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Communication, education and public awareness

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Note by the Secretariat

I. Introduction

1. In its decision [15/14](#), the Conference of the Parties requested the Executive Secretary to update the programme of work on communication, education and public awareness for the Convention on Biological Diversity and develop further guidance for implementation at the national, subnational and local levels, for consideration by the Subsidiary Body at its fourth meeting and the Conference of the Parties at its sixteenth meeting. In the present note, a review is provided of the decisions of the Conference of the Parties outlining the implementation of the programme of work on communication, education and public awareness; and the strengths and shortcomings of the work undertaken. A recommendation on the future direction for activities in line with the Kunming-Montreal Global Biodiversity Framework is presented in the annex to this document.

II. Background on the programme of work on communication, education and public awareness

2. The programme of work on communication, education and public awareness comprises activities carried out by the Secretariat, Parties and other relevant actors in response to the directions of the Conference of the Parties provided in its decisions, [VI/19](#),¹ [VIII/6](#), [IX/32](#), [X/18](#) and [XIII/22](#). The implementation of the programme of work, which has focused primarily on actions that support communication and public awareness, including the implementation of Aichi Biodiversity Target 1, has evolved over time.

3. In its decision VIII/6, the Conference of the Parties adopted a shortlist of priority activities and an implementation plan for the programme of work on communication, education and public awareness. Those priority activities were meant to constitute the communication, education and public awareness dimensions of the ongoing programmes of work of the Convention in thematic areas and cross-cutting issues.

4. The shortlist of priority activities was formulated to provide a coherent framework for guiding implementation of the programme of work on communication, education and public awareness. This took into consideration the related work of other organizations and the need to build on the success

* CBD/SBI/4/1.

¹ Pursuant to decisions [IV/10 B](#) and [V/17](#) of the Conference of the Parties.

and strengths of these efforts while providing a focused framework for the implementation of identified activities at national, regional and international levels. In its decision IX/32, the Conference of the Parties encouraged the Executive Secretary to continue to use that approach and invited Parties to double their efforts to implement the programme of work, taking into account the Agenda for Action.²

5. In its decision X/18, the Conference of the Parties invited Parties to continue and further improve communication, education and public awareness activities for promoting awareness and education, using the goals and targets of the Strategic Plan for Biodiversity 2011–2020,³ the framework of the Agenda for Action and, where appropriate, the proposed United Nations Decade on Biodiversity, with the full and effective participation of all stakeholders, including indigenous peoples and local communities. Parties were invited to establish focal points and implementation bodies, as proposed under priority activity 1 (decision VIII/6, annex II, sect. 2).

6. The Secretariat carried out activities in collaboration with the International Union for Conservation of Nature and its Commission on Education and Communication. A communication, education and public awareness tool kit for national focal points and national biodiversity strategy and action plan coordinators (CEPA toolkit)⁴ was developed for use by focal points to the Convention and those involved in the updating of national biodiversity strategies and action plans. The Nature for All initiative,⁵ which includes the World Commission on Protected Areas as a partner, aims at connecting people with biodiversity in the interests of facilitating experiential learning and behavioural change. The initiative produced important research which supported enhanced action on connecting people with nature as a key strategy for achieving the Aichi Biodiversity Targets.⁶

7. During the period of 2011–2020, activities of the Executive Secretary and Parties centred largely on ensuring that Aichi Biodiversity Target 1, whose aim is that 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, was achieved, including through efforts that addressed communication, education and public awareness. This focus was sustained throughout the United Nations Decade on Biodiversity.⁷ The Executive Secretary devoted considerable efforts to improving traditional and social media outreach in the interests of creating visibility for biodiversity issues both among international organizations and among global media outlets.

8. In its decision XIII/22, the Conference of the Parties invited the Executive Secretary and Parties to implement the Framework for a Communications Strategy. The Framework was intended to serve as a guide for activities at all levels, including national communications strategies, by providing clarification on goals, messaging, branding and suggested audiences and to further advance communication, education and public awareness in the context of the United Nations Decade on Biodiversity.

9. During the period 2011–2020, activities were undertaken to support education, including an Expert Workshop on Education, co-organized with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and held in Paris in March 2008;⁸ and workshop 7 on mainstreaming biodiversity into education and learning, at the UNESCO World Conference on Education for Sustainable Development, held from 31 March to 2 April 2009 in Bonn, in which the Secretariat played a key role.⁹

² See UNEP/CBD/COP/9/INF/3.

