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ADDITIONAL INFORMATION ON THE WEB STRATEGY FOR THE CONVENTION AND ITS PROTOCOLS¹

Note by the Executive Secretary

I. INTRODUCTION

1. In paragraph 19 of decision XII/2 B, the Conference of the Parties (COP) requested the Executive Secretary to develop a web strategy to ensure that all information common or relevant to the clearing-house mechanism (CHM), the Access and Benefit-sharing Clearing-House (ABS-CH) and the Biosafety Clearing-House (BCH), as well as other platforms developed under the Convention, such as the NBSAP Forum, the website for ecologically and biologically significant marine areas (EBSAs) and any future similar developments, can be accessed centrally to avoid duplication of efforts, and to provide this strategy to the Subsidiary Body on Implementation (SBI), for its consideration at its first meeting, in preparation for the thirteenth meeting of the Conference of the Parties.²

2. Further to this request, the Informal Advisory Committee to the Clearing-House Mechanism (CHM-IAC) established a Web Strategy Working Group with a view to providing advice to the Executive Secretary on the preparation of this web strategy. Consultations with this working group as well as with relevant staff of the CBD Secretariat resulted in the preparation of a preliminary draft web strategy (UNEP/CBD/CHM/IAC/2015/1/INF/2),³ which was presented to the CHM-IAC at its meeting held on 30-31 October 2015 in order to seek advice on how the Executive Secretary should further develop this web strategy for submission to the Subsidiary Body on Implementation at its first meeting. Such advice, available in section I of document UNEP/CBD/CHM/IAC/2015/1/3,⁴ was taken into consideration to prepare the web strategy for the Convention and its Protocols (UNEP/CBD/SBI/1/6/Add.2)⁵ for consideration by the Subsidiary Body on Implementation (SBI) at its first meeting.

* UNEP/CBD/COP/13/1.

¹ The present document is a revised version of document UNEP/CBD/SBI/1/INF/3 in response to paragraph 4 of recommendation SBI 1/5.

² See <https://www.cbd.int/decisions/?m=cop-12&n=2>.

³ See <https://www.cbd.int/doc/?meeting=chmiac-2015-01&tab=1>.

⁴ See <https://www.cbd.int/doc/?meeting=chmiac-2015-01>.

⁵ See <https://www.cbd.int/doc/?meeting=sbi-01>.

3. In paragraph 4 of its recommendation 1/5, the Subsidiary Body on Implementation took note of this web strategy and requested the Executive Secretary to align it with the communication strategy that was being prepared for consideration by the Conference of the Parties at its thirteenth meeting. The communications strategy has been issued as document UNEP/CBD/COP/13/14 and the aligned web strategy as document UNEP/CBD/COP/13/14/Add.1.

4. Given the purpose and scope of the web strategy document (UNEP/CBD/COP/13/14/Add.1), the present document (UNEP/CBD/COP/13/INF/14) has been prepared to provide additional information on the web strategy for the Convention and its Protocols. Whenever relevant, references are made from one document to sections of the other and vice versa. To remain consistent with the web strategy document, the term website is also used in a broad sense to encompass all these websites, clearing-houses, web portals, or other web-based systems owned by the Executive Secretary.

5. This document is structured as follows:

- (a) Section 1 is the present introduction;
- (b) Section 2 provides a list of features typically expected by web users;
- (c) Section 3 gives an overview of the information architecture for navigating through the website;
- (d) Section 4 presents the main content sections of the website and how they are interlinked;
- (e) Section 5 lists the main web-based initiatives and how they could be made centrally accessible;
- (f) Section 6 provides further information on matters related to interoperability and its application programming interface (API);
- (g) Section 7 identifies the core controlled vocabularies for a global search engine to retrieve all common or relevant information from the Convention and its Protocols;
- (h) Annex I contains the elements of goal 1 of the work programme for the clearing-house mechanism which are those related to the central clearing-house mechanism;
- (i) Annex II contains the recommendations and the executive summary of the “Review of Management of Internet websites in the United Nations system organizations” conducted by the United Nations Joint Inspection Unit (JIU);
- (j) Annex III synthesizes a research article entitled “Roles and Responsibilities on a Web Team” which provides some guidance on web governance.

II. EXPECTED WEBSITE FEATURES

6. Web users have certain expectations that have implications on website features or objectives. These features are grouped as follows in table 1 below:

- (a) For all users, independent of their audience or group;
- (b) For all authenticated users (e.g. with a user account);
- (c) For all non English-speaking users;
- (a) For mobile users;
- (b) For users with disabilities;
- (c) For users with low Internet speed;
- (d) For first-time visitors;
- (e) For returning visitors;
- (f) For thematic users;

- (g) For national users;
- (h) For delegates attending meetings (e.g. CBD national focal points);
- (i) For users' administrators;
- (j) For group members collaborating online;
- (k) For content contributors;
- (l) For Secretariat's content updaters and managers;
- (m) For Secretariat's translation coordinators;
- (n) For external systems using interoperability;
- (o) For search engine robots.

Table 1. Expected website features

	Website features	Reasons
A.	For all users	
1.	User-friendly web pages.	These general features are expected from a high-quality website.
2.	Intuitive high-level navigation on all pages allowing easy selection of specific web portal or information services.	
3.	Intuitive indication of current location (e.g. breadcrumbs).	
4.	Consistent core branding on all pages.	
5.	Consistent footer on all pages.	
6.	Clean printer-friendly version of all pages.	
7.	Feedback form and "contact us" accessible consistently from all pages.	
8.	Consistent prominent access to unified global search engine.	
9.	Intuitive faceted search to easily find information by treaty, information type, country, Aichi Biodiversity Target, subject, date or other relevant criteria.	
10.	Consistent search engine result pages (SERP) with typical features (navigation, sorting, access to details).	
11.	Consistent detailed results.	
12.	Quick access to related information when viewing a particular item.	
13.	Option to quickly share/save a web page through social media tools.	
14.	No bugs or errors.	
15.	Consistent clean warning or error messages.	
B.	For all authenticated users	
1.	Consistent access to a user menu at the top of every page to sign in, create a user account, or display the user name.	Users need an easy way to authenticate themselves and to maintain their profiles.
2.	Easy and secure way to create their CBD user account without problem or delay.	

	Website features	Reasons
3.	Option to use an Internet-scale identity system enabling them to reuse an existing account (e.g. Gmail account) without having to create a new one for CBD.	
4.	Easy and secure way to review their profile and enhance it.	
5.	Access to an attractive and effective user workspace tailored to their needs.	
6.	Email notifications as needed.	
C.	For all non English-speaking users	
1.	Prominent UN languages switch at the top of each page.	Non-English-speaking users need a prominent way to select their preferred language. Once this language is selected, users' expectations should be met by providing up-to-date translated content, or at least by informing these users that such content is outdated or pending.
2.	Availability of home page in all UN languages.	
3.	Availability of menus in all UN languages.	
4.	Availability of controlled vocabularies and metadata in all UN languages.	
5.	Availability of web page content in all UN languages.	
6.	Availability of database content in all UN languages.	
7.	Message displayed when translated content is outdated.	
D.	For mobile users	
1.	Responsive web pages automatically adapting to 3 screen widths (PC, tablets, and smart phones) on all web pages.	A good user experience can be provided to mobile users through the application of responsive web design (RWD) techniques.
2.	Responsive content and graphic items automatically adapting to 3 screen widths.	
E.	For users with disabilities	
1.	Compliance with web content accessibility guidelines. (see www.w3.org/WAI and www.w3.org/WAI/WCAG20/quickref)	Users with disabilities should not be neglected. Guidelines and techniques exist to provide them with an acceptable user experience.
F.	For users with low Internet speed	
1.	Home page loading fast.	Frequently visited web pages should be quickly available to all users, even those with a low Internet speed.
2.	Other pages loading within a reasonable time.	
G.	For first-time visitors	
1.	Option to discover and learn about CBD and its Protocols (e.g. "about" page).	First-time visitors may not be familiar with the CBD and its Protocols. The background information they need should be easily accessible.
2.	Access to basic references to learn more.	

