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THE CONVENTION**

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Item 9 of the provisional agenda *

GLOBAL BIODIVERSITY OUTLOOK

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

Note by the Executive Secretary

I. INTRODUCTION

1. Publication of the third edition of the Global Biodiversity Outlook is planned for the tenth meeting of the Conference of the Parties in 2010. The early availability of an agreed work plan and time table, as well as of a communication strategy and a funding strategy will facilitate preparation of the report and relevant ancillary products.
2. The Executive Secretary has prepared this note to assist the Working Group in its consideration of the preparations for the third edition of the Global Biodiversity Outlook (GBO-3). It complements the proposals on the scope and focus of GBO-3 contained in document UNEP/CBD/WG-RI/2/6.
3. The document includes in section II a proposed work plan and timetable including critical dates. Section III contains elements for a communication strategy. Section IV includes considerations for the formation of an Advisory Group for GBO-3 including terms of reference for the work of this group. Information on funding requirements and fund-raising options are provided in section V.
4. The Secretariat will further develop and implement the process for the preparation of GBO-3 in light of the considerations of the Working Group. A progress report will be made available at the ninth meeting of the Conference of the Parties (COP-9).

* UNEP/CBD/WG-RI/2/1.

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II. WORK PLAN AND TIME TABLE FOR THE PREPARATION OF GBO-3

5. Experience with the preparation of GBO-2 showed the advantages of a more transparent, inclusive and participatory process in preparing GBO-3, which unequivocally would require an extended time schedule. While the calendar of events until the tenth meeting of the Conference of the Parties (COP-10) has not yet been decided there remain a number of uncertainties. Accordingly, the time table may need to be adjusted throughout the process.

6. The following main steps for preparing GBO-3 are envisaged:

- (a) Preparation of the work plan, communication strategy and funding requirements , establishment of an Advisory Group and identification of contributors [MAY-DEC 2007];
- (b) Compilation of data and material, case studies and elements for the storyline [ongoing];
- (c) Preparation and review of an annotated outline, for GBO-3 [JAN-MAY 2008];
- (d) Preparation and review of first draft of GBO-3 [JUNE - SEPTEMBER 2009]:
 - (i) Preparation of first draft by SCBD with inputs from contributors [JUNE- JULY 2009];
 - (ii) Peer review of first draft [AUGUST – MID SEPTEMBER 2009];
- (e) Preparation and review of final draft of GBO-3 [SEPTEMBER - DECEMBER2009], plus final review by SBSTTA-15 [JAN 2010]:
 - (i) Preparation of final draft with the assistance of science writers, on basis of review comments;
 - (ii) Final draft made available for second review;
 - (iii) Final review by SBSTTA-15;
- (f) Preparation of language versions and ancillary products [DEC 2009 -JAN 2010];
- (g) Finalization of text, graphics, layout; translation and printing of GBO-3 [JAN-APR 2010];
- (h) Launch of GBO-3 at COP-10;
- (i) Outreach activities.

7. Table 1 below links these activities to relevant meetings and events, thereby determining critical milestones for the preparation of GBO-3. It should be noted, however, that these dates may require adjustment. A degree of flexibility is therefore required.

