



# Secretariat of the Convention on Biological Diversity



Ref: SCBD/OMG/DANP/62251

12 February 2008

## NOTIFICATION

### **Fair on experiences and best practices in Communication, Education and Public Awareness (CEPA) at the Ninth meeting of the Conference of the Parties (COP-9)**

Dear Madam/Sir,

I have the honour to inform you that a fair on experiences and best practices in Communication, Education and Public Awareness (CEPA) will be held at the margins of the ninth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP-9) to be held in Bonn, Germany, from 19-30 May 2008.

CEPA is central to the implementation of the Convention. It is for this reason that Article 13 encourages the promotion of the importance of, and the measures required for, the conservation of biological diversity through the media and the inclusion of relevant topics in educational programmes. The importance of CEPA to the mainstreaming of biodiversity into a variety of sectors is also reflected in the Strategic Plan.

With this in mind, the Fair, which will be organized jointly with the Government of Germany as the host of the ninth meeting of the Conference of the Parties, will include displays and presentations on the following themes:

- (a) national CEPA strategies and their contribution to implementation;
- (b) mobilization of the media for communication of messages on the importance of biodiversity for human well-being and of the Convention and its objectives;
- (c) integration of biodiversity considerations into education including formal and informal contexts, and *inter alia* primary, secondary, university, and professional training;
- (d) best practices in raising public awareness, including communicating with stakeholders and major groups, including business and other important economic sectors.

To: CBD National Focal Points and International Organizations



United Nations  
Environment Programme

413 Saint-Jacques Street, Suite 800  
Montreal, QC H2Y 1N9, Canada

Tel : +1 514 288 2220  
Fax : +1 514 288 6588

<http://www.cbd.int>  
[secretariat@cbd.int](mailto:secretariat@cbd.int)

Parties and organizations will have the opportunity to present their materials in a variety of formats. The following are suggested:

- Presentation of posters
- Display of printed materials
- Display of CD-ROMs
- Presentation of videos
- Events and presentations

To ensure maximum flexibility in presentations, and to take into account the different resource capabilities of Parties, it will also be possible to mount a display for only some of the days of the COP. Participants will be expected to have a resource person on hand at the fair during the entire time of their display.

The Secretariat invites Parties, other Governments, development agencies, research institutions, and other relevant organizations and initiatives to register their interest to showcase their CEPA projects and activities with the Secretariat at their earliest convenience, but **no later than 26 March 2008**.

In order to facilitate the organization of the Fair, indications of interest should include a short description of the proposed activities (one page maximum), presentations and/or material to be showcased, including any audio-visual requirements. The dates for display and/or presentations should also be indicated.

It is important to note that, due to restricted room capacity, only a limited number of exhibitors can be offered the opportunity to showcase their work. The Secretariat reserves the right to select the exhibitors. Also note that limited support will be provided for PC-based materials and will be allocated on a first-come-first-served basis. Parties are therefore encouraged to provide their own laptops. Internet access will be made available. A large screen, with audio system will also be available for the display of films and presentations.

Please accept, Madam/Sir, the assurances of my highest consideration.

Ahmed Djoghlaif  
Executive Secretary