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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*

INTERNATIONAL YEAR OF BIODIVERSITY

Draft strategy for the preparations for the International Year of Biodiversity, 2010

Note by the Executive Secretary

I. INTRODUCTION

1. Following a recommendation of the Conference of the Parties to the Convention on Biological Diversity at its eighth meeting, the United Nations General Assembly adopted at its sixty-first session decision 61/203 of 20 December 2006, declaring 2010 the International Year of Biodiversity (IYB) and identifying the Secretariat of the Convention on Biological Diversity as focal point for the Year.
2. The celebrations for the International Year have two key objectives: (i) raising awareness about the importance of biodiversity, including for human well-being, and the role of the Convention in ensuring its conservation and sustainable use and the equitable sharing of the benefits from its use; and (ii) promoting implementation of the Convention and the engagement of all actors and stakeholders in cooperative efforts to achieve the three goals of the Convention.
3. The strategy for the International Year is built around three pillars: (i) creating a global message and creating spaces and opportunities to highlight local stories; (ii) building momentum by promoting IYB in advance of 2010; and (iii) leverage the activities of Parties and partner organizations, by mobilizing support.
4. Section II of the document contains the proposed text of a decision on the International Year, including a possible draft resolution for the consideration of the General Assembly. Section III proposes a draft of the strategy to guide the organization of the celebrations. The annexes to the note list possible events at which the International Year could be promoted, and the core resource requirements for the Strategy.
5. A draft of this note has been reviewed by the Informal Advisory Committee for Communication, Education and Public Awareness (IAC-CEPA). It will be supplemented by other implementation plans

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for sub-components, and for national-level strategies, to be developed in accordance with its overall principles.

II. DRAFT DECISION

6. The Conference of the Parties may wish to consider adopting a decision along the following lines:

The Conference of the Parties

(a) *Takes note* of the draft strategy for the International Year of Biodiversity, as submitted by the Executive Secretary and *calls on* donors to provide financial support for the recommended activities;

(b) *Encourages* all Parties to create national committees to celebrate the Year and *invites* all international organizations to mark this event;

(c) *Decides* to transmit to the United Nations General Assembly for its consideration and adoption at its sixty-third ordinary session the draft resolution on the International Year of Biodiversity (IYB) in 2010 contained in the annex to the present decision below.

Annex

DRAFT RESOLUTION OF THE UNITED NATIONS GENERAL ASSEMBLY ON THE INTERNATIONAL YEAR OF BIODIVERSITY (IYB)

The General Assembly,

Recalling the commitment of the World Summit on Sustainable Development to a more effective and coherent implementation of the three objectives of the Convention, and the target to achieve by 2010 a significant reduction in the current rate of loss of biodiversity,

Deeply concerned at the social, economic, environmental and cultural implications of the loss of biodiversity, compounded by the negative impact of climate change,

Conscious of the need for effective education to raise public awareness for achieving the three objectives of the Convention on Biological Diversity and the target of achieving by 2010 a significant reduction in the current rate of loss of biodiversity,

Recalling its resolution 61/203 of 20 December 2006, on the International Year of Biodiversity (IYB), as well as the reference to the International Year contained in paragraph 12 of its resolution 62/194 of 19 December 2007, on the Convention on Biological Diversity;

1. *Decides*, as a contribution to the International Year of Biodiversity, to convene at its sixty-fifth session, in 2010, a one-day high-level segment of the General Assembly, with participation of Heads of State and Government; and

2. *Invites* the Secretary-General to consider appointing an Honorary Ambassador for the International Year of Biodiversity.

III. DRAFT STRATEGY FOR PREPARATIONS FOR THE YEAR 2010

A. Background and context

1. Significance of the year 2010

7. The Year coincides with the 2010 biodiversity target adopted by the Johannesburg World Summit on Sustainable Development in 2002, aimed at achieving a significant reduction in the rate of loss of biodiversity by 2010. The target was reaffirmed at the United Nations Millennium + 5 Summit in New York in 2005 and integrated as part of the Millennium Development Goals (MDGs). 2010 is also the year by which Parties have committed to adopt an international regime on access to genetic resources and the equitable sharing of the benefits from their use. Finally, 2010 coincides with the tenth meeting of the Conference of the Parties to the Convention.

