Yemen, UNEP Executive Director and CBD Executive Secretary. Through a video message, the UNSG officially launched the IYB.

22. Reported launches in January: Bulgaria, China, Colombia, Czech Republic, Japan, Netherlands, UK, UNCTAD (Geneva), as well as international organizations such as Bioersivity and Birdlife’s launch at the European Parliament.

23. 21-22 January 2010 - UNESCO hosted a high-level IYB event in Paris, in partnership with the Convention on Biological Diversity. UNESCO Director General participated through a video message. Other keynote participants were the President of the 35th session of the UNESCO GC, the UNESCO Deputy Director-General, the COP President and Executive Secretary of the Convention on Biological Diversity, as well as a number of high-level government representatives. The two-day event was followed by the UNESCO IYB Biodiversity Science Policy Conference on 25-29 January.

24. 26-27 January 2010 - Launch of the Spanish public awareness campaign “Biodiversity is music” in Madrid, and the European Commission announced a five million euro public-awareness biodiversity campaign.

25. 1-5 February 2010 - Trondheim Conference on Biodiversity (and IYB launch in Norway), with the participation of the Mayor of Trondheim, the Norwegian Minister of the Environment and International Development, UNEP Deputy Executive Director, CBD Executive Secretary, the Parliamentary Secretary of State of the German Federal Environment Ministry, and the Director of the Global Biodiversity Strategy Office of the Japanese Ministry of Environment, the Study Leader of The Economics of Ecosystems and Biodiversity project, the Chief Scientific Advisor of Defra-UK, the President of IUCN and the Director of Stockholm Resilience Centre.

26. 10 February 2010 - North American Launch of the IYB, organized by UNDP and partners at the American Museum of Natural History (AMNH) in New York, USA. The event gathered the participation of more than 400 people, which included representatives of the Permanent missions accredited to the United Nations.

27. 8 July 2010 - Edward Norton was named United Nations goodwill Ambassador for Biodiversity.

### ***Celebrations***

28. 192 countries celebrated the international Year of Biodiversity: 190 Parties to the CBD, excluding San Marino, Haiti and the Democratic People’s Republic of Korea, and involving 2 non-Parties: USA and Andorra. Countries that have submitted their final IYB report to the Secretariat within the allotted time

frame are highlighted below. The full final reports are available on the IYB website: <http://www.cbd.int/2010/countries>

### **Africa**

29. Burundi: with the financial support of CHM-Belge de l'Institut Royal des Sciences Naturelles de Bruxelles (IRScNB), Burundi produced and dedicated the 8th Scientific Bulletin of the National Institute for the Environment and Nature Conservation (INECN).
30. Cameroon: A trip to Mount Fako was organized. It began at the MoE (MINEP), where the participants from Yaoundé gathered to travel to Limbe. The CBD National Focal Point elaborated on the field trip site, activities to be carried out during the process.
31. Morocco: The Moulouya Caravan travelling exhibition is part of a project of IUCN and Agence du bassin hydraulique de la Moulalouya. The main objective was to sensitize and inform on aquatic biodiversity in the hydraulic basin of the Moulouya to different local actors.
32. Rwanda hosted the World Environment Day at the global level and celebrated it in conjunction with the annual Kwita Izina Ceremony. Successes of gorilla conservation have been celebrated in the presence of senior authorities, the private sector, local communities, conservationists and more.
33. South Africa: Stakeholders from all walks of life participated in the IYB launch, presented by the Deputy Director General: Biodiversity and Conservation Mr. Fundisile Mketeni. The result was a series of activities undertaken by various institutions throughout the country in honour of the IYB. Each month of the year had a theme dedicated to biodiversity.
34. Sudan: Special issuance of the periodic of Higher Council for Environment and Natural Resources in Sep. 2010 addressed the issues of biodiversity at local and global level and distributed widely.
35. Swaziland: The National Planning Committee for IYB comprised officials from SEA, SNTC, MTEA, MOA, MNRE, DWA, SWADE and Yonge Nawe. The committee organized and coordinated events such as IDB2010 (22 May), WED Symposium (2 June) and WED (5 June).
36. Uganda: The NCC celebrated IYB and WED on 5 June 2010. The theme "Biodiversity for National Prosperity. Conserve it" was chosen to enable all levels of society to appreciate the importance of biodiversity in the fight against poverty, national development and conservation.

