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PROGRESS REPORT ON THE PROVISION OF SUPPORT FOR COMMUNICATION, EDUCATION AND PUBLIC AWARENESS (CEPA) AND ITS INTEGRATION INTO AICHI BIODIVERSITY TARGET 1 AND THE UNITED NATIONS DECADE ON BIODIVERSITY

I. INTRODUCTION

1. The present document represents a concise summary of some of the main issues related to achievement of Target 1 of the Strategic Plan for Biodiversity 2011-2020. It provides a review of the status of indicator development for the Target and a review of some of the main capacity-building activities related to implementation of the target. The paper goes on to summarize some examples of the integration of CEPA and Target 1 into recently revised national biodiversity strategies and action plans (NBSAPs). The document also looks at some of the issues raised by the attempt to address the role of awareness raising and its relationship with behaviour change. The paper closes with recommendations for the way forward, looking not only at actions to be undertaken by Parties, but also by the Executive Secretary and concludes with some conclusions and recommendations for the way forward.

II. TRENDS IN AWARENESS AND DEVELOPMENT OF INDICATORS FOR AICHI BIODIVERSITY TARGET 1

2. The amount of information regarding people's awareness of biodiversity has been increasing since the United Nations Decade for Biodiversity was launched in 2011. At the same time, while some strong national and regional data sets exist, significant gaps also exist, and there is limited aggregated data at the global level. Perhaps most importantly, information on awareness is limited for megadiverse countries. This is especially true for African and Asian countries.

3. A number of countries have collected national data on environmental awareness, sustainability or biodiversity-specific questions through ministries of environment and national parks services. The Secretariat is aware of at least 80 biodiversity awareness surveys commissioned by governmental departments, non-governmental organizations, corporations, and academic institutions. The surveys captured information related to a variety of issues including individuals' awareness and understanding of

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the term biodiversity and the value of biodiversity and nature to individuals. Some surveys also captured data on individual practices and consumption patterns that have an impact on biodiversity and sustainability. While surveys such as these provide a basis for assessing trends in progress towards Aichi Target 1, because of different methodologies used in each context, it is difficult to generate a global picture of biodiversity awareness.

4. The Eurobarometer study, conducted by the European Commission is perhaps the most well-known example of national data collection with regional aggregation. Three Eurobarometer surveys on biodiversity awareness were conducted across the European Union, in 2007, 2010 and 2013 (European Commission 2013). The surveys looked at the familiarity of Europeans with the term biodiversity, their awareness of biodiversity loss and their understanding of its consequences. It also measured the extent to which individuals were taking actions to protect biodiversity.

5. The results from the 2013 survey showed that familiarity with the term biodiversity increased in 18 member states since 2010. However, fewer than half of Europeans surveyed (44%) had heard of the term biodiversity. Only 30% had both have heard of the term and knew what it meant (European Commission 2013).

6. The results from the Eurobarometer surveys also showed a declining sense that biodiversity loss is a serious problem in people's own countries, dropping to 35% of respondents in 2013 from 43% of respondents in 2007. Paradoxically, 88% of respondents to the 2013 survey felt that biodiversity loss in Europe in general is a problem, and 66% felt that biodiversity loss at a global level is a very serious problem. In a positive sense, biodiversity was seen as important for human well-being. 55% of respondents felt it was important to halt biodiversity loss because it is indispensable for the production of food, fuel and medicine. Furthermore, 85% agreed that biodiversity is essential in tackling climate change. Over three quarters of Europeans felt that it was important to halt biodiversity loss because it was a moral obligation (European Commission 2013).

7. Data on public awareness has also been collected by associations and other organizations. The Union for Ethical Bio Trade's (UEBT) Biodiversity Barometer provides insights on the evolution over time of biodiversity awareness among consumers and how the beauty industry reports on biodiversity. Each year the Biodiversity Barometer adds new countries to the set of surveys while also periodically conducting recurring research in countries previously surveyed. Since the first edition of Biodiversity Barometer, in 2009, the global research organization IPSOS, on behalf of UEBT, has interviewed 31,000 consumers in 11 countries (Brazil, China, France, Germany, India, Japan, Peru, South Korea, Switzerland, the United Kingdom and the United States of America) (Union for Ethical Bio Trade 2013). These countries together have a population of almost half of the world's total population. The coverage is uneven however: Africa is not represented, nor are there a large number of megadiverse countries.

