



## Convention on Biological Diversity

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### CONFERENCE OF THE PARTIES TO THE CONVENTION ON BIOLOGICAL DIVERSITY

Ninth meeting

Bonn, 19-30 May 2008

Item 3.7 of the provisional agenda \*

### GLOBAL BIODIVERSITY OUTLOOK

#### *Considerations for the preparation of the third edition of the Global Biodiversity Outlook*

*Note by the Executive Secretary*

#### I. INTRODUCTION

1. The second meeting of the Open-ended Working Group on Review of Implementation (9-13 July 2007) reviewed a proposed scope and format, work plan, communication strategy and financial plan for the development of the third edition of the Global Biodiversity Outlook (GBO-3) contained in documents UNEP/CBD/WG-RI/2/6 and UNEP/CBD/WG-RI/2/INF/13 and requested the Executive Secretary to revise these elements, taking into account views expressed at the meeting as well as comments provided by national focal points, the Informal Advisory Committee for Communication, Education and Public Awareness and other relevant organizations and specialists, and to submit a revised proposal for the consideration of the Conference of the Parties at its ninth meeting.

2. In accordance with this request the Executive Secretary, through notification 2007-093 dated 20 July 2007, invited additional views from Parties. By 9 November 2007 four Parties (Colombia, European Community, Japan and Mexico) had responded. In finalizing the revised plan, the Executive Secretary also took into account views put forward by the members of the Advisory Group for the preparation of GBO-3 as well as by the meeting of the Informal Advisory Committee on Communication, Education and Public Awareness (28-29 January 2008).

3. Section II of the present document contains a draft decision for consideration by the Conference of the Parties. Section III provides information on the scope and format of GBO-3 and in Section IV a proposed work plan and timetable including critical dates. Section V contains elements for a communication strategy while Section VI includes information on budget requirements and Section VII provides considerations for the formation of an Advisory Group for GBO-3 including terms of reference for the work of this group. Elements for an outline of GBO-3 are contained in annex I, and funding requirements are listed in annex II.

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\* UNEP/CBD/COP/9/1.

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## II. DRAFT DECISION

4. The Conference of the Parties may wish to adopt a decision along the following lines:

(a) *Takes note of* the revised scope and format, work plan, communication strategy and financial plan for the development of the third edition of the Global Biodiversity Outlook and *requests* the Executive Secretary to proceed on the basis of this plan;

(b) *Requests* the Executive Secretary to notify the organizations participating in the Biodiversity Indicators Partnership about the time table for preparing the various products of third edition of Global Biodiversity Outlook and *invites* those organizations to make available the latest scientific information in accordance with the production plan contained in Section IV of this note;

(c) *Welcomes with appreciation* the financial contributions made by Germany and Japan for the early stages of preparation of Global Biodiversity Outlook 3;

(d) [WGRI 2 Recommendation II/4, paragraph 3] *Requests* the Global Environment Facility, *urges* Parties, and *invites* other Governments and donors, to make timely financial contributions for the preparation and production of the third edition of the Global Biodiversity Outlook and ancillary products, and of the full set of the provisional 2010 indicators, through the Biodiversity Indicators Partnership, in accordance with the work plan and financial plan for the preparation of the third edition of the Global Biodiversity Outlook as well as the communication strategy, the scope and format for the third edition of the Outlook. These funds should be provided as early as possible so that the Global Biodiversity Outlook can be finalized in advance of the tenth meeting of the Conference of the Parties, in all United Nations languages, and, if possible, with a draft available for review at the fourteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice.

### III. SCOPE AND FORMAT OF THE THIRD EDITION OF THE GLOBAL BIODIVERSITY OUTLOOK

#### A. *Scope and format of the third edition of the Outlook*

5. The year 2010, proclaimed as the International Year for Biodiversity, will be a milestone in the life of the Convention. The third edition of Global Biodiversity Outlook (GBO-3) will be an important vehicle to inform a variety of audiences about the status of biodiversity and the drivers of its loss, and the achievement of the 2010 biodiversity target. Through a range of products GBO-3 will be a major communication tool that should contribute substantially to the enhancement of awareness of the importance of biodiversity for human well-being through the delivery of diverse ecosystem goods and services and the impact of different human actions on the conservation and sustainable use of biodiversity.