	Website features	Reasons
H.	For returning visitors	
1.	Major latest announcements on home page.	Returning visitors expect that the home page will let them know about latest news or updates.
2.	Quick access to latest information, including initiatives, meetings, notifications, publications, etc.	
I.	For thematic users	
1.	Intuitive top-level navigation to reach the desired web portal, clearing-house or other online service.	Thematic users should be made aware that some web sections or portals may respond to their specific needs.
2.	Consistent access to similar information across all portals.	
3.	Easy way to search by Aichi Biodiversity Target or other relevant subjects.	
4.	Easy access to decisions on the selected topic.	
J.	For national users	
1.	Easy access to integrated country profiles providing information on the CBD and its Protocols.	National users are typically interested in national information and in requests addressed to them.
2.	Easy way to filter by country when searching information.	
3.	Easy access to decisions addressed to Parties.	
4.	Option to compare a country with a neighbouring country, or one with a similar biodiversity status.	
K.	For delegates	
1.	Easy access to a calendar of meetings.	Meeting delegates are primarily interested in information related to the meeting(s) they attended, are attending, or will attend. Such information is essentially a combination of logistical and substantive information.
2.	Easy access to a specific meeting and its related information, such as documents, notifications and logistical information.	
3.	Easy access to decisions and recommendations related to meeting agenda items.	
4.	Easy access to online registration system.	
5.	Easy access to side event registration system.	
6.	Option to network and collaborate with other participants, especially before and after the event.	
L.	For users' administrators	
1.	Easy to manage users roles and privileges.	Users' accounts, roles, and privileges should be managed professionally and rigorously. Reliable and user-friendly tools should be available to do so.
2.	Ability to create national administrators who can manage national users.	
3.	Ability to create moderators who can manage forums or other collaboration tools.	
4.	Ability to create content managers who can manage content within a certain scope.	
5.	Easy way to collect users' statistics.	

	Website features	Reasons
M.	For content contributors	
1.	Easy and secure way to create new records (based on common formats).	Clearing-houses imply a two-way exchange, meaning that some users will be content contributors. Such contributors should have an intuitive user-friendly way to enter, publish, and maintain their content.
2.	Easy way to update existing records.	
3.	Minimized mandatory information to encourage content creation.	
4.	Easy access to any submission or contribution previously made in order to easily update it.	
5.	Option to edit a record whenever viewing it if signed in and allowed to do so.	
6.	Options to provide comments whenever allowed.	
N.	For group members collaborating online	
1.	Easy access to forum or similar collaboration tools.	Group collaboration is more effective if it is well-supported by good online collaboration tools.
2.	Easy access to a group workspace with references.	
O.	For Secretariat's content updaters	
1.	Easy way to keep web page metadata up-to-date.	Content updaters within the Secretariat should be able to easily associate metadata to the web pages that they edit. They should also have a way to find back recent content updates.
2.	Access to a dashboard to search/filter content updates.	
P.	For Secretariat's content managers	
1.	Easy access to control menu navigation.	Content managers within the Secretariat should be able to easily manage the overall content environment, including menus, controlled vocabularies, terminology, URL names for search engine optimization (SEO). They should also have tools to manage and monitor page status, usage statistics, and broken links.
2.	Easy access to controlled vocabularies and terminology.	
3.	Easy way to update web page URLs in a reliable way.	
4.	Easy way to manage search engine optimization (SEO).	
5.	Easy access to web page status.	
6.	Easy access to website statistics.	
7.	Tool to check broken links, including those in database content.	
Q.	For Secretariat's translation coordinators	
1.	Access to a dashboard of pending translations.	Translation coordinators need to manage requests for translations based on pending translations, recent updates, and current priorities. They should also make use of CAT tools to optimize translation with available budget.
2.	Warning message on top of pages with pending translations.	
3.	Connection to a computer-aided translation (CAT) tool for cost-effective web translation.	
4.	Ability to prepare and monitor translation packages, and carry out related tasks.	

	Website features	Reasons
R.	For external systems using interoperability	
1.	RSS and Atom feeds available by information types or subjects.	As a matter of principle, public information should be made as open and accessible as possible. This includes feeds and interoperability services.
2.	Application programming interface (API) publicly available, with technical documentation and examples.	
3.	Interoperability with InforMEA fully operational.	
S.	For search engine robots	
1.	Robots.txt informing web crawlers of what to include or ignore.	Widely accepted good practices should be used to appropriately inform search engine robots about which content, including database content, should or should not be discovered by them.
2.	Site map available to major search engines.	
3.	Title and description available on all pages in all UN languages.	
4.	Metadata available on all pages.	
5.	Database content made accessible to major search engines.	

III. OVERALL INFORMATION ARCHITECTURE (IA)

Introduction

7. Section 4 of the web strategy provided a brief outline of the information architecture (IA) by identifying the main entry points that a typical web user would expect on the CBD website to navigate to relevant content and information services. This section provides additional details by describing the expected menu items below of the following top-level navigation items:

- (a) **Home** (the CBD logo) – Home page of the CBD website providing highlights and latest information;
- (b) **The Convention** – Information on the Convention on Biological Diversity;
- (c) **Cartagena Protocol** – Information on the Cartagena Protocol on Biosafety;
- (d) **Nagoya Protocol** – Information on the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization;
- (e) **Countries** – National information through country profiles covering the three treaties;
- (f) **Initiatives** – Cooperation and partnership initiatives accessed directly or through partner profiles;
- (g) **Information** – Information centre providing quick access to information by types (e.g. decisions) or services (e.g. online reporting tool);
- (h) **Secretariat** – Information on the Secretariat.

Treaty navigation

8. Ideally, there should be some consistency in the second-level navigation under each treaty. A starting point can be as follows:

- (a) **Entry page** – Overview page with highlights and latest information: Key items presented in an attractive way with links to more detailed information, including a prominent link to the clearing-house to submit information;
- (b) **Treaty** – Introductory information about what it is: Historical background, convention text, institutional structure, bodies, mandate, operating procedures, Parties;

(c) **Strategic Plan** – Information on the Strategic Plan of the treaty. For the CBD, this is the Strategic Plan for Biodiversity 2011-2020 and its Aichi Biodiversity Targets. In this particular case, direct links are expected to web pages dedicated to each of these targets. For the Protocols, this will be the Strategic Plan for the Cartagena Protocol on Biosafety for the period 2011-2020, and in the case of the Nagoya Protocol, links to the latest decisions, given the absence of an overall strategic plan;

(d) **Decisions** – Official international information arising from the treaty, and connected to the decision-tracking system (DTS);

(e) **Meetings** – High-level negotiations meetings (COP, COP-MOP, subsidiary bodies) and related information;

(f) **Programmes** – Overview of the various thematic areas and cross-cutting issues under the treaty, with links to corresponding programme sections and information services (e.g. EBSA under marine);

(g) **Implementation** – Overview of overall implementation, with links to further details at various levels (thematic, national, regional). For the CBD, there will be an overview of global progress towards Aichi Biodiversity Targets with links to national biodiversity strategies and action plans (NBSAPs) and reporting information;

(h) **Additional information** – Additional references or related information.