8. The results of the Biodiversity Barometer surveys suggest that between 2009 and 2013 there has been a steady increase in the number of people that can provide correct and partially correct definitions of the term biodiversity, rising to 67% of the individuals surveyed in 2013. According to the study, there is an increase in the level of consumer awareness regarding not only the term biodiversity, but also what it means (Union for Ethical Bio Trade 2013). However, across countries, these results also indicate that there are large variations in the number of people that have heard the term biodiversity and can correctly or partially define it (see Table 1). Over 11,000 people were surveyed for the 2013 Biodiversity Barometer.

Table 1 - Biodiversity Barometer results for 2013

Country	Percentage of respondents that have heard of biodiversity	Percentage of respondents that could provide a partial or correct definition of biodiversity	Percentage of respondents that could provide a correct definition of biodiversity
Brazil	96%	76%	51%
China	94%	86%	64%
France	95%	67%	39%
Germany	48%	34%	24%
India	19%	9.4%	0.4%
Japan	62%	50%	29%
Peru	52%	44%	7%
South Korea	73%	63%	47%
Switzerland	83%	55%	37%
United Kingdom	64%	39%	20%
USA	54%	36%	21%

Source: Union for Ethical Bio Trade 2013

9. More recently, the World Association of Zoos and Aquariums conducted a survey of zoo visitors, looking at visitors' awareness of biodiversity and of the actions they could take to conserve it. The survey included pre- and post-visit measurements in an attempt to capture the impact of a zoo visit on individuals' awareness of biodiversity. The survey was conducted by 30 zoos across Africa, Asia, Central and South America, North America, Europe and the Middle East and Oceania with over 6,300 valid surveys gathered. Approximately 70% of the visitors surveyed had a reasonable understanding of biodiversity while 30% had a poor or no understanding of the term. Of those visitors that could define biodiversity, 10% had an excellent understanding of the term. The results of the survey also indicated that visitors did not have a strong knowledge of the types of personal actions that could be taken to help protect biodiversity. Only approximately 50% of the actions identified by individuals were considered actionable at the individual level (World Associations of Zoos and Aquariums 2013). The survey will be repeated in 2015, following the introduction of new outreach and education tools including a promotional video, a smartphone application, and the roll-out of a campaign by participating zoos.

10. A further source of information on progress towards this Target, are trends in internet searches for biodiversity information. Information from Google trends, which reflects the number of Google searches for a given term relative to the total number of searches done, shows that searches for the term "biodiversity" and "ecosystem" have remained relatively stable since 2004 (see figure 1). This does not measure awareness of the term biodiversity or if individuals are aware of its value, but it does provide an indication of interest in biodiversity, suggesting that this has remained relatively stable over the last 10 years.

11. The results from these surveys suggest that people are gradually becoming more aware of the term biodiversity without necessarily understanding what it means or leading to actions to protect it. People are generally aware that biodiversity is important for human-well-being, and as a resource to combat climate change; people believe that eco-friendly products are important and that companies should report on their biodiversity-friendly practices, but it is not clear that this has translated into an increased willingness to purchase these products. People are also uncertain what impact their individual actions would have on biodiversity.

12. One encouraging sign of the growing awareness of the value of biodiversity among national Governments is provided in the current discussions on sustainable development goals (SDGs) within the

United Nations General Assembly. Many countries have called for the inclusion of biodiversity and ecosystems in the SDGs. The Secretariat worked with other United Nations entities to provide the official background document for governments on the issue of biodiversity, as well as fact sheets on the importance of biodiversity for sustainable development and human well-being. One of the emerging goals among the SDGs is, in fact, biodiversity and ecosystems.

III. CAPACITY-BUILDING ACTIVITIES AND TOOLS DEVELOPED BY THE EXECUTIVE SECRETARY IN COLLABORATION WITH OTHERS IN SUPPORT OF CEPA AND AICHI BIODIVERSITY TARGET 1

13. The Executive Secretary has created tools for integrating CEPA into the work of the Convention, including in the period before the implementation of the Strategic Plan for Biodiversity 2011-2020. These tools range from toolkits, developed with different audiences in mind, to outreach campaigns and specific information products.