6. More than the previous editions, GBO-3 will draw on information contained in national reports and supplementary information provided by Parties. It will include a substantial section on trends in biodiversity, which will be prepared in collaboration with relevant international organizations. This section should draw on the relevant information from various assessments, including, where available, updates on data and information from the Millennium Ecosystem Assessment; the United Nations Environment Programme's fourth Global Environment Outlook (GEO-4); the 2010 Biodiversity Indicators Partnership, coordinated by the World Conservation Monitoring Centre of the United Nations Environment Programme (UNEP-WCMC); additional peer-reviewed scientific information; and other relevant sources, as appropriate.

7. The third edition will contain information on:

(a) Status and trends of biological diversity, including drivers of biodiversity loss and impacts on ecosystems and human wellbeing, and an assessment of the achievement of the 2010 biodiversity target at the global and, where available, regional level, complemented by storylines based on relevant examples and case studies derived from information contained in the fourth national reports and other sources;

(b) Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity based, *inter alia*, on a review of implementation of the Strategic Plan;

(c) The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and, more generally, progress made in mainstreaming biodiversity into the development agenda;

(d) Actions for significantly reducing the rate of biodiversity loss, including considerations for a framework to set targets for implementing the Convention beyond 2010, taking the previous information into account.

8. Elements of an outline are contained in annex I below.

9. While the focus will be on global and, where available and appropriate, regional analyses, general trends and recommended actions will be illustrated with examples drawn from national reports, national and sub-global assessments and regionally based response scenarios and other relevant sources.

10. The central information product of the third edition of the Global Biodiversity Outlook should remain a monograph of a size comparable to the second edition containing detailed data and case studies on the content listed above. Datasets, analytical methodology, assessment of data quality and description of the degree of certainty/uncertainty used for the creation of this monograph will be made available, *inter alia*, through the clearing-house mechanism of the Convention.

## ***B. Supplementary products***

11. In addition to this central product, a number of satellite products will also be developed to communicate the messages, in a format suitable to each of a number of target groups including, *inter alia*:

(a) The private sector, with a focus on important economic sectors for which mainstreaming of biodiversity concerns is a priority to the Convention, including, *inter alia*, agriculture, energy, forestry, mining, trade, infrastructure development and development assistance;

(b) Educators, first in primary and secondary schools, through the creation of a teacher's kit and versions of the document suitable for presentation to school children in primary and secondary education, and second to university educators, through promotional materials on the role of science in biodiversity policy;

(c) The scientific community, including young researchers;

(d) Indigenous and local communities;

(e) Decision-makers in government and business with a focus on important economic sectors for which mainstreaming of biodiversity concerns is a priority to the Convention; and

(f) Parliamentarians and local governments

12. Important considerations will also be given to the production of a variety of information products that present the data from the Outlook. Such products could include, *inter alia*:

(a) A summary for decision makers;

(b) Key messages and stories that underpin these messages for use by various media. Stories should typically be derived from national reports and be accessible by subject and country to increase relevance to, and interest by, national media;

(c) A web-based data portal, where datasets are available for downloading. Common formats and standards should govern the presentation of data therein;

(d) Podcasts for use at launches and with media;

(e) Power Point presentations;

(f) A promotional video and a video news release, which should include stock images suitable for use by media organizations;

(g) Figures, charts and factsheets in various, predominantly electronic, formats;

(h) Royalty-free photographs;

(i) Posters and display panels illustrating the main messages of the Outlook, suitable for use at major international meetings;

(j) Brochures and fliers.

#### IV. WORK PLAN AND TIMETABLE FOR THE PREPARATION OF THE THIRD EDITION OF THE GLOBAL BIODIVERSITY OUTLOOK (GBO-3)

13. GBO-3, including its various products and underlying analyses will provide a basis for discussion of a future Strategic Plan and relevant targets for biodiversity. With this in view, the following deadlines for GBO-3 products are envisaged:

<i>Product</i>	<i>Deadline</i>
Draft outline	December 2007
First draft of chapters	March 2009
Review of chapters	July 2009
Second draft of chapters	December 2009
Editing of chapters, preparation of graphics	January 2010
Translation/adaptation of text	April 2010
Launch of various GBO-3 products	various events in the course of 2010

14. Table 1 below lists the schedule of activities guiding the preparation of GBO-3. It should be noted, however, that these dates may require adjustment. A degree of flexibility is therefore required.