2. Biodiversity for development and the Millennium Development Goals

8. The celebrations will highlight the overarching importance of biological diversity to human well-being and poverty reduction. Within this context the extent to which the goals of the Convention and relevant Millennium Development Goals have been met will be highlighted and ways that these goals can be reinforced beyond 2010 and on the way to 2015 will be highlighted. For this reason, the celebrations will also include a high-level segment of the sixty-fifth session of the General Assembly.

3. Programme of work on communication, education and public awareness and the Strategic Plan of the Convention

9. The International Year is an important contribution to the implementation of the programme of work on communication, education and public awareness and its mandate under Article 13 of the Convention. The Year will represent an opportunity for Parties to communicate the national implementation of the Convention, and to mainstream biodiversity considerations into education, and the work of important economic sectors. In this way, the International Year will support decisions VI/19 and VIII/6 of the Conference of the Parties to the Convention. The Year will also directly contribute to the realization of goal 4 of the Strategic Plan of the Convention.

4. Publication of Global Biodiversity Outlook 3

10. The International Year coincides with publication of the third edition of Global Biodiversity Outlook (GBO-3). This, the flagship publication of the Convention, will provide a picture of global, regional, national and local success stories in the achievement of the 2010 biodiversity target, and will give an assessment of the steps necessary to realize the objectives of the Convention in the post-2010 period. The messages of the Global Biodiversity Outlook will also be the messages of the International Year, ensuring a focused communication effort for both.

B. Objective 1: Raising awareness

11. Above all else, the International Year of Biodiversity will be an opportunity to raise awareness amongst the general public and a number of key sectors, including those identified in the Strategic Plan of the Convention, of the following important issues.

1. The vital role of biodiversity for human well-being

12. The Millennium Ecosystem Assessment very successfully created an understanding of the importance of ecosystem services for human well-being. At the same time, the role of biodiversity in

providing these services could have been given greater emphasis. The activities and messages for the International Year will underline that biodiversity is the foundation for these ecosystem services and therefore for human well being. The particularly important role of biodiversity for the lives of the poor will also be emphasized. Achievement of the goals of the Convention will be framed in terms of their contribution to poverty reduction, and as the basis for achievement of the Millennium Development Goals. The economic value of biodiversity will be an important component of any messaging.

2. *The need for immediate action under the Convention and the successes realized to date*

13. It must be widely known that in order to reduce and halt the loss of biodiversity, the global community needs to redouble its efforts and engage in urgent, cooperative action under the framework of the Convention on Biological Diversity, including the participation of all relevant stakeholders. Awareness must be raised that there are already tremendous successes realized around the world in achieving the principles of the 2010 biodiversity target. The success stories from GBO-3 will provide evidence that this can be achieved. The Year will also seek to highlight the important role of scientists in providing the tools for policy makers.

14. The goal for raising awareness should be to identify and communicate the ways that implementation of the Convention, at national, regional and global levels, has already made a difference. Presentation of examples should have the goals of demonstrating that success at achieving the 2010 target is possible, that it is based on a number of background conditions, and that it can be replicated with the right coalition of partners and associated actions.

C. Objective 2: Promote implementation and engagement

15. The purpose of raising awareness of the successes to date is to create the conditions for governments, individuals and other important sectors, to be encouraged to implement the Convention and to engage with other international and national institutions which share the goals of the Convention. Therefore, the International Year will also have as a goal, linking awareness-raising events with activities that will promote implementation. Therefore countries can hold events that promote the implementation of national biodiversity strategies and action plans, or business organizations can hold events that launch biodiversity strategies, for example.

1. *Engagement of stakeholders for implementation of the Convention*

16. Under the Convention's Strategic Plan, the engagement of a number of key economic sectors and other actors is seen as important for implementation. Therefore during the International Year, mobilization of these sectors is central. Activities and information materials need to be directed at the goal of encouraging their engagement. Particular groups for engagement include, *inter alia*, the business, forestry, fisheries, and agriculture sectors, as well as actors in trade and international development assistance.

2. *Integration of biodiversity agenda into the activities of all relevant international and regional processes*

17. In recent years, advances have been made in integrating biodiversity concerns and the issues under the Convention into a number of important international processes, including the Millennium Development Goals, Official Development Assistance, Poverty Reduction Strategies and others. During the International Year, efforts to raise awareness should be linked with the need to intensify mainstreaming of biodiversity concerns into these processes.