³ Decision X/2 of the Conference of the Parties, annex.

⁴ See www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf.

⁵ See www.iucn.org/our-union/commissions/group/iucn-cecwcpa-natureforall-intercommission.

⁶ See CBD/SBSTTA/22/INF/34.

⁷ In its resolution 65/161, the General Assembly declared the period 2011–2020 the United Nations Decade on Biodiversity.

⁸ See CBD/COP/9/INF/23.

⁹ See <https://unesdoc.unesco.org/ark:/48223/pf0000185056>.

III. Results of the programme of work

10. The activities arising from the decisions discussed above produced strong results for communication and public awareness at the global level and important successes at the national level with regard to the achievement of Aichi Biodiversity Target 1. However, advances on the education component were more measured.

11. In its survey of 16 countries over 11 years, the Union of Ethical Biotraders through its Biodiversity Barometer indicator, which was an agreed indicator for Aichi Biodiversity Target 1, found a significant growth in biodiversity awareness in most of the countries surveyed. In Brazil, France, Germany, the United Kingdom of Great Britain and Northern Ireland and the United States of America, where data are strongest, the level of awareness rose collectively from 67 per cent in 2010 to 78 per cent in 2020. In Germany, the United Kingdom and the United States, awareness has risen significantly since 2009. In Germany, awareness rose from 29 to 72 per cent; in the United Kingdom, from 59 to 87 per cent; and in the United States, from 48 to 72 per cent.

12. The Worldwide Wildlife Fund, in collaboration with the Economist Intelligence Unit, found evidence of an “eco-awakening” in its review of social media traffic. On Twitter, the number of posts related to nature loss and biodiversity increased by 65 per cent between 2016 and 2020. The increase in the number of tweets related to the loss of biodiversity and nature can be seen especially in emerging markets: an increase of 38 per cent across Asia, 53 per cent in sub-Saharan Africa, 136 per cent in Latin America (between 2016 and 2019) and a staggering 550 per cent in India, from 230,020 in 2016 to 1.5 million in 2020. The popularity of Google searches for terms related to biodiversity and nature loss, relative to all searches, grew by 16 per cent globally between 2016 and 2020.

13. The results of efforts by Parties were presented in the fifth edition of the *Global Biodiversity Outlook*, which reported an apparent increase in the preceding decade in the proportion of people who had heard of biodiversity and understood the concept. Understanding of biodiversity appeared to be increasing more rapidly among younger people. The *Global Biodiversity Outlook* showed that the majority of national biodiversity strategies and action plans (87 per cent) contained targets related to Aichi Biodiversity Target 1. Of the Parties that had assessed progress towards their national targets, half reported that they were on track to reach them (49 per cent) or exceed them (1 per cent). Most of those in the other half (46 per cent) reported that they had made progress towards their targets, albeit not at a rate that would allow them to meet them. A few Parties (4 per cent) reported no progress. However, only about one third of the national targets (32 per cent) were on a par with Aichi Biodiversity Target 1 in terms of the scope and level of ambition. Most targets appeared to focus on increasing awareness of biodiversity but there were fewer national targets that addressed the challenge of making people aware of the actions that they could take to conserve biodiversity. Of the Parties that had assessed progress, fewer than one quarter (23 per cent) had national targets similar to Aichi Biodiversity Target 1 and were on track to meet them.

14. The educational work of the Secretariat conducted in partnership with UNESCO has had an impact on materials and curricula developed by UNESCO and its partners in the context of education for sustainable development. These outputs included the Biodiversity Learning Kit¹⁰ used in the UNESCO Associated Schools Network and the UNESCO Chairs network. There are fewer data beyond these, however, for measuring efforts to mainstream biodiversity into formal and informal education at national levels. Along similar lines, work conducted in partnership with the Food and Agriculture Organization of the United Nations contributed to the development of an educational series of Challenge Badges and Youth Guides addressing, for example, biodiversity, soils, pollinators and nutrition. Youth Guides include guides to biodiversity, forests and the ocean.¹¹

¹⁰ See <https://unesdoc.unesco.org/ark:/48223/pf0000245981>.

¹¹ See www.fao.org/yunga/resources/en/.

15. It is important to note that at the level of communication and public awareness, in recent years, the Executive Secretary has greatly developed the presence of the Convention Secretariat on social media with strong results, as regards both audience reach and engagement.¹² Detailed reports on engagement and the reach of the social media accounts for the Secretariat for the years 2020 to 2024 show a growing presence and a strong engagement rate for the platforms managed by the Secretariat.