Table 1. Critical milestones for the preparation of GBO-3

Date ^{1/}	Event	Expected outcome	Comments
JUL 2007	2010 Biodiversity Indicators Partnership (2010 BIP)	Launching of GEF-MSP involving some 40 organizations coordinating the work on 2010 indicators	2010 BIP will be represented in GBO-3 Advisory Group
JUL 2007	SBSTTA-12	Recommendations on the scientific content, 2010 indicators; side event of 2010 BIP	
JUL 2007	Meeting of the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC)	Review of draft communication strategy for GBO-3	CEPA-IAC will be represented in GBO-3 Advisory Group
JUL 2007	WGRI-2	Recommendations on the scope and focus of GBO-3; recommendations on the process for preparing GBO-3	
JUL – SEP 2007	Parties invited to comment on work plan, time table, communication strategy, funding strategy	Widely agreed and comprehensive work plan, time table, communication strategy, funding strategy for GBO-3	Review to be carried out electronically; SCBD to compile and prepare final versions
Oct 2007	Meeting of the CEPA-IAC	Finalization of communication strategy and recommendations to SCBD and GBO-3 Advisory Group on possible partnerships for its implementation	
OCT 2007	WG8J-5	Recommendation on indicators for trends in indigenous knowledge, innovations and practices	Based on IIFB regional consultations and int. workshop
DEC 2007	Formalization of collaboration agreements with main partners	MoUs or other appropriate contractual agreements with all main partners established	
early 2008	First meeting of the GBO-3 Advisory Group	Recommendations on content, contributors, data collection process for the storyline, and partnerships for implementing communication strategy, and funding strategy; preparation of outline of GBO-3	Advisory Group members will play key role in identifying partners and material; intensive inter-sessional work required
FEB 2008	SBSTTA-13	Review of progress made on 2010 indicators	
MAY 2008	COP-9	Decisions on the basis of WGRI-2 recommendations and review of progress made	
MAR 2009	Deadline for submission of 4 th national report	Analysis of 4 th national reports and extraction of material for possible inclusion in GBO-3	Analysis will begin as soon as 4 th NR submissions arrive
MAY 2009	SBSTTA-14	Review of progress made on 2010 indicators Extended outline of GBO-3 available	
mid 2009	Second meeting of the GBO-3 Advisory Group	Review of available data and elements of storyline; matching with outline of GBO-3; identification of gaps; decisions on content and contributors	
late 2009	2010 Biodiversity Indicators Partnership	Submission of peer-reviewed products on 2010 indicators	Some products may not be available at this point and will need to be incorporated later
JAN 2010	SBSTTA-15	Review of complete draft GBO-3	
MAY 2010	COP-10	Launch and distribution of GBO-3 in six languages; distribution of ancillary products in accordance with communication strategy; media events	

^{1/} Dates are indicative only.

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

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

III. ELEMENTS FOR A COMMUNICATION STRATEGY FOR GBO-3

A. *Background*

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

11. GBO-2, published at COP-8 in 2006, provided a concise view of the set of indicators for the 2010 target and the policies needed to achieve the 2010 target. It has since been seen as the primary communications tool for the Secretariat to express the state of progress being made towards implementation of the Convention on Biological Diversity and achievement of the 2010 target.

12. An evaluation of lessons learned from the preparation of the second edition of Global Biodiversity Outlook and proposals on the scope and focus of the third edition (document UNEP/CBD/SBSTTA/12/5-UNEP/CBD/WG-RI/2/6) suggests that a coherent communication strategy coupled with a more effective distribution strategy and the production of a greater range of products would likely increase the impact of the next edition of the Global Biodiversity Outlook.

13. Accordingly, the elements of this communication strategy will be refined based on the advice of Parties, the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC) and the GBO-3 Advisory Group.

b. *Aims and objectives for GBO-3*

14. GBO-3 will be launched in 2010 which has been declared the International Year for Biodiversity by the United Nations General Assembly. GBO-3 should take advantage of this fortuitous timing to communicate the achievement of the 2010 target.

15. Taking this into consideration, GBO-3 will communicate success stories in achieving the 2010 biodiversity target. It will demonstrate, using case studies and data from the framework of indicators, the extent to which the 2010 target was achieved in regions and ecosystems. Using this, it will point the way that Parties might need to act to realize the objectives of the Convention in the post-2010 period. Some of the goals for GBO-3 are listed below:

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

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

(c) Demonstrate, using concrete examples, and indicators, that there are successes in achieving the 2010 Biodiversity Target at regional and ecosystem levels;

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

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

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

C. Key messages

16. The key messages for GBO-3 will reflect the aims and objectives and will be supported and demonstrated by reference to the data in the indicators and case studies. Development of the specific content of these messages will only be possible following approval from WGRI, COP and other bodies of the Convention. At this time, it is conceivable that GBO-3 might contain messages on the following subjects:

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

(b) A message relating to the extent to which the 210 Biodiversity Target has been achieved;

(c) A message demonstrating success stories in progress towards the 2010 target in certain regions and certain ecosystems, highlighting that these achievements point the way to other successes in the post-2010 period;

(d) A message relating to the indicators for the 2010 target. This will indicate their strengths and limitations and their use in the construction of regional frameworks and policies;

(e) A message that points out that the tools needed to achieve the post-2010 target are already part of the CBD. Implementation of integrated management strategies must take place;

(f) A message that points to the need for all sectors to act now.

D. Key audiences

1. The general public

17. GBO-3 should contain information and stories that will be of interest to the general public. While the monograph will be read by an educated and expert audience, a number of ancillary products should seek to inform the general public as to why biodiversity is important, what is happening to it at a global level, what is being done to conserve and use it sustainably, and the contribution of the CBD in this regard.