### **Asia & Middle East**

37. Bahrain: Celebration by the youth Club of Al Muharraq and the TUNZA youth NGO: "Our life is More beautiful with biodiversity". Activities for the public included a bicycle race and exhibition for biodiversity-related research, events by universities and NGOs, as well as exhibitions on plants and animals. UNEP-ROWA made a statement highlighting the importance of biodiversity to human well-being and the significance of human activities on loss of species.
38. China: An International Workshop on Agricultural Biodiversity was held in September (co-organized by the Ministry of Agriculture, UNDP and GTZ). Participants exchanged experiences and lessons in the development of agricultural biodiversity policies and
39. India: The National Biodiversity Authority organized a number of events all over the country and also extended catalytic support for the celebration of IYB in partnership with agencies like UNDP. The State Biodiversity Boards as well as Biodiversity management Committees held a variety of programmes.
40. Iraq: The Ministry of Culture established a competition for children and professionals drawings on biodiversity within the platform of the celebration of IYB. It also contributed to organize two exhibitions of Iraqi traditional products.

41. Israel: The National Biodiversity Plan was presented to the public in the presence of the Minister of Environmental Protection during the “Jerusalem for the Environment” Conference, organized by the Society for the Protection of Nature in Israel in cooperation with the MoE.
42. Japan hosted the CBD’s COP-MOP-5 and COP-10 in Nagoya. The MoE and Aichi Prefecture held the International Youth Conference on Biodiversity to promote communication among young people from around the world and to improve their mutual awareness of biodiversity.
43. Jordan: A competition was organized among students at schools (including best article and best graphics). There was also a competition for journalists related to the best article on the Zarqa River Basin.
44. Lao PDR organized workshops and activities to raise public awareness on forest and biological diversity conservation in 6 districts and 41 villages. In total, 1574 participants attended the workshops.
45. Malaysia: Minister YB Dato Sri Douglas Uggah Embas launched a nationwide campaign to plant 26 million trees by 2014. Some 16,200 saplings were planted during the launch event.
46. Myanmar: The Ministry of Forestry hosted the celebration of IYB. About 200 representatives from ministries and enterprises, international organizations such as UNDP, FAO, Head of Universities and Basic Education High Schools, NGOs and all staffs from NCEA attended.
47. Nepal: The International Centre for Integrated Mountain Development (ICIMOD) marked the IYB by organizing various activities including participation in global conferences and meetings, hosting regional level trainings, and organizing local events.
48. Oman: The Oman National Commission initiated a Seminar to which several institutions participated, including the Ministry of Environment and Climate Affairs, Ministry of Agriculture, Ministry of Tourism, Ministry of Fisheries and a large number of experts.
49. Saudi Arabia: The Saudi Wildlife Authority (SWA) published an Arabic magazine entitled “Al-Wudaihi”, which popularizes and disseminates information on wildlife in Saudi Arabia and the work of the SWA.
50. Singapore: The World Cities Summit 2010 brought together over 230 local and overseas participants among the government, academia, research and landscape practitioners from various cities around the world.
51. Vietnam: A talk show and quiz on biodiversity for the celebration of IDB 2010 was held at Giang Vo Secondary School; more than 1,000 pupils took part. At the same time, a tree planting session was organized as part of the Green Wave. Different ministries also celebrated the IDB.

## Europe

52. Belarus: Biodiversity and related events were broadly covered by the media. Over 700 meetings were organized to raise awareness all over the country. Among the most active participants there were representatives of the mass media, business and NGOs as well as governmental bodies.
53. Belgium, as part of its public awareness campaign, has produced an excellent booklet on simple everyday actions to protect biodiversity: *366 gestes pour la biodiversité*, adapted into a more general version: *52 actions for biodiversity* and translated into ~30 languages.
54. Bosnia and Herzegovina took action to address invasive alien species. The Ministry of Environment and Tourism organized an international Colloquium and the Fourth eco-Camp of the Federation of Bosnia and Herzegovina 2010.
55. Bulgaria: A national programme of initiatives is featured on the Ministry’s website [www.moew.government.bg](http://www.moew.government.bg). The main event of the Ministry was conducting a two-day Science Conference entitled “Biodiversity and living environment”.