3. *A roadmap and framework for beyond 2010*

18. Above all, these activities should contribute to the creation of building momentum for the strategy and action to reduce and halt the loss of biodiversity beyond the 2010 target year, not only within the Convention, but in all other processes. The year should seek to promote specific actions with a particular timeframe and commitment. The basis for this action should be the recommendations that will come from the third edition of the Global Biodiversity Outlook. In this way, the year should seek to provide the background to efforts by Parties at the tenth meeting of the Conference of the Parties to plan for a post-2010 framework. Therefore, some activities during the year should also be of a high-level policy nature, including discussions at the governing meetings of the biodiversity-related conventions, the Rio conventions, the General Assembly of the United Nations, and others.

D. Messages

19. As noted in paragraph 10 above, the messages of the International Year will be the messages from the third edition of the Global Biodiversity Outlook. The specifics of these messages will be determined in the preparatory phase of the Outlook, with inputs and advice from communication professionals, as outlined in the GBO-3 production plan. For now, it is important to note that the following messages are conceivable:

(a) A message highlighting the importance of biodiversity for human well-being and achievement of the Millennium Development Goals, in particular, the role of biodiversity for poverty alleviation;

(b) A message outlining the severity of the current rate of biodiversity loss and the consequences for ecosystems, species and human well-being if this continues;

(c) A message that points out the need for urgent, cooperative action under the Convention, counting on the support of all stakeholders, in order to halt the loss of biodiversity. The message should include some of the following:

- (i) It should build on success stories in progress realised towards the 2010 target from certain regions and certain ecosystems. This will highlight that these achievements point the way to other successes in the post-2010 period;
- (ii) The message should also emphasize that the efforts and activities of the best in scientific knowledge are needed to realize this goal and that these scientists are acting now to save life on Earth;
- (iii) The messages should be framed in a way that they can provide the basis for policy dialogues that can inform and feed in to discussions by Parties and other relevant actors on the possible shape of a post 2010 framework.

E. Strategic element 1: Provide a global message and invite local actors to tell their stories

20. The 2010 target is global, yet its achievement is predicated on action taking place at regional and national levels. Biodiversity must be conserved and used sustainably at all levels—from global to local. Ecosystem processes occur at many levels, spatial and temporal. It is for this reason that management must take this into account. Fortunately, there are success stories of the ways that the loss of biodiversity is being reduced and halted. Therefore, the strategy should seek to create the framework and space where local actors can tell their stories within the framework of the 2010 Target. To maximise impact and make the most of limited resources, the strategy should seek to leverage any existing actions and activities.

1. Provide a global message

21. The Secretariat will create key global messages about biodiversity, human well-being and the role of the Convention in halting the loss of biodiversity. These will be the same as mentioned above, and will be drawn from the third edition of the Global Biodiversity Outlook. The message will be crafted in such a way that there will be opportunities for the telling of local stories, of sectoral successes and national frameworks.

2. Invite regional, national and local actors to tell their stories and hold activities

22. Under the strategy, venues and spaces, opportunities and events will be created where Parties to the Convention, including governments of all levels, and citizens and interested stakeholders, can present their success stories in achieving the goals of the Convention and the 2010 target. The call for stories will work through several vehicles:

(a) A call, in the third quarter of 2008 for Parties, international and non-governmental organizations and business to organize forums and seminars which will discuss these stories and publicise them;

(b) Creation of partnerships between the Secretariat and a variety of agencies to gather these stories. Partners have to be identified, but these could include: Countdown 2010, the Equator Initiative, the United Nations Environment Programme (UNEP), the IUCN Commission on Education and Communication (CEC) and others;

(c) A call, in the fall of 2008, for the production of films and other documentaries on successes in achieving the 2010 biodiversity target;

(d) An interactive website, created by the Secretariat, launched at the beginning of 2009 which will have forms for inputting success stories and content management tools to present these success stories; and

(e) Presentations by the Secretariat and its partners at major international conferences in 2009 and 2010 of these success stories.

23. Because most of the activities will be organised by the Parties themselves, a flexible structure will be created which enables Parties and actors with a variety of resource capabilities, and institutional configurations, to communicate their results. For this reason, Parties will be allowed to create their own form of national organising committees, which will organise and transmit the news of activities during the year. The shape of these committees is explored below.

F. Strategic element 2: Build momentum in 2008 and 2009

24. Success of activities in 2010 will be built on the mobilization of support and actors in advance of the International Year. Beginning in 2008, after the ninth meeting of the Conference of the Parties, promotional activities and events will seek to gradually increase in frequency and level, ensuring that activities are already begun in 2010.

