



## Convention on Biological Diversity

Distr.  
GENERAL

UNEP/CBD/COP/10/16  
15 August 2010

ORIGINAL: ENGLISH

CONFERENCE OF THE PARTIES TO  
THE CONVENTION ON BIOLOGICAL DIVERSITY  
Nagoya, Japan, 19-29 October 2010  
Item 4.8 of the provisional agenda\*

### COMMUNICATION, EDUCATION AND PUBLIC AWARENESS

*Note by the Executive Secretary*

#### I. INTRODUCTION AND AIM

1. The programme of work on Communication, Education and Public Awareness (CEPA) took shape as a result of decision VI/19, and was further elaborated in decisions VIII/6 and IX/32. Resolution 61/203 of the sixty-first session of the United Nations General Assembly declared 2010 the International Year of Biodiversity and designated the Secretariat of the Convention on Biological Diversity to serve as the focal point for the observance. Using the tools provided in the “Agenda for Action” (UNEP/CBD/COP/9/INF/3), and the Implementation Strategy for the International Year of Biodiversity (UNEP/CBD/COP/9/25/Add.1), and working within available resources, the Executive Secretary has facilitated and carried out activities that have advanced the programme of work, including the celebrations of the International Year of Biodiversity. Other novel initiatives that support the programme of work, such as *The Green Wave* for biodiversity aimed at children and youth, have also been initiated.

2. Section II of the following note reviews the Implementation of the Agenda for Action and cites activities organized by the Executive Secretary. Where information is available, activities by Parties in support the ten priority activities are also included. A presentation on *The Green Wave* outreach and education initiative is also included. Activities relating to CEPA and access and benefit-sharing are included. Section II of the note provides an interim assessment of the global celebrations for the International Year of Biodiversity (IYB), drawing upon submitted reports up to the end of June 2010. Section IV of the note points to possible future directions for the programme of work on CEPA, including its contribution to the Strategic Plan of the Convention, and a proposed United Nations Decade for Biodiversity. A suggested draft decision is included.

#### II. STATUS OF IMPLEMENTATION OF THE AGENDA FOR ACTION

3. As outlined in previous decisions on CEPA, including VIII/6 and IX/32, the “Agenda for Action” is the framework to guide implementation of the programme of work on CEPA. The ten priority activities

\* UNEP/CBD/COP/10/1.

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are designed to provide the basic infrastructure for future activities for the programme of work and to complement the integration of CEPA activities into the other thematic and cross-cutting activities of the Convention. A few of the most important developments related to the Agenda for Action are outlined below.

### ***Priority Activity 1 - Implementation structures***

4. The creation of some form of organization or institutional arrangement for CEPA activities is the cornerstone for most of the other priority activities. As the assessment of information in national reports has determined that a number of Parties do have some form of implementation structure for CEPA. In addition, the International Year of Biodiversity has provided an opportunity for a number of countries to create implementation bodies for awareness-raising activities.

5. 87 Countries have submitted Implementation Plans for the International Year of Biodiversity. The implementation structures created to facilitate the IYB celebrations are varied and include bodies led by natural history museums, or by ministries including the Ministry of Environment, Natural Resources, Parks or other inter-ministerial committees. As indicated in the fourth National Report, Parties reported that they have bodies that are included as part of more broad initiatives on environmental education and awareness. The most common pattern for the implementation of CEPA across Parties is to integrated biodiversity into general strategies and implementation bodies for environmental education and education for sustainable development.

6. To ensure follow-up and further consolidation of these steps toward the establishment of implementation bodies in the next biennium, efforts should be made to consolidate any IYB planning bodies and configure them to support CEPA activities linked to the Implementation of the Strategic Plan. Work should be done to share best practices and experiences on the creation of CEPA bodies in general.