*Table 1. Schedule of activities in preparing GBO-3*

<b>Date <sup>1/</sup></b>	<b>Activity</b>	<b>Expected outcome</b>	<b>Comments</b>
DEC 2007	Establishment of advisory group and interagency task force and agreement on working modus.	Working mode with all main partners established. TOR for interagency task force. Electronic discussion forum on GBO-3 established. <b>Draft outline of GBO-3.</b>	The advisory group will provide inputs and feedback to draft COP-9 document on preparation of GBO-3 through the electronic discussion forum and teleconference as appropriate.
JAN 2008	Meeting of the CEPA-IAC.	Finalization of communication strategy and recommendations on possible partnerships for its implementation.	COP-9 document on preparation of third edition of the Global Biodiversity Outlook will be completed after CEPA-IAC meeting.
FEB 2008	Side event on GBO-3 and 2010 BIP at SBSTTA-13.  Meeting of members of the advisory group at the margins of SBSTTA-13.	Parties informed about production plan.  Recommendations on content, contributors, data collection process for the storyline, and partnerships for implementing communication strategy, and funding strategy.	It is envisaged to arrange for a meeting of those members of the advisory group that are present at SBSTTA.
MAY 2008	Formal meeting of the advisory group at COP-9.	Review by COP of GBO-3 production plan and outline. Review of elements of CRP on GBO-3 and consideration of its implications.  Recommendations on content, contributors, data collection process for the storyline, and partnerships for implementing communication strategy, and funding strategy.	The meeting will take place on 24 or 25 May, i.e. after GBO-3 has been on the agenda for the first time.
JAN 2009	2010 Biodiversity Indicators Partnership.	Interim results provided by organizations commissioned to lead development and implementation of 2010 indicators.	Incorporation of results into draft document.

<sup>1/</sup> Some dates are tentative.

<b>Date 1/</b>	<b>Activity</b>	<b>Expected outcome</b>	<b>Comments</b>
MAR 2009	Deadline for submission of 4 <sup>th</sup> national report.	Analysis of 4 <sup>th</sup> national reports and extraction of material for possible inclusion in GBO-3  <b>First draft of chapters.</b>	Analysis will begin as soon as 4 <sup>th</sup> NR submissions arrive and will be complemented by information from NBSAP workshops. It is assumed that a significant number of Parties has submitted their 4 <sup>th</sup> national report by this date.
MAY 2009	SBSTTA-14	Review of draft GBO-3 by SBSTTA.	
JUL 2009	Meeting of the advisory group.	Consideration of implications of recommendation by SBSTTA-14; review of available data and elements of storyline; matching with outline of GBO-3; identification of gaps. <b>Review of chapters.</b>	Peer-review of content of GBO-3 will be carried out through various channels and may continue throughout the second half of 2009.
DEC 2009	2010 Biodiversity Indicators Partnership.	Submission of peer-reviewed products on 2010 indicators and incorporation in <b>second draft of chapters.</b>	Some products may not be available at this point and will need to be incorporated later.
JAN 2010	SBSTTA-15	<b>Launch of main scientific findings of GBO-3</b>	Depending on the date for COP-10 a staggered release of GBO-3 products is envisaged. Main launch will be on International Day on Biological Diversity 2010, with the intention of building momentum to the UNGA discussion of the document in October.
JAN 2010		<b>Chapters edited; graphics finalized.</b>	
APR 2010		<b>Language versions prepared.</b>	
MAY 2010	International Day on Biological Diversity 2010.	Launch and distribution of <b>full GBO-3</b> , the <b>Summary for Decision Makers</b> , and <b>ancillary products</b> , in all languages, in accordance with the communication strategy; regional launches	
OCT 2010	UNGA and the special high level segment on Biodiversity	Policy statement from the high level segment, linked to the conclusions of GBO3, exhibition on GBO3 in New York.	
NOV 2010	COP-10	Event at high level segment, reporting on GBO3 and UNGA and setting commitments for the post-2010 period.	