Country profile navigation

9. The navigation under country profiles is typically done through an interactive map allowing easy selection of a country. An alternative to the map is also provided (e.g. alphabetical selection list) for not overemphasizing large countries. Once a country is selected, navigation at the country level can be as follows:

(a) **Entry page** – Attractive visual overview of the country with its map. Links should be available to the latest NBSAP, national report, and national targets, as well to the national CHM or other major relevant national websites;

(b) **Treaty tab** – Specific overview tab for each treaty highlighting the key elements of the country for this treaty. For each Protocol, this tab should match the country profile entry page of the corresponding clearing-house. This way, a user primarily interested in Protocol-related information will not be distracted by other country information, but will have a direct way to access this information. This tab-based logic can be maintained while navigating to other pages of the country profile;

(c) **National focal points** – List of national focal points (NFPs) from this country;

(d) **Profile details** – Treaty-specific page providing descriptive information, with links to additional information. This information should be presented under the corresponding treaty tab;

(e) **Other country profiles** – Some partners have been maintaining country profiles providing relevant information (e.g. UNEP Live, InforMEA, GBIF, etc.). Whenever feasible, an immediate link to the profile page of the selected country should be provided.

Initiatives navigation

10. The navigation on initiatives can start with an overview page highlighting major initiatives, including partnerships, and providing a user-friendly way to list them by partner, treaty, thematic area, Aichi Biodiversity Target, expertise, or regional scope. Once a partner is selected, navigation within the corresponding partner profile page can be as follows:

(a) **Entry page** – Overview of the partner and its relation with the CBD and its Protocols;

(b) **Agreement** – Information on any existing collaboration agreement with the partner (e.g. MoU or joint programme);

(c) **Activities** – List of collaboration activities with the partner with links to pages describing each of them (location, objective, outcomes, contact);

- (d) **Expertise** – Specific expertise of the partner with links to experts, including their NBSAP Forum profile when available (e.g. <http://nbsapforum.net/#view-member/857/profile>);
- (e) **Contacts** – Key contact points from the organization and the CBD Secretariat;
- (f) **Events** – List of relevant events organized by this partner, with links to more details;
- (g) **Publications** – List of relevant publications from this partner, with links to more details;
- (h) **Decisions** – List of decisions where this partner is mentioned, with links to more details;
- (i) **Additional information** – List of additional information on collaboration with this partner.

Information centre navigation

11. The purpose of the information centre is to provide users with a quick way to access any available information service (e.g. online reporting tool, ABSCH, EBSA repository, etc.) or any information type (e.g. decisions, meetings, etc.). Its navigation can be as follows:

- (a) **Entry page** – Attractive overview of the major information systems and information types. The presentation can be structured by tabs or columns (e.g. “Information services” and “Information types”);
- (b) **Information service navigation** – Once a user selects an information service (e.g. decision-tracking system, or EBSA repository), the navigation of the selected service takes over;
- (c) **Information type navigation** – Once the user selects an information type, a faceted navigation adapted to this information type should appear. For instance, if the “Meetings” information type is selected, the faceted navigation should include filtering by time period, location, type of meeting, subjects, and organizers. If the “National focal points” information type is selected, the faceted navigation should include filtering by countries and type of national focal points.

Secretariat navigation

12. The navigation on Secretariat information can be as follows:

- (a) **Entry page** – Overview page with links to latest information and key pages;
- (b) **Contact information** – Information on how to locate the CBD Secretariat;
- (c) **Role and structure** – Information on the role and structure of the CBD Secretariat;
- (d) **Executive Secretary** – Profile page of the current Executive Secretary with his picture. Related information could include the list of previous Executive Secretaries with their profile pages;
- (e) **Staff list** – Up-to-date list of staff with a simple filtering facility to find staff by name, division, job title, or email. Email addresses should ideally be protected from spam;
- (f) **Documents** – Major documents issued by the CBD Secretariat, such as reports of activities;
- (g) **Employment and business opportunities** – Information on how to do business with the CBD Secretariat, either as an individual or as an organization.

Thematic portal navigation

13. Relevant thematic portals should be directly accessible from the programme page of each treaty. Navigation within a thematic portal may vary depending on the thematic area or cross-cutting issue, but it would typically include the following:

- (a) **Entry page** – Overview page highlighting key elements of the portal, such as recent outcomes, ongoing meetings, guidance, major publications, or partnership initiatives. A visually attractive component, such as a carousel, is recommended. Latest news and updates should also be available with a link to more details;

- (b) **Background** – Background information on the thematic area;
- (c) **Decisions** – Major decisions related to the thematic area, with links to the decision tracking system;
- (d) **Programme** – Information on the programme of work;
- (e) **Activities** – Information on relevant activities by the Secretariat, Parties and partners, with links to further information;
- (f) **References** – Information on various key references related to the thematic area, such as capacity-building materials, tools, guidance, publications, case studies, preferably listed in an attractive way;
- (g) **Additional information** – List of additional relevant information related this thematic area (e.g. notifications, related links, historical information, etc.).

Meeting portal navigation

14. Meeting navigation typically starts with a user-friendly way to select a meeting in the calendar of event. In parallel, it should be possible to list relevant meetings in various sections of the website, including the home page (for the main ongoing or forthcoming meetings), thematic sections (for meetings on a particular topic), partner profiles (for meeting organized by partners), and country profiles (for meetings held in a particular country). Once a meeting is selected, the navigation could be as follows, but with appropriate adjustments before, during, and after the meeting:

- (a) **Entry page** – Attractive overview page on the meeting, preferably with a picture of the venue, a link to the host government website when available, and prominent links to key information (e.g. agenda, venue, information for participants, and pre-session documents before the meeting; news, events, and in-session documents during the meeting; and reports, decisions, and other outcomes after the meeting);
- (b) **Venue** – Date and location of the meeting with information for participants, as well as links to interesting information on the venue (e.g. touristic information);
- (c) **Outcomes** – Information made available after the meeting, such as decisions, recommendations, and final report, with links to related sections (e.g. decision-tracking system);
- (d) **Agenda** – Agenda documents, with an online version whenever possible;
- (e) **Documents** – List of relevant meeting documents (pre-session, in-session, reports);
- (f) **Schedule** – List of main activities, side events, and other parallel events taking place during the meeting;
- (g) **Related meetings** – Links to concurrent or back-to-back meetings;
- (h) **Additional information** – Links to additional related information.

IV. MAIN WEBSITE CONTENT SECTIONS

15. The previous section presented an overview of the information architecture (IA) to navigate to relevant content and information services of the website. This section, through table 2 below, presents the main content sections of the website and their interlinkages.

Table 2. Main website content sections

Sections	Purpose	Expected content	Links
Home page	Main entry point telling the user what the site is about	<ul style="list-style-type: none"> – Typical home page items – Promoted content – Latest news and communications 	<ul style="list-style-type: none"> – Detailed content – More information
Core treaty information	To provide basic background on each treaty	<ul style="list-style-type: none"> – Treaty purpose – Treaty text and articles – Historical information – Operations and main bodies 	<ul style="list-style-type: none"> – Parties – NFPs – Strategic Plan – Decisions – Meetings – Other relevant items
Parties	MEA responsibility	<ul style="list-style-type: none"> – List of Parties 	<ul style="list-style-type: none"> – Treaties – Country profiles
Decisions and recommendations	MEA responsibility	<ul style="list-style-type: none"> – Decisions and recommendations by treaty/bodies – Decision-tracking system 	<ul style="list-style-type: none"> – Treaties – Meetings – Documents – Notifications
Country profiles	To gather relevant national information by country	<ul style="list-style-type: none"> – Party status – NFPs – National reports – NBSAPs and national targets – National information 	<ul style="list-style-type: none"> – Online reporting tool – National CHM and other websites – Other country profiles
Meetings	For meeting participants and interested users	<ul style="list-style-type: none"> – Calendar of meetings – Meeting titles and venue – Agenda – Documents – Parallel events – Logistical information 	<ul style="list-style-type: none"> – External meeting site – Related information
Strategic Plan and its implementation	Key international reference	<ul style="list-style-type: none"> – Overview – List of Aichi Biodiversity Targets – GBO-4 	<ul style="list-style-type: none"> – Aichi Biodiversity Target pages – GBO-4 pages – NBSAPs – National reports – Related information
Aichi Biodiversity Targets	To provide detailed information by target	<ul style="list-style-type: none"> – Overview – Progress by country – Background documents – Capacity-building and guidance (good practices, lessons learned) – Link to the United Nations Decade on Biodiversity website. 	<ul style="list-style-type: none"> – National targets – Online reporting tool – National assessments – Related information