### ***Priority Activity 2 - Assessment exercises***

7. Data for assessments was obtained from existing projects and initiatives as well as from partners. Assessments focused on the level of awareness of biodiversity and its value for human well-being among the general public, as well as the status of actions in Parties to the Convention on activities that implement the programme of work on CEPA. As part of the branding and messaging for the International Year of Biodiversity, several cross-national and regional studies on attitudes and awareness of biodiversity were summarized. This included the Eurobarometer survey on biodiversity of late 2007, a study conducted by IPSOS for the Union for Ethical Biotrade, and a study that compared attitudes from the United States of America and China. In the context of cooperation with the Secretariat on public awareness, in 2009, Airbus conducted a survey, 'Nature Trail', of 1,500 children aged 5 to 10 years and 1,500 parents in the United Kingdom to analyse children's knowledge of nature. Data was also obtained in 2010 in the context of the 'Airbus Bio-Index' – a survey of more than 10,000 children and young people aged 5-18 from ten countries worldwide. In general the surveys pointed out that:

(a) Few understood what the term biodiversity meant. Among those that did, it was understood in terms of species, and not ecosystems and their services;

(b) People had the perception that biodiversity loss was a serious issue, at a global level, but did not see the connection of the biodiversity crisis to their own lives or activities at the local level;

(c) People were willing to take actions as individuals, as consumers and as citizens to preserve biodiversity, but felt that they did not have enough information to determine what their actions should be;

(d) Children and youth surveyed were spending an inordinate proportion of their time indoors, or in urban settings, with the potential effect of alienating them from nature. At the same time, children expressed wonder with the abilities of certain species and still indicated an enjoyment of being outdoors; they want to learn more about biodiversity but don't necessarily have the opportunity to do so.

While not exhaustive, and recognizing that these surveys do not capture the experiences of all regions, this data suggests that more work is required to raise awareness of the biodiversity in the ecosystems close to citizens and its contribution to human well-being. At the same time, the results demonstrate that the general public has an interest in biodiversity and the living world, which could be the basis for greater awareness-raising activities in the future. Further survey activities would need to identify specific actions and activities that could be taken by individuals and which would contribute to biodiversity conservation and sustainable use will also be a priority.

8. An assessment of the status of CEPA in the implementation of the fourth objective of the Strategic Plan was also conducted for the third meeting of the Working Group on Review of Implementation (UNEP/CBD/WG-RI/3/2). The review, drawing upon the third and fourth national reports, found the following:

(a) Nearly all Parties (97 per cent of 113 reports reviewed) report that they are undertaking actions related to education and public awareness. While some of these actions are part of strategic communication, education and public awareness campaigns, others are more general. Several Parties note the important role of non-governmental organizations in awareness-raising activities, particularly in developing countries;

(b) Only 13 per cent of Parties (of 113 reports reviewed) report in their fourth national reports that they have implemented a strategy for the CEPA programme of work. Only a few Parties reported that they have developed a stand-alone CEPA strategy. Most other Parties have included CEPA actions for biodiversity within the frameworks of their national education strategies for the environment, sustainable development or nature protection. A few Parties have reported being aware that other ministries, NGOs and actors in their countries have developed their own strategy in support of the CEPA programme of work, or incorporated biodiversity activities into their sectoral strategies;

(c) 75 per cent of Parties (of 113 reports reviewed) are promoting CEPA activities at various sectoral and cross-sectoral levels, to a greater or lesser extent. Activities are primarily being promoted within the forestry and agricultural sectors, with a noteworthy amount of activities also being conducted in the tourism sector. Less activity is being undertaken in the fisheries sector and only a few countries reported that activities were being promoted in the mining and energy sector, health sector, private sector and at the decision-making levels of government administrations;

(d) The fourth national reports also provide examples of CEPA being promoted within several processes related to issues such as climate change, desertification, biosafety, biotechnology, protected areas, transboundary cooperation, biological corridors, taxonomy, poverty reduction, invasive alien species, environmental impact, ecosystem services, biodiversity valuation, biodiversity monitoring, traditional knowledge and practices, access to genetic resources, urban planning and culture;

(e) 26 per cent of Parties (of 113 reports reviewed) are promoting biodiversity considerations in academic and educational activities to a greater or lesser extent. Collaboration between the ministries of environment and education is increasing, as is the integration of issues related to biodiversity and sustainable development in the formal curricula of educational programmes at primary, secondary and tertiary levels;

(f) Ninety-one per cent of Parties (of 113 reports reviewed) provide examples of having targeted specific groups for CEPA implementation.

9. In general, a lack of financial resources was cited as the main constraint for further implementation of CEPA activities. The importance of non-governmental actors in the implementation of CEPA was also stressed. The survey suggests that means would need to be found to provide more resources for these activities, to better take advantage of education and public awareness initiatives currently underway with the NGO sector, and to build on the growing collaboration between ministries of education and others.