15. Throughout the project, it will be critical that sufficient time and capacity is allocated within the CBD Secretariat to coordinate the preparation of GBO-3 and to ensure that immediate attention is given to the mitigation of risks associated with modifications in the time table, temporary funding shortcomings, delays in the availability of relevant information and other contingencies.

16. It will also be important to keep in mind from the beginning the multiple audiences to be addressed, the appropriate products to be prepared, and media to be used. The early finalization of a communication strategy will facilitate the allocation of material to suitable end products as soon as it is collected and compiled.

## V. ELEMENTS FOR A COMMUNICATION STRATEGY FOR GBO-3

### A. Background

17. The second edition of the Global Biodiversity Outlook, issued at the eighth meeting of the Conference of the Parties, in 2006, provided a concise view of the set of indicators for the 2010 biodiversity target and the policies needed to achieve it. An evaluation of lessons learned from the preparation of the second edition of Global Biodiversity Outlook (UNEP/CBD/SBSTTA/12/5-UNEP/CBD/WG-RI/2/6) suggests that a coherent communication strategy would likely increase the impact of the next edition of the Global Biodiversity Outlook.

18. Accordingly, a communication strategy for GBO-3 has been prepared based on the advice of Parties, the Informal Advisory Committee on Communication, Education and Public Awareness (CEPA-IAC) and the GBO-3 Advisory Group. The strategy will remain under review throughout the GBO-3 preparation process to ensure that it is fully adapted to the progress of the project and the resources available. The draft strategy is presented as an information document (UNEP/CBD/COP/9/INF/18). A synthesis of the strategy is contained below:

### ***B. Aims and objectives for GBO-3***

19. GBO-3 will be launched in 2010 which has been declared the International Year of Biodiversity (IYB) by the United Nations General Assembly. The International Year will focus on the importance of biodiversity for human well-being, and will communicate success stories in achieving the 2010 biodiversity target. The publication of GBO-3 will be a central element of the communications strategy for the year, providing the main messages. GBO-3 will demonstrate, using case-studies and data from the framework of indicators, the extent to which the 2010 target was achieved in regions and ecosystems. It will thus point the way that Parties might need to act to realize the objectives of the Convention in the post-2010 period. Some of the goals for GBO-3 are listed below:

(a) Highlight the importance of biodiversity for human well-being and achievement of the Millennium Development Goals;

(b) Analyse the progress made towards the 2010 biodiversity target and point out gaps in knowledge and/or data;

(c) Demonstrate, using concrete examples, case-studies, and indicators, that there are successes in achieving the 2010 biodiversity target at regional and ecosystem levels;

(d) Build support and awareness for the further elaborated framework of indicators as the basis for both the analysis of trends at the global level and the framework for analysis and action at the regional and national levels;

(e) Point out what is required to maintain the successes in achieving the 2010 target to date and build support for protecting these in order to generate the basis for gaining recognition by the international community of the factors outside of the Convention upon which continued success in achieving the target will be predicated;

(f) Obtain commitments to use the tools under the Convention to build and achieve any post-2010 framework, including a new focus on the ecosystem approach and other integrated management schemes.

### ***C. Key messages***

20. The key messages for GBO-3 will reflect the aims and objectives of the Convention and its 2010 target, and will become the key messages for the International Year of Biodiversity. These messages will be supported and demonstrated by reference to the data in the indicators and case-studies. Development of the specific content will only be possible following further development of the strategy for the International Year as well as approval from the Working Group on Review of Implementation of the Convention, the Conference of the Parties, and other bodies of the Convention.

21. Given the need to communicate these key messages to a variety of audiences, the writing team for the project will include experts in science and policy journalism. To ensure that the language versions communicate the messages effectively, they should not be simple translations of the English version, but rather adaptations of the text. For this reason, the project will engage writers in the other languages who can properly adapt the text.

## **D. Key audiences**

### *1. The general public*

22. The general public is expected to become the basis for political support for implementation of the CBD at national levels, and is also expected to take the individual actions needed to achieve the 2010 target. The general public is at once a global, regional and a local audience. In this sense, GBO-3 needs to provide a global message about biodiversity loss and the actions to continue to achieve the 2010 target, but it needs to explain this by telling compelling regional and local stories.