25. In 2008, activities will focus on articulating the main messages and promoting these to major partners. The branding and logotypes for the year will be finalized, allowing partners to access and adapt the materials to their local needs. The Secretariat will travel to major events and promote the

International Year. To take advantage of and leverage this promotion, regional and sectoral coordination meetings will be held back-to-back with these meetings, to build commitments and plans for the Year.

26. In 2009, the Secretariat will continue this process of travelling to promote the International Year and raise awareness. In contrast to the previous year, however, the Secretariat will enlist the support of partners who have already made commitments, to join in the promotion of the Year.

G. Strategic element 3: Leverage existing events and activities and further mobilize partners

27. Due to limited resources, , a considerable part of the strategy will be based on identifying existing activities already planned into which IYB branding, elements and events can be included. In some cases this will involve working with existing partners of the Convention. In others, new partners will be mobilized.

28. 2010 is an important year for sporting events and opportunities for promotion of the year of biodiversity at these events should be considered. At the 2010 Winter Olympics in Vancouver, Canada, sports and cultural events will be an opportunity to mobilize support. The FIFA World Cup will be hosted by an African country for the first time and will also be an excellent opportunity to highlight the role of biodiversity in supporting African development. The holding of the Commonwealth Games in New Delhi in October will be another opportunity to present the message of the International Year.

29. 2010 is also the year of significant economic promotion events, at which the role of biodiversity in ensuring sustainable development could be highlighted. The Shanghai World Exposition in 2010 will be the first registered World Expo in a developing country and will offer a chance to highlight the role of biodiversity in development now and in the future.

30. This leveraging strategy extends to the funding of the year. A core of resources will be required by the Secretariat to begin the mobilization of support and events for the year. This funding can be obtained from donors from both the governmental and private sector. The basic funding will be used to mobilize further support and resources by the Parties.

1. Mobilize the media

31. Transmission of all activities to the world will require a strong media presence. An active media strategy is also required, that creates opportunities for communication well in advance of the year. Therefore, the creation of alliances with media organizations, communications alliances and all others who can assist in magnifying the messages and their reach will be a central element of all activities. In this respect:

(a) The Secretariat will also work to produce all information materials in formats of use to all media agencies;

(b) A network of regional media partners will be identified, to assist in branding and identifying markets for the “success stories”;

(c) Partnerships with radio, television and film production companies and sponsors of film festivals for 2010 will be founded in the fourth quarter of 2008. The Secretariat will play a role of technical advisor

2. *Mobilize the very best scientific advice*

32. The scientific community and their work is the foundation for the design of appropriate policy behind which all actions for achieving the 2010 target will be realised. The Secretariat will devote time and effort to reach out to networks and consortia of scientific institutions to promote the research that is in support of the policy objectives of the Convention. This coordination will involve, identifying the priority areas for biodiversity-related research in 2010 and beyond, with these priority areas defined as the research that can assist countries in implementation of the Convention.

(a) To accomplish this, the Secretariat will enlist the assistance of the members of the consortium of scientific institutions and coordinate with their action plans for the year. Coordination will extend beyond mobilisation of their scientific expertise and include their expertise as science communicators. Therefore, their role in the mounting of exhibitions and other communication events will be explored.

(b) The preparations for the third edition of the Global Biodiversity Outlook will also be an opportunity to mobilize the scientific community. The conclusions and research for the Outlook will be communicated to the scientific community, to assist them in identifying the key areas for future research

(c) An international scientific symposium may be convened back to back with the fourteenth meeting of SBSTTA in collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the CBD consortium of scientific institutions.

H. *Promote a number of high-profile events*

33. While much of the awareness raising and other activities are targeted at directly mobilizing the general public and groups, in order to realize the policy goals as well, a number of high profile events should be supported. These events are designed to advance awareness among decision makers at the highest level, of the importance of halting the loss of biodiversity. The support of high-profile leaders who are already familiar with the Convention on Biological Diversity will be used to mobilize support amongst new actors who have not yet become involved in the process.

34. At the international level, all the Convention's events and meetings of subsidiary bodies and open-ended working groups will be used as an opportunity to promote the objectives of the International Year. In particular, the tenth meeting of the Conference of the Parties and the fifth meeting of the Conference of the Parties serving as the meeting of the Parties to the Cartagena Protocol on Biosafety, to be held in 2010, will provide a unique opportunity to mark the celebration of the International Year and gain political leverage for its goals.