10. It is clear that additional assessments are needed, including those that capture public opinion across different regions, similar to the Eurobarometer exercise of 2007. Without such assessments, it is difficult to establish baseline data on public awareness from which indicators could be developed for the achievement of specific CEPA targets. These large-scale public opinion exercises are expensive however and therefore considerable resources would need to be mobilized by the Parties.

### *Priority Activity 3 - Key messages*

11. Two sets of messages were developed during the biennium: the messages for the International Year of Biodiversity and the key messages for Global Biodiversity Outlook 3. It is important to note that all of these messages take, as their part of departure, the principles of the Ecosystem Approach. Both sets of messages focused on the following elements:

- (a) The status of biodiversity and the role of human activities in its loss;
- (b) The value of biodiversity to human economic, social and cultural life;
- (c) The kinds of actions that are required to slow and eventually halt the loss of biodiversity.

12. The messages of the International Year of Biodiversity (<http://www.cbd.int/2010/messages/>) represent the core of the communications campaign for the year. The messages, along with the visual logo were created thanks to the financial assistance of the Government of Canada. A consultant, Futerra Communications, was engaged for the research and message crafting. Surveys of public awareness and attitudes on biodiversity were reviewed. The global network of communicators and educators of the commission for education and communication of the International Union for Conservation of Nature (IUCN) was also consulted. The presidencies of the ninth and the tenth meetings of the Conference of the Parties were given the opportunity to comment. Members of the Informal Advisory Committee for Communication, Education and Public Awareness were also consulted. The resulting messages were translated into the United Nations languages, posted on a dedicated website created for the IYB and formed the basis for a number of video products. The core slogan: "Biodiversity is Life. Biodiversity is Our Life." has been widely disseminated globally. Partners and Parties have been encouraged to use and adapt the messages for their own use.

13. Additional messages on biodiversity were developed in the context of the preparation and launch of Global Biodiversity Outlook 3. These main messages are found in the executive summary (<http://gbo3.cbd.int/the-outlook/gbo3/executive-summary.aspx>). These messages formed the basis of the press and outreach materials for the launch of GBO-3, on 10 May 2010. Messages were translated into all United Nations languages. Perhaps most importantly, the messages were translated into regional examples by partners involved in the regional launches of Global Biodiversity Outlook 3. Information on the launch and its reception by global media will be discussed under priority activity 4 below.

14. Both messaging exercises were successful not only in delivering key concepts to a broad audience, but also in providing valuable lessons learned about the content and modes of delivery for future messages. The main lessons include the following:

(a) Messages on the status of biodiversity need to include stories of successes and lessons learned as well as stories of loss. The direct positive impact of biodiversity on people's lives is extremely important to include, as well as options for actions at all levels;

(b) Core messages need to be created in a manner that allows regional and national actors to customize them for their own audiences, including the provision of regional examples. Including these actors in the creation of the messages also facilitates a sense of inclusion, which further assists in distribution of messages;

(c) Messages should be disseminated through networks, and be made available in many languages.

#### ***Priority Activity 4 - Media relations***

15. In support of this priority activity, the Executive Secretary carried out a number of activities including integrating journalists into subregional workshops on CEPA, developing partnerships with media organizations such as Inter Press Services (IPS), the Panos Institute, IIED, as well as working even more closely with the network of regional information officers of the United Nations Environment Programme. This has taken place at the same time that there have been an increase in the number of announcements, press releases and stories that are sent out to media.

16. Thanks to the financial assistance of the Government of the Netherlands, media training was carried out at the ninth meeting of the Conference of the Parties. Journalists from developing countries participated in briefings on the issues under discussion at the meeting of the Conference of the Parties and wrote articles. The success of the training inspired the planning of another media briefing at the tenth meeting of the Conference of the Parties, with financing from the Government of Spain. This practice has increased press coverage of meetings of the Conference of the Parties, and had led to the development of a roster of media interested in biodiversity stories.

17. Media relations have become a central element of the capacity-development workshops for Communication, Education and Public Awareness. As will be discussed below under priority activity 6, the Secretariat has made it common practice to invite journalists to the subregional workshops. The journalists work alongside government representatives during the workshops, and also produce news articles on biodiversity issues. The Executive Secretary has worked with partner organizations to deliver the training and to provide follow up. The Caribbean office of the Panos Institute provides follow up into journalists in the Caribbean. The media and public outreach unit of the ASEAN Centre for Biodiversity provides support and liaison with journalists in ASEAN countries.

