



Biodiversity is life



2010 International Year of Biodiversity

Biodiversity is our life

## Communication Education and Public Awareness (CEPA)

Biodiversity generates much interest. Zoos, aquariums, botanical gardens and nature shows are always popular. Yet beyond the knowledge of a few charismatic species there exists a gap in public awareness about the critical role biodiversity plays in providing the essentials for our survival and wellbeing.

A lack of awareness, however, means less public support for the conservation and sustainable use of biodiversity. The Convention on Biological Diversity's Communication, Education and Public Awareness (CEPA) programme helps governments, educators and others create the tools and networks of experts needed to answer biodiversity and sustainability questions, raise public awareness and integrate biodiversity into education systems worldwide.

CEPA encourages and supports collaboration among countries, international organizations and the media for developing public awareness programmes about conservation and the sustainable use of biodiversity. Working with partners like the IUCN Commission on Education and Communication or UNESCO to create toolkits, identify experts and organize training for capacity development ensures that tools are suitable for any context.

The International Day for Biological Diversity, every 22 May, provides an excellent opportunity to celebrate biodiversity. Countries organise activities, events and celebrations around special themes.

The Green Wave is an ongoing worldwide campaign bringing together children and youth to raise awareness about biodiversity. Schools are welcome to join and organise activities that can be registered online.

2010 is the International Year of Biodiversity. Countries, organisations and individuals are encouraged to organise activities and events that raise the global profile of biodiversity.



Convention on  
Biological Diversity

[www.cbd.int/cepa](http://www.cbd.int/cepa)



## Fast Facts

- ▶ Although a majority of EU citizens had heard of the term biodiversity, only 35% said that they also knew what biodiversity meant
- ▶ The general public tends to understand biodiversity loss mostly as a species-focused concept
- ▶ Many people are ready to make personal efforts to protect biodiversity, but do not know what they should be doing
- ▶ Biodiversity loss at a global level is considered to be more important than the loss at the national level
- ▶ Deforestation continues as six million hectares of primary forest has been lost annually since 2000
- ▶ The average abundance of species is declining—40% loss between 1970 and 2000
- ▶ Unsustainable consumption continues as demand for resources worldwide exceeds the biological capacity of the Earth by about 20%
- ▶ Hard coral cover declined from 50 to 10% in the Caribbean over the last 30 years
- ▶ In the North Atlantic, large fish have declined by 66% in the last 50 years, due to overfishing.

## Learn More

CEPA Toolkit ▶ [www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf](http://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf)

International Year of Biodiversity ▶ [www.cbd.int/iyb](http://www.cbd.int/iyb)

International Day for Biological Diversity ▶ [www.cbd.int/idb](http://www.cbd.int/idb)

The Green Wave ▶ [greenwave.cbd.int](http://greenwave.cbd.int)

Plant for the Planet Billion Tree Campaign ▶ [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign)

Children and youth ▶ [www.cbd.int/education/biodiv-edu/youth](http://www.cbd.int/education/biodiv-edu/youth)

Teacher's corner ▶ [www.cbd.int/education/biodiv-edu/teachers-corner](http://www.cbd.int/education/biodiv-edu/teachers-corner)

Indigenous education ▶ [www.cbd.int/education/biodiv-edu/indigenous](http://www.cbd.int/education/biodiv-edu/indigenous)

Article 13 of the CBD ▶ [www.cbd.int/convention/articles.shtml?a=cbd-13](http://www.cbd.int/convention/articles.shtml?a=cbd-13)

IUCN Commission on Education and Communication ▶ [cec.wcln.org](http://cec.wcln.org)

UNESCO ▶ [www.unesco.org/mab/biodiv/biodivEducation.shtml](http://www.unesco.org/mab/biodiv/biodivEducation.shtml)

The Decade of Education for Sustainable Development

▶ [www.unep.org/Training/programmes/undesd.asp](http://www.unep.org/Training/programmes/undesd.asp)

UN Conference on Environment and Development (UNCED)

▶ [www.un.org/geninfo/bp/enviro.html](http://www.un.org/geninfo/bp/enviro.html)

Agenda 21, Chapter 36 ▶ [www.un.org/esa/dsd/agenda21/res\\_agenda21\\_36.shtml](http://www.un.org/esa/dsd/agenda21/res_agenda21_36.shtml)

Key policy issues ▶ [www.cbd.int/education/policy](http://www.cbd.int/education/policy)

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