



**CBD**



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CONVENTION ON BIOLOGICAL DIVERSITY

Seventh meeting

Kuala Lumpur, 9-20 and 27 February 2004

Item 17 of the provisional agenda\*

**REPORT OF THE FOURTH MEETING OF THE CONSULTATIVE WORKING GROUP OF  
EXPERTS ON BIOLOGICAL DIVERSITY EDUCATION AND PUBLIC AWARENESS**

*Note by the Executive Secretary*

**I. INTRODUCTION**

1. The consultative working group of experts (the “group”) on biological diversity education and public awareness was convened by the Executive Secretary of the Convention on Biological Diversity at the headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, France, from 27 to 29 October 2003 in direct response to decision VI/19 adopted at the sixth meeting of the Conference of the Parties which requested the Executive Secretary of the Convention on Biological Diversity in consultation with the United Nations Educational, Scientific and Cultural Organization, the United Nations Environment Programme, the IUCN Commission for Education and Communication, and other members of the Consultative Working Group of Experts established by decision V/17, as well as any relevant institutions, to monitor and evaluate the implementation of the Global Initiative according to the conditions established in the annex to the present decision for its start-up phase and report regularly on its implementation to the meetings of the Conference of the Parties; (CEPA).

2. The specific objective of the meeting was to (a) provide feedback on the CEPA programme; (b) suggest concrete modalities for the further development of the Global Initiative, in particular recommend actions to be taken, by whom, their costs and source of the financial resources for their implementation, deadlines, monitoring and evaluation of results achieved, and partnerships.

3. The Government of France and UNESCO provided financial support for the organization and hosting of the meeting and also for supporting the participation costs of some of the experts who attended the meeting. A list of participants is attached as annex VI.

\* UNEP/CBD/COP/7/1. and Corr.1

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## II. OPENING OF THE MEETING

4. In his opening remarks, Mr. Walter Erdelen, UNESCO Assistant Director-General for Natural Sciences, welcomed the participants to UNESCO headquarters and paid tribute to the Government of France for contributing financial and material support towards the hosting of the meeting. He also thanked the Secretariat for the efforts expended in the preparation of the meeting documentation. While citing specific decisions of the Conference of the Parties as they relate to CEPA, Mr. Erdelen highlighted the close collaboration and active involvement of UNESCO in biodiversity education and training, the support extended to the work of the consultative group as well as active participation in previous meetings of the group. In particular, he cited UNESCO's report on the education sector and its contribution in the development of the Global Initiative on CEPA. In his concluding remarks, Mr. Erdelen invited the group to reflect on the importance of biodiversity and poverty and to take note of the on-going work in this area by Diverstas and the Millennium Ecosystem Assessment. He also called on the group to strive for a balance between vision and pragmatism in their deliberation of the meeting objectives.

5. Mr. Alain le Roy of the Ministry of Foreign Affairs in the Government of France addressed the opening session of the meeting. He highlighted the importance that the Government of France attaches to biodiversity and in particular noted the personal attention to biodiversity issues by the President of France, Mr. Jacques Chirac citing the remarks he made at the World Summit on Sustainable Development and similar remarks made on other occasions. Mr. Le Roy further noted that biodiversity education forms a central element of the country's sustainable development strategy, which has recently been adopted and will also receive special attention in the articulation of France's national biodiversity strategy, which is currently under preparation.

6. Speaking on behalf the Executive Secretary of the Convention on Biological Diversity, Mr. Arthur Nogueira made some remarks highlighting the evolution of CEPA through the work of the consultative group which culminated in the adoption of decision VI/19 on CEPA, the objectives of the fourth meeting of the group and more specifically the expected outcome which would serve as a basis for articulating a set of recommendations on the future work of CEPA for consideration by the seventh meeting of the Conference of the Parties. He noted that the timing of the meeting of the group was timely in view of the forthcoming ninth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice to be held in Montreal 10-14 November as well as the seventh meeting of the Conference of the Parties to be held in February in Kuala Lumpur, Malaysia. These two meetings represent significant opportunities to report on the outcome of the deliberation of the meeting of the group as well as progress in the implementation of CEPA and more specifically for the seventh meeting of the Conference of the Parties to consider possible recommendations for strengthening the future activities of CEPA. He concluded by expressing the appreciation of the Executive Secretary for the effort, commitment, and financial support provided by the Government of France and UNESCO in hosting the fourth meeting of the consultative group of experts.

## III. ORGANIZATIONAL MATTERS

7. In response to a proposal nominating the officers of the meeting, the group agreed to have Mr. Jean-Pierre Le Danff serve as chairman of the meeting and Mr. Yawo K.J. Adjima as the Rapporteur. The group adopted the provisional agenda and organization of work (UNEP/CBD/GEEPA/4/1/Add.1) annexed to the present document.