18. For the International Year of Biodiversity, a partnership was established with Inter Press Services to disseminate stories about biodiversity during the year. A biodiversity reporting guide was also created and published in English and Spanish: [www.ipsnews.net/adv/Biodiversidad2010.pdf](http://www.ipsnews.net/adv/Biodiversidad2010.pdf) [www.ipsnoticias.net/adv/Biodiversidad2010.pdf](http://www.ipsnoticias.net/adv/Biodiversidad2010.pdf).

19. For the launch of Global Biodiversity Outlook 3, effort was made to coordinate the media launch with United Nations Information Centres and regional information officers of the United Nations Environment Programme. A video news release was produced with the support of UNEP. The third edition of the Global Biodiversity Outlook was launched on 10 May 2010 at multiple locations. The global launch was held at the offices of UNEP, in Nairobi. Launches were also held in the following locations: United Nations University in Japan; Bonn, Geneva, Chamonix, New York, Copenhagen, London, Panama, Cairo, Manama, Montreal. The launch generated considerable press coverage. A survey of news coverage conducted by UNEP found that 197 news articles were published in major newspapers, websites or blogs of note in the week immediately following the launch. Of these, 50 were in English, 22 were in French, 50 were in Spanish, 12 were published in German, 37 were in Chinese, 14 in Arabic, 9 in Portuguese and 1 Norwegian piece. An analysis using Meltwater research data found the following distribution of news articles in the week that followed the launch: 104 in South America, 133 in Europe, 64 in North and Central America, 6 in Asia and the Pacific, 5 in Australia, 8 in the middle East and 11 in Africa. A video news release was also produced for the launch and distributed through the European Broadcast Union. The following organizations reported broadcasting the piece: APTN - Associated Press Television (UK), BBC (UK), FIA GT (UK), GUS YAYIN GRUBU A.S. (Turkey), Antenna-3 TV (Spain), Agence E.F.E. (Spain), Hrvatska Radiotelevizija TV (Croatia), Magyar Televizio (Hungary), Antenas y Sistemas (Panama), Radiotelevisao Portuguesa Ep (Portugal), Televiziunea Romana (Romania). The VNR was also used by CNN International, and Aljazeera in their coverage of GBO3. Interviews were granted by the Secretariat and broadcast on major news services including BBC, Aljazeera and CBC. An interactive Web TV interview on the findings of GBO-3 was conducted with Thomas Lovejoy and broadcast live and on-demand through numerous web services, including huffingtonpost; climateshifts.org; scientificamerican.com; humanitariannews; countdown2010; inthenews; scidev.net; and the online services of the United Kingdom Guardian and Independent newspapers among others.

#### ***Priority Activity 5 - Toolkits***

20. With the financial assistance of Government of the Netherlands, and in partnership with the Commission for Education and Communication of IUCN, the Executive Secretary published the CEPA toolkit in English in 2008 (<http://www.cbd.int/cepa/toolkit/default.html>). With the assistance of the Ministry of Foreign Relations of the Government of France, the toolkit was translated into French and published electronically (<http://www.cbd.int/cepa-toolkit/cepa-toolkit-fr.pdf>). In coordination with IUCN and with resources from the Government of Spain, the toolkit was also translated into Spanish and published electronically (<http://www.cbd.int/cepa-toolkit/cepa-toolkit-sp.pdf>).

21. The toolkit has been distributed at meetings of the Convention on Biological Diversity, used at workshops organized by the Secretariat, and widely disseminated amongst experts in Communication, Education and Public Awareness of the Commission for Education and Communication of IUCN. A survey on the use of the toolkit is being conducted in late summer 2010. The results, to be presented in an information document for the Conference of the Parties will be used to determine the future directions for revisions and further development.

22. The positive response to the toolkit suggests that other toolkits on the use of CEPA for supporting other programmes of work of the Convention would be useful. At the same time, the effectiveness of these depends on the integration of the communication and programme goals with the most relevant educational tools and approaches. This will require careful analysis on a programme-by-programme basis.