### *2. Parties to the Convention on Biological Diversity*

23. GBO-3 will provide Parties with information that supports the development of coordinated strategies towards implementation of the Convention at the national level. Relevant ministries and agencies should be able to draw on GBO-3 to help them prepare and implement coherent and comprehensive national biodiversity strategy and action plans (NBSAPs) and communicate its relevance to a broad audience. Therefore, GBO-3 will contain messages that promote the Convention to some of the ministries, departments, agencies and other bodies that are not yet engaged in biodiversity issues.

### *3. International organizations*

24. Continued efforts to reduce biodiversity loss rely on a global strategy, requiring the involvement of international organizations to communicate the 2010 target and the tools for its implementation. The emphasis will be on complementarities between the 2010 target and the goals of the other organizations.

### *4. Business sector*

25. GBO-3 will build on the existing work of the Convention on business and biodiversity and will provide examples of businesses whose actions are already contributing to the achievement of the 2010 target. Emphasis should be on marketing the business case for biodiversity to other businesses who have not yet embraced it.

### *5. Civil-society organizations*

26. Civil society is represented by many different groups, including non-governmental organizations (NGOs) from a variety of sectors and indigenous and local communities (ILCs). GBO-3 will provide messages that civil-society organizations and representatives of ILCs can use to promote citizen engagement and mobilization. It will also provide tools for new directions for biodiversity management by these organizations.

### *6. Scientific community*

27. The acceptance and impact of GBO-3 will, to a certain extent, be a product of its scientific credibility. To this end, GBO-3 will emphasize that the science used for its preparation is peer-reviewed, and part of a universal dataset. GBO-3 should provoke a dialogue between scientists on the uses of the data sets and emphasize research needs in the science and policy interface for questions of human well-being and the role of biodiversity in underpinning ecosystem services. Young scientists should also be able to identify key directions for future research in support of the objectives of GBO3.

## 7. *Educators*

28. Reaching out to the next generation of citizens, scientists and policy-makers requires the mobilization of educators. GBO-3 will provide materials that can be used by educators of primary, secondary and university students.

### *E. Channels*

29. The channels below represent the products and routes for reaching all of the target groups above. For all channels, the strategy will need to ensure that regional differences are taken into account.

#### *1. Launches of the report*

30. The holding of high-profile events upon release of the report will establish its credibility and importance. All launches should be linked to the events organized for the International Year of Biodiversity. The scientific findings should be made available to SBSTTA at the beginning of the year. The main launch, focusing on the economic and policy implications of the scientific findings, should be on the International Day for Biological Diversity, in May, which will be celebrated under the theme of Biodiversity for Development and should include launches in regions and at national levels. All the regional offices of UNEP should also participate in regional launches. Scientific partners should also participate in the launches of the report. These earlier launches will provide the framework for high-level discussions of GBO-3 at a high-level segment at the session of the United Nations General Assembly devoted to the International Year of Biodiversity, as well as the high-level segment of the tenth meeting of the Conference of the Parties to the Convention.

#### *2. Publication and distribution of information materials*

31. The report itself and its supplementary products (listed in section III B above) are the main concrete output of the project. Therefore, considerable attention needs to be given to their design, presentation and distribution. The print-run for the project could be potentially in the tens of thousands of copies once all language versions are taken into account. Given the high costs of mass distribution, both monetary and in terms of the carbon and ecological footprints, the publication and distribution strategy should include the following:

- (a) A partnership with a publisher(s) to facilitate distribution to a broad audience, under the notion that the content of GBO-3 should be freely available as an open access publication;
- (b) Printing and distribution to take place at regional and national levels wherever possible;
- (c) Electronic distribution via PDF and other accessible formats.

#### *3. Website*

32. To support the principles listed above, a special section of the website of the Convention should be created, where all materials and data related to GBO-3 are available, using common data standards and formats. The website will use a variety of syndication tools to ensure that information is easily shared with partners and the media.