Sections	Purpose	Expected content	Links
National implementation	To provide guidelines on and access to NBSAPs, national targets and national reports	<ul style="list-style-type: none"> – Guidelines – List of NBSAPs and national reports – National targets – Assessments of progress 	<ul style="list-style-type: none"> – Strategic plan – Country profiles – National targets – National projects
Programmes	To provide information related to a thematic area or cross-cutting issue under a treaty	<ul style="list-style-type: none"> – About the programme – Background – Work programme – Capacity-building and guidance (good practices, lessons learned) – Implementation activities – Partners – References 	<ul style="list-style-type: none"> – Relevant decisions – Relevant documents – Relevant partners – Relevant initiatives
Cooperation and partnerships	To provide access to information by cooperation initiative or partner organization	<ul style="list-style-type: none"> – Initiatives – Joint work programmes – Partner organizations – Meetings 	<ul style="list-style-type: none"> – Partner organizations – Partnership websites – Relevant initiatives
Information	To provide central access to information by types or services	<ul style="list-style-type: none"> – Secretariat-generated information types: news, notifications, press releases, speeches, agreements, documents, newsletters, publications, related websites, partner organizations, capacity-building guidance, ... – Press pages, including links to accreditation procedures, and participation in CBD meetings, press releases, subscription to CBD news headlines and social media – Meeting-related information: documents, reports, decisions, recommendations, side-events, ... – Country-generated information: NBSAPs, national reports, ... – Information services: online reporting, library, ABSCH, BCH, EBSA, LifeWeb, Bio-Bridge, online databases (case studies, thematic databases, ...) – International Day for Biodiversity – Link to United Nations Decade on Biodiversity website 	<ul style="list-style-type: none"> – Main search engine – Various services and clearing-houses – Country profiles – Meetings
Secretariat	To provide information about the Secretariat	<ul style="list-style-type: none"> – Structure – Secretariat's reports – Staff list – Vacancies – Miscellaneous 	<ul style="list-style-type: none"> – UN vacancies – Montreal

V. CENTRAL ACCESS TO MAIN WEB-BASED INITIATIVES

16. As indicated in section 5 of the web strategy, there are a variety of web-based initiatives related to the Convention and its Protocols. The present section, through table 3 below, presents a list of these main web-based initiatives and how to make them centrally accessible. It should be noted that further access points could be created as needed, in addition to those listed below.

Table 3. Main web-based initiatives

Initiative and website	Description	Access points
CBD website / Central CHM http://www.cbd.int	Official CBD website and central clearing-house mechanism (CHM).	The CBD website acts as the main entry point to all web-based initiatives related to the Convention and its Protocols, in line with section 2 of the web strategy. Its main navigation should provide direct access to all the web-based initiatives listed below. The CBD website should be directly accessible from a click on the CBD logo.
BCH http://bch.cbd.int	Biosafety Clearing-House (BCH).	The BCH should be accessible from: <ul style="list-style-type: none"> – The Cartagena Protocol menu – The Cartagena Protocol section – The information services section
ABSCH http://absch.cbd.int	Access and Benefit-sharing Clearing-House (ABSCH).	The ABSCH should be accessible from: <ul style="list-style-type: none"> – The Nagoya Protocol menu – The Nagoya Protocol section – The information services section
UNDB http://www.cbd.int/2011-2020	Partnership site on the United Nations Decade on Biodiversity (UNDB).	The UNDB should be accessible from: <ul style="list-style-type: none"> – The CBD home page – The Strategic Plan section – The communication, education and public awareness section
Online reporting tool http://chm.cbd.int	Tool to report progress towards achieving Aichi Biodiversity Targets.	The online reporting tool should be accessible from: <ul style="list-style-type: none"> – The Convention menu – The national reporting section – The information services section
Financial reporting framework http://chm.cbd.int	Tool for Parties to provide baseline information and reporting on their contribution to reach the global financial targets under Aichi Biodiversity Target 20.	The financial reporting framework should be accessible from: <ul style="list-style-type: none"> – The Convention menu – The national reporting section – The information services section
NBSAP Forum http://nbsapforum.net	Partnership site providing support for action and implementation on NBSAPs.	The NBSAP Forum should be accessible from: <ul style="list-style-type: none"> – The NBSAP section – The information services section

Initiative and website	Description	Access points
EBSA http://www.cbd.int/ebsa	Partnership site showing information on ecologically or biologically significant marine areas (EBSAs).	The EBSA web portal should be accessible from: <ul style="list-style-type: none"> – The marine and coastal section – The information services section
LifeWeb http://lifeweb.cbd.int	Partnership site to facilitate financing for biodiversity.	The LifeWeb web portal should be accessible from: <ul style="list-style-type: none"> – The cooperation and partnerships section – The protected areas section – The information services section
Bio-Bridge Initiative http://www.cbd.int/biobridge	Forthcoming platform to support technical and scientific cooperation (TSC).	The Bio-Bridge Initiative should be accessible from: <ul style="list-style-type: none"> – The cooperation and partnerships section – The information services section
The Green Wave http://greenwave.cbd.int	Global biodiversity campaign to educate children and youth about biodiversity.	The Green Wave web portal should be accessible from: <ul style="list-style-type: none"> – The major groups section – The communication, education and public awareness section – The UNDB website
Cities and Subnational Governments http://www.cbd.int/subnational	Web portal for subnational (including local) governments.	The Cities and Subnational Governments portal should be accessible from: <ul style="list-style-type: none"> – The major groups section – The communication, education and public awareness section – The UNDB website
Global Platform on Business and Biodiversity http://www.cbd.int/business	Web portal to support the business engagement activities of the CBD Secretariat including the Global Partnership for Business and Biodiversity.	The Global Platform on Business and Biodiversity should be accessible from: <ul style="list-style-type: none"> – The cooperation and partnerships section – The major groups section
Linking Biological and Cultural Diversity http://www.cbd.int/lbcd	Web portal of the joint UNESCO-CBD programme to link biological and cultural diversity, aimed at being a global knowledge platform linking local, regional, national and international practices and experiences.	The web portal Linking Biological and Cultural Diversity should be accessible from: <ul style="list-style-type: none"> – The traditional knowledge section – The cooperation and partnerships section – The UNDB website
The GIASIPartnership Gateway http://giasipartnership.myspecies.info	Website of the Global Invasive Alien Species Information Partnership in support of Aichi Biodiversity Target 9.	The GIASIPartnership Gateway should be accessible from: <ul style="list-style-type: none"> – The Invasive Alien Species section – The cooperation and partnerships section

Initiative and website	Description	Access points
Cities and Biodiversity Outlook http://cbobook.org/	Website of the Cities and Biodiversity Outlook project (CBO) providing an assessment of the links and opportunities between urbanization and biodiversity.	The Cities and Biodiversity Outlook should be accessible from: <ul style="list-style-type: none"> – The cooperation and partnerships section – The UNDB website
Rio Conventions Pavilion http://www.riopavilion.org	Website running during COP meetings to promote the links between the Rio Conventions.	The Rio Conventions Pavilion should be accessible from: <ul style="list-style-type: none"> – The portal of the ongoing meeting – The cooperation and partnerships section

VI. INTEROPERABILITY

Interoperability with national clearing-house mechanisms

17. As requested in paragraph 18 (b) of decision XII/2 B, efforts have been made to develop an application programming interface (API) in order to allow interoperability with national clearing-house mechanisms. Two versions of the API are currently available: The 2013 version used in production, and the 2015 version developed as a concept. Several interoperability endpoints have been made available to retrieve information records by types, as indicated in table 4 below. This API also provides access to individual records by their unique identifier. Preliminary documentation for web developers on this API is available online at <https://scbd.github.io>.

