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CONFERENCE OF THE PARTIES TO
THE CONVENTION ON BIOLOGICAL DIVERSITY
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Item 4.17 of the provisional agenda*

COMMUNICATION, EDUCATION AND PUBLIC AWARENESS

The “Agenda for Action” – short list of priority activities

Note by the Executive Secretary

I. INTRODUCTION AND AIM

1. In its December 2006 meeting the Informal Advisory Committee for Communication, Education and Public Awareness (IAC-CEPA) had an extensive brainstorming session on the ways and means to implement the 10 Priority Activities (PA's) that were adopted by the Conference of the Parties at its eighth meeting, in annex II to decision VIII/6. In particular, the IAC-CEPA looked at: a) short term options for implementation of each separate priority activity, including examples of existing work that that could be emulated and adopted by Parties; b) identification of the possible partners for support of these activities; and c) the first steps needed in order to get the process going.
2. The results of this discussion were summarised in an IAC-CEPA document named the “Agenda for Action.” The IAC-CEPA, in its subsequent meetings of June 2007, and January 2008, further refined the agenda in light of new developments. This document reflects these discussions and should be used as a rolling plan of implementation for the priority activities from decision VIII/6 for the period 2008 to 2009. The IAC-CEPA will keep the Agenda under review. Activities and priorities beyond 2009 will be added and reviewed at the next full meeting of the IAC, scheduled for the fall of 2008.
3. The Agenda for Action aims at building on the list of tasks for the Executive Secretary and for Parties from decision VIII/6, annex II. The Agenda for Action first identifies the importance of each activity for CEPA in general and then identifies the interrelationships between all of the priority activities. The document then moves to define the minimum required interventions at the international level for each priority activity in a comprehensive way, identifying partners and a timetable for their realization, as well as the resource requirements for actions by the Executive Secretary. Resource requirements are expressed in United States dollars. Where activities have already been carried out, or are underway, this is indicated in the table.

* UNEP/CBD/COP/9/1.

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II. INTERCONNECTIONS BETWEEN PRIORITY ACTIVITIES AND RELATIONSHIP TO THE PROGRAMME OF WORK FOR CEPA

4. In many ways, the 10 Priority Activities (PA's) are interdependent and mutually supporting – although this is not consistently the case across the entire package of activities. In some cases a certain order should be obeyed in implementation, while in others, parallel implementation may be preferred. The interconnections should be taken into consideration in any attempt to further operationalize the PA's, in the interest of enhancing cross-fertilization. To further enhance overall effectiveness, including cost-effectiveness, actions should be coordinated with the principle that wherever possible they should build on and take advantage of existing relevant initiatives of partners and Parties. For example, awareness campaigns planned by Parties, such as the EU, would contribute to PA's 1, 3, 5, 6, 7, 8, and 10. In the text below the most relevant interconnections are highlighted.

| | PA 1 | PA 2 | PA 3 | PA 4 | PA 5 | PA 6 | PA 7 | PA 8 | PA 9 | PA10 |
|------|------|------|------|------|------|------|------|------|------|------|
| PA 1 | | | | | | X | | X | | X |
| PA 2 | | | X | X | | | | X | | |
| PA 3 | | X | | X | | | | X | X | |
| PA 4 | | X | | | | | | X | X | |
| PA 5 | | | | | | X | X | | | |
| PA 6 | X | | | | | | | | | X |
| PA 7 | | | | | X | | | X | | |
| PA 8 | X | | X | X | | | X | | | |
| PA 9 | | | X | X | | | | | | |
| PA10 | X | | | | | X | | | | |

5. In different ways and with different intensity the PA's focus on the main elements of the Programme of Work for CEPA outlined in decision VI/19. The activities are enabling actions, launched by the Executive Secretary, in collaboration with relevant international, national and private sector partners, in support of the three elements of this decision:

(a) *Towards a global communication, education and public awareness network.* CEPA operates at a global level and requires the elements of a network to facilitate communication. Priority activities support the establishment and management of a global communication, education and public awareness network composed of new information technologies and traditional communication mechanisms. The activities also seek to stimulate the creation of networks for national, subregional and regional communication, education and public awareness among relevant actors. Finally, in order to avoid duplication, the goal is to create synergy between existing networks relevant to communication, education and public awareness.

