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COMMUNICATION, EDUCATION AND PUBLIC AWARENESS – PROGRESS REPORT ON THE IMPLEMENTATION OF THE PROGRAMME OF WORK

Note by the Executive Secretary

I. INTRODUCTION

1. In its decision VIII/6, the Conference of the Parties approved a short-list of priority activities for the implementation of the programme of work on communication, education and public awareness (CEPA). The implementation of this decision has been kept under review by the Informal Advisory Committee for Communication, Education and Public Awareness (IAC). The IAC affirmed the short-list of priority activities as the basis for implementation of the programme of work, and articulated the Agenda for Action 2008-2010, a rolling informal work plan to guide implementation of the programme of work. The Agenda for Action 2008-2010 is available as an information document for the ninth meeting of the Conference of the Parties (UNEP/CBD/COP/9/INF/3).

2. In the context of the short-list of priority activities and the Agenda for Action, section II of the present note describes progress made in implementation of the programme of work for CEPA during the last biennium, in particular, actions carried out by the Executive Secretary in accordance with the short list of priority activities. Information on activities by Parties brought to the attention of the secretariat is also included. The report also contains comments from the IAC for CEPA on the implementation of the different priority activities. A draft decision is proposed in section III of the document.

3. During the biennium, thanks to the generous support of donors, as well as better use of scarce human and financial resources, the Executive Secretary has redoubled his efforts for the effective implementation of most priority activities assigned to him. As a result, significant progress has been achieved. However, adequate and predictable funding will be needed to build on the momentum achieved to date. In addition, greater efforts are required by Parties to report on the state of implementation of the programme of work at national level. In the upcoming biennium, Parties are encouraged to coordinate their CEPA activities with the objectives of the celebrations of the International Year of Biodiversity in 2010.

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II. OVERVIEW OF THE IMPLEMENTATION OF THE PROGRAMME OF WORK AND OPTIONS TO ADVANCE FURTHER WORK

A. *Introduction*

4. The Conference of the Parties has consistently underlined the importance of implementation of Article 13 as a supporting element for all the programmes of work of the Convention. At its fourth meeting, the Conference of the Parties decided that public education and awareness issues should be integrated into and become an integral component of, all sectoral and thematic items under the programmes of work of the Convention. This approach was reiterated at its fifth meeting. At its sixth meeting, the Conference of the Parties adopted decision VI/19, on communication, education and public awareness (CEPA). At its eighth meeting, the Conference of the Parties adopted decision VIII/6, which outlined a strategy for implementation of the programme of work in the biennium, through a short-list of priority activities. The short-list, contained in annex II to the decision was intended to provide a focus for the efforts of the Executive Secretary and Parties in the short term and, in particular, the biennium, while contributing to the longer-term implementation of the programme of work.

5. Following the eighth meeting of the Conference of the Parties, the Informal Advisory Committee for CEPA met in December 2006 and had an extensive brainstorming session on the ways and means to implement the 10 priority activities. The resulting document, the Agenda for Action 2008-2010 aims at building on the list of tasks for the Executive Secretary and for Parties in the short-list of priority activities. It summarizes and structures the ideas expressed by the IAC in terms of a cohesive short term strategy. It does so by identifying the importance of each activity for CEPA in general, and the interrelationships between activities in particular. It then moves to define the next steps in a comprehensive way, identifying both partners and a timetable for their realization, and pointing out gaps in resources and action. The document should be used as a road map for implementation of the activities in the current biennium (2007-2008) as well as a way to think about activities in the important period between the ninth and tenth meetings of the Conference of the Parties, the latter of which will coincide with the celebration of the International Year of Biodiversity in 2010.

B. *General activities carried out by the Executive Secretary in support of decision VIII/6*

6. Following the recommendations contained in decision VIII/6, the Executive Secretary adjusted staffing requirements to support implementation of the programme of work for CEPA. A staff member in the Outreach and Major Groups (OMG) Division was reassigned on a full-time basis to act as Programme Officer for the implementation of the work on CEPA. The post of Information Officer was also staffed. Focal points were established for a number of major groups (including non-governmental organizations, and indigenous and local communities, the scientific community (including universities), business, youth, and children), as well as on gender. The Executive Secretary also expanded the participation of the IAC for CEPA, and facilitated the participation of representatives of indigenous and local communities. In previous years, due to the lack of resources, meetings of the IAC have taken place at the margins of major meetings under the Convention and participation has not been funded. Thanks to the generous donations of the Government of the Netherlands in 2006 and the Government of Germany in 2008, the IAC has held two stand alone meetings, which included considerable representation from developing country Parties. The meetings contributed to the implementation of the mandated assigned to IAC.