Table 4. CHM API endpoints

Information types	CHM API endpoints
Treaties	https://api.cbd.int/api/v2015/treaties
Countries and Parties	https://api.cbd.int/api/v2015/countries
National focal point types	https://api.cbd.int/api/v2015/national-focal-point-types
National focal points	https://api.cbd.int/api/v2015/national-focal-points
National reports	https://api.cbd.int/api/v2015/national-reports
NBSAPs	https://api.cbd.int/api/v2015/national-strategies
National targets	https://api.cbd.int/api/v2015/national-targets

Interoperability with InforMEA

18. As requested in paragraph 18 (c) of decision XII/2 B, efforts have also been made to maintain the InforMEA API based on the specifications available at www.informea.org/about/api. Table 5 below shows the endpoints allowing the InforMEA website to retrieve information on the Convention and its Protocols. Collaboration is ongoing with the MEA Information and Knowledge Management Initiative to further implement this API in accordance with the Internal Cooperation Agreement (ICA) between the Secretariat and UNEP/DELIC.⁶

⁶ See www.cbd.int/doc/agreements/agma-unesp-delc-informea-2014-03-13-ica-web-en.pdf.

Table 5. InforMEA API endpoints

Information types	InforMEA API endpoints
Meetings	https://api.cbd.int/informea.svc/Meetings
Decisions	https://api.cbd.int/informea.svc/Decisions
Countries and Parties	https://api.cbd.int/informea.svc/CountryProfiles
National focal points	https://api.cbd.int/informea.svc/Contacts
National reports	https://api.cbd.int/informea.svc/CountryReports
NBSAPs	https://api.cbd.int/informea.svc/NationalPlans

VII. CORE CONTROLLED VOCABULARIES

19. The purpose of this section is to identify the core controlled vocabularies needed to allow a global search engine to retrieve all common or relevant information from the Convention and its Protocols. The information contained in this section builds upon the Common Formats and Metadata document prepared for the CHM-IAC meeting held on 30-31 October 2015 in Montreal, Canada (UNEP/CBD/CHM/IAC/2015/1/INF/1).⁷ Further details on common formats and metadata, including controlled vocabularies, are available in that document.

20. A controlled vocabulary is a set of predefined terms (e.g. list of countries) intended to be used as metadata in order to facilitate record retrieval. Each controlled vocabulary is typically used as a search facet whenever applicable. For instance, a web user can use the country facet to select a particular country. This selection modifies the search criteria, and the corresponding search results are updated to only include information related to the selected country, while indicating the number of matching records. The power of a faceted search engine is its capability to simultaneously combine several search facets to quickly isolate the user's desired results.

21. It should be noted that a facet is not necessarily a controlled vocabulary. It can also be a time range, or a reference to another record. For instance, a relevant facet for a decision search is the list of COP meetings. Strictly speaking, this list of COP meetings is not a controlled vocabulary, because it is a growing list of records.

22. Table 6 below shows the core controlled vocabularies that have been identified so far, together with their reference source.

⁷ See <http://www.cbd.int/doc/meetings/chm/chmiac-2015-01/information/chmiac-2015-01-inf-01-en.pdf>.

Table 6. Core controlled vocabularies

Controlled vocabulary	Reference source	Comments
Treaties	CBD Secretariat	The three main treaties are the Convention on Biological Diversity (CBD), the Cartagena Protocol (CP), and the Nagoya Protocol (NP). A treaty also identifies its clearing-house (e.g. BCH for the Cartagena Protocol and ABSCH for the Nagoya Protocol).
Languages	ISO 639-1 https://en.wikipedia.org/wiki/ISO_639-1 http://www.iso.org/iso/home/standards/language_codes.htm	The main reference consists of the 6 official languages of the United Nations: Arabic (ar), Chinese (zh), English (en), French (fr), Russian (ru) and Spanish (es), together with their 2-letter language codes established by the ISO 639-1 standard.
Countries	https://en.wikipedia.org/wiki/ISO_3166-1_alpha-2 http://www.iso.org/iso/country_codes.htm	The main reference is the list of countries recognized by the United Nations, together with their 2-letter country codes established by the ISO-3166 standard.
Aichi Biodiversity Targets	COP decision X/2 http://www.cbd.int/decisions/?m=cop-10&n=2	This is the well-known list of 20 targets, together with their strategic goals.
Information types	CBD Secretariat (see table 7 below)	This is a proposed integrated list based on a review of existing information and common formats across the Convention and its Protocols.
Subjects	CBD Secretariat (see table 8 below)	This is a proposed integrated list based on a review of existing subjects across the Convention and its Protocols.

23. Table 7 below is a proposed integrated list of information types based on a review of existing information and common formats across the Convention and its Protocols. An “X” in a column representing the Convention or a Protocol (CBD, CP and NP) indicates that the information type is relevant to the corresponding treaty. This table does not necessarily reflect how the list of information types will be displayed, because such display will be context-dependent.

Table 7. Proposed integrated list of information types

Information types	CBD	CP	NP	Comments
Treaty reference				
Treaty Articles	X	X	X	
Decisions	X	X	X	
Recommendations	X	X	X	
Events				
Events and meetings	X	X	X	Global calendar of events.

Information types	CBD	CP	NP	Comments
Secretariat meetings	X	X	X	Subset of the global calendar.
Secretariat side events	X	X	X	Side events presented during major CBD meetings
News and communications				
News headlines (from media)	X	X	X	
Secretariat news	X	X	X	To integrate all Secretariat-generated news, including web announcements.
Notifications	X	X	X	
Press releases	X	X	X	
Statements	X	X	X	
BCH news		X		
Country's decision or any other communication		X		
Checkpoint communiqués			X	
Planning, monitoring and reporting				
National strategies (NBSAPs)	X			
National targets	X			
National indicators	X			
Strategic Plan indicators	X			
National reports	X	X	X	To integrate all CBD, CP and NP national reports, including interim reports. Should trigger the display of the "National report type" contextual facet (see table 9 below).
Financial Reporting Framework	X			See decision XII/3. Should be considered as a component of CBD national reporting.
People				
Contacts	X	X	X	To integrate all public contacts, including NFPs, experts, partner contacts, and other contacts from the CBD, BCH and ABSCH.
National focal points	X	X	X	Subset of Contacts. Should trigger the display of the "National focal points type" contextual facet (see table 9 below).
Experts	X	X	X	Subset of Contacts. To integrate all experts, including biosafety and ABS experts.

Information types	CBD	CP	NP	Comments
Secretariat staff	X	X	X	Subset of Contacts. Public list of staff.
Organizations				
Organizations	X	X	X	To integrate all common or relevant organizations, including partner organizations, and Competent National Authorities. Should trigger the display of the “Organization type” contextual facet (See Table 9 below).
Competent National Authorities		X	X	Subset of Organizations.
Website				
Related websites	X	X	X	To integrate all common or relevant websites, including “National biosafety website or database” and national CHM websites.
Projects/Initiatives				
Projects or initiatives	X	X	X	To integrate all projects or initiatives.
Capacity-building activities, projects and opportunities		X		Subset of Projects or initiatives.
Capacity-building initiatives			X	Subset of Projects or initiatives.
Documents and other references				
Library resources	X	X	X	To integrate all relevant documents and references, including records from the Biosafety Information Resource Centre (BIRC) and capacity-building resources. Should trigger the display of the “Library resource type” contextual facet (see table 9 below).
Meeting documents	X	X	X	
Case studies	X	X	X	To integrate all case studies.
Videos	X			From the video gallery.
Agreements				
Agreements	X	X	X	To integrate all cooperation agreements, including memoranda of understanding (MoUs), memoranda of cooperation (MoCs), letters of intent (LoIs), and joint work programmes (JWPs) or actions plans.
Laws and measures				
Laws and measures	X	X	X	To integrate all legislative, regulatory, administrative or policy measures below.
Biosafety laws, regulations, guidelines and regional and international agreements		X		Subset of Laws and measures.