(b) *Exchange of knowledge and expertise.* Best CEPA practices are enhanced by the exchange of knowledge and expertise among professionals. Therefore the Priority Activities also have the goal of, enhancing development and innovation on communication, education and public awareness.

(c) *Capacity-building for communication, education and public awareness.* Finally, the Programme of work for CEPA seeks to develop capacity of the Parties to market biodiversity to other sectors, and mainstream biodiversity into the work of other sectors. To this end, PA's support actions and the production of toolkits and modules which will develop professional capacity of educators and communicators and enhance stakeholder participation and community development through communication, education and public awareness.

III. KEY STEPS FOR EACH PRIORITY ACTIVITY

6. The key steps for each priority activity for 2008 and 2009, follows in the document. Suggested activities, along with the actors who are involved, are outlined. Estimates of resources are included. Where resources are the staff time of the Secretariat, they are outlined at the bottom of each activity.

Priority Activity 1 – Implementation structure

7. This activity mainly aims at supporting Parties in creating a National Focal Point or structure for facilitating CEPA work. It is a complex Priority Activity, because the challenge is broad and the establishment of a “critical mass” is necessary in order for the structure to be successful and lasting. At the same time this is the corner stone for most other priority activities.

8. A first step is to provide Parties with practical advice on how to initiate a basic CEPA infrastructure. This advice needs to take into account the different experiences of Parties to the Convention on Biological Diversity, the variations in capacity and staff availability, and other contextual details. Different models of Focal Points and coordinating bodies should be proposed. From this, the Secretariat should encourage the sharing of experiences by certain “champions”, who can demonstrate the ways they have implemented such a structure to other countries in their regions. In doing so the option of a joint CEPA structure for the programmes of work for a number of multilateral environmental agreements (MEAs) such as the Convention on Biological Diversity, United Nations Framework Convention on Climate Change, and Ramsar as well as the value of linkages with the Decade for Education for Sustainable Development should be considered.

| Steps | Actors | Resources |
|---|---|---|
| 2008 | | |
| <i>At Cop-9 CEPA Fair, Parties highlight examples of national implementation structures for CEPA.</i> <i>Activity in Progress</i> | <i>SCBD, host of COP-9, Parties</i> | <i>(see priority activity 9 below for costs of CEPA fair)</i> |
| Executive Secretary requests Parties to provide case-studies on their national implementation structures for CEPA. On the basis of case studies, Executive Secretary, compiles a short document such as a brochure, including check lists, for use by Parties with the following criteria: <ul style="list-style-type: none"> - the tasks of a National Focal Point with regard to CEPA - practical advice and suggestions for steps to be taken to establish or strengthen a national structure for support of CEPA - Where possible, base this on existing products, by partners such as IUCN, UNEP and others. Notification sent to Parties, requesting additional feedback on experiences in CEPA implementation. Brochure and feedback are later used to update CEPA toolkit (PA 5) | SCBD, IUCN CEC, Parties | 7,500, Staff time |
| Using case-studies and guidelines outlined in the above brochure, convene pilot national workshop for implementation of National CEPA structures. Report of workshop will further refine best practices document, which will then be | IUCN CEC; SCBD; National Focal Point, Host | 15,000 for workshop, plus contributions from host country, Staff time |

| Steps | Actors | Resources |
|---|---|---|
| disseminated. | | |
| On the basis of pilot national workshop above and the best practices document, provide inputs to regional or sub regional workshops on national CEPA implementation structures. Disseminate results. Review relevant sections of CEPA toolkit as needed | SCBD, IUCN CEC, National Focal Points | (see costs under Priority Activity 6 below) |
| 2009 | | |
| As above, hold 2 regional or sub-regional workshops on national CEPA Implementation structures. Disseminate results. | SCBD, IUCN CEC, National Focal Points | (see costs under Priority Activity 6 below) |
| Continue to compile and maintain list of national CEPA Implementation Structures and best practices and ensure their mobilization for CEPA programme of work, including the International Year of Biological Diversity. | SCBD | Staff time |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 2 weeks</i> <i>G-7 PA for CEPA – 2 weeks</i> | |

Priority Activity 2 - Needs assessment

9. When approaching a (new) target group it is of great use to get an insight into the state of knowledge and awareness of the issue at hand. This insight will help in the identification of communication opportunities, needs for messaging, and best strategies. The IAC pointed out that much work has been done already in this field, particularly by universities. The recent Euro Barometer study of European attitudes towards biodiversity issues is another example. The recently completed National Capacity Self-Assessments (NCSAs) could be another place from which data could be extracted. The aim would be to create a fairly simple format (e.g. 10 questions) with explanatory note, to be applied by CEPA implementers on the national level. The extent to which this can be integrated with the National Reports framework of the Convention on Biological Diversity is also another option.