#### IV. STATUS OF IMPLEMENTATION OF THE GLOBAL INITIATIVE ON COMMUNICATION, EDUCATION AND PUBLIC AWARENESS

8. On behalf of the Secretariat, Mr. Nogueira made a presentation focusing on the status of implementation of the various aspects of the global initiative on CEPA and more specifically, the achievements of the initiative, the outputs and products generated to-date, constraints encountered, gaps to be filled, challenges, lessons learned including concerns and issues for further consideration as well as some suggestions and recommendations for the consideration of the consultative group.

9. Additional presentations on CEPA-related activities were made by representatives of the United Nations Framework Convention on Climate Change (Ms. Laurence Pollier), UNESCO (Mr. Salvatore Arico), IUCN (Mr. Fritz Hesselink), and the University of Florida School of Forestry Resources and Conservation (Ms. Martha Monroe).

10. Following the presentations, the group held a brainstorming session focusing on the content of the presentations and the type of message to convey for the consideration of the seventh meeting of the Conference of the Parties with respect to the reorientation of the global initiative on CEPA. On the basis of this discussion, the following were noted as key issues, which required further deliberation and discussion by the consultative group.

(a) The consultative group felt that the set of recommendations that will ultimately get conveyed to the seventh meeting of the Parties should be articulated in such a way that they should:

- (i) Serve to motivate the interest and action from the Parties;
- (ii) Be relevant in meeting the specific needs of the Parties;
- (iii) Help secure the necessary commitment to implement CEPA activities and thus help make CEPA fully operational at national level;
- (iv) Help secure the approval of Parties for a harmonized joint funding proposal for submission to GEF (focusing on the work of the 3 Rio Conventions);
- (v) Identify key messages and the roles of key players to convey these messages to the parties and other partners at national, regional and global levels.

(b) To the extent possible, CEPA activities should be integrated into other sectoral policies and programmes at national level.

(c) The integration of CEPA into the Programmes of Work of the Convention should be better articulated wherever this is not already the case.

(d) There is a need to provide leadership for the implementation of the range of activities outlined in decision VI/19 and the Programme of Work annexed to the decision. The Secretariat has assumed responsibility for those aspects and activities that fall within their mandate in the context of CEPA but the remaining activities still lack overall coordination and leadership.

(e) There is a need to develop clear guidelines for the implementation of CEPA at various levels but this should take into consideration the 2010 target.

(f) The overall CEPA process should recognize differences in national capacities to implement the various CEPA activities in different regions. For example, lack of internet access in some countries will of necessity entail the use of innovative approaches such as the radio as the most appropriate and cost effective means to convey the CEPA message to a much wider audience.

(g) Develop a funding strategy for the prioritized actions. Funding for the overall CEPA process and capacity development are critical for the success of the initiative. It might be useful therefore

to consider addressing the capacity-building needs as an integral part of the process for securing funding for the CEPA initiative.

(h) Use the ninth meeting of SBSTTA to hold a side event to help generate a sense of ownership of the issues related to CEPA as they are submitted and considered by the seventh meeting of the Conference of the Parties.

## **V. IN-DEPTH CONSIDERATION OF PROGRESS OF IMPLEMENTATION OF THE GLOBAL INITIATIVE ON CEPA**

11. Following the brainstorming session, the group then split into two breakout groups specifically to carry out a detailed analysis of the strengths, weaknesses, opportunities and threats (SWOT) of the status of implementation of decision VI/19 and in particular, requests of the decision that are specific to the Executive Secretary. The analyses conducted by the group paid particular attention to the extent to which the Secretariat has attempted to respond to and address items (a) through (e) of paragraph 4 and items (a) through (c) of paragraph 12 of decision VI/19, especially the outputs generated, partnerships established, linkages to other related initiatives, potential use of the outputs and impacts on the Parties, priority concerns, future perspectives related to institutional arrangements, funding mechanisms and alignments with the CEPA initiatives of other agencies and organizations.

12. In addition, the two breakout groups further analysed the strength, weaknesses, opportunities and threats with respect to the status of implementation of the objectives and related activities under each of the three programme elements of the global initiative on CEPA. The outcome of the group discussions is summarized in **annex II** attached to this report.

## **VI. IN-DEPTH CONSIDERATION OF OPPORTUNITIES FOR RE-ORIENTATION OF ONGOING AND FUTURE ACTIVITIES OF THE GLOBAL INITIATIVE ON CEPA**

13. On the basis of the SWOT analysis conducted in session 4 above, the two groups then attempted to review the detailed CEPA programme of work with a view to identifying priority actions required to articulate a draft strategy that would serve to make the global initiative on CEPA fully operational and effective in terms of meeting the stated objectives of the initiative. The breakout group discussions were guided by the following set of questions, which also served as a basis for articulating a matrix summarizing the key elements of a draft operational strategy for CEPA.