56. Czech Republic: The MOE was much involved in the campaign, producing information fact sheets, and organizing competitions, exhibitions, conferences and outdoors activities. The 36th edition of Ekofilm, had IYB as main theme and received 226 films from 40 countries.
57. Denmark: The Danish Society for Nature Conservation, supported by biodiversity-ambassador Anders Lund Madsen, sought the signature of all 98 mayors for the Countdown 2010 declaration.
58. Estonia: May was designated the National Nature Conservation month and many activities took place throughout the year: conferences, competitions, hiking trips, exhibitions.
59. European Union: The campaign generated more than 3.6 million visits of the website, more than 68,000 users of the application on Facebook, paid advertising is estimated to have reached over 58 million people. 48% of all respondents agreed that the EU campaign caused them to change their habits to preserve biodiversity.
60. Finland organized a number of events, seminars and other activities in different parts of the country, ex. competition for the 'The Best Landscape project in Finland'. A set of biodiversity indicators were published on the internet.
61. France: The campaign, partly organized in collaboration with national TV (ex. TF1 Biodiversity Quiz), featured films, exhibitions and conferences, web diffusion (also on the IYB Facebook page). More than 2800 partner organizations joined the campaign between Jan and Oct 2010.
62. Germany: BMU established a web-based calendar of events: 1,500 events realized by more than 300 different organizers addressed practitioners, politicians, nature lovers, families and children.
63. Greece: The European Centre for Environmental Research and Training collaborated with the Hellenic Network for Biodiversity research to organize a conference; an interdisciplinary Postgraduate Summer Training Program and Postgraduate program assignments.
64. Hungary launched the competition for the "European Capitals of Biodiversity" among local authorities in France, Hungary, Germany, Slovakia and Spain. 43 municipalities competed in the national version "Hungarian Capital of Biodiversity Competition".
65. Latvia: The Nature Conservation Agency of Latvia organized the campaign "moments of biodiversity", which included many guided tours in national parks.
66. Netherlands: The IYB National Committee took the form of a nation-wide Coalition for Biodiversity composed of about 200 local and provincial governments, NGOs, businesses and research institutes that organized a great variety of activities.
67. Norway released its NBSAP and distributed €330,130 to various partners and provided training in support of the campaign and to help implement the National Biodiversity Act of 2009. The main partners (150) included NGOs, schools and different sectors.
68. Poland: The educational and promotional activities carried out by the MOE reached 850,000 people. The State Forests regenerated approx. 50,000 ha of forest, converting more than 10,500 ha of monolithic stand of trees into mixed forest; and afforestation of 891 ha.
69. Spain (Catalonia) awarded a total of € 600,000 to 21 associations and foundations to finance education and awareness-raising activities on climate change. The DoEH bestows the annual environment Awards in 3 categories: research, environmental protection, Careers.
70. United Kingdom: The IYB-UK, run by the Natural History Museum, and part funded by Defra, admirably adopted the IYB campaign and promoted it among its 450+ participating organisations and entities across the country delivering over 1300 events for the public.

## Latin America and the Caribbean

71. Antigua and Barbuda: The Environment Education Unit organized two major projects: the 1st involved primary schools (Biodiversity Jingle Competition), and the 2nd was to provide information on critical environment concerns to the general public (Biodiversity PSAs).
72. Barbados: The campaign was focused on the outdoor way of life (visits, tree planting, sport and observations), addressing in particular the next generations. 140 people participated in the 5K walk and 98 runners participated in the 10K of the 9th edition of the Celebrating Life on Earth RUN.
73. Brazil commemorated the IYB on the occasion of many international Days (IDB, WED, Health Day, etc.) with events, exhibitions, competitions and activities. One original example is the 5-day eco Surf Festival, an ecologically-correct surfing event in partnership with Billabong.
74. Chile: The MOE developed a new legal framework for the management of biodiversity. 2010 was also the beginning of the sixth classification process, with more than 400 species classified to date.
75. Colombia: The Humboldt Institute lead the campaign by creating an official website and Facebook page (2000 fans). A series of conferences, seminars, competitions were organized and publications and videos were produced for dissemination
76. Dominican Republic: The MOE launched a conservation network to save biodiversity, the “Green Family” programme and a directory of important areas for bird conservation. Training sessions were organized for park rangers on different issues, including invasive alien species.
77. Ecuador: A series of events were organized at the national and the provincial level. More than 45 organizations, as well as the MOE, took part in a large arts and music festival. A TV spot, a widespread magazine and many printed materials featured IYB.
78. Guatemala: lead by CONAP, many institutions were mobilized to organize activities. Information material was produced and distributed, such as bumper stickers, booklets, technical documents, and the National Strategy for Conservation Silver Fir for the period 2008-2017.
79. Guyana: many IYB activities (exhibitions, environmental camps, tours, films, seminars, youth forums, etc.) were organized under the patronage of the EPA. These activities coincided with the preparation and submission of Guyana’s Fourth National Report to the CBD.
80. Saint Lucia: media coverage (newspaper and radio interviews) and conferences on themes such as development and health. Churches raised awareness in their congregations. St. Lucia was featured as the country of the Caribbean with successful implementation of its NBSAP.
81. Suriname: The Ministry of Labour, Technological Development and Environment communicated the IYB messages through television and media, and also organized conferences with expert speakers.