14. In 2007, the Secretariat developed the CEPA toolkit, in collaboration with the Commission for Education and Communication (CEC) of IUCN. The toolkit provides facts, examples and checklists drawing upon the experience of actors from different parts of the world. It aims to help National Focal Points and NBSAP coordinators to plan, develop and implement effective communication and education interventions that make the conservation and sustainable use of biological diversity relevant, for a range of stakeholders. (<http://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>)

15. ICLEI Local Governments for Sustainability and the City of Cape Town, South Africa collaborated to produce a toolkit that will assist CEPA managers, practitioners and partners in planning the evaluation of their biodiversity communication, education and public awareness programmes. Four local governments - Cape Town, Edmonton, Nagoya and São Paulo - contributed case studies in 2012. <http://cbc.iclei.org/cepa-toolkit>

16. The Access and Benefit-Sharing Capacity-development Initiative for Africa produced a toolkit on strategic communication in 2012, which seeks to offer advice about the role, relevance and use of communication for implementing Access and Benefit-sharing (ABS) systems at the national level, not just for Africa, but in other contexts. It provides an overview of communication considerations, approaches and methods for the different phases of ABS implementation. The Guide is primarily aimed at people who are formally in charge of national ABS implementation, such as Focal Points or National Competent Authorities, as well as people who are otherwise involved in ABS implementation, such as officers in Ministries that are concerned with ABS, as well as industry, the science community, interested non-governmental organizations (NGOs) and other civil society groups. However, it can be used by anyone else who has a need to communicate about ABS. The purpose of this Guide is to help ABS experts and practitioners understand the relevance of strategic communication, assist people in charge of ABS with guidance and communication tools that support implementation of ABS and the Nagoya Protocol, and support people and organisations involved in ABS to communicate their interests.

http://www.abs-initiative.info/uploads/media/ABS_Guide_Strategic_Communications_English.pdf

17. The NBSAP Forum, a partnership hosted by the CBD Secretariat, UNDP and UNEP –WCMC, has developed an online portal (nbsapforum.net) which is intended to be a demand-driven platform for sharing data, information, case studies, queries and services for improving the quality of NBSAPs. The NBSAP Forum portal will provide a number of support functions, including: (a) a repository of useful resources for NBSAP practitioners which can be explored by Aichi Biodiversity Target or key themes; (b)

online forums where members can ask advice of, and share experiences with, fellow practitioners and technical experts; (c) a help desk facility and a list of Frequently Asked Questions to support NBSAP practitioners; and (d) a peer-review facility in which practitioners can seek support and guidance on NBSAP development from fellow practitioners and technical experts. <http://nbsapforum.net/>

18. Since 2008, the Secretariat has also convened, in the margins of the meetings of the Conference of the Parties to the Convention (COP), an interactive fair on Communication, Education and Public Awareness. The “CEPA fair” has provided a forum for Parties and stakeholder to the Convention to demonstrate their work in support of CEPA and Target 1. Activities at the fair have subsequently played a role in the further development of communication activities. (<http://www.cbd.int/cepa/fair/>) The CEPA fair has also been held during the meeting of the Parties to the Cartagena Protocol on Biosafety in 2008, 2010 and 2012 where series of presentations were made by Parties to the Cartagena Protocol which showcased their national experiences, good practices and lessons learned with regard to different issues related to communication education and public awareness.

19. The celebrations of the International Year of Biodiversity in 2010 represented an important opportunity for the mobilization of awareness. As reported on the website of the International Year (<http://www.cbd.int/2011-2020/iyb/>), celebrations were organized in virtually all countries of the world, and an impressive number of information products were created by Parties. The slogan and marketing campaign for the year were awarded a prize as the best international campaign by the Green Awards. The International Green Awards is an independent platform for sustainability intelligence, leadership and innovation (<http://www.greenawards.com/>). The awards judging panel comprises professionals from the fields of communications, business and sustainability, representing government, business and third sector initiatives aimed at promoting sustainability in the global arena. Key to the success of the International Year of Biodiversity was the development of a campaign that led with messages of hope which focused on the value of biodiversity, to which messages about the urgency of action were added. This messaging framework was also deployed in a flexible manner that allowed partners to build on a core message, and then add their own institutional elements.