7. Efforts were made to increase synergies between the secretariats of the Convention on Biological Diversity, the United Nations Convention to Combat Desertification and the United Nations Framework Convention on Climate Change, on issues related to communication, education and public awareness. The seventh and eighth meetings of the Joint Liaison Group of the three Rio conventions, held in Bonn and Madrid in June and September 2007, respectively, agreed, based on a contribution submitted by the

Secretariat of the Convention on Biological Diversity, on joint activities related to outreach and communication, including a joint webpage, messages and newsletter. As a result, a workshop on increased synergy between the secretariats on education, communication and web tools was held in Bonn on 31 January and 1 February 2008. The discussions resulted in a number of recommendations in the respective areas. The communications focal points of the respective secretariats have been mandated to finalize the recommendations to be submitted to the ninth meeting of the Joint Liaison Group to be chaired by the Executive Secretary of the Convention on Biological Diversity and held in Bonn on 17 May 2008. In addition, the 2010 Heads of Agency Task force decided at its first meeting, in Gland, Switzerland, in September 2006 to establish a working group comprising the information officers of the members to promote a coordinated message.

8. Efforts were also made to increase synergies between the Secretariats of the Biodiversity Liaison Group. At their fifth meeting held in Gland in September 2006, members endorsed the proposal of the Executive Secretary to establish a joint webpage. Members of the Liaison Group were also included in the inter-agency task force established for the celebration of the International Day for Biological Diversity and the International Year of Biodiversity in 2010.

9. A number of efforts were made to improve corporate communications for the Convention Secretariat. To this end, on the occasion of the celebration of the International Day for Biological Diversity, on 22 May 2007, the Secretariat has launched a new version of its website. One year after its official launch, the new website of the Secretariat has recorded 6,459,808 page views and 81,118,705 hits, which correspond to 75% increase compared to the same period a year ago. In 2008, the review of major relevant websites conducted by the United Nations Department of Economic and Social Affairs (UN-DESA) to update the SIDSNet has established that the Convention website is “the best among the best”. The Secretariat website is becoming more noticeable widely and popular a stronger tool for communication and outreach. A French and Spanish version of the website was also launched, thanks to the financial support of the Governments of France and Spain. Other interested donors have been contacted by the Executive Secretary for promoting the website in the three other United Nations languages. The new website complements the outreach and communication efforts undertaken by the Executive Secretary, including elevating the celebration of the International Day for Biological Diversity into a major communications tool at the national and global levels.

10. During the biennium, thematic brochures and information kits have been prepared to assist Parties in the celebration of the International Day for Biological Diversity. Major events were organized at the headquarters of the Secretariat in Montreal in 2006 and 2007. Thematic brochures have been produced as well as a report recording the events organized by Parties and partners have been prepared by the Secretariat. As a result, 63 Parties, more than in any previous year, celebrated this event in 2007. With the generous financial support of the Government of Norway, the celebration of the International Day for Biological Diversity on 22 May 2007 under the theme “Biodiversity and Climate Change” has been a great success. Information materials translated in the six United Nations languages have been prepared as well as an exhibit. The main ceremony took place at the Montreal Botanical Garden with more than 300 participants, including the Canadian and Quebec ministers of the environment, together with the Mayor of Montreal, as well as the executive secretaries of the climate-change and Ramsar conventions. The Executive Secretary is encouraging Parties to offer to host during the next biennium the main celebration of the International Day for Biological Diversity. Further details in this respect are provided in the section on priority activity 8 in paragraphs 42-50 below.

11. The visibility of the Secretariat and the Convention was considerably enhanced during the reporting period: new communication tools such as communiqués and messages have been established; 107 press releases and communiqués were issued; forty written messages have been issued on the occasion of the international days of sister agencies or distributed at major relevant international meetings; video messages have also been broadcast; more than 150 statements have been delivered by

the Executive Secretary, 54 media interviews have been conducted and 24 presentations were delivered. In addition, nine articles to major magazines have been written and a SCBD photo gallery is being created with a view to establishing a Secretariat photo database. In order to reach a wider audience, a *Year in Review* was prepared for 2006 and 2007, together with an annual report activities of the Secretariat. Since January 2008, monthly bulletins on activities of the Secretariat of the Convention have been issued. Newsletters addressed to major groups have been issued; these include: *Gincanino* (aimed at youth and children), *Pachamama* (indigenous and local communities), *Business 2010* (business community), and *Biosafety*. A newsletter for civil society will be soon issued. The high-level magazine *Gincana* was published five times with a total of 20 articles by Heads of State and Government, 14 ministers, 31 heads of international organizations and multilateral environment agreement, including three articles by the Secretary-General of the United Nations.

12. The Executive Secretary has developed linkages with a variety of global initiatives of relevance to the programme of work on CEPA. To this end, a number of partnerships were established including: a Memorandum of Understanding with the IUCN Countdown 2010 initiative; extensive cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO), on communication and education matters, including integration with the Decade of Education for Sustainable Development; and promotion of the role of the United Nations Development Programme (UNDP) in a variety of communication and public awareness projects.