14. For each level of activity in each of the 3 programme elements under the existing CEPA programme of work, the breakout groups were requested to indicate:

- (a) Targeted audiences for CEPA;
- (b) Their needs and expected results;
- (c) What priority activities are to be undertaken;
- (d) Which organization or organizations would be responsible for which activity;
- (e) How much each activity would be expected to cost;
- (f) Where should the funds come from;
- (g) How to report and assess the results;
- (h) Deadlines for the identified priority activities.

15. The breakout groups reconvened in plenary to report back and review the outcomes of each group. Following this review, the group was split into four breakout groups specifically to address the following:

(a) Consolidation and further work on drawing up a more comprehensive matrix to guide the formulation of an operational strategy for CEPA. The matrix would then be one of the substantive outputs of the meeting and would also serve to help generate specific recommendations on the reorientation of CEPA for the consideration of the seventh meeting of the Parties. The drafting of a funding proposal for the CEPA initiative would also draw heavily from this matrix.

(b) Drafting of a “rationale” for the matrix and therefore the draft operational strategy that will emerge thereof. The rationale would constitute a key section of the meeting report and could also serve as justification and context for a possible funding proposal for the CEPA initiative.

(c) Drafting of a promotional strategy to publicize CEPA related issues up to the seventh meeting of the Conference of the Parties including the results of the consultative group meeting.

16. The groups reported back in plenary on the outcome of their respective work and discussions, following which, the participants reviewed and provided comments on the results of the breakout groups and also proposed suggestions for amending and improving the three main outputs outlined in paragraph 14 above. The results of the group discussions i.e. the strategy for operationalizing CEPA, a matrix of CEPA priority activities, terms of reference for the CEPA consultative group, and promotional CEPA activities up to and at the seventh meeting of the Conference of the Parties are attached to this report as annex I, II, III and IV respectively.

## **VII. CONCLUSIONS AND RECOMMENDATIONS**

17. Following this review, the chairman set up a small group comprising five participants and the Rapporteur to revise the three main outputs on the basis of the comments and suggestions that came from various members of the group, articulate a set of recommendations based on the key elements of the three outputs, draft a report of the meeting incorporating these outputs and recommendations, and circulate the report to the rest of the participants for review. The Chairman, working with the Rapporteur would then revise and finalize the meeting report and submit it to the Executive Secretary.

## **VIII. OTHER MATTERS**

18. There was general discussion on the need to clarify the terms of reference for the consultative group and in particular, the possibility of according the group a more formal status very much along the lines of the Ad hoc Technical Expert Groups. The meeting felt that CEPA is a key component of the Strategic Plan of the Convention and because the sixth meeting of the Parties decided that the Strategic Plan should be evaluated at each Conference of the Parties, the need for the consultative group to meet and provide substantive inputs in the evaluation process provides sufficient justification for the group to be transformed into a more formal body. It was agreed that the small group set up to revise and finalize the meeting report would draft an appropriate recommendation for the consideration of the Executive Secretary.

## **IV. ADOPTION OF THE REPORT**

19. A report of the meeting could not be completed in time for review and adoption before the closure of the meeting.

20. The meeting was closed at 4 pm on 29 October 2003 by the Chairman, Mr. Jean-Pierre le Danff who thanked the participants for their contributions and continued support to CEPA. Additional closing remarks were made by Mr. Nogueira on behalf of the Executive Secretary and also by Mr. Arico on behalf of UNESCO.

## **STRATEGY FOR OPERATIONALIZING THE IMPLEMENTATION OF DECISION VI/19**

### ***A. Introduction***

1. The Consultative Working Group of Experts on Biodiversity Communication, Education and Public Awareness (CEPA) met in the Headquarters of UNESCO in Paris, from 27 to 29 October 2003, to assist in assessing, and improving, the implementation of decision VI/19.
2. In doing so, it became evident that there was a strong need to clarify key activities of the current Programme of Work of the Convention on Biological Diversity on CEPA, <sup>1/</sup> key roles of different partners, and the overall management responsibilities, as well as illustrating to the Parties the benefits of implementing the programme of work for fulfilling their obligations under the Convention.
3. New developments had also taken place since the adoption of decision VI/19: the adoption of the Convention's Strategic Plan, the World Summit on Sustainable Development and its Declaration and Implementation Plan, which contain CEPA related elements, the United Nations resolution on a Decade on Education for Sustainable Development, the 2010 process under the Convention on Biological Diversity, etc. – developments which should be taken into account in implementing decision VI/19.

