



SCBD/OMG/DA/fd/78976

15 February 2012

NOTIFICATION

Subject: Fair on Experiences and Best Practices in Communication, Education and Public Awareness (CEPA) at the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 11) - Hyderabad, India

Dear Madam/Sir,

Continuing to build on the success of the Communication, Education and Public Awareness (CEPA) Fair held during the ninth and tenth meetings of the Conference of Parties to the Convention on Biological Diversity, I am pleased to inform you that the third CEPA Fair will be held on the margins of the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity, to be held from 8-19 October 2012 in Hyderabad, India.

The CEPA Fair provides an opportunity for Parties and Organizations to highlight their work and its contribution to the implementation of the three objectives of the Convention. In addition, this year's Fair offers a platform for highlighting activities and celebrations in support of the United Nations Decade on Biodiversity (UNDB) 2011-2020.

The UNDB coincides with the duration of the Strategic Plan for Biodiversity 2011-2020, adopted by the Conference of the Parties at its tenth meeting held in Nagoya, Japan. It contains challenging targets to help achieve the three objectives of the Convention and the Millennium Development Goals. Under the theme of "Living in Harmony with Nature", the UNDB is a tremendous opportunity for Parties and Organizations to demonstrate experiences and information products designed to communicate the value of biodiversity for human well-being.

The CEPA Fair at COP 11 will include two components:

1) Exhibition of materials for the United Nations Decade on Biodiversity (UNDB)

During the CEPA Fair, a number of display stations will be available for the presentation of outreach materials produced for the UNDB, including the following:

- Presentation of posters
- Display of printed materials
- Display of CD-ROMs

To ensure maximum flexibility in presentations, and to take into account the different resource capabilities of exhibitors, it will also be possible to mount a display for only some of the days of the COP. Exhibitions of UNDB materials are to be mounted by representatives of Parties.

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To: CBD National Focal Points and relevant stakeholders, including indigenous and local communities

Proposals for the displays of these materials are to be submitted to the Secretariat and to include the following information:

- Name and description of material
- Name and contact information of exhibitor

Please note that exhibitors are responsible for all matters and costs relating to the shipping of their own materials, including all customs arrangements and provisions for any return shipments.

2) Side events focusing on CEPA as a tool in support of the Strategic Plan and the United Nations Decade on Biodiversity

Throughout the COP 11, side events on CEPA will be held at the CEPA Fair on a number of themes. Parties and organizations will be invited to submit proposals of short presentations that demonstrate activities related to the theme. In so doing, Parties are requested to focus on the linkages of their activities to the implementation of the Strategic Plan and support to the United Nations Decade on Biodiversity. Proposals that bring together more than one Party or organization under an activity are encouraged. Proposals should include the following:

- Name and description of the activity
- Information on the agency and its partners who are implementing the activity
- Its relevance to one of the themes
- Links to any online resources that describe the activities
- Name of the presenter
- Audio visual requirements

The themes under which proposals may be submitted are the following:

- Biodiversity monitoring and citizen science
- Building capacity for CEPA at national and regional levels
- Mainstreaming biodiversity into education for sustainable development
- Natural history museums, zoos, botanical gardens and CEPA
- Social networking and CEPA
- Indigenous and local communities (ILCs) and communicating traditional knowledge
- Indicators for Public Awareness

In the context of these two elements, 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 1 June 2012**. Kindly submit your request to secretariat@cbd.int and please include in the subject line "CEPA Fair COP 11".

Please 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.

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

Braulio Ferreira de Souza Dias
Executive Secretary