C. Advances in implementation of the short-list of priority activities.

13. During the biennium significant progress has been made on the short-list of priority activities from annex II of decision VIII/6. An increase in human and financial resources has permitted the Executive Secretary to carry out more activities related to the programme of work. At the same time, because of the voluntary nature of the contributions to the programme of work on CEPA, continuity and institutionalization of these activities is not assured. Further advances to the programme of work on CEPA will also require further commitments of resources, including human resources in the Outreach and Major Groups Division.

14. Reporting by Parties on their efforts to implement the programme of work of CEPA will need to be enhanced. With the exception of reports on the celebrations of the International Day for Biological Diversity in 2007, limited information is available to the Secretariat on the measures taken by Parties on the implementation of the CEPA activities. The mechanisms for facilitating reporting with minimal effort by Parties should be reinforced.

Priority activity 1: Establish implementation structure or process for CEPA activities

15. Implementation structures are the most fundamental element required for implementation of the programme of work. As indicated in the decision, Parties are free to configure these according to their particular needs and capacities, but are encouraged to secure the participation of a broad range of stakeholders and actors. While there has not been extensive reporting from Parties on the state of implementation of this activity, there are reports on progress, including from members of the IAC for CEPA.

16. Given the level of activity for the International Day for Biological Diversity in 2007, including more extensive coordination with NGOs and civil society to organize events, it is apparent that a number of parties have created implementation structures to support CEPA activities. This extends beyond the International Day, however. In Germany, for example, activities surrounding the Decade of Education for Sustainable Development have provided the opportunity to establish a working group on biological diversity, and integrate CEPA into its activities. Antigua and Barbuda and Canada have convened informal groups for CEPA activities which include the participation of civil society organizations, media

and education actors. One of the expected results of the integration of CEPA elements into the regional and sub regional NBSAP workshops is the development of such implementation structures for CEPA. Advancing further in this priority activity will require that the Executive Secretary gather more data and ensure dissemination of best practices and experiences.

Priority activity 2: Assess the state of knowledge and awareness on biodiversity and determine capacity for communication

17. At its January 2008 meeting, the IAC emphasized the importance of linking CEPA assessments with broader issues including capacity development. The potential contribution of assessments of public opinion to the celebrations of the International Year of Biodiversity was also noted. At the same time, it was recognized that assessments are resource intensive exercises which are beyond the capacity of many developing country Parties. In view of this, it was recommended that Parties seek to conduct CEPA assessments in the context of existing assessment projects, such as *inter alia*, national capacity self-assessments (NCSAs) or the upcoming national reports.

18. It is worth noting however that during the biennium, assessment exercises were conducted. As part of the preparations for the CEPA toolkit, a demand-side survey was conducted, including the participation of a variety of national focal points. The survey determined above all else that networking opportunities were the most demanded skills for any CEPA activities.

19. In late 2007, the European Union requested the Gallup organization to conduct an extensive survey of attitudes of Europeans on biodiversity. The survey asked EU citizens to clarify how familiar they were with the term biodiversity and with the concept of biodiversity loss. The survey also dealt with a number of other aspects relating to biodiversity loss, including:

- (a) The level to which EU citizens feel informed about biodiversity issues;
- (b) The preferred information sources for learning more about biodiversity loss;
- (c) Opinions about the major causes of biodiversity loss;
- (d) The perceived seriousness of biodiversity loss at both domestic and global levels;
- (e) The expected impact of biodiversity loss;
- (f) Opinions on why it is important to stop biodiversity loss;
- (g) Personal efforts being taken to preserve biodiversity;
- (h) Awareness of the Natura 2000 network.

20. The survey's fieldwork was carried out between 20 and 24 November, 2007. Over 25,000 randomly selected citizens aged 15 years and above, were interviewed in the 27 EU member States. Among the conclusions of the report, it was noted that while a majority of people have heard of the term biodiversity, a minority knew what this meant. The focus of understanding was on biodiversity as a species level concept. The problem at the global level was seen to be more important than at the local level. People felt that while biodiversity loss would have in impact, it would be on their children. The summary report can be found at: http://ec.europa.eu/public_opinion/flash/fl_219_sum_en.pdf. Given the large scale of the survey and its completeness, this survey provided extremely interesting and valuable data. As the same time, it is noted that a project of this scale could only be completed in other regions is resources were provided.

Priority activity 3: Develop key messages

21. Messages, related to the themes outlined in decision VIII/6, were developed by the Executive Secretary and disseminated through a variety of channels. In general, the messages focused on the loss of biodiversity, its consequences for human well-being, particularly the poor, and the need to implement the Convention. More specifically, and linked to the elaboration of a network of focal points for major groups, messages were designed to be targeted to as well as delivered through various stakeholder groups. Delivery of these messages was facilitated by the clearing-house mechanism. As part of the redesign of the CBD website, key messages for a number of the various programmes of work were elaborated, and posted on the main pages of the site. Speeches and statements of the Executive Secretary, including messages commemorating international days were issued and disseminated to the press and the public.