### ***B. Rationale to the Group's recommendations***

4. The process dealing with the implementation of Article 13 of the Convention, which started in 1998 at the fourth meeting of the Conference of the Parties to the Convention on Biological Diversity, led ultimately to the adoption of decision VI/19. This decision provides Parties, the Executive Secretary and international (inter and non-governmental) organizations with strategic and programmatic guidance in the area of biodiversity CEPA and contains an adopted programme of work on CEPA. Some of the strengths of this decision and its programme of work are:

- (a) CEPA has a recognized place in the Convention;
- (b) There are many existing infrastructures and activities in place to build on;
- (c) It has a strong focus on building Parties' CEPA capacity using the variety of means available.

5. Nevertheless, there are several weaknesses that need to be addressed, of which some are:

- (a) The continued lack of good understanding of CEPA;
- (b) The programme of work lacks proper funding and clarity on leadership issues, and hence has not achieved the initial goals.

### ***C. The approach to implementing decision VI/19***

#### *CEPA as a policy instrument*

6. Communication, Education and Public Awareness is an instrument to bridge the interests of relevant stakeholders and indeed the public at large about the importance and content of biodiversity, which should preferably be part of a mix of several communication instruments for engaging society in biodiversity policies. The Strategic Plan and Medium Term programme of work both recognize this role

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<sup>1/</sup> (hereinafter referred to as "PoW").

of CEPA. The Programme of Work intends to facilitate the application of this instrument by providing the Parties with access to relevant knowledge, expertise and capacity to develop and implement effective national and regional CEPA programmes.

*Target groups of the programme of work of the Convention on Biological Diversity*

7. This programme of work targets those groups within states who, by the nature of their functions, are responsible for following up on obligations of Parties in implementing Article 13 and related provisions. This applies in particular to persons dealing with relevant communication, education and public awareness programmes, both planning and implementation. In addition, there is a need to promote the purpose and the importance of this programme of work with political decision-makers.

*Differentiation*

8. Due to the variety of biodiversity challenges at the national level, there is a need to differentiate CEPA approaches and the contents of the message at different levels and with different target groups. This is why the programme of work will focus on supporting key persons and organizations on the national level, rather than developing general blueprints and products. Coordination with (international) organizations providing concrete products connected to prioritized projects (e.g. educational materials, workshops, school projects) should however be encouraged.

*Leading the implementation of the programme of work*

9. One main weakness in the implementation of decision VI/19 has been lack of leadership in managing the programme of work. This may be partly due to the fact that the decision identifies a wide range of actors, which only confirms the need for such a leadership. The Group recommends that the Secretariat perform such a role, not only with regard to the CEPA Corporate Communication Strategy and other specific Secretariat activities, but also in managing the programme of work as a whole. In particular, the Executive Secretary will exert a catalysing role in:

- (a) Encouraging initiatives for all activities under the programme of work;
- (b) Identifying and engaging relevant partners;
- (c) Identifying the necessary funding to implement the activities;
- (d) Promote the use and application of the programme of work with the Parties;
- (e) Ensuring the integration of the programme of work with other thematic and crosscutting programmes of work under the Convention;
- (f) Evaluate and report on progress.

*Standing Advisory Group*

10. It is recommended to formalize the Consultative Working Group as a standing advisory body to the Executive Secretary. Its main functions will be to monitor and evaluate progress made and formulate advice on ways to improve the implementation of the decision. It should meet at least once between every two Conferences of the Parties for in-depth discussion, and may further work through other means of communication. The proposed Terms of Reference for the group are attached in annex III.

*National focal points*

11. It is recommended that Parties appoint focal points for CEPA at the national level, in order to facilitate coordinated implementation of the programme of work. In the process of implementation of the programme of work at the national level, the CEPA National Focal Points should coordinate the development and implementation of national CEPA strategies as foreseen in the Strategic Plan, thus

facilitating the general implementation of the programme of work of the Convention at the national level. In doing so, they should be advised on addressing the right national target groups and identifying specific needs.

#### *Funding*

12. Funding is a key issue to the successful development of the programme of work. It is highly recommended that resources be identified and allocated from the core budget of the Convention to initiate and implement the activities contained in the matrix contained in annex II. The Global Environment Facility has also a key role and responsibility vis-à-vis funding CEPA activities, especially at the regional level. The development of national and regional initiatives to further CEPA, including through appropriate GEF-funded projects, can strongly contribute to achieving successful CEPA programmes at the national level.

#### *Linking with other conventions*

13. An integrated national CEPA programme that meets the needs of all Sister Conventions can help reduce the cost of implementation and provide opportunities for joint evaluation and monitoring of effectiveness of these programmes. There also is a need to ensure continued coordination among the Sister Conventions' CEPA programmes so as to enhance synergies and facilitate their respective implementation in an effective manner. It should be recognized that many of the activities focus on exchange of expertise and strengthening of skills that are common for the CEPA programmes of all these conventions.

