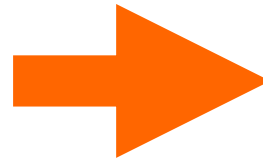




for a living planet

From 'blah blah' to 'quack quack'

(words) (more ducks)



Rolf Hogan
CBD Manger, WWF International





What can WE do?

1. 2010 opportunities
2. Smart CBD decisions





A Smarter CBD?

- How do you deal with the CBD?
- Thank you for PoWPA!
- Intelligent decisions:
 - Focus on key blocking points
 - Opportunities
 - Promote innovation





Aren't you fed up?

Still the same problems?

- Capacity
- Funding
- Tools
- Local people
- Integration into landscapes





Opportunities!!! 😊



“Natural Infrastructure”
\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

The Economics of Ecosystems & Biodiversity (TEEB)



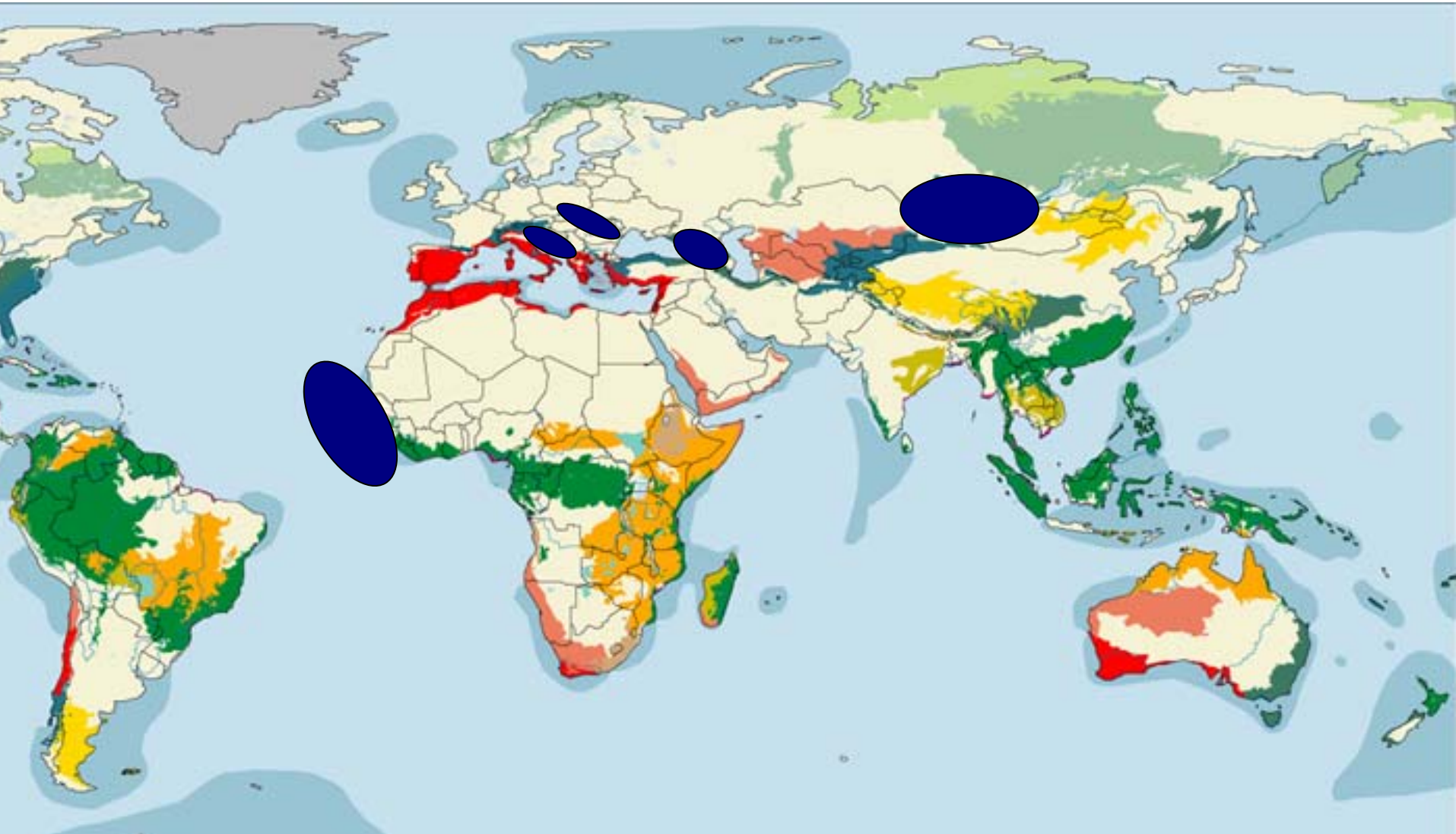
ONE NATURE • ONE WORLD • OUR FUTURE
COP 9 MOP 4 Bonn Germany 2008





Protected Areas for a Living Planet

To enable CBD parties in 5 ecoregions to achieve the targets of the Programme of work on Protected Areas





Protected Areas: a New Fashion?

