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22 September 2009

NOTIFICATION

The Green Wave 2010

Dear Madam/Sir,

I am pleased to share with you the latest news on *The Green Wave*, the global biodiversity outreach project for children and youth that supports the goals of the Convention on Biological Diversity to communicate, educate and raise public awareness on biodiversity. Following its extremely successful contribution to the celebration of the International Day for Biological Diversity on 22 May 2009, *The Green Wave* is now preparing to reach out to young people worldwide during 2010, the International Year of Biological Diversity (IYB).

In 2009, over 600 groups of children and youth from more than 70 countries took part in *The Green Wave*. I would like to applaud the efforts of focal points and supporters of *The Green Wave* to involve children and youth in the project around the world. I would like in particular to applaud the contribution of Japan as the host of the tenth meeting of the Conference of the Parties for celebrating *The Green Wave* in Japan, including in Aichi, Nagoya, Ishikawa and Tokyo. I would like to make note also of support provided to schools in many countries by the Small Grants Programme of the Global Environment Facility, the efforts of ministries of environment and education of several CBD Parties, and the involvement of NGOs and other networks such as Germany's partner schools abroad. With such help, participation has been tremendous and submissions have flooded in. Some countries established significant national programmes linked to *The Green Wave*, for example Algeria where more than 300,000 school-children from nearly 4,000 schools took part in an afforestation initiative involving planting of more than 300,000 trees that will contribute to the UNEP-led Billion Tree Campaign.

In June, the United Nations Secretary-General Ban Ki-moon issued a message thanking those who have supported *The Green Wave* and reminding us that there is no better place to start raising awareness and inspiring action for biodiversity than in schools and families. The Secretary-General also commended Airbus and National Geographic for their partnership in support of the initiative. With an aim to establish the most far-reaching biodiversity outreach initiative for children, youth and their families, Airbus, National Geographic and the CBD

To CBD National Focal Points



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Secretariat launched a photo competition to encourage involvement in *The Green Wave* and provide information on biodiversity (www.seethebiggerpicture.org).

The IYB represents a unique opportunity to raise awareness of the vital role that biodiversity plays in protecting life on Earth, and throughout the year all of our partners around the world will mobilize and make a collective effort aimed at the conservation and sustainable use of biodiversity so that all of us can share in its benefits. Equally *The Green Wave* has established itself as a unique tool to support Parties in their efforts to communicate with and involve young people in actions to support the conservation of biodiversity and sustainable use of its components. Already significant progress has been made in building further partnerships to involve many more children and youth worldwide in 2010.

One way for Parties to join efforts is to promote, support and celebrate *The Green Wave* with the children and youth during the whole school year and particularly on the International Day for Biological Diversity - 22 May. I urge Parties to work collaboratively with their Ministries of Education in bringing the project to all schools.

For more information about getting involved in *The Green Wave*, please visit the website (greenwave.cbd.int) or contact greenwave@cbd.int.

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

Ahmed Djoghlaif
Executive Secretary