#### ***D. Priority actions needed***

14. The Executive Secretary should invite Parties and partners to make available successful case-studies on themes for in-depth consideration by the Conference of the Parties to demonstrate how the CEPA activities have helped to convey the message of biodiversity (programmes of the Convention) as outlined within one of the programmes of work to be analysed at the next Conference of the Parties. These case-studies should be further compiled, analysed and presented as a side event in each Conference of the Parties.

15. The matrix in annex II contains a number of proposed priority actions to be undertaken at different levels so as to make the implementation of decision VI/19 effective. The activities in the matrix result from the Group's strategic and logical merging of the activities in the Decision. Moreover, the programme elements in the matrix are linked with this framework.

16. A key guiding principle relating to the actions in the matrix below is an assessment of needs before developing and implementing each activity (via national reports, National Biodiversity Strategies and Action Plans, national surveys, feedback from workshops and training courses, etc.).

#### *Promotional strategy and plan on CEPA towards the seventh meeting of the Parties*

17. The Group elaborated a promotional strategy and plan on CEPA towards the seventh meeting of the Parties, which is contained in annex IV.



*Annex II*

**CEPA PROGRAMME OF WORK PRIORITY ACTIVITIES <sup>2/</sup>**

**PROGRAMME ELEMENT 1 – Towards a global communication, education and public awareness network**

**ACTIVITY 1 – Develop an electronic portal and an alternative information dissemination mechanism towards the establishment of a global network on communication, education and public awareness**

**DETAILS**

- The Secretariat shall continue to develop an interactive CEPA portal providing national key persons involved in CEPA with access to knowledge, expertise and experiences. Moreover, the Secretariat shall develop a template for CEPA national portals and distribute it to parties;
  - The portal should be built on existing initiatives and influence those that are being built;
  - The portal should allow for feedback and be linked to the CHM;
  - The portal should be evaluated for relevance, constantly improved, and its use should be monitored;
  - The language in the portal should be simple and accessible;
- Parties shall develop their own national CEPA portals based on the template developed and disseminated by the Secretariat;
- The Rio conventions and other biodiversity-related conventions should be invited to form a network of CEPA portals and coordinate their CEPA related activities, including workshops.

Target audience	Expected results	Deadlines	Roles & responsibilities			Cost estimate (USD) <sup>3/</sup>	Source of funds	Reporting and assessment
			Parties	SCBD	Partners			
<ul style="list-style-type: none"> <li>• Parties</li> <li>• Governments</li> <li>• CBD NFPs</li> <li>• Local organizations</li> <li>• IGOs, NGOs, regional organizations</li> </ul>	<ul style="list-style-type: none"> <li>• CBD/CEPA portal providing access to key information on CEPA</li> <li>• A network of CEPA portals</li> <li>• National portals</li> </ul>	Ready by the eighth meeting of COP	X	X	Rio Conventions & other biodiversity related conventions, IUCN	100,000 for 1 year	Parties through the core budget of the Convention as well as on a voluntary basis	<ul style="list-style-type: none"> <li>• Reporting on CEPA decision by the Secretariat</li> <li>• Report through national &amp; thematic reports</li> </ul>

<sup>2/</sup> Most of the activities proposed in this matrix are intended to respond to specific identified needs. The implementation of these activities will therefore be preceded by an assessment of needs by the parties in collaboration with the Secretariat.

<sup>3/</sup> Most of the cost estimates are preliminary and are based on the budget figures listed in the annex to decision VI/19. They are for one year of operations with the assumption that estimates for subsequent years will be based on a mid-term evaluation of the progress of implementation of year 1 activities.

**ACTIVITY 2 – Establish and enhance a global and national network of CEPA Focal Points, the Secretariats of relevant conventions, stakeholders and partners**
**DETAILS**

- Parties shall establish national CEPA Focal Points, in order to (among other):
  - Act as coordinator of a national network of CEPA professionals through professional organizations, NGOS, universities, agencies who conduct CEPA programmes, etc.
  - Promote use of CEPA portal
  - Spread information to professional organizations, NGOS, universities, etc.
- For various conventions, the national CEPA Focal Point should be the same individual/organization to the extent possible
- Coordination among CEPA NFPS, conventions' secretariats, CEPA staff, other partners and stakeholders shall take place on a routine basis
- Electronic CEPA newsletters to promote and enhance information sharing among CEPA NFPS shall be produced
- Opportunities to strengthen synergies with the relevant conventions should be identified and made use of
- The Secretariat shall coordinate this activity, including through the establishment of a CEPA post at the Secretariat