#### *Priority Activity 6 - Workshops*

23. With the financial assistance of the Government of the Netherlands, the European Union and other partners, subregional workshops on CEPA, directed at National Focal Points and others from national CEPA networks, were held by the Secretariat, not only as standalone events, but also as a component of other workshops, most notably, those on the preparation of NBSAPs.

24. With the financial support of the Government of the Netherlands, and in collaboration with the Government of Trinidad and Tobago, the Cropper Foundation, the CEC of IUCN and the Panos Institute for the Caribbean, a subregional workshop on capacity-building for CEPA and media relations was held in Port of Spain, from 3-6 November 2008. The workshop was organized in parallel with the capacity-building workshop for NBSAPs, national reports and climate change. Representatives from Governments in the Caribbean as well as representatives of the media from the region participated in sessions on strategic communication, media relations, mainstreaming biodiversity into education and plans for the IYB. The workshop sessions on CEPA were particularly well received and their interactive format was praised as a particularly effective way to facilitate learning and networking.

25. A sub-regional capacity-building workshop for ASEAN countries on Communication, Education, and Public Awareness (CEPA) and Media Training was held from 30 November to 3 December 2009, in Jakarta. The workshop, organized by the Secretariat of the Convention on Biological Diversity, in partnership with the ASEAN Centre for Biodiversity (ACB), and the Commission for Education and Communication (CEC) of IUCN, gathered the participation of about 60 media practitioners and government information officers from 10 Southeast Asian countries. Hosted by the Government of Indonesia and supported by the Government of the Netherlands, and the European Union in its partnership with ACB, the workshop provided an exchange of knowledge and learning among civil servants responsible for CEPA activities on biodiversity and media practitioners who report on biodiversity. The Jakarta workshop counted on the participation of 3 trainers from the CEC of IUCN and assistance from the ABS Capacity-development Initiative for Africa. The workshop increased the participants' awareness about the importance of the International Year of Biodiversity, as well as increased their knowledge about the framework of the Convention and support for IYB, improved their skills in strategic planning and organizing national activities for the IYB, and raised their awareness of the importance of, and improved their skills in, dealing with the media. Designed to also sensitize media practitioners to issues of biodiversity conservation and encourage them to become partners in conservation advocacy, each media participant is encouraged to draft one story/radio/television programme about the Convention on Biological Diversity and about national actions on biodiversity in their respective country in the next six to 12 months.

26. With the financial support of the Government of the Netherlands, a capacity-development workshop for CEPA and media relations will be held in Rwanda, in August 2010. Building upon the pattern of other workshops for CEPA, participants both from the Government as well as from media from countries in the region will be invited to jointly participate in order to develop closer relationships and a better understanding. The results of this workshop will be presented in an information note to the Conference of the Parties.

27. CEPA has become an element of the subregional capacity-building workshops on NBSAPs, whether it has been integrated into discussions, or a standalone module. In the upcoming biennium, additional work should be done to create CEPA modules that can be of relevance to the various capacity-development workshops of the programmes of work of the Convention, and to identify learning experts who can deliver educational products suitable to these.

28. Given the tremendous cost of mounting workshops, it may be useful to consider developing CEPA learning modules that can be added to existing capacity-development workshops for other areas and programmes of work. These would integrate some of the main principles of biodiversity communication with specific communication and education needs for the programmes of work.

#### ***Priority Activity 7 - Global network***

29. Significant progress was made in growing and consolidating the global network for Communication, Education and Public Awareness during the biennium. A number of key organizations remained central to the programme of work including UNESCO, the Commission for Education and Communication of IUCN, and the German Ministry of Development Cooperation (BMZ). To this network, new partners were added. Memorandums of Cooperation that included CEPA as a key element were signed with the World Association of Zoos and Aquariums (WAZA), the Alliance for Zero Extinction (AZE), the University of Rome Sapienza, and Conservation International. These partners provide many elements including:

- (a) Networks of communication experts and facilitators;
- (b) Experience in delivering CEPA products to a variety of audiences and in a variety of issue areas;
- (c) Experience in articulating biodiversity education in the context of other educational initiatives such as Education for Sustainable Development (ESD).

30. The Global network strongly depends on the exchange of information, which has been facilitated by the Clearing-House Mechanism (CHM) of the Secretariat. CHM has provided the electronic tools for this, including the website for IYB and other information exchange mechanisms.

