



Communication, Education and Public Awareness **CEPA Fair**

Virtual Presentation

Those who are unable to attend the COP, or are unable to showcase their work at the CEPA Fair, but still wish to do so, have the possibility to [participate virtually](#).

Indo-German Biodiversity Programme



Implemented by



**Let's Invest in Nature: An awareness campaign by the
Indo-German Biodiversity Programme**

'Let's Invest in Nature' (#LetsInvestInNature) is a special series of video stories designed by the Indo-German Biodiversity Programme. It is dedicated to estimating and mainstreaming the true economic value of biodiversity in business-related decisions and policy making in India.

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Background

The Indian Ministry of Environment, Forest and Climate Change (MoEFCC) launched "The Economics of Ecosystems and Biodiversity – India Initiative" (TII) during CBD CoP 11 with the aim of making the values of biodiversity and linked ecosystem services explicit for consideration and mainstreaming into developmental planning. TII targeted action at the policy making levels, the business decision level and awareness of citizens. TII was implemented by the Indo-German Biodiversity Programme of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH under the framework of German Cooperation.

Making citizens aware about biodiversity and ecosystems values and their relation to human well-being has been an integral approach of TII. The #LetsInvestInNature video series of IGBP contributes to Aichi Biodiversity Target 1 by creating awareness for the economic value of ecosystems. It also provides an example for using social media and networks for communicating biodiversity and showcasing CEPA success stories.



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minutes long, that showcase the co-dependence of the health of ecosystems and that of human beings.

1. Mangroves: The Green Coastal Infrastructure
2. Going the Chilika Way
3. Managing Willows in Wular
4. The little Rann of Kachchh
5. Western Ghats – The Green Gold of India
6. Wise Use of Loktak
7. Why Save the Vultures?
8. Fishing Holiday – Nature at Work
9. Human Elephant Conflict
10. Restoring Ousteri Wetlands
11. Good Clams of Ashtamudi
12. Managing Bycatch
13. Restoring Kanwar Jheel
14. Let the River Ken Flow

More information:

<http://indo-germanbiodiversity.com/video-gallery-4.html>