10. The assessment exercise should be conducted in 2008 to establish a baseline of attitudes against which development of messages (priority activity 3 below) is conducted and against which any communication strategies leading up to 2010 are measured. It would be useful to redo the assessment exercise at a future date, to evaluate the effectiveness of the messaging and to provide data for additional benchmarking.

| Steps | Actors | Resources required |
|--|---|--------------------------|
| 2008 | | |
| Secretariat sends notification calling on Parties to share existing assessment tools for CEPA, compiles list and posts on CEPA portal. | SCBD | Staff time |
| On basis of assessment tools gathered and on advice from the IAC, SCBD assembles assessment tool on CEPA and requests Parties to conduct assessment exercise. | SCBD, IAC-CEPA, Partners from universities and Parties | Staff time |
| 2009 | | |
| Secretariat compiles results of exercise and sends results to IAC-CEPA as well as to messaging experts indicated under priority activity 3 below. | SCBD, CEPA-IAC, expert group on messages | Staff time (SCBD intern) |
| On basis of comments from groups above, report is analysed and results of assessment published and sent to Parties. Assessment exercise experience is integrated into CEPA toolkit review. | SCBD | Staff time |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 2 weeks G-7 PA for CEPA – 2 weeks</i> | |

Priority Activity 3 - Key messages

11. CEPA cannot exist without content. The challenge however is that the message of biodiversity conservation and sustainable use is broad and complex. In part because of this, it is not easy to translate the essence of biodiversity to non-conservationists. This PA aims at providing a consistent set of messages as a service to Parties. These messages could be used as modules for more specific CEPA activities by adapting, adding and/or translating them for local contexts.

12. The content for these messages is amply available in the documents and reports of the Convention. At the same time, the form of the messages needs to be transformed gracefully across users to make them accessible to different audiences and to permit the key messages to support the strategic goals of the Convention. For example, any messages communicating the 2010 biodiversity target and the International Year of Biological Diversity should be sensitive to the policy goals in the period beyond 2010. Similarly, any messaging relating to the ongoing negotiations for a regime on access and benefit-sharing will also be sensitive to the way that messages can communicate the importance of such a regime for implementation of the objectives of the Convention. Therefore this exercise should involve two steps: first, the determination of strategic priorities for the main messages, to be followed by the participation of professionals from media and marketing field in the articulation of these messages.

13. Note that these key messages will be used for many of the products and activities from the other priority activities. Therefore, as these activities are held or as products are developed, and new insights gained, these messages will have to adapt and change.

| Steps | Actors | Resources required |
|--|---|--|
| 2008 | | |
| Exploratory study conducted on messaging for the Convention, the 2010 biodiversity target and the International Year of Biological Diversity. | SCBD, Consultant, IUCN-CEC. | 20,000, Staff time |
| Secretariat convenes expert analysis and holds workshop on above exploratory study. Meeting is a tightly structured workshop which produces set of key messages to be included in IYB communications strategy, GBO-3 strategy and SCBD corporate communications strategy | SCBD, IUCN-CEC, UNESCO, experts from the media | 30,000, Staff time |
| Parties are introduced to key messages and communications strategies and invited to customize and translate these for national and regional use | SCBD, Parties | Parties to provide resources for translation |
| Ensure that key messages are used in journalist workshops. | SCBD, media | Staff time |
| 2009 | | |
| Continue to develop custom messages in the context of the communications strategy for the International Year of Biological Diversity. Ensure that messages are integrated into review of the CEPA toolkit. | SCBD, Media partner, IUCN-CEC, | (See IYB Strategy for costs) |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 6 weeks P-3 Information Officer – 6 weeks G-7 PA for CEPA – 6 weeks</i> | |

Priority Activity 4 - Media relations

14. Developing the key messages is the first step. Ensuring that these messages have a conduit through which they can be transmitted to a general audience is the next. Developing good relations with the media is the basis for strategies to reach wide audiences. The challenge for this is twofold. First, it is important to sensitize journalists to the issues and stories that emerge from biodiversity in a way that allows these writers to identify interesting stories. Second, the regional particularities of the messages should also be determined. Development of relationships with training institutes for journalists and federations of journalists are a good way to develop the lasting involvement of media and to bring professional expertise into biodiversity organizations.