Information types	CBD	CP	NP	Comments
Legislative, administrative or policy measures			X	Subset of Laws and measures.
Community protocols and procedures and customary laws			X	Subset of Laws and measures.
Assessments				
Progress assessments	X			
Needs assessments		X		Includes BCH capacity-building needs assessments.
Risk assessments		X		Integrates risk assessments generated by a regulatory process as well as those generated by an independent or non-regulatory process.
Case studies	X			
Biodiversity elements				
Protected area	X			
EBSA	X			
Species	X			
Organism		X		
Living modified organism (LMO)		X		
Genetic element		X		
Subject-specific information				
Internationally recognized certificates of compliance			X	
Checkpoints			X	

24. Table 8 below is a proposed integrated list of subjects based on a review of existing subjects across the the Convention and its Protocols. An “X” in a column representing the Convention or a Protocol (CBD, CP and NP) indicates that the subject is relevant to the corresponding treaty. This table does not necessarily reflect how the list of subjects will be displayed, because such display will be context-dependent.

Table 8. Proposed integrated list of subjects

Subjects	CBD	CP	NP	Comments
Convention processes				
Operations of the Convention and its Protocols	X	X	X	
Major Convention Bodies	X	X	X	To integrate all major Convention Bodies Should trigger the “Convention Bodies” contextual facet (see table 9 below).
Informal advisory committees	X	X	X	To integrate all informal advisory committees. Should trigger the “Informal advisory committees” facet (see table 9 below).
Planning, monitoring and reporting				
Strategic Plan for Biodiversity 2011-2020	X			
Global Biodiversity Outlook	X			
Identification, monitoring, indicators and assessments	X	X	X	Includes “Sampling, detection and identification” under the Cartagena Protocol
National planning (NBSAPs)	X			
National reporting	X	X	X	
Implementation support processes				
Capacity-building	X	X	X	
Collaboration and partnerships	X	X	X	To integrate all collaboration and partnerships initiatives, including liaison groups. Should trigger the display of the “Collaboration and partnership initiatives” contextual facet (see table 9 below)
Communication, education and public awareness (CEPA)	X	X	X	To integrate all CEPA initiatives. Should trigger the display of the CEPA contextual facet (see table 9 below).
Clearing-house mechanism and information sharing	X	X	X	To integrate the CHM, BCH, and ABSCH, within the broader context of information and knowledge sharing. Should trigger the display of the “CHM and information sharing” contextual facet (see table 9 below).
Compliance	X	X	X	
Financial mechanism	X	X	X	
Liability and redress	X	X		
Resource mobilization	X	X	X	
Technical and scientific cooperation	X	X	X	
Technology transfer	X	X	X	

Subjects	CBD	CP	NP	Comments
Biomes				
Agricultural biodiversity	X			
Dry and sub-humid land biodiversity	X			
Forest biodiversity	X			
Inland waters biodiversity	X			
Island biodiversity	X			
Marine and coastal biodiversity	X			
Mountain biodiversity	X			
Arctic biodiversity	X			Could also be called “Polar biodiversity”.
Cross-cutting issues				
Access to genetic resources and benefit-sharing	X		X	
Biological and cultural diversity	X			
Biotechnology	X	X		Could include “Synthetic biology”.
Climate change and biodiversity	X			
Chemicals and pollution				
Economics, trade and incentive measures	X			
Ecosystem approach	X			
Ecosystem restoration	X			
Ex situ conservation	X			
Gender and biodiversity	X	X	X	
Global Strategy for Plant Conservation	X			
Global Taxonomy Initiative	X			Could become “Taxonomy” to be broader.
Health and biodiversity	X	X		
Impact assessment	X			Related to risk assessment under the Cartagena Protocol.
Invasive alien species	X			
In situ conservation and protected areas	X			Could become “Protected areas”.
New and emerging issues	X			
Sustainable development	X			Integrates “Biodiversity for development” and the recent Sustainable Development Goals.
Sustainable use of biodiversity	X			
Tourism and biodiversity	X			

Subjects	CBD	CP	NP	Comments
Traditional knowledge, innovations and practices	X		X	Article 8(j)
Protocol-specific issues				
Unintentional transboundary movements		X		
Handling, transport, packaging and identification		X		
Risk assessment and management		X		
Socioeconomic considerations		X		
Global multilateral benefit-sharing mechanism			X	
Model contractual clauses, codes of conduct, guidelines and best practices and/or standards			X	
Major Groups				
National Governments	X	X	X	
Cities and subnational governments	X	X	X	
Parliamentarians	X	X	X	
Indigenous peoples and local communities	X	X	X	
Business	X	X	X	
Children and youth	X	X	X	
Women	X	X	X	

25. Table 9 below shows facets expected to be made available depending on the current search context. The content of the table is not exhaustive as its purpose is essentially to illustrate how high-level core vocabularies can be streamlined by removing unnecessary details and by providing these details only when relevant.

Table 9. Contextual facets

Terms	Comments
Convention Bodies	To be displayed after a selection of “Convention Bodies”.
Conference of the Parties (COP)	
Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA)	
Subsidiary Body on Implementation (SBI)	
Working Group on Article 8(j)	

Terms	Comments
More...	More convention bodies if requested by user. These additional bodies would essentially consist of past convention bodies, such as those listed below.
Working Group on Review of Implementation (WGRI)	Past convention body.
Working Group on Protected Areas	Past convention body.
Intergovernmental Committee for the Nagoya Protocol on ABS (ICNP)	Past convention body.
Intergovernmental Committee for the Cartagena Protocol on Biosafety (ICCP)	Past convention body.
Intergovernmental Negotiating Committee for a Convention on Biological Diversity (INC)	Pre-convention body.
Collaboration and partnership initiatives	To be displayed after a selection of “Collaboration and partnership initiatives”.
Biodiversity Liaison Group	
Joint Liaison Group	
Consortium of Scientific Partners	
More...	More initiatives here as needed.
Communication, education and public awareness initiatives	To be displayed after a selection of “Communication, education and public awareness”.
International Decade on Biodiversity 2011-2020	
International Year of Biodiversity (2010)	
International Day for Biodiversity (22 May)	
The Green Wave for Schools	
More...	More CEPA related initiative as needed.
Clearing-house mechanism and information sharing	To be displayed after a selection of “Clearing-house mechanism and information sharing”.
Clearing-house mechanism (CHM)	
Biosafety Clearing-House (BCH)	
Access and Benefit-sharing Clearing-House (ABSCH)	
Online reporting tool	
Decision-tracking tool	
EBSA repository and information-sharing mechanism	
Bio-Bridge Initiative (BBI)	
LifeWeb for protected areas	

Terms	Comments
More...	More information sharing mechanisms and initiatives as needed.
Informal advisory committees	To be displayed after a selection of “Informal advisory committees”.
Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC)	
Informal Advisory Committee to the Clearing-House Mechanism (CHM-IAC)	
Informal Advisory Committee to the Biosafety Clearing-House (BCH-IAC)	
Informal Advisory Committee to the Access and Benefit-Sharing Clearing-House (ABSCH-IAC)	
Informal Advisory Committee on Capacity-Building for the Implementation of the Nagoya Protocol (ABS-CB-IAC)	
National focal point types	To be displayed after a selection of “National focal points”.
CBD national focal point (CBD NFP)	
Cartagena Protocol national focal point (CPB NFP)	
Nagoya Protocol national focal point (NPABS NFP)	
SBSTTA national focal point (SBSTTA NFP)	
Clearing-house mechanism national focal point (CHM NFP)	
Biosafety Clearing-House national focal point (BCH NFP)	
Global Strategy for Plant Conservation national focal point (GSPC NFP)	
Global Taxonomy Initiative national focal point (GTI NFP)	
Protected area national focal point (PA NFP)	
Traditional knowledge national focal point (TK NFP)	
More...	If deemed necessary to provide a list of NFP types that are no longer used.
Library resource type	To be displayed after a selection of “Library resources”.
Meeting document	
Publication	e.g. official publications such as GBO-4
Promotional material	e.g. fliers, brochures
Presentation	e.g. PowerPoint presentations
Interactive material	e.g. online training course
Video/Audio	From the video gallery