31. One important outcome of IYB is that over 300 organizations became partners in the communication activities of IYB. <http://www.cbd.int/2010/partners/>. These organizations can form a basis for an even greater expansion of a network of communicators. Future success in growing the global network will require consolidating the relationship with these communication partners and mobilizing them in the context of the new Strategic Plan for the Convention on Biological Diversity.

#### ***Priority Activity 8 - The International Day for Biological Diversity***

32. The International Day for Biological Diversity (IDB) has been a major tool for the programme of work for CEPA. The celebrations, held every 22 May, provide an opportunity to highlight particular themes and activities of the Convention and to develop communication and outreach tools that provide further support to individual programmes of work of the Convention. The development of outreach materials such as posters and booklets is usually done with partners and serves to solidify relationships with them ([www.cbd.int/idb/](http://www.cbd.int/idb/)). A message is received from the United Nations Secretary-General and disseminated in each of the United Nations languages. Since May 2008, *The Green Wave* for biodiversity

has also become part of global celebrations. Further information and data on *The Green Wave* celebrations are included in a separate section below.

33. In 2008, the theme for IDB was Biodiversity and Agriculture (<http://www.cbd.int/idb/2008/>). In support of public education and awareness on this issue, the Secretariat developed a booklet (<http://www.cbd.int/doc/bioday/2008/ibd-2008-booklet-en.pdf>) in collaboration with partners, including the Consultative Group on International Agricultural Research (CGIAR), the Food and Agriculture Organization of the United Nations (FAO) and UNEP, which was made available in the six official United Nations languages. A booklet targeted at younger readers was also developed ([www.cbd.int/doc/bioday/2008/ibd-2008-framing-booklet-en.pdf](http://www.cbd.int/doc/bioday/2008/ibd-2008-framing-booklet-en.pdf)) and promoted through *The Green Wave*. 36 Countries and 3 partner organizations reported holding celebrations for the day. As the date for the IDB coincided with the ninth meeting of the Conference of the Parties to the Convention, a ceremony marking the occasion was held in Bonn, with participation of international organizations, Parties and other important figures for biodiversity.

34. Invasive Alien Species was the theme for the International Day in 2009. A booklet was developed in partnership with the Global Invasive Species Programme (GISP) ([www.cbd.int/idb/2009/resources/booklet/](http://www.cbd.int/idb/2009/resources/booklet/)). A booklet targeted at younger readers was also developed (<http://www.cbd.int/doc/bioday/2009/ibd-2009-childrens-booklet-en.pdf>) and provided as a resource through *The Green Wave*. 36 countries and 22 partner organizations celebrated the IDB. High level events were held in Nairobi, where UNEP organized an extensive programme of activities, including the translation of the information booklet in Kiswahili, and the creation of a number of posters. The Executive Secretary marked the day at a special symposium at United Nations University in Japan. An event was held in Montreal, with the participation of the Biosphere and Environment Canada, which featured the participation of science communicator Jean Lemire, a delegation of youth activists and others. *The Green Wave* events to celebrate the International Day for Biological Diversity were carried out by around 600 groups of children and youth from schools and clubs in 73 countries.

35. As part of the global celebrations of the International Year of Biodiversity, the theme for IDB in 2010 was Biodiversity, Development and Poverty Alleviation ([www.cbd.int/idb/2010/](http://www.cbd.int/idb/2010/)). Through partnership with the United Nations Development Programme, a booklet was developed in all United Nations languages and distributed to UNDP country offices. (<http://www.cbd.int/doc/bioday/2010/ibd-2010-booklet-en.pdf>). The booklet was also translated into Japanese by JICA, and distributed to its country offices. A booklet for children and youth was also developed (<http://www.cbd.int/doc/bioday/2010/booklet-for-youth-2010-en.pdf>) and provided as a resource through *The Green Wave*. *Green Wave* events to celebrate the International Day for Biological Diversity were held by over 1000 groups in 64 countries. In addition, the Government of Germany, in a joint initiative of the Ministry of Environment (BMU) and the Ministry of development cooperation (BMZ), and in partnership with Geo magazine, organized activities in 37 countries on 4 continents ([www.biodiversity-day.info](http://www.biodiversity-day.info)). Results of the total global celebrations continue to be delivered to the Secretariat, but as of early July, 61 countries and 8 partners organizations had reported holding celebrations.