15. As discussed under Priority Activity 3 above, working with media professionals for the development of key messages that can be the entry point for interesting story ideas can be a concrete starting point for establishing cooperation with journalists. On the basis of this cooperation, additional activities can be carried out. For instance, improved relationships with the media will permit greater visibility for Priority Activity 8, the International Day for Biological Diversity as well as contribute to better media coverage of the meetings of the Conference of the Parties and SBSTTA.

| Steps | Actors | Resources |
|--|---|--|
| 2008 | | |
| Identify a coalition of partners including a media training institute, a network of journalists and others, to work with CBD in improving the quality of biodiversity communication. Short term focus could be: key messages + advice on how to work with media. | SCBD, UNEP, UNESCO, IUCN CEC | Staff time, |
| <i>Working with media training institute and other partners from priority activity 3 above, sponsor and organize journalists training workshop and visit to COP-9 by teams of journalists from developing countries. Up to 5 journalists from each of 4 regions could be sponsored.</i> | <i>SCBD, Host of COP-9, Media Partners</i> | <i>3,750 per journalist</i> |
| Activity in Progress | | |
| In partnership with the organizations listed above, host media training workshop in one region, drawing on the basic messages developed in priority activity 3 above, on UNESCO toolkit on media and CEPA toolkit. Workshops will bring together representatives of the Parties, media, including associations of journalists, and communications experts. The goal is to train Parties on the best strategies to use to engage media, and to train journalists on the kinds of issues that will be central to the Convention process in the next few years. | SCBD, Parties, IUCN-CEC, UNESCO | 35,000, Staff time |
| 2009 | | |
| As for 2008, and following the terms of reference above, host media training workshops in two regions. On the basis of experience, review and revise CEPA toolkit. | SCBD, Parties, IUCN-CEC, UNESCO | 70,000 (35,000 per workshop X 2), Staff time |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 6 weeks P-3 Information Officer 8 weeks G-7 PA for CEPA – 6 weeks</i> | |

Priority Activity 5 - Toolkits

16. This Priority Activity aims at providing National Focal Points and other national actors charged with communicating the messages of the Convention, with concrete instruments for conducting CEPA activities. The toolkit published in 2008 provides a broad set of tools for conducting CEPA activities in a number of areas, and also includes specific tools for the use of CEPA in the context of national biodiversity strategies and action plans. After 2008 the toolkit could be evaluated and the need for further work discussed. Evaluation should be one by an expert group and count on the input of the IAC.

| Steps | Actors | Resources required |
|---|---|---|
| 2008 | | |
| <i>Finalise and disseminate toolkit through the CEPA portal.</i> Activity completed | <i>IUCN CEC,</i> <i>SCBD</i> | <i>Staff time</i> |
| <i>Encourage feedback on toolkit from different regions</i> Activity in Progress | <i>IUCN CEC,</i> <i>SCBD, Parties</i> | <i>Staff time</i> |
| <i>Use toolkit in regional workshops as described in priority activity 6.</i> Activity in Progress for NBSAP workshops | <i>SCBD, Parties</i> | <i>(included in funding for workshops – see PA 6 below)</i> |
| 2009 | | |
| Host expert meeting on use of toolkit. Meeting will review experiences of use of toolkit in workshops in 2008 and early 2009 in order to determine best practices and possible directions for revision for future use. Meeting will also determine the creation of a new section on promoting the International Year of Biological Diversity and the 2010 target in policy and communications | SCBD, IUCN-CEC, participants in a regional workshop | 35,000, Staff time |
| Revise toolkit, on the basis of expert meeting, and on the basis of conclusions from expert group on key message. Disseminate to Parties | SCBD, consultant | 35,000, Staff time and distribution costs. |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 3 weeks</i> <i>G-7 PA for CEPA – 4 weeks</i> | |

Priority Activity 6 - Workshops

17. Face-to-face training activities are crucial for implementation of many of the other Priority Activities, in particular the establishment of a national CEPA structure and strategy and the application of the toolkit. Regional workshops on CEPA, directed at National Focal Points and others from national CEPA networks, have been planned by the Secretariat, both as stand-alone events, as well as as a component of broader NBSAP workshops. It will be necessary to evaluate in how far this approach provides CEPA staff with sufficient support for their specific challenges, and to evaluate how CEPA activities can best be incorporated in NBSAP's.