- Economic & other values of Ecosystems / biodiversity
- Best tool for biodiversity conservation
- “Green Infrastructure”
- Convince ministries of economy & heads of state





Engaging other Sectors

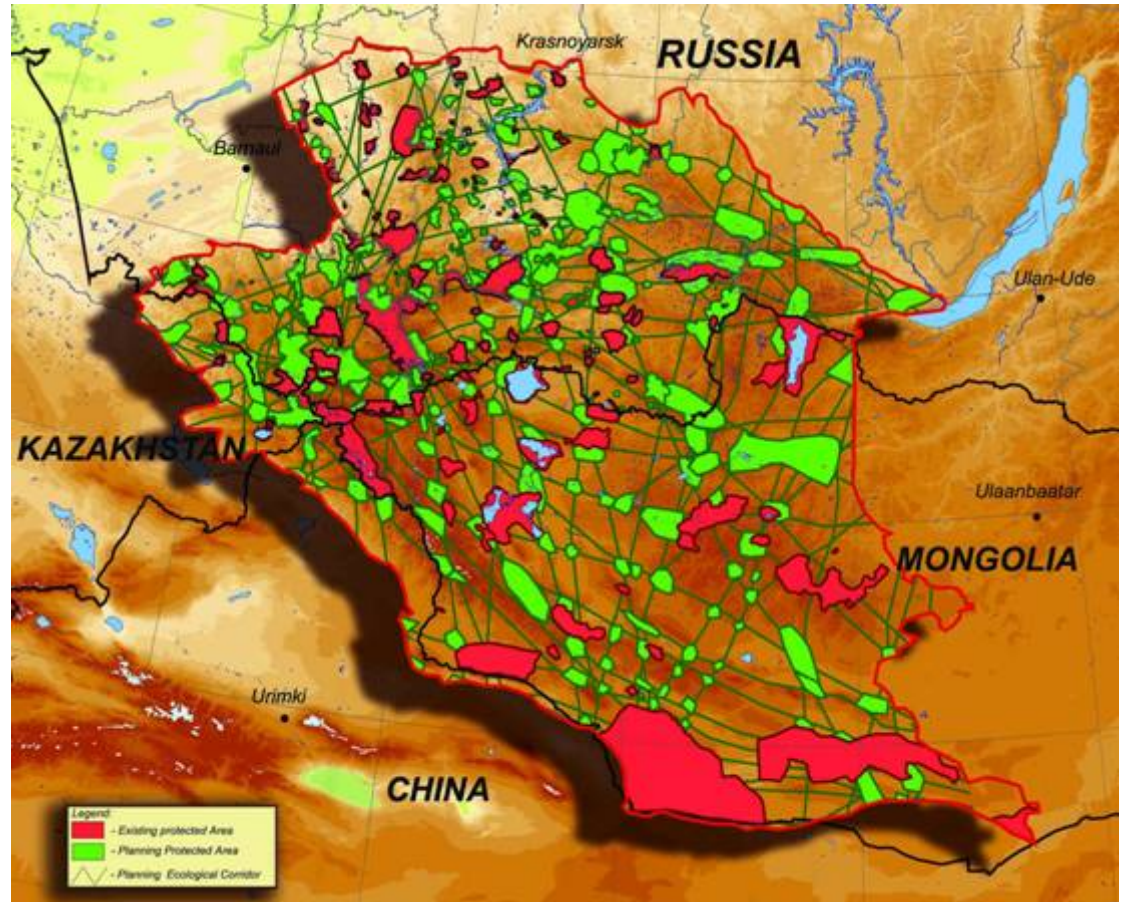
Ecosystem Approach

Integrated River Basin Management

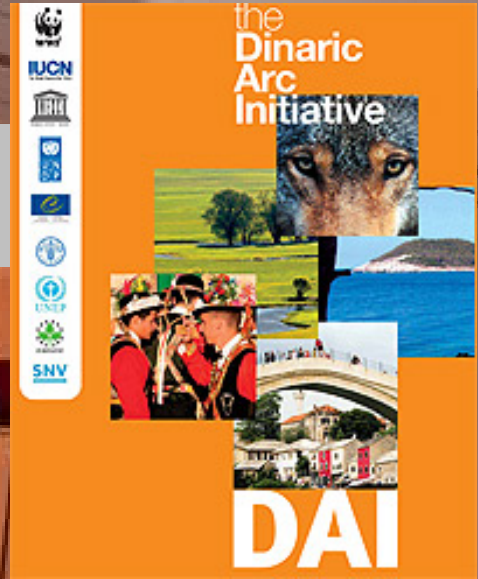
Ecosystem Based Management

Landscape Planning

Spatial Planning



Working Together



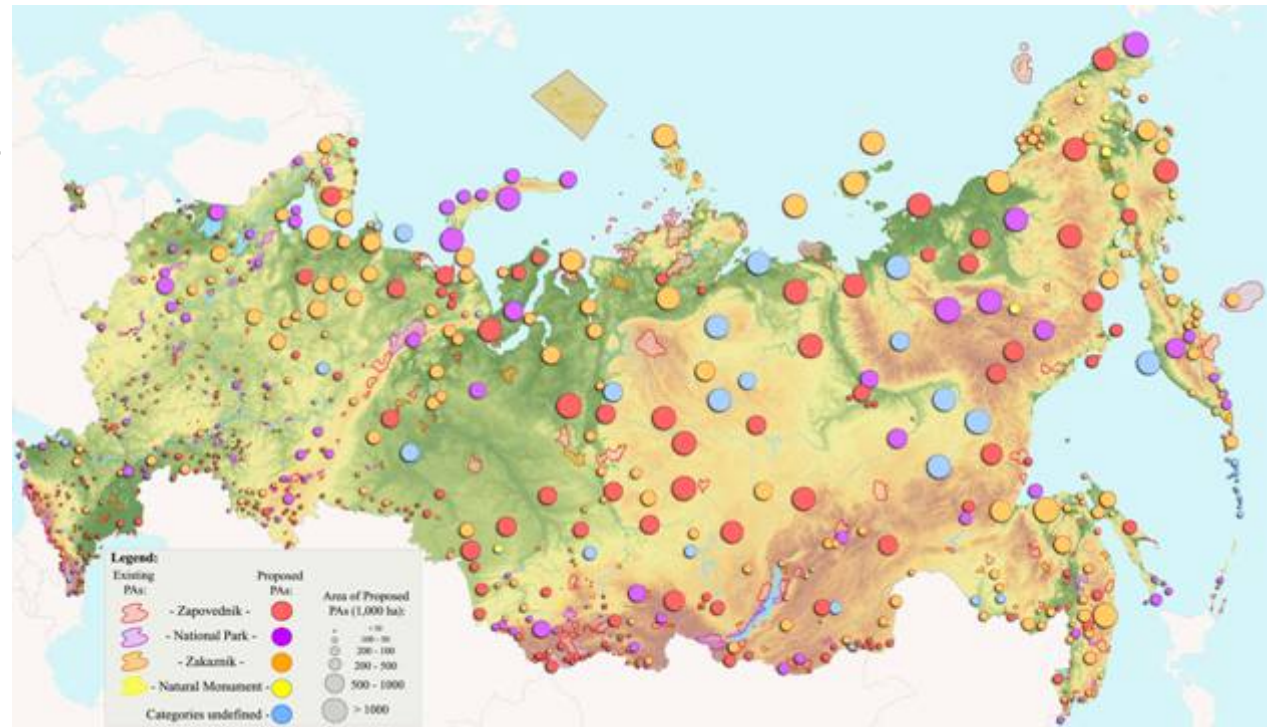
Legislation – local people





Let's use what we've got

- **Gap Analysis**
- **Action plans**
- **NGO work**





National & Regional Capacity



**Clearing House
Mechanism**

**Management
Effectiveness Tool**

ProPark





Protected Areas Tools

- One global best practice
- Organise & better access
- Translation
- Adapt to Regional/National context
- Mandate a global leader?





Management

- Assessments – use results
- CBD and Natura 2000





How strong is PoWPA?



How much of other programmes of work does it cover? 50%?





We can make the CBD more effective on the ground

1. Use opportunities of 2010
2. Smart CBD decisions



‘Quack quack’





Thanks for listening – let's have a drink!