22. Publications directed at target audiences, in particular newsletters for business, youth, indigenous and local communities were published. The publication of several issues of the magazine *Gincana* has also reinforced messaging. Through the commissioning of articles by heads of state and ministers, messages of the Convention are associated with high profile figures. Publications designed to provide a synthesis of complex data were also developed. Among these, the brochure *The Value of Nature*, prepared for second meeting of the Ad Hoc Open-ended Working Group on Protected Areas (<http://www.cbd.int/doc/publications/cbd-value-nature-en.pdf>), is notable. The publication is presented in a graphic format and contains succinct messages of the economic, cultural and social benefits produced by protected areas. It was well received at the meeting of WGPA and represents a good model for future publications.

23. The Executive Secretary has also promoted and disseminated the messages from the second edition of the Global Biodiversity Outlook (GBO-2). In partnership with GreenFacts communications, peer-reviewed summaries of GBO-2, including graphics were created and posted on the website of the cbd at: <http://www.greenfacts.org/en/global-biodiversity-outlook>. The Secretariat also collaborated with IUCN, GTZ and GEO-Magazine in Germany to produce a photo exhibition on the conclusions of GBO-2. The exhibition, using the awarded-winning photography of GEO-magazine, was launched on World Environment Day in Berlin, Germany and will tour Europe before being released to the world at the ninth meeting of the Conference of the Parties.

24. Photographic exhibitions have become an important part of messaging. In addition to the above-mentioned exhibit, the Executive Secretary collaborated with the UNESCO and the Department of Public Information at United Nations Headquarters in New York for the creation of a photo exhibit on the “Human face of climate change” showing the negative impacts of climate change on indigenous and local communities. The show was displayed for the 2007 International Day for Biological Diversity in New York on the occasion of the meeting of the International Forum on Indigenous peoples, as well as the General Conference of UNESCO in Paris and the meeting of the International Fund for Agricultural Development (IFAD) in Rome. It will be displayed at the ninth meeting of the Conference of the Parties, as well as the IUCN Congress to be held in Barcelona in October 2008.

25. Messaging regarding the importance of taxonomy for the Convention was also enhanced. The Secretariat commemorated the 300th anniversary of the birth of Carl Linnaeus, credited by many to be the founder of modern taxonomy, with a lecture at the offices of the Secretariat on 23 May 2007. Guests included the Executive Secretary of UNFCCC and Ramsar Convention, as well as representatives of the Government of Sweden. These lectures are planned to be regular events at the margins of major meetings under the Convention.

26. Messaging related to the work of the Rio conventions was also an important element of activities for the year. To help strengthen understanding of the links between climate change and biodiversity and

links between the respective conventions, the Secretariat actively participated in the thirteenth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Bali, Indonesia from 3 to 14 December. Through its participation in the United Nations Communications Group (UNCG) Task Force on Climate Change, the Secretariat ensured that the issue of biodiversity was included in key messages for the media on climate change. The Secretariat organized a joint Rio Conventions event to mark the launch of joint information notes prepared on forests and on adaptation, and held two press conferences. Work was also carried out with the secretariats of the conventions on climate change and desertification on the preparation of a joint calendar of the Rio conventions for 2008. The calendar was distributed at the thirteenth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change.

27. The IAC has remarked that any future development of messaging should: continue and reinforce the coordination with other conventions; seek opportunities to reach out to the business community and use the language of economics; and include a focus on the messengers as well as messages.

Priority activity 4: Implement media relations strategy

28. The Executive Secretary has conducted extensive work to improve media relations. During the reporting period, 64 media interview including press conferences were held by the Executive Secretary. At the most recent meetings of the Conference of the Parties, the Executive Secretary and the host country have worked to develop a more active media strategy, which has resulted in more press coverage. The strategy has been based around journalist seminars and training, and the promotion of key-story ideas to selected journalists. The launch of the second edition of the Global Biodiversity Outlook at the eighth meeting of the Conference of the Parties also represented an active media strategy, with advance copies being sent to a number of agencies and journalists for coverage. For the ninth meeting of the Conference of the Parties, the Executive Secretary, with financial assistance from the Government of Spain, has arranged for a media training session to take place.

29. The celebrations of the International Day for Biological Diversity have also been an opportunity for a more active media strategy. Through a partnership with Inter Press Service, the Executive Secretary managed to secure media coverage of the celebrations and themes in more countries than ever before.

30. Great efforts have been made by Parties to develop media relations around the time of the meeting of the Conference of the Parties. Media training and briefing is being conducted by a number of members. IAC members reported that a number of Parties conducted media conferences in advance of meetings of the Conference of the Parties, to brief media representatives on the issues to be covered. For the eighth meeting, the Government of Spain sponsored the participation of a number of journalists.

31. Capacity-building also has taken place outside of the meetings of the Conference of the Parties. UNEP Grid Arendal has participated in a number of capacity-building sessions for journalists in Eastern Europe in which the topics covered had significant public interest. Television Trust for the Environment (TVE) in partnership with IUCN has worked together to liaise with journalists on issues related to the biodiversity of inland waters.