Terms	Comments
Image	From the photo gallery
National report types	To be displayed after a selection of “National reports”.
Sixth national report (2015-2020)	
Fifth national report (2009-2014)	
Fourth national report (2005-2009)	
Third national report (2001-2005)	
Second national report (1997-2001)	
First national report (1992-1998)	
Status of the programme of work for the Global Taxonomy Initiative (2004)	
Voluntary report on the implementation of the expanded work programme for forests (2003)	
Thematic report on the transfer of technology and technology cooperation (2003)	
Thematic report on protected areas (2003)	
Thematic report on mountain ecosystems (2002)	
Thematic report on forest ecosystems (2001)	
Thematic report on access and benefit-sharing (2000)	
Thematic report on alien species (2000)	
Organization types	To be displayed after a selection of “Organizations”.
Academic or research institute	
Government agency	
Intergovernmental organization (IGO)	
Non-governmental organization (NGO)	
Private sector (business and industry)	
Regional economic integration organization	
UN and other specialized agency of the UN Common System	

*Annex I***ELEMENTS OF GOAL 1 OF THE CHM WORK PROGRAMME**

This annex contains the elements of goal 1 of the work programme for the clearing-house mechanism which are those related to the central clearing-house mechanism. Further details are available in document UNEP/CBD/COP/11/31.

Goal 1: The central clearing-house mechanism provides effective global information services to facilitate the implementation of the Strategic Plan for Biodiversity 2011-2020.

1.1. The Secretariat of the Convention on Biological Diversity has the capacity to sustain an effective central clearing-house mechanism.

- 1.1.1. Maintain a list of priority activities to be undertaken on the central clearing-house mechanism, taking into account progress made, available capacity, and evolving needs to enable, inter alia, the Conference of Parties, at each of its meetings, to review progress and, as necessary, adjust the activities.
- 1.1.2. Establish processes to monitor the development and effectiveness of the central clearing-house mechanism.
- 1.1.3. Ensure that the Secretariat has the capacity to further develop and maintain the CBD website and other modern information services of the central clearing-house mechanism.
- 1.1.4. Ensure that the Secretariat has capacity to manage knowledge and information, including terminology and documentation management.
- 1.1.5. Identify, assess, and adopt appropriate publicly available tools or services that increase the capacity and sustainability of the central clearing-house mechanism in a cost-effective manner.
- 1.1.6. Optimize the process of maintaining the CBD website in all United Nations languages by making sound use of modern translation technology.

1.2. A high-quality CBD website is available in all United Nations languages.

- 1.2.1. Prepare a web content strategy for the CBD website in support of the Strategic Plan for Biodiversity 2011-2020 and keep it in line with decisions adopted by the Conference of the Parties.
- 1.2.2. Maintain and improve the CBD website and its related portals in terms of content, services, appearance, user-friendliness, usability and accessibility taking into account user feedback.
- 1.2.3. Make the CBD website available in all United Nations languages.
- 1.2.4. Ensures that the CBD website evolves in accordance with its web content strategy.

1.3. Effective information exchange services are fully operational.

- 1.3.1. Expand the knowledge base in a way that allows easy access and cross-references by continuously incorporating Convention-related information such as decisions, work programmes, targets, indicators, implementation activities, online sources, reference documents, case-studies, best practices, training materials, organizations, experts, contacts, events, maps, multimedia resources, and other relevant items.
- 1.3.2. Integrate collaboration tools in a user workspace encouraging Parties, experts, practitioners, and other stakeholders to maintain contact, share ideas, and work together, while providing quick access to information directly related to each user's role and activities.
- 1.3.3. Implement the online submission system as the update mechanism of the knowledge base and the collaboration tools in order to enable Parties and all stakeholders to make contributions related to the Convention and its implementation.
- 1.3.4. Implement specialized information services in accordance with decisions adopted by the Conference of the Parties.
- 1.3.5. Expose data held by the central clearing-house mechanism through modern interfaces based on open standards as a way to facilitate access to information about the Convention on Biological Diversity.
- 1.3.6. Provide tools enabling national clearing-house mechanisms to automatically access and display relevant information from the central clearing-house mechanism.
- 1.3.7. Continue to develop and use information exchange services to make Convention-related information easily and widely accessible, in line with technological and social trends.

1.4. The Secretariat of the Convention on Biological Diversity facilitates the development of a network of experts and practitioners among Parties and partners.

- 1.4.1. Establish a user-friendly online networking platform for national focal points, experts, practitioners, and other relevant contacts to encourage participation.
- 1.4.2. Promote networking of Parties and partners by linking the central and national clearing-house mechanisms.
- 1.4.3. Explore opportunities to facilitate scientific and technical cooperation for the implementation of the Convention.

1.5. Guidance is available for Parties and partners to exchange information through the clearing-house mechanism network.

- 1.5.1. Establish and publish specifications to exchange information through the clearing-house mechanism network, including interoperability protocols, common formats, controlled vocabularies, application programming interfaces, and other technical guidelines.
- 1.5.2. Provide guidance to Parties and partners on how to exchange information through the clearing-house mechanism network, including on the data submission and validation processes.

Annex II

UNITED NATIONS RECOMMENDATIONS FOR WEBSITE MANAGEMENT

As part of its programme of work for 2008, the United Nations Joint Inspection Unit (JIU) conducted a “Review of Management of Internet websites in the United Nations system organizations” from February to September 2008 based on a proposal from the Office of Internal Oversight Services (OIOS), United Nations.⁸

This annex presents the recommendations and the executive summary of this review.

Recommendations

1. The executive head of each United Nations system organization should ensure that clear policies and corresponding mechanisms are adopted for the good governance and management of the organization’s website.
2. The executive heads of each United Nations system organization should ensure that the website strategy be regularly updated and linked with and taking account of the other business strategies of the organization and report on the measures taken to the governing body on a regular basis.
3. The executive head of each United Nations system organization should ensure that policies and guidelines are in place that, among other things, specify requirements and standards relating to (a) web layout and design; (b) editorial control and review of web content and (c) web accessibility.
4. For relevant, timely and high quality website content, the executive head of each United Nations system organization should ensure the implementation of a CMS which offers full support to Latin, non-Latin and bi-directional scripts and, as far as practicable, be compatible with CMS used by other organizations. When selecting an appropriate CMS, they should give serious consideration to adopting common information exchange standards and also consider the benefits of a common CMS across the United Nations system.
5. The executive head of each United Nations system organization should ensure that sufficient and sustained funding for staffing and training are allocated to website management. If such funding could not be provided through redeployment or other means, it should be reported to the governing body for its consideration in order to implement those recommendations contained in this report, which have financial implications, inter alia, CMS, staffing, training, language parity, adoption of common information exchange standards, etc.
6. The governing bodies of the United Nations system organizations should establish an ad hoc committee dealing with the implementation of multilingualism on their corporate websites. The governing bodies shall review the report submitted by the ad hoc committee on the measures and financial implications to achieve language parity on their websites and take appropriate action.
7. The executive heads of the United Nations system organizations should establish a mechanism reporting to the High-Level Committee on Management with the participation of all stakeholders, for coordination purposes and to establish common policies, standards and guidelines on websites.
8. The governing bodies of United Nations system organizations should request the executive heads to report to their next session on the implementation of the recommendations contained in this report addressed to the executive heads, in particular those aimed at reforming website governance, updating website strategy and policy, and implementing multilingualism.

⁸ See https://www.unjiu.org/en/reports-notes/archive/JIU_REP_2008_6_English.pdf (please ignore security messages).