IV. Analysis

16. The programme of work and activities on communication, education and public awareness experienced successes and challenges similar to those experienced under the Strategic Plan for Biodiversity 2011–2020 and the Aichi Biodiversity Targets, as identified in the fifth edition of the *Global Biodiversity Outlook*. In particular:

(a) Only some Parties implemented the shortlist of priority activities or the provisions of the Agenda for Action or mobilized sufficient resources to carry out activities. Where positive efforts were made, strong results were achieved. Where the activities were not carried out, advances were diminished;

(b) Communication, education and public awareness were not planned with a view to enabling greater interaction between ministries responsible for biodiversity and those addressing issues related to other sectors, nor was there greater engagement across society. As indicated in the *Global Biodiversity Outlook*, many of the issues addressed under the Convention are interrelated and consequently require integrated, holistic approaches to planning and implementation;

(c) Activities related to communication, education and public awareness did not sufficiently cultivate the involvement of women, indigenous peoples and local communities, and a broad set of stakeholders;

(d) Despite the intentions, communication, education and public awareness were poorly integrated into national biodiversity strategies and action plans and planning approaches, except in particular national examples;

(e) Actions to advance education, in line with the findings of the Expert Workshop and UNESCO Conference on Education for Sustainable Development, were not followed up beyond actions taken by UNESCO and efforts at national level were patently uneven;

(f) Despite the proposed actions, there was a lack of capacity development at the national level for communication, education and public awareness activities. This, coupled with a shortage of resources for Parties, particularly small island developing States and least developed countries, made for less robust outcomes.

17. The shortcomings described above should be addressed in new activities and directions for work on communication, education and public awareness.

V. The way forward

18. Parties should be encouraged to implement those parts of the programme of work on communication, education and public awareness that remain relevant. This includes the Agenda for Action, the shortlist of priority activities, the Framework for a Communications Strategy adopted by the Conference of the Parties in decision XIII/22 and other relevant actions. Such implementation by Parties should be undertaken as a part of the overall revision of their national strategies for communication, education and public awareness.

19. Moreover, work on communication, education and public awareness needs to be fully integrated into the implementation of the Kunming-Montreal Global Biodiversity Framework,

¹² See the Convention on Biological Diversity CBD Communications (Social Media) website (<https://sites.google.com/view/cbd-communications/communications-reports/social-media>).

including into efforts towards achieving all of the goals and targets under the Framework. Furthermore, any programme of work should, in particular, align with and operationalize the following elements of the Framework:

(a) Section K on communication, education, awareness and uptake, including each of its seven paragraphs;

(b) Section C on considerations for the implementation of the Framework which emphasizes the importance of formal and informal education;

(c) Targets 15, 16 and 21, under which communication, education and public awareness are presented as integral to changing patterns of consumption and the strengthening of awareness-raising is called for.

20. A suggested means of incorporating these additional elements is set out in the description of actions needed to align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework, which is contained in the annex to the draft decision recommended for adoption by the Conference of the Parties in section VI directly below.

VI. Recommendation

21. In the light of the analysis provided above, the Subsidiary Body on Implementation may wish to consider recommending that the Conference of the Parties, at its sixteenth meeting, adopt a decision along the following lines:

The Conference of the Parties,

Recalling its decision 15/14 of 19 December 2022, in which the Conference of the Parties to the Convention on Biological Diversity requested the Executive Secretary to update the programme of work on communication, education and public awareness for the Convention on Biological Diversity and develop further guidance for implementation at the national, subnational and local levels, for consideration by the Subsidiary Body on Implementation at its fourth meeting and the Conference of the Parties at its sixteenth meeting,

Recognizing the importance of linking revisions to the programme of work on communication, education and public awareness to the Kunming-Montreal Global Biodiversity Framework, in particular sections K and C, paragraph 7 (o), and communication, education and public awareness elements for Targets 15, 16 and 21,

Noting that many activities associated with communication, education and public awareness are outlined in the Communications Strategy to Support the Implementation of the Kunming-Montreal Global Biodiversity Framework,¹

Noting also the continued relevance of activities arising from its decisions VIII/6 of 31 March 2006, IX/32 of 30 May 2008, X/18 of 29 October 2010 and 15/14 of 19 December 2022,