35. The celebration of the International Day for Biological Diversity (IBD) on 22 May 2010 under the theme "biodiversity for development" will be celebrated in the context of the objectives of the Year. The third edition of the Global Biodiversity Outlook will be launched on that date,

36. All major international meetings and events of relevance to the objectives of the Convention will provide a platform for the celebration of the International Year. In particular, it is suggested that a two-day high-level segment of the sixty-fifth session of the General Assembly of the United Nations be convened in September 2010 to mark the International Year with the participation of Heads of State and Government. Starting with the United Nations Environment Programme (UNEP) as the host organization of the Convention on Biological Diversity, all sister agencies convening international meetings in 2010 will be encouraged to celebrate the Year at those meetings. These include, for example, the meeting of the UNEP Governing Council and Global Ministerial Environmental Forum, the conferences of the

parties to sister multilateral environmental agreements including the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the United Nations Framework Convention on Climate Change (UNFCCC), the fifth Assembly of the Global Environment Facility (GEF), the Women's World Conference to be held in Sofia, meetings of the multilateral financial institutions and the annual general meeting of CGIAR.

I. Encouraging Parties to mobilize

37. While the mobilization of other partners is important, above all else, the active involvement of Parties to the Convention is paramount. The Convention on Biological Diversity takes its strength from the implementation of its objectives and programmes of work at the national level. In this respect, the International Year represents an opportunity for national and local actors to highlight their greatest achievements in achieving the goals of the Convention and identify challenges that need to be addressed for the effective implementation of its three objectives.

38. To this end, Parties are encouraged to create organising bodies, to coordinate IYB activities amongst different actors. Given the different circumstances of all Parties, the shape and form of national organizing committees will necessarily vary. While the Secretariat will create a template for these committees in the fall of 2008, it is suggested that committees will include representatives of:

- (a) Environment ministries
- (b) Other relevant ministries, such as, *inter alia*, forests, fisheries, natural resources, international development;
- (c) Business sectors;
- (d) Universities and the research community;
- (e) Museums of science and natural history;
- (f) Non-governmental organizations;
- (g) Youth;
- (h) Media.

39. National organizing committees will have the responsibility of for translating global materials into languages and formats useful for national celebrations. Other tasks will include logistical responsibilities, including organizing and fundraising, as well as establishing and carrying out nationally specific activities for the International Year and linking these to other relevant national and local initiatives (for example in education and other sectors). Through the Convention's clearing-house mechanism, the implementation and results of these national level actions will be communicated at a global level.

40. Many of the biggest successes in biodiversity conservation and poverty alleviation are taking place at subnational, local levels. IYB organizing committees are encouraged to engage local partners. The Secretariat will have some local partners already engaged: for example cities who are part of the cities and biodiversity initiative, and indigenous and local communities. For others who do not fall under these two groups, the national governments will be the channel.

J. Other partners at the international and national levels

41. The Secretariat has already created an Inter-Agency Advisory Committee. The Secretariat will, in 2008, expand the membership of the Committee, to include additional partners, listed in the annex. The

Secretariat will also be responsible for the mobilization and channelling of resources for the International Year. The Secretariat will be advised by the Informal Advisory Committee of the programme of work for Communication, Education and Public Awareness (CEPA).

1. Inter-agency committee

42. Building on the experience gained by the inter-agency task force for the celebration of the International Day for Biological Diversity, an inter-agency advisory committee for the International Year will be established with a view to promote a system-wide coherence and common program and objective within the United Nations system and among partners and to maximize actions related to the Year. The committee will comprise the members of the Heads of Agency 2010 task forces. Members of the committee will include UNEP, the Food and Agriculture Organization of the United Nations (FAO), the United Nations Development Programme (UNDP), UNESCO, the World Bank, the Global Environment Facility (GEF), IUCN and Countdown 2010, the CGIAR, the Secretariats of the UNCCD, UNFCCC, CMS, Ramsar Convention, CITES, Regional Seas Conventions and WWF. The purpose of the committee would be to: (i) provide advice and guidance to the Convention Secretariat on the planning, preparation and organization of the International Year; and (ii) promote and organize specific related actions, materials and celebrations of the Year within their own work programmes. Parties are encouraged pursuant to General Assembly resolution 61/203 to establish national preparatory committees for the International Year and, when feasible, to establish local preparatory committees.

