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.

**INVITATION**

**CEPA FAIR EVENT AT CBD COP-13**

**CBD/WWF PARTNERSHIP ON AICHI BIODIVERSITY TARGET 1 – CEREMONIAL SIGNING OF THE MOU**

**Wednesday 14th Dec, 4.30 pm**

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.
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

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

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

Video Message by Marco Lambertini
Director General, WWF International

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

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

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

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

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

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

6.00 – 6.30 pm  Reception

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