



TOGETHER  
ACHIEVING  
AICHI  
BIODIVERSITY  
TARGET 1



Convention on  
Biological Diversity

## INVITATION

# CEPA FAIR EVENT AT CBD COP-13 CBD/WWF PARTNERSHIP ON AICHI BIODIVERSITY TARGET 1 - CEREMONIAL SIGNING OF THE MOU

AICHI  
BIODIVERSITY  
TARGET 1

Wednesday 14th Dec, 4.30 pm

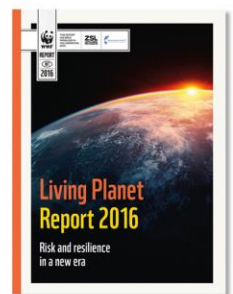


*By 2020 at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.*

**Braulio de Souza Dias and Marco Lambertini invite you to the Ceremonial Signing of the Memorandum of Understanding at COP-13's CEPA Fair.**

In April 2016, CBD's Executive Secretary Braulio de Souza Dias invited WWF's Director General Marco Lambertini to champion Aichi Biodiversity Target 1 (ABT1) of CBD's Strategic Plan 2011 – 2020. This partnership intends to foster CBD's **Global Communication Strategy as a matter of urgency** to make significant progress in achieving that target by 2020 at the latest.

A Memorandum of Understanding (MOU) between WWF and the SCBD sets the cornerstone for joint activities over the next 4 years. The partners highlighted that the challenge is huge and will require mobilizing additional funding in support of joint communication activities. Moreover, strong engagement of other partners and involvement of all CBD Parties is essential to harvest success in raising awareness for biodiversity and in scaling up activities.



*Examples of key flagship products that reinforce biodiversity awareness and contribute to achieving ABT1.*



UN **BIODIVERSITY**  
CONFERENCE  
**COP13-COPMOP8-COPMOP2**  
CANCUN, MEXICO 2016  
MAINSTREAMING BIODIVERSITY FOR WELL-BEING

## Programme Outline

4.30 – 4.40 pm **Welcome to the event**  
Omar Vidal, CEO WWF Mexico  
  
Hon. Rafael Pacchiano Alamán, Minister of the Environment and Natural Resources of Mexico (SEMARNAT) and President of CBD COP-13

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4.40 – 4.50 pm **Note by CBD**  
Braulio de Souza Dias, Executive Secretary SCBD

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4.50 – 5.00 pm **Note by WWF**  
Sudhanshu Sarronwala  
Executive Director, Marketing & Communications, WWF International

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**Video Message by Marco Lambertini**  
Director General, WWF International

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**Ceremonial Signing of the Memorandum of Understanding**

Braulio de Souza Dias and Sudhanshu Sarronwala

**Witness of Honor**

Hon. Rafael Pacchiano Alamán, Minister of the Environment and Natural Resources of Mexico (SEMARNAT) and President of CBD COP-13

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5.10 – 5.20 pm **#togetherpossible – collaborating to achieve Aichi Biodiversity Target 1**  
Sudhanshu Sarronwala  
Executive Director, Marketing & Communications, WWF International

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5.20 – 5.30 pm **Engagement of the German Government**  
Elsa Nickel, Conservation Director  
Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

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5.30 – 5.40 pm **Engagement of the Swiss Government**  
Norbert Baerlocher, Head of Rio Conventions Section,  
International Affairs, Swiss Federal Office for the Environment

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5.40 – 5.50 pm **Engagement of the Mexican Government**  
Dr. Carlos Galindo, General Director for Science Communication  
CONABIO

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5.50 – 6.00 pm **Closing remarks**  
Omar Vidal, CEO WWF Mexico

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6.00 – 6.30 pm **Reception**

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**Facilitators**

Davis Ainsworth, Information Officer, CBD Secretariat  
Guenter Mitlacher, CBD Focal Point, WWF Germany

**COP 13 event ID: #3144**

### CONTACT

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