2. The United Nations and the Secretary-General of the United Nations

43. During the celebration of the International Year on Deserts and Desertification, the Secretary-General appointed two special representatives. In May 2007, the Secretary General appointed three special representatives on climate change. In accordance with this established practice, the Secretary-General will be approached to consider appointing honorary special representatives for the celebration of the International Year.

3. Media partners

44. It is through outreach to media partners that the Strategy will be successful. The Secretariat should identify a number of media partners who could provide advice and access to audiences across the regions. Partners with experience in television, radio and print media in all the six languages of the world should be assembled in a committee. The alliance of Communicators for Development (COM+) is one potential partner.

4. Regional partners

45. Achievement of the 2010 target has different meanings in different regions. Indeed, some of the greatest successes in achieving the 2010 target will have been achieved at the regional level and should be celebrated and promoted both at the regional and the global levels. Regional actors will be encouraged to take responsibility, in partnership with global and national partners, for highlighting these successes. Parties chairing relevant regional intergovernmental processes and regional organizations will be invited to celebrate the International Year and contribute to the achievement of its objective. They may be guided by suggested actions recommended at international levels. Relevant regional actors may include the regional offices of UNEP and UNDP, the regional economic commissions, institutions of regional political groupings such as the African Union and the European Union, and subregional bodies such as the Secretariat of the Pacific Regional Environment Programme (SPREP).

K. Foundational themes and materials to be provided

46. The themes should be developed in coordination with the main messages for the third edition of the Global Biodiversity Outlook. From this, a variety of messages will be developed. The main themes for all celebrations and materials should be the following:

- (a) Biodiversity for human well-being;
- (b) Biodiversity for poverty alleviation;
- (c) Biodiversity loss and its potential consequences;
- (d) Biodiversity science and policy for 2010 and beyond;
- (e) Success stories in achieving the 2010 biodiversity target;
- (f) Further actions needed to reduce and halt the loss of biodiversity.

1. Website

47. The Website will be a central point for the dissemination of materials. It will be maintained by the Secretariat with mirror sites through some of the members of the clearing-house mechanism. The site will be largely maintained by the Secretariat, but it will contain some content management tools that will allow partners to input and update their own information. The main elements of the site will be as follows:

- (a) “Success stories” clearing-house. This is where communities and organizations will be able to submit their success stories for web and print publication. Building upon the NBSAP poster tool and other applications, partners will be able to advertise their stories and demonstrate how these contribute to the 2010 target and beyond;
- (b) Electronic versions of materials including multimedia in a variety of formats including photos, videos, audio presentations, Power point presentations and flash presentations;
- (c) Calendar of events (with ability for partners to self-post information);
- (d) Information about the partners;
- (e) Discussion forums;
- (f) Links to news items published around the world.

2. Information materials

48. The Secretariat, as focal point, will be responsible for the creation of some basic information materials. As indicated previously, the third edition of the Global Biodiversity Outlook will be published in 2010, which will be a source of most of the information materials and messages for the year. Because of the high cost of printing and the greenhouse gases resulting from shipping, emphasis will be on electronic distribution and publication of hard copies by local printers closest to markets for distribution. Partnerships for publishing will have to be established. Source files will be made available to national governments, so that they can translate these into local languages and printed by national actors. Some of these materials will include:

- (a) Logotype kit including: Commemorative pins, pens and graphics;

- (b) Third edition of the Global Biodiversity Outlook (and all its associated materials);
- (c) An album of photographs of biodiversity;
- (d) The Rio conventions calendar;
- (e) Brochures on the International Year of Biodiversity and the Convention;
- (f) CD-ROM of all materials.

49. Logos and templates will be created and used for branding all materials and events produced and carried out during, and in the immediate run-up to the Year. These will also help to tie related activities and materials of outside and partner organizations to the overall objective and umbrella of the International Year.

3. Multimedia presentations

50. Multimedia presentations are very effective, but their production can be costly. Emphasis should be on partnering with television, film and other agencies to produce materials for the International year. The Secretariat will produce some foundational materials, but it is imaged that partnerships with media will be used to encourage the production of documentaries and other materials. Partnerships with major international and regional film festivals on biodiversity will also be pursued.

4. Exhibitions

51. The International year should include the holding of a number of photographic, scientific and artistic exhibitions on the theme. The primary responsibility for this will be the Parties and partners of the Secretariat. In particular, it is hoped that members of the consortium of scientific institutions will mount exhibitions. It is also anticipated that national museums of natural history and biodiversity will mount exhibition. At the same time, the Secretariat will mount its own exhibition for circulation at major international meetings.