EXECUTIVE SUMMARY

of the review of management of Internet websites in the United Nations system organizations

JIU/REP/2008/6

The objective of the review is to provide the governing bodies and executive heads of the United Nations system organizations with an assessment on the effectiveness and efficiency of the use of Internet websites as a communication tool for information dissemination. It stresses the importance of related issues such as Content Management System (CMS), accessibilities and multilingualism. The report also discusses the main challenges faced by these organizations in managing their websites.

Websites have been established by United Nations system organizations for two main purposes: firstly, for information dissemination and secondly, as a platform for e-business applications.

A prerequisite for an excellent website is effective web governance with a functioning decision-making mechanism enabling efficient interaction between key stakeholders. Under web governance, website strategy must be well formulated, aligned and integrated with other business strategies, e.g., communication, human resources and funding. The implementation of the website strategy must be through clear, coherent, comprehensive and timely policies and guidelines.

The implementation of CMS centralizes all website-related activities. The most important characteristics of a good CMS are ease of use, customizable workflow, high security and multilingual support.

The current level of staffing and related training funds for website management are insufficient, considering the importance and impact the websites have on the organizations' mandate. Without commensurate funding and qualified staffing, a website would soon lose its effectiveness and value.

The United Nations system organizations are facing various challenges in unifying their web presence through streamlined content and the application of a consistent online virtual branding. Awareness should be raised by the organizations at large to Member States that the web must continue to develop, and that this requires substantial and sustained investment in human resources and training.

All these challenges stem from the decentralized structure of the United Nations system organizations' websites in terms of content generation and management, due to the absence of an overall web governance structure, organizational web strategy integrated with business communication strategy (branding), standardized guidelines, policies and technology.

Listed below are the recommendations addressed to the governing bodies of the United Nations system organizations. Other recommendations proposed for the consideration of the executive heads of these organizations can be found in the body of the report. The implementation of these recommendations would increase the effectiveness and efficiency of the management of Internet websites, in particular through good website governance and updated website strategy and policy.

Recommendations for consideration by the governing bodies of United Nations system organizations.

Recommendation 6

The governing bodies of the United Nations system organizations should establish an ad hoc committee dealing with the implementation of multilingualism on their corporate websites. The governing bodies shall review the report submitted by the ad hoc committee on the measures and financial implications to achieve language parity on their websites and take appropriate action.

Recommendation 8

The governing bodies of the United Nations system organizations should request the executive heads to report to the next session on the implementation of the recommendations contained in this report and addressed to the executive heads, in particular those aimed at reforming website governance, updating website strategy and policy, and implementing multilingualism

*Annex III***ROLES AND RESPONSIBILITIES FOR WEB GOVERNANCE**

This annex is based on a web governance research article entitled “Roles and Responsibilities on a Web Team” available online at <http://www.diffily.com/articles/webteamroles.htm>. While the article describes all the roles depicted in the diagram below, the present annex focuses only the following high-level roles:

- Senior Management Team
- Web Steering Group
- Senior Executive
- Web Manager

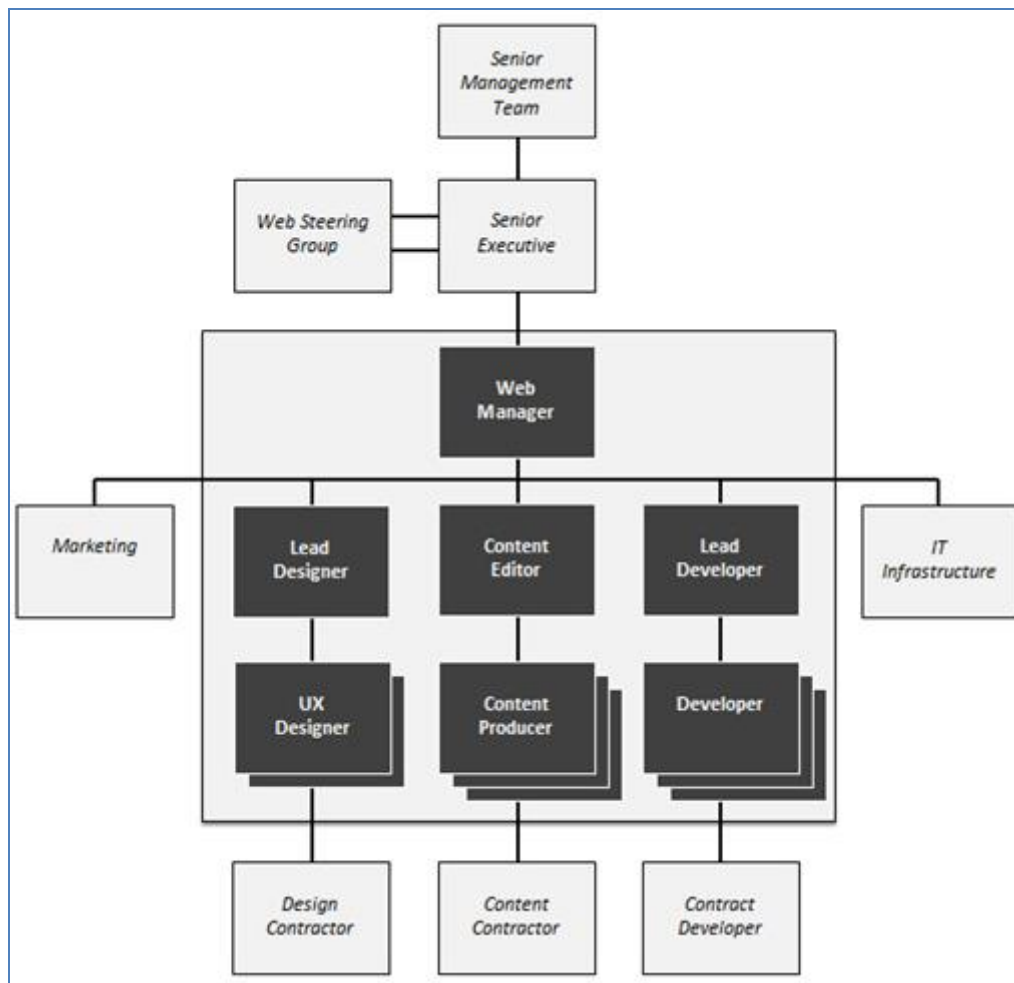


Figure 3.1: Web roles and responsibilities

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The key Leadership roles are those of the **Senior Management Team (SMT)** and the **Web Steering Group (WSG)**, whose purpose is to provide direction and support for getting things done online.

Senior Management Team

- The Senior Management Team approves the online strategy, monitors high-level adherence to business goals and provides resource.

Web Steering Group

- The Web Steering Group expedites the online strategy by coordinating development priorities among all departments with a stake in the web and reports progress to the Senior Management Team.
- The Web Steering Group sets internal web standards (e.g. coding, online branding, etc.), monitors development on a cyclical basis and acts as a “Court of Last Resort” for interdepartmental web conflict.

Senior Executive (or Web Executive)

- The Senior Executive chairs the WSG.
- Although this person is ultimately accountable to the SMT for steering the implementation of strategy, responsibility is shared with the other members of the WSG.

This emphasis on collegiality is important to the success of a WSG. Where responsibility for online systems is focused entirely within one department, there may be a temptation for a Web Executive to prioritize his/her own needs. In contrast, a principle of shared ownership acts against this tendency and provides a forum wherein competing demands can be thrashed out.

Web Manager (or Webmaster)

- The Web Manager coordinates day-to-day maintenance required to ensure the site operates to a minimum acceptable standard.
 - The Web Manager drives design, content, development and more from the high end, in pursuit of online goals (whether revenue, reputation or cost savings).
 - The Web Manager monitors performance based on approved key performance indexes (KPIs) and ensures all activity conforms with required standards.
 - The Web Manager plans the activities of the Content Producer, Designer and Developer with them.
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