Recognizing that despite progress in communication and public awareness, insufficient work has been undertaken on education to support the transformative changes needed to implement the Framework and recognizing also the need for capacity-building in this area,

1. *Encourages* the Executive Secretary, Parties and relevant organizations and stakeholders to continue to implement activities arising from its decisions VIII/6, IX/32, X/18 and 15/14, as relevant;

2. *Takes note* of the actions to align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework set out in the annex to the present decision;

3. *Requests* Parties to develop and implement national-level activities, as appropriate to their national circumstances, to align the programme of work on communication, education and public awareness with the Framework, as set out in the annex to this decision and to include information in this regard in their national reports, as appropriate;

4. *Requests* the Executive Secretary, subject to the availability of resources, in collaboration with the United Nations Educational, Scientific and Cultural Organization and the International Union for Conservation of Nature, to develop a global plan of action for education on biodiversity, encompassing formal and informal education, to support the transformative changes needed to implement the Framework, for consideration by the Subsidiary Body on Implementation at its sixth meeting and the Conference of the Parties at its seventeenth meeting;

5. *Invites* the United Nations Educational, Scientific and Cultural Organization and the International Union for Conservation of Nature to contribute to the development of a global plan of action on education on biodiversity;

¹ Decision 15/14, annex.

6. *Requests* Parties and relevant international organizations in a position to do so to provide resources, including to support capacity-building, for communication, education and public awareness activities supported by the Executive Secretary as well as at the national level;

7. *Requests* the Executive Secretary to continue to implement the communications strategy adopted by the Conference of the Parties in its decision 15/14 and to mobilize the financial resources required for this purpose, including for capacity-building;

8. *Requests* Parties and relevant organizations in a position to do so to provide support to the Executive Secretary and to Parties for the continued implementation of the Communications Strategy outlined in decision 15/14.

Annex

Actions to align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework

1. The following list of actions will align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework, in particular sections K and C, paragraph 7 (o), and Targets 15, 16 and 21.

2. The actions set out below are to be implemented in a manner that is consistent and complementary to:

(a) The activities for the programme of work on communication, education and public awareness, as outlined in decisions VIII/6, IX/32, X/18 and XIII/22 of the Conference of the Parties to the Convention on Biological Diversity;

(b) The Communications Strategy to Support the Implementation of the Kunming-Montreal Global Biodiversity Framework, adopted by the Conference of the Parties in decision 15/14.

1. Section C of the Kunming-Montreal Global Biodiversity Framework (considerations for the implementation of the Framework): formal and informal education

Implementation of the Framework requires transformative, innovative and transdisciplinary education, formal and informal, at all levels, including science-policy interface studies and lifelong learning processes, recognizing diverse world views, values and knowledge systems of indigenous peoples and local communities

Rationale and explanation

3. It is to be noted that, as section C, paragraph 7 (o), and section K, paragraph (f), of the Framework contain similar provisions, the actions associated with those provisions, as elaborated in, respectively, paragraphs 5–7 and 41–43 of the present annex, are the same.

4. Implementation of the Framework requires transformation of education towards the incorporation of biodiversity and sustainable use and the promotion of the knowledge, attitudes, values and behaviours that will allow for achievement of the vision of living in harmony with nature by 2050.

Actions by the Executive Secretary

5. Subject to the availability of resources and in collaboration with the United Nations Educational, Scientific and Cultural Organization and the International Union for Conservation of Nature, the Executive Secretary will develop a global plan of action on education, encompassing formal and informal education, to support the transformative changes needed to implement the Kunming-Montreal Global Biodiversity Framework, and will present the global plan of action to the Subsidiary Body on Implementation for consideration at its sixth meeting and the Conference of the Parties for consideration at its seventeenth meeting.

Actions by Parties

6. Parties will adapt and incorporate the action plan to be adopted by the Conference of the Parties in a decision at its seventeenth meeting into national planning, including national biodiversity strategies and action plans and overall educational strategies. Parties will be expected to report on the results of this effort at the nineteenth meeting of the Conference of the Parties.

Actions by stakeholders

7. Relevant actors in the sphere of non-formal and informal education will adapt and incorporate the concepts presented in the decision adopted by the Conference of the Parties at its seventeenth meeting.