20. As part of the messaging campaigns for the International Year of Biodiversity, the Secretariat developed, in collaboration with the CEC of IUCN, Wildscreen/Arkive, and Futerra Communications, the film “Love not Loss,” which presented a new approach to biodiversity messaging. This approach was also inspired and influenced by the work of the organization, Rare Conservation, a nongovernmental organization devoted to behavioural change campaigns (<http://www.rare.org/>), and further developed and integrated into social marketing approaches.

21. The Secretariat has also collaborated with the World Association of Zoos and Aquariums (WAZA) for the development of their UNDB communications campaign: “Biodiversity is Us” The ongoing campaign focuses on the linkages of humans to biodiversity and the benefits it provides. The campaign includes promotional materials to be used by Zoos and Aquariums, promotional videos and an application for smartphones. (<http://www.waza.org/en/site/conservation/biodiversity-is-us>)

22. The International Day for Biological Diversity (IDB) is a major tool that is increasingly being used by Parties to raise awareness and to focus their communications efforts. From the year 2003, when information on IDB celebrations held by Parties and organizations was first collected by the Secretariat, to the present, there has been an increase in the number of celebrations and activities reported, particularly after the year 2010. Table 2 provides data on activities reported to the Secretariat on IDB celebrations between 2003 and 2014. As this data is self-reported, there is a significant possibility that the actual number of celebrations may be higher.

Table 2. Reporting on Celebrations for the International Day for Biological Diversity

YEAR	THEME	PARTICIPATING COUNTRIES	PARTICIPATING ORGANIZATIONS
2014	Island Biodiversity (reported as of 28 May 2014)	66	11
2013	Water and Biodiversity	51	17
2012	Marine Biodiversity	71	12
2011	Forest Biodiversity	41	6
2010	Biodiversity, Development and Poverty Alleviation	62	9
2009	Invasive Alien Species	36	22
2008	Biodiversity and Agriculture	35	3
2007	Biodiversity and Climate Change	67	19
2006	Protect Biodiversity in Drylands	34	2
2005	Biodiversity: Life Insurance for our Changing World	19	3
2004	Biodiversity: Food, Water and Health for All	17	2
2003	Biodiversity and poverty alleviation - challenges for sustainable development	11	0
2002	Dedicated to forest biodiversity	N/A	N/A

Source: Secretariat of the Convention on Biological Diversity (www.cbd.int/idb)

23. The Green Wave is a global biodiversity campaign coordinated by the Secretariat to educate children and youth about biodiversity (greenwave.cbd.int). Using a web-based tool, it promotes a “wave” of tree-planting and other activities on the IDB and provides learning resources on biodiversity to support learning and activity throughout the year. Participants can upload photos and text summaries on The Green Wave website to share their tree-planting stories with other children and youth from around the world. The Green Wave contributes to worldwide celebrations of the IDB each year, has grown to mobilize hundreds of schools over the world and has raised awareness of the importance of biodiversity. Linked to The Green Wave, in collaboration with the Food and Agriculture Organization of the United Nations (FAO), the Secretariat also contributes to the FAO-led Youth and United Nations Global Alliance, including the preparation and publication of youth guides and challenge badges on issues including biodiversity, oceans and forests (<http://yunga-youth.weebly.com/>).

24. It is important to stress that in the development of communication campaigns for the work of the Convention, as well as for its Protocols, common approaches to CEPA and Target 1 have been used. Therefore, there have been important lessons learned and cross-fertilization with regard to the development of messaging, approaches to strategic communication, and delivery of information products. The result has been increased effectiveness in messaging.

IV. REFLECTION OF CEPA AND TARGET 1 IN NATIONAL BIODIVERSITY STRATEGIES AND ACTION PLANS

25. Raising awareness about the value of biodiversity is key to achievement of all other 19 Aichi Biodiversity Targets. In order to effectively mainstream biodiversity, its values need to be communicated, in ways that address the needs of specific audiences. Not surprising, therefore, CEPA has been reflected in national biodiversity strategies and action plans (NBSAPs) to include general communications campaigns, awareness-raising within the national Government across ministries,

educational initiatives, and actions targeted at particular sectors for which Aichi Targets exist, such as agriculture.