18. The general public is both a global and a local audience. In this sense, GBO-3 needs to provide a global message about biodiversity loss and the actions to continue to achieve the 2010 target, but it needs to explain this by telling compelling local stories. The beauty of nature, as well as its cultural and spiritual importance, should also be an important point of focus.

19. The general public is expected to become the basis for support for implementation of the CBD at national levels, and the public is also expected to take the individual actions needed to achieve the 2010 target.

2. *Parties to the Convention on Biological Diversity*

20. GBO-3 should be a tool that instructs and informs Parties to the CBD in a way that allows them to develop coordinated strategies towards implementation of the Convention at the national level. In particular, relevant ministries and agencies should be able to draw on tools to help them prepare an implement coherent and comprehensive National Biodiversity Strategy and Action Plans (NBSAPs). GBO-3 will need messages that “sells” the CBD to some of the bodies that are not yet engaged.

3. *International organizations*

21. Continued efforts to reduce biodiversity loss need to rely on a global strategy, requiring the involvement of international organizations, communication of the target and the tools for its implementation. The emphasis should be on finding complementarities between the 2010 target and the goals of the other organizations. For all of these, a simple fact sheet which identifies these, and a one page strategy document would be a possible approach. The main report could also address these linkages.

4. *Business sector*

22. Engagement of the business sector is a new step for the Convention. GBO-3 should build on the existing work of the Convention on Business and Biodiversity. GBO-3 should provide examples of businesses whose actions are already contributing to the achievement of the 2010 target. It should also seek to reach out to other businesses who have not yet embraced the business case for biodiversity.

5. *Civil-society organizations*

23. Civil society is represented by many different groups. Non-governmental organizations (NGOs) from a variety of sectors and indigenous and local community (ILCs) organizations are an important audience for the messages of GBO-3. Non-governmental organizations and indigenous and local communities can assist in multiplying messages and thereby mobilize citizens to change their behaviour, or can also be part of a policy community which can set new directions for biodiversity management. GBO-3 will provide them with messages that they can use for their mobilization projects.

6. *Scientific community*

24. GBO-3 will contain scientific messages which will confirm the data of other biodiversity scientists. The Outlook should seek to demonstrate that the science used for the outlook is peer-reviewed, and part of a universal data set. GBO-3 should provoke a dialogue between scientists on the uses of the data sets.

E. *Channels*

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

1. *Launches of the report*

26. The holding of high profile events upon release of the report will establish the credibility and importance of the report. Launches should be organized for multiple regions including:

(a) *Main launch at the tenth meeting of the Conference of the Parties.* The launch at the tenth meeting of the Conference of the Parties should be at the opening of meeting. It should encompass

a press conference, a presentation to all delegates at the meeting, an event involving all levels of government of the host of the meeting, and a parallel event with NGOs and other major groups;

(b) *Regional launches – UNEP.* All the regional offices of UNEP should also participate in the launches, by delivering the report, the message from the Executive Secretary;

(c) *Launches at relevant events of scientific partners.* Scientific partners should launch the report. Testimonials by key contributors should also be included.

3. *Publication and distribution of information materials*

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

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

(a) A partnership with a publisher(s) who could facilitate the distribution of the publication to a broad audience;

(b) The content of GBO-3 should be freely available as an open access publication:

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

(ii) The Secretariat should be allowed to purchase a certain number of publications and be free to distribute these as it sees fit;

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

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

29. Printed information products should include:

(a) *Monograph of GBO-3.* The main volume of GBO-3 should be produced in all six United Nations languages. It should be an attractive design and should not be a long document. Long annexes on the data and case-studies should be separate volumes or should be presented on the website. The writing team for this volume should include a science journalist who can ensure that the report is written in a language that makes it attractive to policy-makers. To ensure that the language versions are attractive, they should not be simple translations of the English version. The project should engage writers in the other languages who can properly adapt the text;

(b) *Summary for decision makers.* This should be a short volume which compiles the main findings for decision makers, resembling the document produced for the Millennium Ecosystem Assessment;

(c) *Brochures of GBO-3 for targeted audiences.* For the target audiences listed above in section D, brochures that provide the key messages and satisfy the communication goals for each audience should be created. To facilitate low cost, a single template should be created and it can then be customized for all groups;

(d) *Fact sheets and case-studies.* As with the brochures, fact sheets and case studies sheets need to be created. These will need to address the communications goals outlined for each of the target audiences in section D above;

(e) *Educational materials for schools.* This section requires more definition. A simplified version of GBO-3 could be included, along with posters that illustrate concepts like biodiversity, ecosystem services, characteristics of the various ecosystems considered under the Convention, and the objectives of the 2010 target. There should also be a teacher's kit. Given the complexity of this portion, the content and mode of presentation should be determined following consultation with partners including the CEC of IUCN, UNESCO and other relevant agencies.