2. Section K of the Kunming-Montreal Global Biodiversity Framework (communication, education, awareness and uptake)

(a) Increasing awareness, understanding and appreciation of knowledge systems, diverse values of biodiversity and nature's contributions to people, including ecosystem functions and services and traditional knowledge and world views of indigenous peoples and local communities, as well as biodiversity's contribution to sustainable development

Rationale and explanation

8. Implementation of the Framework and the transformative change that it seeks to facilitate requires a recognition of the value of multiple knowledge systems that capture the diverse values of biodiversity across society. The relevant knowledge and world views of indigenous peoples and local communities are crucial.

9. Explaining the role of biodiversity and the Framework in achieving sustainable development is key.

Actions by the Executive Secretary

10. The Executive Secretary will work with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the United Nations Educational, Scientific and Cultural Organization and the International Indigenous Forum on Biodiversity and its associated organizations, inter alia, to develop open-source knowledge products that explain the relationship and variety of different knowledge systems which capture the diverse values of biodiversity.

11. The Executive Secretary will work with the United Nations Development Programme, the United Nations Environment Programme, the Department of Economic and Social Affairs of the United Nations Secretariat, the Education Sector of the United Nations Educational, Scientific and Cultural Organization and other actors involved in implementation of the Sustainable Development Goals to develop products that outline the relationship between sustainable development and biodiversity.

12. The Executive Secretary will facilitate the translation of those products into the languages of the United Nations and disseminate the products through the clearing-house mechanism.

Actions by Parties

13. Using the products created with the support of the Executive Secretary, Parties will engage with:

(a) Departments of education to incorporate these products into educational curricula and work with universities to mainstream the core ideas into relevant post-secondary educational programmes, including integration with the activities listed under section (f) below;

(b) Media and other actors, using the platforms developed in section (e) below, to create products and media works that promote the knowledge systems and diverse values of biodiversity.

14. Parties will report on these outputs as a part of their national reports.

Actions by stakeholders

15. Stakeholders will produce information products and initiatives that support the goals set out in the present section and support relevant actions at the national level.

(b) Increasing awareness on the importance of conservation and sustainable use of biodiversity and the fair and equitable sharing of the benefits arising from the utilization of genetic resources for sustainable development, including improving sustainable livelihoods and poverty eradication efforts, and the overall contribution of biodiversity to global and/or national sustainable development strategies

Rationale and explanation

16. The Framework was developed in complementarity with existing work on the Sustainable Development Goals and highlights the contribution of the three objectives of the Convention to the 2030 Agenda for Sustainable Development. An increased awareness of these linkages will therefore be beneficial to actions in all spheres.

Actions by the Executive Secretary

17. In collaboration with the Department of Economic and Social Affairs of the United Nations Secretariat, the United Nations Development Programme, the United Nations Environment Programme, the World Bank Group and other actors that are working towards the achievement of the 2030 Agenda, poverty eradication and sustainable development, the Executive Secretary will coordinate a multi-year communications campaign on the role of biodiversity for sustainable development. The Executive Secretary will develop modules to be used at national and international levels and a framework for national action to ensure that these tools are complementary with existing actions at the United Nations level.

Actions by Parties

18. Parties will participate in the communications campaign organized at international level with the goal of highlighting how activities under national biodiversity strategies and action plans and other actions would support sustainable development.

19. Parties will create national-level actions consistent with the national biodiversity strategies and action plans.

Actions by stakeholders

20. Stakeholders will participate in the communications campaign at national and international levels, including through organizing events and producing information materials.

(c) Raising awareness among all sectors and actors of the need for urgent action to implement the Framework, while enabling their active engagement in the implementation and monitoring of progress towards the achievement of its goals and targets

Rationale and explanation

21. This provides the variety of actors involved in achievement of goals and targets with a justification for development of communications-related actions and products.

22. Communications efforts are linked with required behavioural change.

23. These actions provide a rationale for development of tools that communicate the status of national biodiversity strategies and action plans, which will be aligned with the Framework.

Actions by the Executive Secretary

24. The Executive Secretary, working with relevant international organizations, including those that are associated with indigenous peoples and local communities, will develop communications guidelines for each of the goals and targets. For the goals, the Executive Secretary will create overall message frameworks which provide a communications matrix for the variety of groups involved in achieving those goals. For each of the targets, the Executive Secretary will develop communications

guidelines which indicate those groups that are to be engaged and establish indicative messaging for each group. The Executive Secretary will facilitate translation of these guidelines into the languages of the United Nations and the posting of the guidelines on the clearing-house mechanism.