18. Workshops should be organised with the participation of professional communicators, representatives of key stakeholders, and should be designed to produce action plans and concrete results. These workshops should address the need for National CEPA strategies, as well as the ways that CEPA can provide additional support to other policy initiatives of the Convention on Biological Diversity. Workshops should make use of the CEPA toolkit and other relevant toolkits, with the view of providing refinements and feedback to these.

19. Further training activities/workshops are likely to be needed to deepen the knowledge and help to create ongoing regional and/or bilateral cooperation.

| Steps | Actors | Resources |
|---|---|---|
| 2008 | | |
| <p>Using CEPA toolkit and other Secretariat tools, host regional or subregional workshop on CEPA strategies. Participants will include National Focal Points and other staff responsible for communication, as well as communication experts. Goals of workshop will be training on, <i>inter alia</i>:</p> <ul style="list-style-type: none"> - PA 1 – establishing implementation structures - Using CEPA and communication strategies to achieve policy goals, including using IBD and IYB celebrations for - Mainstreaming biodiversity into formal and nonformal education <p>Post results of workshop on CEPA Portal</p> | <p>SCBD, IUCN-CEC, Parties, communication experts, UNESCO</p> | <p>35,000 , plus in kind contribution from host country, Staff time</p> |
| 2009 | | |
| <p>Host 2 regional workshops, according to the criteria above. Post results of workshop on CEPA Portal</p> | <p>SCBD, IUCN-CEC, other regional actors</p> | <p>70,000 (2 X 35,000), plus in kind contribution from host country, Staff time</p> |
| <p><i>SCBD staff resources required</i></p> | <p><i>P-3 CEPA – 6 weeks</i> <i>G-7 PA for CEPA – 6 weeks</i></p> | |

Priority Activity 7 - CEPA Global network

20. The global network for CEPA is at once a network of people, a set of electronic communication tools, and a community of shared ideas. Building the network requires supporting all three elements.

21. The key tool here is the CEPA electronic portal. This portal should support the PoW on CEPA in a broad sense: by making all relevant information available that results from implementation of the priority activities, by disseminating interesting examples of CEPA activities and products, by providing useful information on sources and networks for CEPA etc. In addition it can contain some specific pilot projects such as the children's website. While it is up to the Secretariat to create the infrastructure for the portal, and to indicate which information should be posted therein, provision of content for this is the responsibility of the Parties. For this activity, the resources of the Clearinghouse Mechanism, including the CHM focal points and the CHM IAC, should also be used.

22. While the portal is the tool, it is only as useful to the extent that it is used extensively. In this respect, the creation of the human element of the network is central to ensuring that the Global network becomes a living network. Work under this priority activity needs to identify potential partner networks and establish linkages. The Informal Advisory Committee for CEPA is an important motor force in this process, as it is the basis for the mobilisation of people and networks. Financial support for regular annual meetings of the IAC, including the participation of representatives from developing countries and indigenous and local communities, is key.

| Steps | Actors | Resources required |
|---|--|--------------------|
| 2008 | | |
| Create infrastructure to ensure that CEPA resources are available and up-to-date on website, including: <ul style="list-style-type: none"> - results of workshops - toolkits - Assessment exercises - Key messages Use content management and syndication tools including forms of RSS to ensure that best content is available. Also ensure that delivery mechanisms. Create partnerships with IUCN-CEC, and other agencies. | SCBD, IUCN-CEC | 35,000, Staff time |
| Meeting of the IAC for CEPA | SCBD, IAC members | 35,000, Staff time |
| 2009 | | |
| Ensure that funds are available for maintenance and updating of the web and offline resources | SCBD | Staff time |
| Meeting of the IAC for CEPA | SCBD, IAC members | 35,000, Staff time |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 5 weeks</i> <i>G-7 PA for CEPA – 5 weeks</i> <i>Web editor G-7 5 weeks</i> | |

Priority Activity 8 - International Day for Biological Diversity

23. The International Day for Biological Diversity is an excellent vehicle to communicate the messages of the Convention to a broad audience. With the selection of annual themes, it is also an opportunity for strategic communication on some of the punctual issues covered under the Convention. Taking advantage of this opportunity however requires organization and resources at both global and national levels. In recent years, the Secretariat has been blessed with both, and the results have been considerable.