### **North America**

82. Canada’s final IYB report profiled the many events, reports (including the first assessment of Canada’s biodiversity from an ecosystem perspective), programmes, websites and communications and education initiatives.

### **Oceania**

83. Australia: EnviroQuest 2010 was a school programme that facilitated exploring the connections between people, plants and animals through inquiry based explorations and hands-on learning experiences.
84. Fiji: The National Capacity Self-Assessment Unit of the Department of Environment unveiled the Biodiversity bus containing its own rubbish bin. The bus promoted the theme “Don’t throw it, Bin it, Keep our Roads Clean”
85. New Zealand: The Biodiversity Captured photo competition celebrated New Zealand’s unique wildlife and the value of biodiversity in our lives. The competition had sections for ‘Land and Sky’,

‘Water’ and ‘People and Biodiversity’, with different categories for each section. More than 350 photos were received.

86. Palau: on 19 May 2010 a biodiversity proclamation was signed by the Vice President of the Republic of Palau, Kerai Mariur. This national proclamation designated Palau International Coral Reef Center as the local agency to implement all activities for the IYB.

### **International Organizations**

87. The following international organizations have submitted a final IYB report: ASEAN Centre for Biodiversity, BioNET, Bioversity international, the Convention on the Conservation of European Wildlife and Natural Habitats, Earthwatch Institute, International Association for Impact Assessment (IAIA), International Centre for Integrated Mountain Development (ICIMOD), TRAFFIC, World Association of Zoos and Aquariums (WAZA), World Future Council.

### **United Nations Organizations**

88. The following United Nations offices have participated in the IYB campaign: United Nations Headquarters, CMS, FAO, United Nations Postal Administration, UNCCD, UNCTAD, UNDP, UNEP, UNEP-ROA, UNEP-ROWA, UNEP-WCMC, UNESCO, UNFCCC, UNFF, UN-Geneva, UN-interpreters, UNON Gigiri, UNU, UN-Vienna, UNWTO, WIPO.

### **Special Mention**

89. UNDP celebrated the IYB through 74 country offices, including the North American launch of IYB, carrying out a series of communications and activities, and producing information materials that highlighted how people are addressing biodiversity issues, while benefiting poverty reduction efforts and contributing to livelihoods.

### **Closing events**

90. 22 September 2010 - UNGA: A one-day high level meeting with the participation of Heads of States and Government officials convened, pursuant to UNGA resolution 64/203, and held as a contribution to the IYB. Also, the ministerial lunch event on Biodiversity and Development (hosted by UK and Germany) brought together about 20 Environment Ministers as well as the Executive Secretary of the CBD, a World Bank Director and TEEB Study Leader to discuss the interdependency between the biodiversity and development agendas.

91. 11-29 October 2010 - Celebrations of the IYB during COP-MOP 5 and COP-10: in collaboration with the Government of Japan, the IYB was celebrated through a variety of events, including a high-level segment dedicated to IYB, the UNESCO IYB exhibition, UNDP's Equator Initiative Prize, Youth event, CEPA Fair. More than 10,000 participants, including ministers and representatives from governments, civil society and business, attended COP-MOP-5 and more than 18,000 participants attended COP-10.

92. 18-19 Dec 2010 - Closing of IYB: Contribution to the International Year of Forests: organized in collaboration with the Government of Japan, Ishikawa Prefecture, City of Kanazawa, local economic organizations and UNFF.

### **Messages on the Occasion of the International Year of Biodiversity**

#### ***Ban Ki-moon, Secretary-General of the United Nations***

Video message for the International Year of Biodiversity 2010, recorded 21 October 2009

Our lives depend on biological diversity. Species and ecosystems are disappearing at an unsustainable rate. We humans are the cause. We stand to lose a wide variety of environmental goods and services that we take for granted. The consequences for economies and people will be profound. Especially for the world's poorest people. Especially for the Millennium Development Goals. In 2002, world leaders agreed to substantially reduce the rate of biodiversity loss by 2010. We know already that the Biodiversity Target will not be met. We need new vision. And new efforts. Business as usual is not an option. For this

International Year of Biodiversity, I call on every country and each citizen of our planet to join together in a global alliance to protect life on Earth. Biodiversity is life. Biodiversity is our life.