#### *4. Meetings/conferences*

33. International events are opportunities for “mini-launches” of the report. At such events, GBO-3 should be presented in side-events, press conferences and other media forums and a kiosk should be displayed where copies of the report will be distributed. Relevant meetings should be identified well in advance and might include:

(a) *CBD meetings.* GBO-3 should be the focus of side events at meetings of the SBSTTA, WGRI and other major working groups for up to a year after the launch of the main report;

(b) *Meetings of the United Nations General Assembly.* GBO-3 will be a key document for the discussions at the high-level segment of the General Assembly in 2010 devoted to the International Year of Biodiversity;

(c) *Meetings of other agencies.* Some of the possible events include the most high-profile meetings under the United Nations and its relevant programmes and agencies, as well as global treaties, such as the United Nations Framework Convention on Climate Change, the United Nations Convention to Combat Desertification, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention on Migratory Species (CMS), the Ramsar Convention, as well as such organizations as IUCN;

(d) *Other public conferences and tradeshows.* The report should be presented at science conferences, science journalism conferences, environmental business conferences and other relevant events. The mobilization of business partners in support of these is particularly relevant.

## 5. *Media*

34. The media will be the conduit for the transmission of the report to different audiences. General and specialized media (business, energy, agriculture, etc) should be engaged, both at the national and regional level. The presentation of case-studies of particular relevance to the specific geographic or sectoral area will provide specific, tangible stories that can be marketed to the different audiences. Graphics and a variety of multimedia products should be made available to the media in order to facilitate communication of the main messages. Coordination with the media strategy for the International Year will enhance synergy and extend resources. Any media partnerships established for the International Year and GBO-3 should be harmonized. The following types of media should be targeted:

(a) *Print media.* The goal will be to generate editorial coverage on the day of the main launch and to sustain this in the months to come by focusing on the main messages and the case studies that illustrate these. Op-ed pieces, penned by the Executive Secretary and some of the main contributors, should also be issued at the time of release;

(b) *Broadcast media.* A video news release should be available in broadcast and web formats in multiple languages. Partnerships for documentaries on this should be encouraged, both through agreements directly with broadcasters, as well as with film festivals;

(c) *“New media”.* Environmental websites and weblogs (blogs) are important ways to build communities and transmit information. The report needs to be marketed to these and information presented in a format that facilitates posting and comment. The reach of Wikipedia should also be harnessed, although an editorial team should monitor any Wikipedia entries to ensure accuracy.

## 6. *The clearing-house mechanism (CHM) of the Convention on Biological Diversity*

35. GBO-3 and all its products should be made available through the CHM. and national CHMs should be encouraged to disseminate the material. In particular, national CHMs from developed country Parties should be encouraged to provide resources for dissemination in developing country partners.

## 7. *Partner organizations*

36. Partner agencies, particularly those involved in the preparation of GBO-3, will represent an important communication channel. They include, but are not limited to, the following:

(a) *GBO-3 Advisory Group.* Convened by the Secretariat, it will have the task of reviewing and providing advice on all steps of the project (see proposed terms of reference and composition in section VII below);

(b) *Publishing partner.* The partner would facilitate distribution of the information products for GBO-3 in different regional and sectoral markets and may also be asked to provide in-kind contributions to the production of some of these products. The partner should be selected on the basis of their global reach and experience with scientific and policy publications and multiple media;

(c) *Graphics/data visualization partner.* The Secretariat will need to identify a partner with a proven track-record of graphics production and communication in multiple languages;

(d) *Indicators/scientific partners.* In most cases, the organizations and agencies coordinating the development of indicators are also the best organizations to communicate this information. The experience of these partners in communicating scientific evidence should be drawn upon in preparing the information on status and trends in biodiversity;

(e) *Educational partners.* Reaching out to school systems and school boards and developing presentations to school age children will require the expertise of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the IUCN Commission on Education and Communication (CEC) and others

(f) *Media Partners.* In order to reach audiences across regions and sectors, as well as to coordinate messaging with that of International Year, a coordinating body for both will be established, which includes networks of media experts and organizations. Given its extensive network, the involvement of the Com+ Alliance of Communicators for Sustainable Development is recommended.

## **VI. RESOURCES REQUIRED**

37. The financial resources required for the project are detailed in annex II below. The budget presented assumes that the resources available to support the work of the 2010 Biodiversity Indicators Partnership cover all costs related to the preparation of scientific evidence on all indicators adopted as part of the framework for assessing progress towards the 2010 biodiversity target.