26. 23 of 25 revised NBSAPs submitted to the Secretariat were analysed for inclusion of a CEPA strategy. 10 included an explicit strategy and eight included a relevant target and plans to develop a strategy. Many of these contained targets or similar commitments related to increasing public awareness, the majority of which are in line with the general scope and aim of Aichi Biodiversity Target 1.

27. A few countries have also set quantitative targets. For example, Malta has established a target that 55% of its citizens should be aware of the term biodiversity and of the steps they can take to conserve and use it sustainably.

28. Some commitments have also been made with regards to specific issues. For example Suriname has set an objective of raising awareness of the importance of biodiversity in the agricultural and fisheries sectors. Other countries have set targets which focus on specific avenues for awareness-raising. For example, in its national biodiversity strategy and action plan, Belarus has committed to creating a network of “green schools” and to establishing 15 ecological centres.

29. In most cases, the integration of CEPA into the strategies included plans to mainstream biodiversity into education, whether in the formal system, or in other informal contexts of learning. Engagement with ministries of education was typically required for the former, while for the latter, partnerships with a variety of actors was required, including NGOs, local authorities, museums of natural history, and others.

30. Parties also sought to better coordinate biodiversity awareness-raising campaigns across ministries. In the past, ministries of natural resources, national parks and environment were frequently engaged in their own separate campaigns, with very little coordination between them. In addition, some Parties are beginning to incorporate the notion of strategic communication into their awareness-raising programmes. This takes the form of identifying target groups and matching them to key messages. In some instances, this was also explicitly linked to specific behavioural change outcomes and conservation goals.

31. Parties generally also recognized the need to communicate the various values of biodiversity as part of their awareness-raising campaigns. In a number of cases, this has meant engaging with the business community.

V. BEHAVIOURAL CHANGE METHODOLOGIES AND TARGET 1

32. There has been increasing attention to the relationship between awareness, values and behaviour change in order to better understand more effective ways to implement Target 1. Researchers are bringing together findings from the domains of social psychology, behavioural psychology and biodiversity conservation in order to better understand the different ways in which social-psychological and material factors interact with economic factors to shape behaviours that have an impact on the

conservation and sustainable use of biodiversity.¹ Recent literature from the behavioural sciences, point to a complex decision-making process whereby individuals do not always act as rational economic agents looking for optimum solutions but are motivated by factors such as ego, emotion, culture and religion, among others.² Identifying and understanding the factors that motivate and constrain individual, collective, and organizational behaviours can help contextualize and facilitate efforts to promote sustainable biodiversity management.

33. The research suggests that there are a great variety of tools and approaches to promote “pro-biodiversity” behaviours. The research also shows that these mechanisms could be excellent complements to mechanisms that use formal control and the enforcement of sanctions. Employing strategies that use motivations and social and moral, as well as economic incentives as the mechanisms for promoting behaviour change can not only bring about such changes, but can also more effectively empower people to sustainably manage biodiversity, which is an important factor. One emerging conclusion is that while education and information regarding the value of biodiversity to society is important, the impact is limited when learning tools are developed and delivered by external experts through a non-participatory process.

34. This research has been applied in the work of organizations such as Rare Conservation, which has carried out 265 campaigns in 56 countries to date (www.rare.org). PCI-Media Impact has employed the ideas of this research in their communication campaigns, currently running in 50 countries around the world (mediaimpact.org).

35. It is clear that more research is needed to understand how social-psychological and material factors interact with economic factors to shape pertinent responses and behaviours with an impact on biodiversity management.

VI. CONCLUSIONS

36. If achievement of Aichi Biodiversity Target 1 is to be realised, action will be needed by Parties, by stakeholders, and other actors at the global, regional and national levels, in support of which there may be an important role for the Secretariat in facilitating cooperation and capacity development to support achievement of this target.

37. For all actors, a better understanding is needed of the relationship between awareness and action, and in particular the relationship between awareness, values and behaviour change, in order to design better policy tools and interventions. Better coordination in the collection and compilation of existing information combined with enhanced efforts to assess trends in awareness of biodiversity would increase our ability to assess the effectiveness of the types of actions taken. More work with the social science community on the role of awareness and values in promoting change and on the motivations of actors would provide a stronger footing for additional work on this issue. Periodic monitoring of awareness of the values of biodiversity would also allow for baselines and trends in awareness to be assessed.