4. Website

30. The CBD website represents a powerful and accessible platform for communicating the report and its findings. A special section of the website should be created for GBO-3, where all materials are available including:

(a) *Electronic versions of the products listed above.* The website should present electronic versions of the publications listed above. This means PDF versions and wherever possible, word and html versions. Formats should allow people to print in a variety of resolutions;

(b) *Powerpoint presentation.* A number of Powerpoint presentations need to be created in advance, along with speaking notes. These should be developed for the various target audiences indicated above;

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

(d) *Graphics and photos.* Graphics and Photos from the report should be made available in JPEG, PDF and EPS format in the United Nations languages. These should be royalty-free.

5. Meetings/conferences

31. These events should be seen as opportunities for "mini-launches" of the report. At these meetings, the report should be presented in side events, press conferences and other events, and a kiosk should exist where copies of the report will be distributed. The specific timetable for these meetings will have to be determined in the near future, but such meetings should be identified well in advance and might include:

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

(b) *Meetings of other agencies.* The conferences of the parties and high-level segments of the Rio conventions and the members of the Biodiversity Liaison Group are excellent occasions to generate interest and excitement over the report. Funds should be made available for launches and a kiosk at these events. Some of the possible events include the meetings of United Nations Framework Convention on Climate Change, the United Nations Convention to Combat Desertification, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on Migratory Species (CMS), IUCN, and the Ramsar Convention;

(c) *Other public conferences and tradeshows.* The report should be presented at other conferences. Science journalism conferences, environmental business conferences and others represent excellent platforms for the launch of the report.

6. *Media*

32. The media will be the conduit for the transmission of the report to different audiences. The idea should be to engage general and specialized media (business, energy, agriculture, etc). National and regional media should also be engaged. For all of these groups, much use should be made of targeted case-studies of particular relevance to the specific geographic area in achieving the target. This will provide specific, tangible stories that can be marketed to different sectors and regions. Graphics should be made available to the media in order to facilitate communication of the main messages. The following types of media should be targeted:

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

(b) *Broadcast media.* Television spots on the report should also be issued. A video news release should be available in broadcast format in multiple languages;

(c) *"New media".* Environmental website and weblogs (blogs) are important ways to build communities and transmit information. The report needs to be marketed to some of these blogs and information presented in a format that allows them to post and offer comment. All videos on the report should be created in formats that allow them to be posted on website in Quicktime or MPEG format;

(d) *Wiki platforms.* The power of Wikipedia and others should also be harnessed. The entry for Global Biodiversity Outlook on Wikipedia should be carefully edited and made robust.

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

33. The CHM, through its network of focal points and electronic network for communication with partners, represents a major channel for reaching many of the target groups above, particularly the Parties to the Convention.

34. All the materials listed above should be made available through the CHM and national CHMs should be encouraged to disseminate the material in appropriate formats. In particular, national CHMs from developed countries should be encouraged to provide resources for further dissemination in developing country partners.

8. *Partner organizations*

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

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

(b) *Media/publishing partner.* To extend distribution of GBO-3, it might be advisable to identify a partner in publishing. The partner would facilitate distribution of the information products for GBO-3 in different regional and sectoral markets in the world. The partner may also be asked to provide in-kind contributions to the production of some of these information products. The partner should be selected on the basis of the following:

(a) Their reach at a global level, whether directly, or through a network of affiliates;

(b) The experience with marketing scientific and policy publications to the general public and to an expert audience;

(c) Their coverage of multiple media;

(c) *Graphics/data visualization partner.* The generation of graphics and tables for GBO-3 will be an important part of the communication strategy. The Secretariat will need to identify a partner with a proven track record of graphics production and communication in multiple languages;

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

(e) *Educational partners.* Reaching out to school systems and school boards and developing presentations to school age children will require a particular expertise.