Target audience	Expected results	Deadlines	Roles & responsibilities			Cost estimate (USD)	Source of funds	Reporting and assessment
			PARTIES	SCBD	Partners			
<ul style="list-style-type: none"> <li>• CEPA NFPS</li> <li>• CEPA staff in IGOs</li> </ul>	<ul style="list-style-type: none"> <li>• Improved cooperation &amp; information exchange between and within parties</li> <li>• Better use of existing knowledge and expertise</li> <li>• Better &amp; effective coordination between CEPA NFPS &amp; Convention' CEPA Staff</li> </ul>	Between the seventh and the eighth meetings of the Conference of the Parties	X	X	Rio & other biodiversity related conventions	50,000 (Coordination activities)  100,000 for CEPA post at the Secretariat	Parties through the core budget of the Convention as well as on a voluntary basis. Parties to relevant conventions should be invited to do the same	<ul style="list-style-type: none"> <li>• Executive secretary's reports on progress made in the implementation of the Programme of Work of CEPA</li> <li>• Meetings on synergies among conventions</li> </ul>

PROGRAMME ELEMENT 2 – Exchange and use of knowledge and expertise

ACTIVITY 1 – Research, collect and exchange communication, education and public awareness projects and case-studies								
<p>DETAILS</p> <ul style="list-style-type: none"> <li>• Conduct regional workshops to facilitate exchange and use of knowledge and expertise;</li> <li>• Synergize with other relevant conventions’ workshops and existing regional programmes;</li> <li>• Develop and/or influence curricula/education and communication programmes;</li> <li>• Using information/lessons received, conduct public awareness activities at the national level (for example biodiversity day);</li> <li>• Compile and analyse case-studies and pilot programmes <sup>4/</sup> and develop ensuing guidelines (the guidelines should be organized geographically and by theme);</li> <li>• Outsourcing as it may be necessary (consultants: universities, etc.).</li> </ul>								
Target audience	Expected results	Deadlines	Roles & responsibilities			Cost estimate (USD)	Source of funds	Reporting and assessment
			Parties	SCBD	Partners			
CEPA NFPs IGOs, NGOs, universities, other sectoral institutions	<ul style="list-style-type: none"> <li>• Database through the portal</li> <li>• Publications</li> <li>• Guidelines/advice</li> <li>• Workshops</li> <li>• Compendium of success stories, projects, case-studies &amp; best practices</li> </ul>	The eighth meeting of COP for initiation of guidelines	To undertake relevant tasks listed above	The Secretariat to continue analysing national & thematic reports	<ul style="list-style-type: none"> <li>• UNESCO</li> <li>• IUCN</li> <li>• Relevant conventions</li> </ul>	40,000 (publications) 400,000 (regional workshops) 50,000 (guidelines & compendium)	<ul style="list-style-type: none"> <li>• CBD core budget</li> <li>• GEF</li> <li>• Other donors</li> </ul>	National & thematic reports of CBD, relevant workshop reports, & reports of the executive secretary to COPs

4/ This implies that national reports should incorporate specific sections of CEPA.

**ACTIVITY 2 – Establish teams (public relations, marketing, evaluation and curriculum development, strategic planning specialists), potentially on a voluntary basis, to assist CEPA programmes on both regional and national levels, as requested**

**DETAILS**

- The teams would analyse regional and national CEPA programmes every two years and advise on further development and implementation (if appropriate, this activity could begin at regional workshops with the individuals from the specialist team invited as resources persons);
- To the extent possible, the roster of CEPA specialists currently existing and being managed by the Secretariat should be used for this purpose;
- Parties are encouraged to integrate a CEPA strategy in the NBSAPS, in case there is not one there yet, and establish a national CEPA team;
- Share CEPA programmes via the CEPA portal, NBSAPS and regional workshops
- Develop national criteria for a successful CEPA programme

Target audience	Expected results	Deadlines	Roles & responsibilities			Cost estimate (USD)	Source of funds	Reporting and assessment
			Parties	SCBD	Partners			
Parties	<ul style="list-style-type: none"> <li>• Improved programme design and implementation and evaluation on national and regional level</li> <li>• Cohesion between global POW and national/regional work</li> </ul>	Ongoing but between each Conference of the Parties	Undertake the tasks and report on progress	Stimulate & facilitate activity and share results among Parties	Provide relevant Experts	90,000 (overall coordination activities)	Regular budget	<ul style="list-style-type: none"> <li>• National reports</li> <li>• CEPA portal</li> <li>• Regional workshop</li> </ul>