L. Draft timetable of activities and plans

1. 2008 – planning and mobilization of resources

52. During this year, the Secretariat will focus its activities on establishing the organizational structure for the year, establishing partnerships and raising funds. Some basic messaging should be completed. During this year, the following are a list of activities that could take place:

- (a) Creation of advisory bodies;
- (b) Strategy for branding and messaging launched, including logotypes and graphics
- (c) Notification for national committees, including suggested terms of reference;
- (d) Launch of the “Success stories for 2010 campaign” including a call for case-studies from Parties, international and nongovernmental organizations and stakeholders;
- (e) Creation of the website for the International Year;
- (f) Establishment of partnerships with media for outreach;
- (g) Initial research and drafting of the third edition of the Global Biodiversity Outlook, including launch of the communications strategy;

- (h) Liaison with scientific institutions and other museums regarding planned exhibitions;
- (i) Establishment of partnerships with publishers; and
- (j) Pre-promotion of the International Year at the events listed below;

2. *2009 – Creation of information materials, and establishment of scheduled events*

53. The year 2009 will be the period for creating and disseminating information materials, scheduling activities and disbursing materials and funds to relevant partners. More information on Global Biodiversity Outlook will be available in 2009, which will allow for more detailed messaging.

- (a) Meeting of coordination committees;
- (b) Collection of event information from all partners; finalization of event schedules;
- (c) Messaging based on the content of the third edition of the Global Biodiversity Outlook finalized by end of year;
- (d) Creation of information materials based on messaging, dispatch of electronic versions at end of year;
- (e) Continued promotion of the year at international events;

3. *2010 activities and some key events.*

54. Activities and exhibitions will be held during the year. While most of these have yet to be determined, some key dates are already known for activities:

- (a) Launch of the International Year on New Year's Day;
- (b) Fifteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA);
- (c) Ad Hoc Working Group on Access and Benefit-sharing;
- (d) International Day for Biological Diversity, 22 May, and the launch of the third edition of the Global Biodiversity Outlook;
- (e) Tenth meeting of the Conference of the Parties to the Convention, Nagoya, Japan;
- (f) Sixty-fifth session of the General Assembly of the United Nations, New York.

*Annex I***SCHEDULE OF INTERNATIONAL MEETINGS AND CONFERENCES:**

Below is a preliminary table of events at which it is suggested that the International Year should be promoted by the Secretariat. While the primary focus is on meetings of multilateral environmental agreements, some cultural, sporting and economic events are also included.

| Event | Date | Organizer | Location |
|---|---------------------|--|----------------------------|
| 2008 | | | |
| Seminar on "Humanity and Planet Earth" | 3-5 June | UNESCO-MAB | Paris |
| 32nd Session of the World Heritage Committee | 2-10 July | World Heritage Committee | Quebec City |
| International Conference: Landscape Ecology and Forest Management: Challenges and Solutions | 16-18 September. | IUFRO | Chengdu, China |
| 4th World Conservation Congress | 5-14 Oct. | IUCN | Barcelona, Spain |
| XIII World Forestry Congress | 18-25 Oct. 2009 | FAO | Buenos Aires |
| COP 10 RAMSAR | 28 Oct.-4 Nov. 2008 | RAMSAR | Changwon, Gyeongnam, Korea |
| COP 9 CMS | 1-5 Dec. 2008 | CMS | Rome |
| COP 14/CMP 4 UNFCCC | 1-12 Dec. 2008 | UNFCCC | Poznan, Poland |
| 2009 | | | |
| 25th Session of the Governing Council / Global Ministerial Environment Forum | 16-20 Feb. 2009 | UNEP | Nairobi |
| 17th Session of the Commission on Sustainable Development | 4-15 May 2009 | DESA Secretariat | New York |
| World Ocean Conference | 11-15 May 2009 | WOC'09 Secretariat | Manado, Indonesia |
| COP 9 UNCCD | tdb Oct. 2009 | UNCCD | Bonn, Germany |
| COP 15 / CMP 5 UNFCCC | 3 Nov.-11 Dec. 2009 | UNFCCC | Copenhagen |
| 2010 | | | |
| COP 15 CITES | tdb January 2010 | CITES | Doha, Qatar |
| Winter Olympics | Feb. 12-28, 2010 | IOC/Vancouver Organizing Committee (VANOC) | Vancouver, Canada |
| Shanghai World Exposition | 1-31 May 2010 | Bureau of the Shanghai World Expo Coordination | Shanghai, China |
| Women's World Conference | 25-29 May 2010 | | Sofia |
| FIFA World Cup | June 2010 | FIFA | South Africa |
| UNGA 65 th session | September 2010 | UN | New York |
| Commonwealth Games | Oct. 3-14, 2010 | Commonwealth Games Federation | New Delhi |
| COP-10 | Fourth quarter 2010 | CBD | Nagoya, Japan |