38. The budget presented is indicative. It assumes two three-day meetings of the GBO-3 Advisory Group (15 invited members) and one dedicated meeting of the Informal Advisory Committee for Communication, Education and Public Awareness (CEPA-IAC), as well as two meetings of the team of writers and key contributors.

39. The project will be coordinated by the Convention Secretariat where a task team has already been established and will continue to work as part of the terms of reference of existing posts funded from the Convention's core budget. A Programme Assistant would be recruited for a total of two years at the G-7 level.

## **VII. GBO-3 ADVISORY GROUP**

### **A. Terms of reference for the GBO-3 Advisory Group**

40. The GBO-3 Advisory Group will, within the general guidance provided through relevant decisions of the Conference of the Parties and recommendations by other Convention bodies, advise the Convention Secretariat on all aspects of the preparation of the publication and its related products. It will seek to:

- (a) Ensure the scientific and technical soundness of the products;
- (b) Promote the appropriate style and presentation of the envisaged products in view of the target audience;
- (c) Promote the participation of relevant partners and networks in the various stages of preparation of GBO-3;
- (d) Recommend possible partnerships, including where appropriate commercial partners, for the distribution of selected products;

41. In particular, the GBO-3 Advisory Group will:

- (a) Keep the work plan and communication strategy under review throughout the preparation process and recommend adjustments where necessary;
- (b) Review the annotated outline for GBO-3;
- (c) Contribute to the compilation of data and material, case studies and elements for the storyline;
- (d) Make recommendations on suitable section/chapter contributors and review guidelines and instructions for contributors;
- (e) Review of chapter drafts, including draft graphics.

***B. Composition of the GBO-3 Advisory Group***

42. The Advisory Group will mostly work through electronic means and telecommunication. However, two meetings are envisaged in the production schedule, which should be linked to relevant events (e.g. COP-9 in May 2008).

43. The Executive Secretary has invited the former and current SBSTTA Chairs and the Presidents of the eighth, ninth and anticipated President of the tenth meeting of the Conference of the Parties, as well as selected eminent scientists, to oversee the preparation of GBO-3.

44. More detailed guidance on specific aspects of the preparation of GBO-3 will be provided by an inter-agency task force comprising representatives of:

- (a) Informal Advisory Committee for Communication, Education and Public Awareness;
- (b) 2010 Biodiversity Indicators Partnership project;
- (c) Indigenous and local communities;
- (d) FAO;
- (e) IUCN;
- (f) UNEP;
- (g) UNU;
- (h) World Bank;
- (i) World Resources Institute

45. The Executive Secretary has also established an internal task force with the participation of all relevant units of the Secretariat to coordinate and manage all aspects of the GBO-3 preparation process.

*Annex I*

**Elements for outline of GBO-3**

Foreword

Acknowledgements

Executive Summary

**Section 1. The Convention for Life on Earth (10 pages)**

Introduction on the importance of biodiversity for human well-being and the urgency for conservation and sustainable use of biodiversity and access to genetic resources and benefit-sharing.

**Section 2. Status and trends of biodiversity (30 pages)**

Status and trends of biological diversity since the adoption in 1992 of the CBD. An assessment of the achievement of the 2010 biodiversity target at the global and, where available, regional level, complemented by storylines based on relevant examples and case studies derived from information contained in the fourth national reports. “Ingredients of success” will be derived from positive stories, giving particular attention to cases where the root causes of biodiversity loss have been addressed. Lessons learned from the use of the 2010 indicators in the assessment of the 2010 target will be drawn.

**Section 3. Global, regional, national and local actions for biodiversity (15 pages)**

Global and regional trends in the implementation of the objectives of the Convention on Biological Diversity, i.e., the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of benefits arising out of the utilization of genetic resources based, *inter alia* on a review of the achievement of the Strategic Plan of the Convention. Information will be derived from fourth national reports and the series of NBSAP workshops. Conclusions will be drawn for a follow-up Strategic Plan post 2010.

**Section 4. Biodiversity for human development (10 pages)**

The implementation of the biodiversity agenda within the framework of the Millennium Development Goals and, more generally, progress made in mainstreaming biodiversity into the development agenda.