ACTIVITY 3 – Demonstrating CEPA to the Parties and linking CEPA with the working programmes under the Convention						
<i>Details</i>						
<ul style="list-style-type: none"> <li>• The Executive Secretary to request Parties and partners to nominate successful case studies based on thematic and/or crosscutting issues for in-depth consideration at meetings of the Conference of the Parties (e.g. protected areas at the seventh meeting) to demonstrate how the CEPA activities have helped to convey the messages as outlined within each of those Programmes of Work that will be analysed by the Conference of the Parties</li> <li>• SCBD to compile, analyse and present these case studies as part of the working documents (“toolbox”) as well as at a “fair” organized in the margins of each Conference of the Parties – using a CEPA sound approach. The fair could also involve the private sector (funding and communication assistance)</li> <li>• A catalogue of the fair contents to be placed upon the portal (catalogue will be updated and accumulated over the years)</li> </ul>						
Target audience	Expected results	Deadlines	Roles and responsibilities	Cost estimate (USD)	Source of funds	Reporting and assessment
<ul style="list-style-type: none"> <li>• Parties (delegates of the Conference of the Parties) (and Global Biodiversity Forum –GBF – participants BF participants)</li> <li>• National stakeholders (after the Conference of the Parties)</li> </ul>	<ul style="list-style-type: none"> <li>• Illustrating how to implement the Programme of work and specific thematic and crosscutting programmes of work of the Convention at the national level</li> <li>• Demonstration of how CEPA activities can convey biodiversity themes in a cost and time effective way to raise awareness</li> <li>• Establishing a market for biodiversity CEPA products</li> <li>• Stronger synergy within thematic and crosscutting programmes of work of the Convention through the application of CEPA products and processes</li> </ul>	Conference of the Parties and GBF meetings	<ul style="list-style-type: none"> <li>• Secretariat (coordination) and the host country (assistance)</li> <li>• Partners</li> </ul>	<ul style="list-style-type: none"> <li>• 20,000 (15K for a 2-month consultancy + 5K for cataloguing)</li> <li>• Revenue generation possible from the private sector</li> </ul>	Bilateral funds (Secretariat will prepare a proposal for consideration by donor countries)	<ul style="list-style-type: none"> <li>• Secretariat to report on portal activity</li> <li>• Private and public sector participation continues</li> <li>• Lead agencies to report to the CEPA Consultative working group of Experts</li> <li>• GBF</li> <li>• Next Conference of the Parties</li> </ul>

## PROGRAMME ELEMENT 3 - Capacity development for communication, education and public awareness

ACTIVITY 1 – Develop CEPA skills at the national level/regional level								
DETAILS								
<ul style="list-style-type: none"> <li>• Develop structures (templates) and outlines (contents) for effective CEPA programmes at the national, regional level               <ul style="list-style-type: none"> <li>○ Design, implement and evaluate programmes with participation of stakeholders, partners and audiences</li> <li>○ Use existing local networks and appropriate mechanisms</li> <li>○ Build a sustained public awareness campaign and skills</li> </ul> </li> <li>• Conduct appropriate training courses, workshops, twinning opportunities, professional exchange, distance learning, coaching manuals, check lists and help desks, etc. To enhance effective CEPA programmes</li> <li>• Establish appropriate links with relevant global initiatives (2010, corporate strategy, MDGs)</li> <li>• Monitor and evaluate progress of the implementation process</li> <li>• Set up these activities within a regional framework where feasible to enhance effective exchange and use of resources and experiences</li> </ul>								
Target audience	Expected results	Deadlines	Task sharing			Cost estimate (USD)	Source of funds	Reporting and assessment
			Parties	SCBD	Partners			
Parties, CEPA focal points, educators, communicators, national NGOs, Ministries of Education	<ul style="list-style-type: none"> <li>• Enhanced capacity of biodiversity agencies and individuals to use CEPA</li> <li>• Sets of capacity development tools, course materials</li> <li>• Biodiversity CEPA incorporated into organizations and training programmes at all levels</li> </ul>	Before the eighth meeting of the Conference of the Parties	Identify needs	Develop structures and outlines	IUCN, UNESCO, private sector, journalists and broadcasters etc. to provide inputs in the elaboration of templates and identification and selection of contents	300,000	Voluntary bilateral support, GEF	National & thematic reports, CEPA portal, workshop reports

*Annex III*

**PROPOSED TERMS OF REFERENCE FOR THE CONSULTATIVE GROUP**

1. It is recommended that a more permanent group, with a more solid legal basis, be established. If so, Parties at the seventh meeting of the Conference of the Parties may wish to consider adopting a decision based on the following text:

“... the Conference of the Parties decides to establish a permanent consultative working group of experts, including UNESCO, The World Bank, UNITAR, the IUCN Commission on Education and Communication, WWF, representatives of Parties and other relevant bodies to provide expert advice and guidance on the implementation of the CEPA work programme.”