Annex II

INDICATIVE LIST OF RESOURCE REQUIREMENTS

1. Execution of the strategy by the Secretariat requires a core of financial and human resources. A mixture of in-kind contributions from the secretariat and additional financial resources obtained from donors, both governmental and corporate will be used to facilitate and encourage mobilization by Parties and other partners, who will then raise funding for their own projects.
2. **Staffing.** An existing Professional Officer from the Outreach and Major Groups Unit can be seconded to manage and mobilize for the strategy for the entire period. Starting in 2009 and extending in 2010, an additional Programme Assistant will be required to manage the administrative work and organisational demands for the International Year.
3. **Travel and meetings.** Promotion of the International Year at major international events will require funding for travel and DSA for a staff person in 2008 and 2009. By organising regional information and coordination sessions back-to-back with these events, travel can be minimised. One meeting of the advisory body is imagined in 2008 and 2 in 2009, with the participation of representatives from developing country participants funded. Wherever possible, these meetings will be organised back-to-back with CBD meetings to reduce costs.
4. In 2010, support will be needed for the proposed scientific conference at SBSTTA in January, and for the celebrations of the International Day for Biological Diversity in May. Some travel for Secretariat staff to display the 2010 exhibition and promote the International Year at major international meetings is also envisaged.
5. **Information Materials.** The basic suite of information materials will require funding. Two information products are being funded from outside sources: the third edition of the Global Biodiversity Outlook has a separate budget for its considerable suite of information products. The Rio Conventions Calendar has always been sponsored by outside agencies and it is expected that this will continue in 2010.
6. Other information products, including the website and any multimedia products will have to be funded separately. The website will require multi year funding, to ensure that it is updated in line with new information and features. Under the category of multimedia, we include a flash presentation in 2008 to promote the year, and other films in 2009. The mounting of an exhibition and its transportation to and from major events in 2010 is another expenditure to add.
7. The list of all these expenditures is included in the following table below.

**INDICATIVE LIST OF RESOURCE REQUIREMENTS FOR THE STRATEGY FOR THE
INTERNATIONAL YEAR OF BIODIVERSITY**

| Item | Expenditure 2008 | Expenditure 2009 | Expenditure 2010 | Total for whole period. (US\$) |
|---|---|------------------|--------------------|--------------------------------|
| Staffing | | | | |
| Programme Assistant(G-7) | | 60,000 | 60,000 | 120,000 |
| Programme Officer | (Existing staff will be seconded/assigned for this) | | | 0 |
| | | | Total | 120,000 |
| Travel and Meetings | | | | |
| Promotion and regional coordination sessions | 20,000 | 100,000 | | 120,000 |
| Advisory Group meetings (1 in 2008, 2 in 2009) | 15,000 | 30,000 | | 45,000 |
| Scientific Conference at SBSTTA | | | 100,000 | 100,000 |
| IBD Celebrations | | | 100,000 | 100,000 |
| Secretariat representation at other major events during 2010 | | | 100,000 | 100,000 |
| | | | Total | 465,000 |
| Information Materials | | | | |
| Branding, logotypes, basic materials | 50,000 | 100,000 | | 150,000 |
| Global Biodiversity Outlook | (covered under GBO-3 budget) | | | 0 |
| Rio Conventions Calendar 2010 | (paid for by sponsorship arrangements) | | | 0 |
| Brochures and Photographic Album | | 150,000 | | 150,000 |
| Website | 25,000 | 15,000 | 15,000 | 55,000 |
| Multimedia | 10,000 | 40,000 | | 50,000 |
| Exhibition (including costs for transportation to events in 2010) | | 75,000 | 50,000 | 125,000 |
| | | | Total | 530,000 |
| | | | Grand total | 1,155,000 |