32. The IAC has noted that a major challenge for any media relations strategy is not merely to gain attention of the press, but also to assure media retention – continued interest in the story beyond initial publication. In this respect, work with a variety of partners to identify complementary messages which extend the story into other themes, and to promote these is a suggested strategy. As the Executive Secretary will organize regional media training meetings, these recommendations will be integrated into the agendas.

Priority activity 5: Elaborate toolkits for development and implementation of CEPA strategies

33. With the generous financial assistance of the Government of the Netherlands, the Executive Secretary, in partnership with the IUCN Commission on Education and Communication (CEC) elaborated a toolkit on the use of CEPA for focal points and coordinators involved in the elaboration of national biodiversity strategies and action plans (NBSAPs). On 13-14 December 2006, a small meeting was held to discuss the creation of toolkits on CEPA and the integration of CEPA into capacity-building workshops on national biodiversity strategies and action plans. Representatives of the UNEP Division of Environmental Conventions, the Ramsar Convention, UNFCCC and IUCN-CEC provided input into the draft agenda for the African workshop on national biodiversity strategies and action plans, including ways that CEPA could be integrated as a stand-alone module as well as a tool throughout the process.

34. The toolkit was typeset and printed for distribution to focal points and for use at the regional and subregional workshops on national biodiversity strategies and action plans. Thanks to the extensive efforts of IUCN-CEC to promote the kit in the pre-release phase, the toolkit has already garnered considerable attention and web links to the files are considerable. A translation of the kit into Spanish is in preparation. The next phase of promotion will involve dissemination of the kit to a variety of audiences, its continued translation into other United Nations languages and the integration of its findings.

Priority activity 6: Organize workshops for the articulation of CEPA strategies

35. During the biennium, the Executive Secretary did not organize any workshops specifically dedicated to CEPA. However, the regional and subregional workshops on national biodiversity strategies and action plans organized in 2007 and 2008 contained a module on the use of CEPA in that context. Reporting from Parties on CEPA workshops they may have organised during the biennium is pending. The recent provision of funds by the government of the Netherlands in support of National CEPA strategy workshops for 2008 and beyond will ensure the organisation of these. The Secretariat will also review the content of upcoming capacity-building workshops for the various issues under the Convention and identify ways and means to integrate CEPA components and issues.

36. In its comments to the Executive Secretary, the IAC reiterated that while integrating CEPA into other capacity-building workshops was important, it should not take the place of stand-alone workshops on CEPA. Both approaches were encouraged.

Priority activity 7: Develop infrastructure and support for a global network

37. Global distribution of the products for CEPA has been facilitated by the Secretariat through the Convention's clearing-house mechanism and its network of focal points, communicating through the electronic information network. In general, national clearing-house mechanisms also distribute and disseminate information on CEPA through their websites, including information of local interest. In order to reach out to other stakeholders, the Executive Secretary has created a network of focal points for business, NGOs, women, indigenous and local communities, and youth.

38. Other important elements of an overall global network exist. IUCN-CEC represents an important partner in this respect. Its World Conservation Learning Network (WCLN) provides support to the programme of work on CEPA in the form of a web portal and a network of education, communication and development professionals.

39. A redesign of the Convention website, including enhanced support for translation of the content to French and Spanish, was completed in 2007. The redesign of the graphic interface, the reorganization of navigation and the translation of content, all led to a significant improvement in the usability of the

site, resulting in praise from UNEP, the host government and other agencies. In addition to the redesign, the use of electronic tools for dissemination of information was extended. CBD news headlines are produced daily and distributed to subscribers around the world. Extensive use of RSS feeds has enabled the presentation of information on the Convention on a variety of websites around the world. Feeds are available for: daily headlines; latest news; latest notifications; final reports; upcoming meetings; and news from the Biosafety Clearing-House

40. As requested in decision VIII/6, the Executive Secretary created a children's section on the Convention website at <http://kids.cbd.int/>. These pages contain educational games, and a kit for educators. As part of the preparations for the International Day for Biological Diversity in 2008, additional materials were added.

41. The IAC underlined that the global network cannot be based on electronic communication means alone. As a number of Parties do not have the installed electronic communications infrastructure to take advantage of all the features on the Convention website, other means of transmission are needed. To this end, the creation of partnerships with agencies and organizations that can transmit CEPA products in non-electronic format to regions without web access is a crucial factor in ensuring success of the global network. The Executive Secretary is also encouraged to explore a variety of delivery mechanisms for CEPA products.

Priority activity 8: The International Day for Biological Diversity (IBD)

42. During the biennium, through more robust messaging and the development of extensive information products, made possible due to resources provided by Parties, the Executive Secretary has been able to increase assistance to Parties to hold their celebrations. As a result, the number of countries reporting celebrations in 2006 and 2007 was greater than ever before. To reinforce the messages for the International Day, themes were selected that complemented the themes for other important celebrations, such as international years and World Environment Day. The degree of success for the Day was at its greatest in 2007, in no small part due to the provision of financial resources from the Government of Norway, in support of a media campaign, and information products. The celebration of the International Day for Biological Diversity has been promoted as corporate activity. An internal task force has been established and regional coordinators have been appointed within the Secretariat. Efforts were also made to elevate the celebration of the International Day has an event for the whole biodiversity family. An inter-agency task force comprising the secretariat of the Biodiversity Liaison Group and other sister agencies has been established.