Actions by Parties

25. Using the guidelines created by the Executive Secretary, Parties will develop national communications plans for raising awareness of the need to implement and monitor the Framework. Where relevant, indigenous peoples and local communities will be included. Parties will disseminate these plans to relevant stakeholders.

26. Parties will ensure that the implementation of national biodiversity strategies and action plans is aligned with the communications plans and informed by the above-mentioned guidelines developed by the Executive Secretary.

Actions by stakeholders

(d) Facilitating understanding of the Framework, including through targeted communication, adapting the language used, level of complexity and thematic content to relevant groups of actors, considering their socioeconomic and cultural contexts, including through developing material that can be translated into indigenous and local languages

Rationale and explanation

27. This action reflects a recognition of the need for communication to be tailored and suited to specific groups.

28. This action reflects a recognition of the importance of indigenous and location languages.

29. The present section reflects the actions and activities under the Communications Strategy to Support the Implementation of the Kunming-Montreal Global Biodiversity Framework, as outlined in decision XV/14.

Actions by the Executive Secretary

30. The Executive Secretary will continue to articulate and implement the Communications Strategy, as elaborated in decision XV/14, and produce information products and initiatives, including messages and branding, communications channels and partnerships.

Actions by Parties

31. Using messages, branding and communications channels created by the Executive Secretary, as outlined in decision XV/14, Parties will implement national communications strategies, link them to national biodiversity strategies and action plans and national reporting and provide information thereon to the Executive Secretary.

Actions by stakeholders

32. The messages, branding and communications materials created by the Executive Secretary, as outlined in decision XV/14, will support national communications-related actions and national biodiversity strategies and action plans and other reporting mechanisms.

(e) Promoting or developing platforms, partnerships and action agendas, involving media, civil society and educational institutions, including academia, to share information on successes, lessons learned and experiences and allow for adaptive learning and participation in acting for biodiversity

Rationale and explanation

33. Implementation is meant to be carried out by multiple actors, both within and outside of the different levels of government.

34. Partnerships and work with different networks will be developed.

Actions by the Executive Secretary

35. The Executive Secretary will further develop the communications actions related to the Sharm-El-Sheikh to Kunming and Montreal Action Agenda for Nature and People and link those actions to overall communications objectives.

36. The Executive Secretary will continue to develop the partnerships needed to implement the Communications Strategy, as outlined in decision XV/14, including through, inter alia, media partnerships, the Biodiversity Communications Flotilla, the Department of Global Communications of the United Nations Secretariat and UNEP.

Actions by Parties

37. Using the principles for partnership outlined in decision XV/14 and linking them to activities carried out by the Executive Secretary, Parties will implement national-level communications partnerships for communication, linking them to national biodiversity strategies and action plans.

38. Parties will report on those partnerships and linkages to the Executive Secretary.

Actions by stakeholders

39. Stakeholders will participate at the international level, including through initiatives organized by the Executive Secretary, such as the Biodiversity Communications Flotilla, and at the national level through Party-led initiatives.

(f) Integrating transformative education on biodiversity into formal, non-formal and informal educational programmes, promoting curricula on biodiversity conservation and sustainable use in educational institutions and promoting knowledge, attitudes, values, behaviours and lifestyles that are consistent with living in harmony with nature

Rationale and explanation

40. The transformative change demanded of the Framework requires transformation of education towards the incorporation of biodiversity and sustainable use and the promotion of the knowledge, attitudes, values and behaviours that will allow for achievement of the vision of living in harmony with nature by 2050.

Actions by the Executive Secretary

41. Subject to the availability of resources and in collaboration with the United Nations Educational, Scientific and Cultural Organization and the International Union for Conservation of Nature, the Executive Secretary will develop a global plan of action on education, encompassing formal and informal education, to support the transformative changes needed to implement the Framework and will present the plan of action to the Conference of the Parties at its seventeenth meeting.

Actions by Parties

42. Parties will adapt and incorporate the action plan to be adopted by the Conference of the Parties in a decision at its seventeenth meeting into national planning, including national biodiversity strategies and action plans and overall educational strategies. Parties will be expected to report on the results of this effort at the nineteenth meeting of the Conference of the Parties.

Actions by stakeholders

43. Relevant actors in the sphere of non-formal and informal education will adapt and incorporate the concepts presented in the decision adopted by the Conference of the Parties at its seventeenth meeting.