24. Thanks to the generous financial support of the Government of Norway, and the resulting suite of resources and preparations, the celebrations of IBD-2007 on the subject of biodiversity and climate change were the most successful ever. The experience of developing the campaign with these funds demonstrated that with regular, predictable resources and with strategic choice of subjects, celebrations can be global. Celebrations for 2008 were coordinated with the ninth meeting of the Conference of the Parties and with FAO. Resource constraints however were a limiting factor on the celebrations. In the future, resources need to be made available, well in advance.

25. The success of IBD draws on as much advance planning as possible. To ensure this, planning for IBD for 2009 and beyond should begin immediately. The executive Secretary has already established the themes for 2009 and 2010: Invasive Alien Species and Biodiversity for Development, respectively. Where the IBD takes place during a COP, planning should be initiated with the host. IBD will also have greater prestige if each year, a single country takes leadership for global celebrations. This also requires advance planning.

26. The success of IBD also draws on its linkage with a number of the other Priority Activities. The creation of Implementation Structures (PA 1) creates the conditions for national communication of the theme. The creation of messages and media relations (PA 3 and 4) helps promote the day's messages through the media. The mainstreaming of biodiversity into formal and non-formal education will create networks for mobilisation of educators in support of the day. As these Priority Activities are therefore implemented, the infrastructure will have greater capacity to promote communication and awareness.

| Steps | Actors | Resources required |
|--|--|--|
| 2008 | | |
| <i>Work with Host country of COP-9 to celebrate the International Day for Biological Diversity during COP. Encourage Parties to report on activities immediately following the day.</i> <i>Activity in progress</i> | SCBD, FAO, media outlets, host of COP-9 | Budget as above, plus additional resources for events at COP, Staff time |
| Evaluate effectiveness of strategy and submit discussion paper to IAC. Adjust IBD communications strategy accordingly. | SCBD, IAC-CEPA | Cost of CEPA IAC meeting, staff time |
| Following COP-9, create and implement IBD communications strategy for 2009, including development of materials, media coverage, promotional videos and support for national events. | SCBD, GISP, media outlets, Parties, Host for Global Celebration. | 200,000, Staff time |

| Steps | Actors | Resources required |
|--|--|--------------------------------------|
| 2009 | | |
| Celebrate IBD 2009 with a host country. Support national celebrations with information materials and main messages. Encourage Parties to report on their activities. | SCBD, New Zealand, media outlets, Parties other agencies | (expressed above) |
| Evaluate effectiveness of strategy and submit discussion paper to IAC. Adjust IBD communications strategy accordingly. | SCBD, IAC-CEPA | Cost of CEPA IAC meeting, Staff time |
| Create and implement IBD communications strategy for 2010, including development of materials, media coverage, promotional videos and support for national events. Coordinate with host of COP-10 for celebrations | SCBD, World Bank, media outlets, Parties, host of COP-10 | 200,000, Staff time |
| 2010 | | |
| Celebrate IBD 2010 within the context of the IYB. Work with host of COP-10 to coordinate celebrations. | SCBD, host of COP-10, IYB coordinating committees | (expressed above) |
| Create and implement IBD communications strategy for 2011. including development of materials, media coverage, promotional videos and support for national events. | SCBD, media outlets, Parties. | 200,000, Staff time |
| <i>SCBD Staff Resources required.</i> | <i>P-3 CEPA – 15 Weeks G-7 PA for CEPA – 12 Weeks P-3 Information – 9 weeks P-3 Publications – 12 weeks G-7 PA for Publications – 12 weeks Web editor G-7 6 weeks</i> | |

Priority Activity 9 - Profile of CBD meetings

27. CBD meetings such as SBSTTA, COP, and even meetings of the Working Groups can provide an opportunity for communicating the work of the Convention to the public or specific target groups. Based on the relationships with media developed under Priority Activity 3 above, and in keeping with the key messaging developed under Priority Activity 4, attempts should be made to mobilize media as a key intermediary., depending on the news value of the meetings concerned. In this respect, advanced engagement and planning with the host of the meeting is key to ensuring the success of such activities.