***Ahmed Djoghlaif, Executive Secretary, Convention on Biological Diversity***

The International Year of Biodiversity was conceived as a campaign that would raise awareness of the value and importance of the diversity of life on our planet, with the goal of instilling a sense of wonder, of discovery, and ultimately of individual and collective action for a more sustainable relationship between human communities and the ecosystems of the world.

The campaign took place at a crucial time in history. The impact on biodiversity of the activities of billions of humans is such that if changes are not taken now, we run the risk of permanent transformations to some of the richest ecosystems on our planet. Action now and over the next ten years can bring us to a sustainable future.

As we look at the results of the year, it is clear that the citizens of the world have taken the first steps to this transformation. Around the planet, celebrations and activities took place in 192 countries, culminating in the commitment by leaders in Nagoya, Japan to a global strategy that will preserve biodiversity. As revealed by public opinion surveys, biodiversity has achieved a greater degree of recognition than it did at the beginning of 2010.

The activities carried out around the world are the beginning of a new era of mankind “Living in Harmony with Nature”, which is the slogan of the United Nations Decade on Biodiversity during which action by all stakeholders will be required to ensure that our children will continue to enjoy all the benefits of life on Earth.

***Achim Steiner, Executive Director, United Nations Environment Programme***

The International Year of Biodiversity commenced on a muted note: despite efforts in many nations, no single country had achieved the 2010 goal of substantially reversing the rate of loss of biodiversity.

However, the year was rapidly transformed from a sense of concern into a moment when nations re-engaged with a greater sense of purpose and determination on the biodiversity challenge.

For several years there have been calls for an ‘IPCC-for-nature’ to bridge the gap between the mounting levels of research and a defining policy response.

In June in the Republic of Korea, nations gave the ‘green-light’ for an Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services or IPBES.

Meanwhile, in October, at the Conference of the Parties to the CBD, Governments agreed to the establishment of the Nagoya Protocol on Access and Benefit-Sharing.

In the past, the value and economic importance of the world’s multi-trillion dollar nature-based assets, including for the poor, were all but invisible in national and global accounts.

But this has changed in 2010, in part as a result of The Economics of Ecosystems and Biodiversity - an initiative requested by G8 and developing country environment ministers.

Countries including Brazil and India are now carrying out similar TEEB-like exercises bringing the global concept to the national level.

The Nagoya meeting also established a new strategic plan up to 2020. For example governments agreed to increase the extent of land-based protected areas to 17% of the Earth’s land surface and to extend marine protected areas to 10%.

These developments bode well for the Rio+20 meeting in Brazil in June 2012 and the United Nations Decade on Biodiversity.

No one year will define the future of life on Earth, but 2010 may go down in the annals of history as a point in time when humanity began really valuing the wealth and richness of the natural world, and also began acting on that knowledge.

***Satsuki Eda, Minister of the Environment, Japan***

It is indeed a great honor to be able to offer this message reflecting back on 2010 as the International Year of Biodiversity (IYB). While 2010 did see the third edition of Global Biodiversity Outlook (GBO3) reaffirm a global decline in biodiversity, it was also a year in which people around the globe shared the commitment to take concrete and immediate actions to maintain rich ecosystems for future generations.

Following the IYB launching ceremonies held in Berlin and Paris in January, national committees were established in many countries and relevant entities around the world redoubled their efforts on biodiversity.

The highlights of the International Year of Biodiversity were the UNGA high-level meeting held in New York in September and the Tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP10) in Nagoya, Aichi Prefecture, Japan in October. The summit-level political message on the importance of biodiversity was presented at the UNGA high-level meeting for the first time. The CBD COP10 achieved historic results, adopting both “Aichi Biodiversity Targets”, the new global targets on biodiversity, and the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization. The IYB closing event held in December in Kanazawa, Ishikawa Prefecture, Japan brought to an end a very fruitful year with the assessment that the IYB had prompted a worldwide expansion in activities aimed at conserving biodiversity.

This year marks the start of the United Nations Decade on Biodiversity (UNDB), a ten-year period in which all parties concerned must undertake efforts to build sustainable societies in harmony with nature based on the Aichi Biodiversity Targets.

Let us carry the successes of the IYB forward into the UNDB and further extend our endeavors to bolster biodiversity throughout the entire international community.

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