

NOTIFICATION**Invitation to participate in the global campaign for the 25th anniversary of the International Initiative for the Conservation and Sustainable Use of Pollinators**

Dear Sir or Madam,

This year marks the 25th anniversary of the International Initiative for the Conservation and Sustainable Use of Pollinators (IPI). The establishment of the IPI as a cross-cutting initiative under the Programme of Work on Agricultural Biodiversity was mandated by [decision V/5](#), adopted at the fifth meeting of the Conference of the Parties to the Convention on Biological Diversity.

As part of the celebrations of IPI25, the Secretariat invites high-level representatives of Parties and relevant organizations to share messages in one of the six official languages of the United Nations for publication on the IPI25 webpage hosted on the Convention's website. Video clips (not exceeding two minutes in duration; in landscape orientation) or alternatively a written statement (not exceeding 450 words) should be transmitted by e-mail, indicating the name and title of the speaker/author, to secretariat@cbd.int, no later than **30 September 2025**. The message could highlight the essential role of pollinators for biodiversity, agriculture, forestry, health, nutrition, and traditional knowledge, among others, as well as the progress and achievements related to the conservation of pollinators your country/organization has made over the last quarter century.

This message will be a key element in our efforts to engage people in the global campaign to raise awareness on the importance of maintaining the diversity of pollinators for life on Earth. The owners of these messages are also invited to disseminate them widely through their institutional web and social media channels with the **#IPI25** hashtag.

The Secretariat is currently developing a suite of communication products to enable a broad uptake of the IPI25 campaign, including a logo and digital assets for messaging and advocacy on social media. The suite of communication products will be posted on the IPI25 webpage by 20 October 2025.

I thank you and look forward to your participation in the IPI25 global campaign.

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

(Signed) Astrid Schomaker
Executive Secretary

To: CBD national focal points, ABS focal points, Cartagena Protocol focal points, SBSTTA focal points, indigenous peoples and local communities, and relevant organizations