**Section 5. Future for people — future for biodiversity (30 pages)**

Actions to significantly reduce the rate of biodiversity loss based on success stories and available Millennium Ecosystem Assessment-type assessments and scenarios as well as consideration of the costs of inaction. Discussion of approaches to address threats to biodiversity and drivers of biodiversity loss. Considerations for a framework to set targets for implementing the Convention beyond 2010, taking into account information and conclusions from sections 2-4.

## Annex II

**FUNDING REQUIREMENTS FOR GBO-3 (ITEMS FOR WHICH FUNDING HAS BEEN SECURED ARE SHADED)**

Expenditure type	Item	2007	2008	2009	2010	Total cost
<b>Scientific underpinning of biodiversity trends</b>	Development, implementation and reporting of 2010 indicators <u>2/</u>	\$1,385,500	\$558,500	\$1,320,000	\$375,000	\$3,639,000
<b>Personnel</b>	SCBD regular staff working on GBO-3 (1 G-7, 2 P-3, 1 P-4, 1 P-5) <u>3/</u>	\$100,000	\$150,000	\$250,000	\$250,000	\$750,000
	Programme Assistant (G-7) (25% time in 2007 and 2008, 75% in 2009 and 2010) <u>4/</u>	\$11,250	\$11,250	\$33,750	\$33,750	\$90,000
<b>Advisory process and regional participation</b>	Meetings of the Advisory Group (15 participants) <u>4/</u>		\$35,000			\$35,000
	Meeting of the CEPA-IAC (15 Participants) <u>4/</u>		\$35,000			\$35,000
<b>Preparation of first draft of GBO-3 (end 2008 for SBSTTA-14) and of second draft (2009)</b>	2 Meetings of key contributors (10 Participants)		\$25,000	\$25,000		\$50,000
	Key contributors (Salary for one science writer, and honorariums for a number of contributors from the contributing partners) <u>4/</u>		\$50,000	\$50,000		\$100,000
	Preparation of draft GBO-3 for SBSTTA-14 <u>5/</u>		\$8,000	\$12,000		\$20,000
<b>Production of GBO-3 monograph and ancillary products in languages</b>	Adapter/editor and proofreading for each of the 5 remaining UN language versions (US\$ 40,000 per language)			\$200,000		\$200,000
	Typesetting (all products, all languages)				\$45,000	\$45,000

2/ Funded through GEF project on 2010 Biodiversity Indicators Partnership (excluding counterpart contributions).

3/ Funded from resources available in the 2007-2008 budget and resources anticipated in the 2009-2010 budget.

4/ Expenditure for 2007-2008 funded by Germany.

5/ Funded from resources anticipated in the 2009-2010 budget.

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<b>Expenditure type</b>	<b>Item</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Total cost</b>
	Graphics			\$60,000		\$60,000
	Printing of main volume and Summary for Decision Makers (SDM): 10,000 English				\$125,000	\$125,000
	Printing of main volume and Summary for Decision Makers: 5,000 French/Spanish 2500 Arabic, Russian and Chinese				\$225,000	\$225,000
	Printing of ancillary products in all languages				\$100,000	\$100,000
	Drafting, translation and production of Educators' Kit in all languages				\$100,000	\$100,000
<b>Outreach/ dissemination of GBO-3 and related products and information</b>	Mailing and distribution				\$50,000	\$50,000
	CD-ROM				\$45,000	\$45,000
	Video News Release (in all languages and duplication of DVDs)				\$40,000	\$40,000
	Wire Service subscription			\$5,000	\$5,000	\$10,000
	Article commissioning			\$5,000	\$5,000	\$10,000
	Main launch				\$25,000	\$25,000
	Five regional launches				\$25,000	\$25,000
	Event at UNGA in 2010				\$15,000	\$15,000
	Event at COP-10				\$15,000	\$15,000
	Kiosk and exhibition				\$20,000	\$20,000
	Travel to attend 10 major conferences in 2010				\$100,000	\$100,000
<b>Subtotal <u>6/</u></b>		<b>\$11,250</b>	<b>\$156,250</b>	<b>\$378,750</b>	<b>\$973,750</b>	<b>\$1,520,000</b>

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6/ The subtotal reflects the annual and total resource requirements for the unshaded items in column 2.