28. These meetings also offer a number of opportunities to raise awareness of CEPA. This includes a number of strategically themed side events, where activities in the programme of work from the biennium can be highlighted. Also important is the holding of a CEPA Fair at the COP. This activity will give Parties an opportunity to present their CEPA activities and implementation structures to the world.

| Steps | Actors | Resources required |
|---|---|---|
| 2008 | | |
| <p><i>Work with Host of COP-9 to maximise communication opportunities:</i></p> <ul style="list-style-type: none"> - <i>Host CEPA fair at COP-9</i> - <i>Coordinate media strategies at national and international level</i> - <i>Sponsor photo exhibition on 2010 target.</i> <p>Activity in Progress</p> | <p>SCBD, Host of Country</p> | <p><i>Up to US\$ 35,000 to set up CEPA fair, plus costs from parties to organise exhibitions. Additional publicity can cost considerably more. Staff time</i></p> |
| <p>Secretariat evaluates impact and CEPA-IAC recommends additional changes and activities for COP-10</p> | <p>SCBD, IAC-CEPA</p> | <p>Meeting of IAC for CEPA, Staff time</p> |
| 2009 | | |
| <p>On the basis of experience at COP-9, discuss possibilities with host of COP-10 and plan strategy, including linkage with IYB and launch of Global Biodiversity Outlook 3</p> | <p>SCBD, Host of COP-10</p> | <p>Costs of publicity events should be part of the host country agreement; CEPA Fair can cost US\$ 35,000 (see funding under priority activity 1 above)</p> |
| <p>Identify communications opportunities at meetings of Working Groups and SBSTTA and organise events</p> | <p>SCBD, Hosts of meetings</p> | <p>Staff Time</p> |
| <p><i>SCBD staff resources required</i></p> | <p><i>P-3 CEPA – 6 weeks</i> <i>G-7 PA for CEPA – 6 weeks</i></p> | |

Priority Activity 10 - Education

29. The IAC concluded that this PA needs further elaboration with respect to scope, content and approach. Integrating biodiversity into (formal and nonformal) education is by no means an easy process. Actions by the Convention on Biological Diversity can only be effective if fully using existing educational mechanisms and the expertise of (national) education institutes and other actors in the field of education. The important relationship between the two contexts of education, formal and nonformal, should also be addressed. Frequently initiatives from the nonformal area are then later adopted by the formal education system. Finally, the role of education as training for stakeholders who are not youth and children needs to be addressed.

30. On this basis, the first step is to organize a workshop with expertise from both the biodiversity and education field to discuss the best approaches. This workshop could result in a more concrete set of activities to mainstream biodiversity issues into curricula, school books, and other educational programmes. Synergies with the Decade for Education for Sustainable Development and other CEPA programmes (climate, wetlands etc) in order to develop a consolidated package of content would be an important aspect of the discussions. In this respect, UNESCO and SCBD should work together to develop these approaches.

| Steps | Actors | Resources required |
|--|---|--|
| 2008 | | |
| <i>Host expert meeting on mainstreaming CEPA and biodiversity considerations into educational strategies.</i> | <i>SCBD, UNESCO, IUCN-CEC, Ramsar</i> | <i>25,000, Staff time</i> |
| Activity Completed | | |
| On the basis of expert meeting, create guidelines for integration of biodiversity issues into formal and non formal education, use these guidelines in the context of regional workshops under priority activity 6 above. | IUCN-CEC, UNESCO, SCBD, Ramsar | 20,000 for editing and translation, 25,000 for publication, Staff time |
| Work with UNESCO to integrate education and the goals of the UN DESD into the campaign for the International Year of Biological Diversity (continue activity into 2009). Plan initial materials and link with UNESCO school net. | UNESCO, SCBD | Staff time |
| 2009 | | |
| Continue to work with UNESCO to develop tools and networks | UNESCO, SCBD | 35,000, Staff time |
| Host two regional workshops on integrating biodiversity into curriculum | IUCN-CEC, UNESCO, SCBD | 70,000 (2 X 35,000 per workshop), Staff time |
| <i>SCBD staff resources required</i> | <i>P-3 CEPA – 8 weeks G-7 PA for CEPA – 6 weeks</i> | |
