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7 July 2010

## NOTIFICATION

### Survey on the Communication, Education, and Public Awareness (CEPA) Toolkit

Dear Madam/Sir,

Communication, Education and Public Awareness (CEPA) is instrumental in helping to clarify the complexity of the issues surrounding biodiversity. Reflecting this importance, the IUCN Commission on Education and Communication (CEC), as part of its contribution to the International Year of Biodiversity, is in the process of establishing better tools and methods aimed at improving communicating biodiversity.

In light of the above, we are interested in your feedback regarding the CEPA Toolkit (<http://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>) which was designed specifically for use by National Focal Points and those charged with implementing of the National Biodiversity Strategy and Action Plans (NBSAP). Fact sheets, checklists and practical examples with global perspectives make the toolkit a valuable and useful recourse.

In order for us to effectively improve these existing communication tools, we have designed a short survey which will provide us with valuable inputs, help us to better understand user needs, and point us in the direction that needs strengthening.

The online survey can be accessed at <http://www.surveymonkey.com/s/C3FP5BY>. It should take no more than ten minutes to complete. Kindly submit your survey results at your earliest convenience but no later than **21 July 2010**.

I would like to thank you in advance for taking the time to participate in this important exercise.

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

Ahmed Djoghlaif  
Executive Secretary

To: CBD National Focal Points and International Organizations