F. Resources required

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

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

38. The project will be coordinated by the Convention Secretariat and will include the following:

39. *Editor and content coordinator.* This *coordinator* will liaise with the Advisory Group, the CEPA-IAC, the writers and contributors and other members of the team to ensure the overall running of the project;

(a) *Publications coordinator.* This person will be responsible for the logistics of typesetting, printing and distribution. The *coordinator* will also provide guidance on selection of suppliers;

(b) *New media coordinator.* This *coordinator* will liaise with the SCBD web team and with all contractors who are responsible for new media content;

(c) *Communications and media coordinator.* Responsible for the media releases and for all liaison with media. The office will also be responsible to measure the media impact of the report;

(d) *Launch coordinator.* Almost an event manager, this person will coordinate the main launch of the report at the tenth meeting of the Conference of the Parties and will ensure coordination with the other regional and partner launch events;

(e) *Partner liaison coordinator.* This person will be responsible for ensuring that information is shared with all partners to the project. Additional duties will include the responsibilities of measuring the contribution of the partners.

40. It is assumed that the above personnel will be funded from the Convention's core budget and will not require the establishment of additional posts, with the exception of a partner liaison coordinator, who would be recruited for a total of two years at the G-7 level.

41. Other partners and contractors will be brought on board to assist the project as required.

IV. ADVISORY GROUP FOR GBO-3

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

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

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

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

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

B. Composition of the GBO-3 Advisory Group

44. The Advisory Group will meet twice (once in early 2008 and again in mid 2009). However, members of the Advisory Group will be expected to play an active role throughout the preparation of GBO-3 and will need to dedicate sufficient time for this purpose.

45. The Executive Secretary, in consultation with the Bureau of the Conference of the Parties, will invite members on their individual capacity. It is envisaged that the Advisory Group would be composed of:

- (a) One member from each of the five United Nations regions: these will typically be CBD or SBSTTA focal points or individuals otherwise connected to the Convention process;
- (b) Three *ex officio* members nominated by the Presidents of the eighth, ninth and tenth meetings of Conference of the Parties, respectively;
- (c) One member from the CEPA-IAC;
- (d) One member from the 2010 Biodiversity Indicators Partnership project
- (e) One member from indigenous and local communities.

46. The Advisory Group will be supported by an inter-agency task force comprising representatives of:

- (a) FAO;
- (b) IUCN;
- (c) United Nations Development Programme (UNDP);
- (d) UNEP;
- (e) United Nations University;
- (f) World Bank;
- (g) World Resources Institute.

47. The Executive Secretary has established an internal task force with the participation of all relevant units of the secretariat to coordinate all aspects of the GBO-3 preparation process.

V. FUNDING REQUIREMENTS FOR GBO-3

Item	Item Cost	Total Cost
Coordination		
Programme Assistant (G-7) 25% time in 2007 and 2008 75% time in 2009 75% time in 2010	45,000 USD/year	90,000 USD
2 Meetings of the Advisory Group (15 participants).	35,000 USD/meeting	70,000 USD
Meeting of the CEPA-IAC (15 Participants)	35,000 USD/meeting	35,000 USD
2 Meetings of key contributors (10 Participants)	25,000 USD/meeting	50,000 USD
	Total	245,000 USD
Document production - Documents of 100,000 words (100 page main report; 25 page summary for decision makers; 15 brochures of 4 pages; 20 fact sheets of 2 sides each)		
Key contributors (Salary for one science writer, and honorariums for a number of contributors from the contributing partners)		100,000 USD
Adapter/editor and proofreading for each of the 5 remaining UN language versions	40,000 USD/language	200,000 USD
Typesetting (all products, all languages)		45,000 USD
Graphics		45,000 USD
Printing: 10,000 English, 5,000 French/Spanish 2500 Arabic, Russian and Chinese	n/a	200,000 USD
Mailing and distribution		40,000 USD
CD-ROM		45,000 USD
	Total	675,000 USD
Promotion		
Video News Release (in all languages and duplication of DVDs)		40,000 USD
Wire Service subscription		10,000 USD
Article commissioning		10,000 USD
Main Launch	25,000 USD	25,000 USD
5 Regional Launches	5,000 USD	25,000 USD
Kiosk and exhibition		20,000 USD
Travel to attend 10 major conferences in 2010	10,000 USD	100,000 USD
	Total	230,000 USD
	Grand Total	1,150,000 USD