43. In 2006, the International Year of Deserts and Desertification provided an opportunity to celebrate the International Day under the theme of: the biodiversity of dry and sub humid lands. A special section on the website (<http://www.cbd.int/ibd/biodiv-day-2006-ctrs.shtml>) was created and included fact sheets, and a photo gallery of images of dry and sub humid lands, donated by Parties to the Convention. The International Day was celebrated at the premises of the Secretariat, with the inauguration of the Joke Waller-Hunter conference room, in memory of the extraordinary contribution of the former UNFCCC Executive. The one-day event gathered together representatives from diplomatic missions as well as senior officials from the Governments of Quebec and Canada. A round table discussion on collaboration between the Convention and Canadian universities and research centres was held in the afternoon, which was concluded with the signing of a letter of intent between the Convention and Canadian universities and research centres.

44. In 2007, the International Polar Year and its focus on climate change gave the Secretariat the opportunity to highlight the relationship between climate change and biodiversity. Thanks to the generosity of the Government of Norway, the Secretariat provided extensive support to global celebrations for the International Day for Biological Diversity under the theme of biodiversity and

climate change. An outreach kit was created that included a booklet on biodiversity and climate change, fact sheets on the relationship between biodiversity, climate change and the Millennium Development Goals, postcards, bookmarks and a poster on the theme. Included in the kit was the latest issue of the *Gincana* magazine – on climate change and biodiversity. This kit was dispatched to all Parties, to partner organizations and others. A video on the theme of biodiversity and climate change was also created. These and other resources were posted on the Convention website at <http://www.cbd.int/ibd/2007/>

45. In further support to this, the Secretariat also provided support to the creation and broadcast of two episodes in the BBC World television series “The Earth Report.” The episodes, “All of a Quiver” and “Adopt, Adapt and Survive”, were broadcast in April and looked at the ways that biodiversity is adapting to climate change, methods of facilitating this, and the impact of this on the livelihoods of the poor. BBC World is a global network and attracts over 200 million viewers.

46. As a result of these activities, there were more celebrations across the globe than ever before. 63 Parties—one third of the Parties to the Convention—reported holding activities. This was further supplemented by the participation of 18 partner organizations ranging from the United Nations Development Programme (UNDP) to the regional offices of UNEP. Particularly noteworthy was the holding of a press conference and photo exhibition on indigenous and local communities vulnerable to climate change at United Nations Headquarters on the margins of the United Nations Permanent Forum on Indigenous Issues. A report on these celebrations was published by the Secretariat and is available at: <http://www.cbd.int/doc/bioday/2007/ibd-2007-report-en.pdf>

47. In Montreal, the Secretariat organized a high-level event on 22 May at the Montreal Botanical Garden. Thanks to the partnership of the City of Montreal, the Botanical Garden and the Federal Government, a day-long event brought over 200 VIPs to the Garden. Participants included Yvo de Boer, Executive Secretary of the United Nations Framework Convention on Climate Change, the Hon. John Baird, federal Minister of the Environment, the Hon. Michael Fortier, federal Minister for Quebec, Hon. Line Beauchamp, the Quebec Minister of Sustainable Development, and Mr. Gérald Tremblay, Mayor of Montreal,. Messages were received from the Secretary-General Ban Ki-moon, Ms. Marina Silva and Mr. Sigmar Gabriel, the present and incoming presidents of the Conference of the Parties, and Ms. Monique Barbut, Chief Executive Officer of the Global Environment Facility.

48. The school-outreach programme of the Secretariat has been extremely successful, with the mobilization of volunteers to deliver presentations. As a result, more schools in the Montreal area have been reached than ever before. A painting competition with the participation of 200 schools was also organized.

49. In of the second half of 2007, Parties were notified that the theme of the International Day in 2008 would be “Biodiversity and Agriculture”. In preparation of activities and awareness materials for the Day, the first meeting of the Inter-Agency Task Force was held on 18 July 2007. A poster and logotypes for the year were created, and electronic versions posted on the website of the Secretariat at <http://www.cbd.int/ibd/2008/>, for dissemination and reproduction by parties. The Secretariat has also worked with the non-governmental organization, Tropical Conservancy, for the preparation of a special issue of their journal *Biodiversity*, on biodiversity and agriculture, to be released at the ninth meeting of the Conference of the Parties. Celebrations are planned to coincide with that meeting, including a session during the plenary on the 22 May, an evening reception and side-events during the day.