2. It is recommended that the budget of the Convention should include financing for operating the Group.

3. The Group's terms of reference (TOR) would be based on the following text:

(a) In decision V/17, the Conference of the Parties requested the Executive Secretary to convene a consultative working group of experts, including UNESCO, The World Bank, UNITAR, the IUCN Commission on Education and Communication, WWF, representatives of parties and other relevant bodies to further advance and in particular identify priority activities for the proposed global initiative on biodiversity education and public awareness”;

(b) Accordingly, the Executive Secretary shall convene the Consultative Group, the agenda and organization of the meetings being his responsibility in dialogue with the host country and/or organization of the meeting;

(c) The Group shall on a regular basis advise the Executive Secretary - and through him the Parties - on review, progress and new priorities for the work programme;

(d) Lead agencies for priority activities in the work programme should report on a regular basis to the Group about results, emerging needs, proposals for new activities;

(e) Representatives of the Rio Convention and the Ramsar Convention should be invited to each meeting;

(f) The Secretariat and members of the Group shall provide new participants of the Group in advance of the meeting with the text of the relevant decisions of the Conference of the Parties on CEPA, reports of previous meetings of the Group and all other relevant documents.

*Annex IV*

**PROMOTIONAL STRATEGY AND PLAN ON CEPA TOWARDS THE SEVENTH MEETING  
OF THE CONFERENCE OF THE PARTIES**

***A. CEPA Promotional activities up to and at the seventh meeting of the Parties***

1. Elements to be taken account for promotional activities at the ninth meeting of SBSTTA, including a side event on CEPA
  - a. A presentation should take place in the beginning of the week, during lunch time
  - b. The Secretariat should formally be part of the event and make presentations
  - c. The event should be guided by the aim of providing Parties with a sense of ownership
  - d. Interested Parties should be invited to contact GEF and other Delegates

2. Side events of the seventh meeting of the Parties on “*Communication, education, public awareness (CEPA): Making biodiversity conservation work*”

- a. Side event 1

**African theatre “communicating biodiversity in protected areas”**

- i. 8 actors: travel, DSA (organized through WG)
- ii. Time: opening event? (to be decided by the Secretariat & host country)
- iii. Place: plenary hall? (to be decided by the Secretariat & host country)

- b. Side event 2

**Promotion CEPA Lunch 13.30 – 14.30 (to be organized by IUCN CEC)**

- i. Time: first week, before agenda item in WG 1 or 2 is discussed
- ii. GEF, the Secretariat on Biological Diversity, CCCF, Ramsar, IUCN as partners and keynote speakers
- iii. Short speeches, Durban video
- iv. Interested parties to contact GEF and other delegates

- c. Side event 3

**Demonstration websites CBD, CCCF, Ramsar, IUCN & handout mouse pad with addresses**

- i. Advertorials on TV Screen in Conference Hall
- ii. Mouse pads distributed after report on CEPA in plenary
- iii. Existing CEPA brochures (3 languages) available in stand SCBD (contact IUCN)

- d. Side event 4

**Global Biodiversity Forum (IUCN) Workshop (best presentations from Durban workshop ‘CEPA in Protected Areas’): to be explored & organized by IUCN**

Annex V

**PROVISIONAL AGENDA**

1. Opening of the meeting
2. Organizational matters:
  - 2.1 Officers
  - 2.2 Adoption of the agenda
  - 2.3 Organization of work
3. Status of implementation of the Global Initiative on Communication, Education and Public Awareness (CEPA)
  - 3.1 Report by the Secretariat on the status of implementation of CEPA
  - 3.2 Summaries of CEPA-related initiatives of key partners (UNESCO, UNFCCC, UNCCD, Ramsar, etc.)
4. In-depth consideration of progress of implementation of the Global Initiative on CEPA
  - 4.1 Analysis of the Strengths, Weaknesses, Opportunities, Threats (SWOT) of the implementation of the CEPA initiative:
    - a) Decision VI/19 with a focus on requests that are specific to the Executive Secretary of Secretariat, the Parties and CEPA partners
    - b) Annex to Decision VI/19 – Programme of Work for the Global Initiative on CEPA
  - 4.2 Success indicators for the CEPA initiative and the Convention.
5. In-depth consideration of opportunities for reorientation of on-going and future activities of the Global Initiative on CEPA
  - 5.1 Generation and prioritisation of key future activities of CEPA
  - 5.2 Formulation of an operational strategy for CEPA (including rationale, target groups, activities, outputs, roles and responsibilities, funding, timeframe)
  - 5.3 Modalities for implementation (financial arrangements, roles of key partners, adding value, etc.)
  - 5.4 Identification of synergies with other major on-going processes (Millennium Development Goals, 2010 target, the Plan of Implementation of the World Summit on Sustainable Development, the United Nations Decade of Education for Sustainable Development, etc.)
6. Conclusions and recommendations
7. Other matters
8. Adoption of the report
9. Closure of the meeting

*Annex VI*

**LIST OF PARTICIPANTS TO THE CONSULTATIVE WORKING GROUP OF EXPERTS ON  
BIOLOGICAL DIVERSITY EDUCATION AND PUBLIC AWARENESS  
Fourth meeting  
Paris, 27-29 October 2003**

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