(g) Raising awareness on the critical role of science, technology and innovation to strengthen scientific and technical capacities to monitor biodiversity, address knowledge gaps and develop innovative solutions for improving the conservation and sustainable use of biodiversity

Rationale and explanation

44. The Framework demands a mobilization of science and technology in the service of better outcomes for the conservation and sustainable use of biodiversity. Greater awareness is needed on the role of and the possibilities offered by science and technology.

Actions by the Executive Secretary

45. The Executive Secretary will work with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the International Union for Conservation of Nature, the United Nations Development Programme, the United Nations Educational, Scientific and Cultural Organization, the United Nations Environment Programme and other relevant actors active in the science and technology sphere to identify the key science and technology developments that will contribute to better biodiversity outcomes. The Executive Secretary will create a communications campaign that highlights and promotes those developments to media and other knowledge entities.

Actions by Parties

46. Parties will participate in the communications campaign through the presentation of national examples of science and technology that contribute to better biodiversity outcomes. Parties will mobilize ministries of science and technology to promote those examples and to collaborate with ministries of the environment and natural resources.

Actions by stakeholders

47. Stakeholders will support international and national communications campaigns through the promotion of examples of science and technology that contribute to better biodiversity outcomes. Stakeholders will collaborate with ministries of science and technology and ministries of the environment and natural resources.

3. Targets 15, 16 and 21

48. While communication, education and public awareness are important for all of the targets under the Framework, several targets have particular relevance:

Target 15

Take legal, administrative or policy measures to encourage and enable business, and in particular to ensure that large and transnational companies and financial institutions:

(a) Regularly monitor, assess, and transparently disclose their risks, dependencies and impacts on biodiversity, including with requirements for all large as well as transnational companies and financial institutions along their operations, supply and value chains and portfolios;

(b) Provide information needed to consumers to promote sustainable consumption patterns;

(c) Report on compliance with access and benefit-sharing regulations and measures, as applicable, in order to progressively reduce negative impacts on biodiversity, increase positive impacts, reduce biodiversity-related risks to business and financial institutions, and promote actions to ensure sustainable patterns of production.

Rationale and explanation

49. Making information available to consumers, businesses and investors on the impacts of business practices on biodiversity can empower people to make more informed decisions about business practices, investment choices and their relationship with consumer behaviour. This can in turn help to drive the transformation of business practices as well as the demand for products with fewer impacts and help achieve Target 15.

Target 16

Ensure that people are encouraged and enabled to make sustainable consumption choices, including by establishing supportive policy, legislative or regulatory frameworks, improving education and access to relevant and accurate information and alternatives and, by 2030, reduce the global footprint of consumption in an equitable manner, including through halving global food waste,

significantly reducing overconsumption and substantially reducing waste generation, in order for all people to live well in harmony with Mother Earth

Rationale and explanation

50. Target 16 calls for measures to be put in place to encourage people to make more sustainable consumption choices so that overconsumption and waste generation are significantly reduced.

51. Target 16 represents an important operationalization of the dynamic of awareness-raising and behavioural change, a cornerstone of work on communication, education and public awareness.

52. In order for consumers to make more sustainable choices, they need to be enabled and encouraged to do so. From a communications perspective, Target 16 requires education on and access to relevant and accurate information on alternatives.

53. Target 16 requires communication on the ways in which people can change behaviour in order to address: (a) the global footprint of consumption; (b) halving global food waste; and (c) waste generation.

Target 21

Ensure that the best available data, information and knowledge, are accessible to decision makers, practitioners and the public to guide effective and equitable governance, integrated and participatory management of biodiversity, and to strengthen communication, awareness-raising, education, monitoring, research and knowledge management and, also in this context, traditional knowledge, innovations, practices and technologies of indigenous peoples and local communities should be accessed only with their free, prior and informed consent, in accordance with national legislation.

Rationale and explanation

54. The main objective under Target 21 is to ensure that the best available biodiversity data, information and knowledge are readily available to decision makers and other relevant actors to support informed biodiversity policy, planning and decision-making processes, as well as for monitoring, reviewing and reporting progress in implementation.

55. Target 21 contains several elements that provide further specificity on how this objective should be accomplished and to what ends. Biodiversity data, information and knowledge are essential elements for effective communication, awareness and education measures. Understanding, awareness and appreciation of the diverse values of biodiversity underpin the willingness of individuals to make the necessary changes and engage in the necessary actions and enhance the “political will” of Governments and other actors to take action.