50. For future years, in order to facilitate advance planning, the Secretariat will announce the themes for the International Day for Biological Diversity in advance. For 2009, invasive alien species will be the theme. For 2010, to coincide with the International Year of Biodiversity, the theme will be “Biodiversity for Development”. The theme of 2011 will be “Forests and biodiversity” to mark the celebration of the

International Year of Forests. The theme of 2012 will be the twentieth anniversary of the opening for signature of the Convention.

Priority activity 9: Raise profile of meetings of the Conference of the Parties and the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA)

51. Advances in this priority activity have been possible due to the efforts and resources devoted by the hosts of eighth and ninth meetings of the Conference of the Parties. In both cases, coordinated national and local campaigns have had impacts beyond national audiences, and have promoted international attention.

52. For the eighth meeting of the Conference of the Parties, collaboration between federal, state and municipal levels of government secured one of the highest rates of participation at a meeting of the Conference of the Parties, and assisted in securing good media coverage. Activities organized by the municipal government, including a variety of cultural and school events, and the installation of exhibits and messaging in public spaces throughout the city, increased awareness of the meeting. A children's summit held during the meeting, including the transmission of a declaration to the Executive Secretary, generated international media attention, with a photo of the event taken by Agence France-Presse (AFP) chosen as one of the world press photos for the day.

53. Germany, the incoming President of the Conference of the Parties, has demonstrated excellent results from its campaign. In July 2007, preparations were initiated for communication and public-awareness activities related to the ninth meeting of the Conference of the Parties, including meetings in Bonn with representatives of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the City of Bonn and media information services staff of the UNFCCC Secretariat.

54. Preparations by Germany included the holding of a considerable media campaign. The campaign combined emotional and policy appeals to generate public support for the Conference. To increase presence among the public, the Federal Environment Ministry set up "Naturallianz", a public alliance in which figures from business, science, non-governmental organizations, politics, culture and media commit themselves to the cause of biological diversity and support the campaign through public events. A one month road-show through all the *Länder* of Germany gained great popularity.

55. The branding of the event has been according to the themes: "All species are interdependent" and "Man is the endangered species." These themes reflect the ecosystem approach, and the importance of biodiversity for human-well being. This branding was extended through traditional advertising, through television spots and through a campaign song, performed by the popular German band, Hohner, at all their appearances.

56. At the IAC meeting of January 2008, members were extremely supportive of the branding initiative and expressed an interest in finding ways to continue to use these messages in the period after the ninth meeting of the Conference of the Parties. Members also indicated that Parties carried out their own promotional campaigns in preparation for the COP, including the holding of media seminars. The IAC was also pleased that the host was providing support for a CEPA fair, and encouraged all Parties to participate.

57. The convening of the twelfth and thirteenth meeting of SBSTTA in Paris and Rome, respectively, has also contributed to raising the profile of SBSTTA with sister agencies such as UNESCO and the Food and Agriculture Organization of the United Nations (FAO), as well as with media representatives accredited to those organizations.

Priority activity 10: Strengthen formal and informal education on biodiversity

58. In order to provide support to Parties in implementing this priority activity, the Executive Secretary, organized, in collaboration with UNESCO and thanks to the generous financial resources of the government of the Netherlands, an expert workshop on strengthening formal and informal education on biodiversity. The workshop included participants from government, education, the private sector and nongovernmental organizations with expertise in biodiversity education. The workshop focused on ways that biodiversity concepts can be mainstreamed into formal and informal contexts for learning. In particular, the contribution of these learning experiences to implementation of the Convention was reviewed. The report of the meeting will serve as an action plan for Parties in the biennium and will be made available as an information document for the ninth meeting of the Parties (UNEP/CBD/COP/9/INF/23)

59. Education has also been part of the business outreach initiative. The Secretariat collaborated with Harvard Business School in the development of a case study focusing on the Secretariat's effort to engage with the business community. This case was taught to senior executives during the Agribusiness Seminar, in January 2007 and is available, as teaching material, as part of the Harvard Business School collection of cases. The Secretariat also collaborated with the Haas School of Business, University of California, Berkeley, and the Center for Responsible Business at Haas, and the Net Impact Club to develop a seminar on Environmental Strategy in Business for MBA students over January – April 2008. A report is to be produced which could serve as potential background material for the development of similar programmes in other business schools / business programmes across the world.

60. As part of the activities related to the ninth meeting of the Conference of the Parties, the Secretariat will collaborate with the German Committee for the Decade of Education for Sustainable Development to organize a one-day forum on biodiversity and education for sustainable development, counting on the participation of members of the German national committee, the Secretariat and other international experts.

61. Members of the IAC stressed the challenges in implementing this activity. The need for collaboration between ministries of environment and ministries of education is important, but could introduce new complexities. Partnerships between Parties could assist in this regard. Some members of the IAC emphasized the need to focus not just on formal education, but also informal education. Similarly, it was underlined that the target audiences for education needed to be evaluated. In particular, it was hoped that the Secretariat could complement any activities for schoolchildren with activities for biodiversity practitioners and others for whom biodiversity issues are at the forefront of their daily activities. The IAC also urged the Secretariat to be strategic in the way it links its education activities with the Decade of Education for Sustainable Development. In general, any implementation of this priority activity needs to be measured and balanced with efforts in the previous activities, including priority activities 5 and 6 in particular.