¹ Among some of the writing in this field, includes: Kahneman, Daniel, 2011, Thinking Fast and Slow Farrar, Straus and Giroux, USA, McKenzie-Mohr, D. Lee, N.R. Schultz, P.W. Kotler, P. 2012, Social Marketing to protect the environment What works, Sage publications, Los Angeles USA, Prager, K. Schultz “Understanding Behavioural Change: How to apply theories of behaviour change to SEWeb and related public engagement activities,” Life10 ENV-UK-000182 , P.W. “Conservation means behaviour,” Conservation Biology, 25: 1080-1083, Much of this previous literature has been brought together with work on institutions by: Anantha Kumar Duraiappah, Stanley Tanyi Asah, Eduardo S. Brondizio, Nicolas Kosoy, Patrick J O’Farrellm Anne-Helene Prieur-Richard, Suneetha M Subramanian and Kazuhiko Takeuchi, “Managing the mismatches to provide ecosystem services for human well-being: a conceptual framework for understanding the New Commons,” Current Opinion in Environmental Sustainability 2014.

² Duraiappah, AK, Asah S, Brondizio, ES, Prieur-Richard AH, Subramanian S: “Managing Biodiversity is About People” UNEP/CBD/SBSTTA/17/INF/1.

38. Existing networks should be mobilised to support communication efforts at all levels. A number of strong and active networks exist at global, regional and national levels, such as those involving natural history museums, botanical gardens, zoos and aquariums, cities and research institutes. These should be a priority, but other networks should also be created involving civil society, youth and other stakeholders that can strengthen outreach efforts.

39. Governments at all levels could better connect policy goals and behaviour-change goals with awareness-raising strategies. This would suggest that awareness-raising should become a key part of policy development and implementation, rather than only a stand-alone, separate effort. Coherent and strategic communication, education and public awareness efforts, alone and in partnership with other actors, should be developed, using a variety of communication and outreach vehicles. These efforts could be integrated into national biodiversity strategies and action plans (NBSAPs), and fully combined with any mainstreaming initiatives. In general, awareness-raising activities need to be more targeted interventions. Based on national-level priorities under the NBSAPs, key demographic groups can be identified for such actions. For example, those groups that set consumption trends or make important decisions affecting biodiversity for strategic biomes or areas of action could be a focus of such interventions.

40. There are multiple avenues for increasing awareness of biodiversity. These include formal learning through schools and universities, informal and non-formal learning both at home, at the local community level, at museums, botanical gardens, zoos, aquariums, and parks, as well as awareness that is generated from exposure to material on biodiversity featured on television and radio, in print publications, and on the internet and social media. Awareness and learning also occurs through participation in events and other opportunities for information exchange between stakeholders.

41. Parties could also take advantage of expertise in communication and awareness-raising currently held by civil society organizations, NGOs, regional and other United Nations agencies, as they design their strategies.

42. The Secretariat could support the development of capacity for CEPA in the framework of actions to support the attainment of the Aichi Biodiversity Targets, for example: serving as a global exchange and facilitating the development of a global communications campaign that would provide a strategic framework; the convening of workshops with relevant partners; updating of existing tools, including the CEPA toolkit; the development of new communication products and; the commissioning of relevant research and guidance.

43. Interaction and the sharing of experience with parties, partners and stakeholders will be crucial. The lessons learned from key groups, such as local and subnational authorities, indigenous and local communities, youth, women, as well as key actors in the United Nations system, such as UNEP, FAO, UNCTAD, UNDP, UNESCO and others, will be of particular relevance. Experience engaging with other international actors such as IUCN, Bioversity international and the World Association of Zoos and Aquariums, is also key.

44. It will be important to identify opportunities to create constellations of actors, organized around common goals and challenges. In this regard, it may be useful to pay particular attention to the creation of networks involving cities and their network of partners such as natural history museums, botanical gardens, zoos and aquariums, as well as the network of citizen groups that encompass youth, women and others. As places where government interacts very directly with citizens, and as the global population will become increasingly urban in the decades to come, this may be a priority area for work.