D. The International Year of Biodiversity

62. Following a recommendation of the eighth Conference of the Parties to the Convention on Biological Diversity, the sixty-first session of the United Nations General Assembly adopted resolution 61/203 of dated 20 December 2006, proclaiming 2010 as the International Year of Biodiversity (IYB) and identifying the Secretariat of the Convention on Biological Diversity as focal point for the celebrations.

63. 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 engagement of all actors and stakeholders in cooperative efforts to achieve the three objectives of the Convention.

64. The strategy for the International Year is presented in an addendum to the present document (UNEP/CBD/COP/9/25/Add.1). It is built around three pillars: (i) creating a global message and creating spaces and opportunities to highlight local stories; (ii) building momentum by promoting the International Year in advance of 2010; and (iii) leverage the activities of Parties and partner organizations, by mobilizing support.

65. It is important to stress the interlinkage between the International Year of Biodiversity in 2010 and the release of the third edition of the Global Biodiversity Outlook (GBO-3). The messages of GBO-3 will also be the messages for the International Year. GBO-3 will also be an important information resource for the Year.

66. In its review of the International Year of Biodiversity, the IAC welcomed the document and indicated its support for the notion of local stories. The Executive Secretary was urged to liaise with a variety of actors, organizations and media outlets to encourage such stories. In general, the IAC urged the Secretariat to begin organizing efforts as soon as possible, and certainly immediately after the ninth meeting of the Conference of the Parties and to seek resources. The experience of the host of the ninth meeting of the Conference of the Parties was mentioned as a good model for other national efforts devoted to the International Year. Support for the Year should be mobilized at all levels.

E. Options to advance future work

67. The IAC for CEPA, at its January meeting, expressed its general support for the state of progress on communication, education and public awareness. It reiterated support for the Agenda for Action, and asked the Executive Secretary to keep the document under review and make it available to Parties. Efforts should also be made to mobilize resources for the programme of work on CEPA, much in the same way that the Friends of the Programme of Work for Protected Areas has coalesced and emerged.

68. The issue of training is one that still needs to be addressed. While the regional and subregional workshops on national biodiversity strategies and action plans and on protected areas contribute to training, this need to be reviewed and acted upon in a more programmatic manner by the Executive Secretary in the next biennium.

69. The IAC also discussed the need for capacity-building for awareness on the issue of access and benefit sharing. The complexity of the current negotiations makes this a challenge. At the same time there is a lack of understanding among various stakeholders as to the issues involved in the regime. The IAC emphasized that any mobilization of effort in the context of the programme of work for CEPA would be to increase capacities for communication of the issues. The Executive Secretary should provide support to any efforts at regional and sub-regional levels to increase understanding of the issue among decision makers.

70. In the next two years, CEPA activities should be tightly coordinated with organizational efforts for the International Year of Biodiversity. Products, messages and activities should be organized in such a way that they contribute to the celebrations and add value.

III. DRAFT DECISION

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

The Conference of the Parties,

Noting with appreciation the progress made by the Executive Secretary, with the assistance of the Informal Advisory Committee, towards implementation of the programme of work for Communication, Education and Public Awareness (CEPA) according to the short-list of priority activities contained in annex II to decision VIII/6, as well as the contributions from some Parties in support of activities at the international level related to communication, education and public awareness,

1. *Invites* Parties, international organizations and other partners, including representatives of indigenous and local communities, non-governmental organizations and the private sector, to redouble their efforts to implement the programme of work on communication, education and public awareness, taking into account the Agenda for Action 2008-2010, as appropriate;

2. *Emphasizes* the need for Parties to integrate communication, education and public awareness into their national biodiversity strategies and action plans;

3. *Encourages* the Executive Secretary to use and further improve the Agenda for Action for the period 2008-2010 as a practical tool to guide key international support actions for implementation at the national level of the programme of work on communication, education and public awareness;

4. *Invites* interested donors and relevant international organizations to provide adequate and predictable financial resources to the for implementation of the programme of work on communication, education and public awareness;

5. *Invites* Parties to offer to host the main celebration of the International Day of Biodiversity;

6. *Invites* Parties and relevant international organizations to enhance the implementation at national level the programme of work of communication, education and public awareness and coordinate their efforts for the celebration of the 2010 International Year of Biodiversity and submit their reports to the Executive Secretary;

7. *Requests* Parties to provide financial resources to enable the Executive Secretary, in the context of the ongoing negotiations of an international regime on access and benefit sharing, and further to the Action Plan on Capacity-Building for Access to Genetic Resources and Benefit-sharing (decision VII/19 F, annex), to provide support to regional and subregional communication, education and public awareness activities related to access and benefit-sharing, including through, *inter alia*, the development of communication strategies and products designed to increase awareness among decision-makers and relevant stakeholders.