36. IDB in 2010 coincided with the meetings of the SBSTTA and WGRI held in Nairobi. This provided an opportunity to celebrate the day at the location where, on 22 May 1992, the text of the Convention was adopted. An official celebration was held at the United Nations Offices in Nairobi and included the participation of the presidencies of the ninth and tenth meetings of the Conference of the Parties, the Deputy Executive Director and other notable figures. School children from around Nairobi participated in a conference and joined delegates in marking the day. In collaboration with the Mass Extinction Memorial Observatory (MEMO) project, a bell was rung to mark the continued loss of species,

in coordination with a similar bell-ringing ceremony in the United Kingdom. A ceremonial tree-planting for *The Green Wave* was held. Delegates also visited, in the context of the global Biodiversity Day celebrations organized by the Government of Germany, the community of Huruma on the edge of Karura Forest in Nairobi. A tree-planting ceremony and a visit to the community centre demonstrated the value of forest ecosystem services for the livelihoods of this community.

37. The International Day for Biological Diversity remains an important tool for dissemination of information and an important opportunity for outreach and raising public awareness. The information products released in support of the celebrations are important CEPA tools for the thematic and cross-cutting programmes of work of the Convention and are used by Parties and organizations well beyond the completion of the annual IDB celebrations. The current practice of determining themes for the year, and producing information materials should be continued and the selection of themes should be integrated into the overall planning for the Strategic Plan of the Convention.

#### ***Priority Activity 9 - Profile of meetings of the Convention***

38. Success in this activity has been realized as a result of the dedicated work carried out by the hosts of the meetings of the Conference of the Parties in promoting the meetings to national and international audiences. A national campaign organized by the Government of Germany to promote the ninth meeting of the Conference of the Parties in Bonn, Germany in 2009 included the participation of representatives from science, business and media in a cross-country tour to promote the meeting. A media campaign, including placements of a video in the in-flight entertainment system of Lufthansa aircraft, reached a broad audience. Similarly, the Government of Japan has invested significant effort in the promotion of the tenth meeting of the Conference of the Parties to the public, including through the development of its logotype and branding and through the nomination of a popular public figure to serve as honorary ambassador for the tenth meeting of the Conference of the Parties.

39. The CEPA fair has also become an important activity at the Conference of the Parties. At the ninth meeting of the Conference of the Parties (<http://www.cbd.int/cepa/fair/>), a dedicated room was created for the display of materials and the holding of presentations on CEPA activities from around the world. Participation from Parties and NGOs from around the world was secured. At the tenth meeting of the Conference of the Parties, the practice has been continued and even more partners are expected to participate.

#### ***Priority Activity 10 - Education***

40. The Executive Secretary worked with a variety of actors to further develop the principles for the integration of biodiversity into contexts of learning. Thanks to the financial support of the Government of the Netherlands, the following activities were enabled.

41. The Secretariat participated in the World Conference on Education for Sustainable Development, "Moving into the Second Half of the UN Decade", held in Bonn from 31 March to 2 April 2009. With UNESCO and the Commission for Education and Communication of IUCN, a workshop was organized that brought together participants from a variety of sectors. The workshop came to the following conclusions that linked biodiversity education with education for sustainable development:

(a) ESD recognizes the importance of integrating knowledge and knowledge systems from a variety of sources and groups (i.e. traditional and local knowledge, scientific knowledge). Understanding ecosystem processes and the role of biodiversity requires systemic thinking, which encourages and

supports this process of integration. Moreover, managing natural resources requires a social learning process, which could be one approach towards reforming traditional education towards inquiry-based systems, thereby ensuring quality education.

(b) Biodiversity (especially ecosystems) illustrates global interdependences which consideration is vital to ESD. Secondly, the success of ESD depends on the structural involvement of all relevant actors and cooperation beyond the (formal) education sector. The use of already existing internationally connected networks of knowledge, practice and research and the promotion of the biodiversity/ESD nexus in a comprehensive concept is important. It is also essential to involve all levels of government. Examples of this approach are eco-schools, the ASP network, non-formal and adult learning networks (CAE), professional training, biosphere reserves, UNESCO Chairs, UN University research areas, ICLEI et al. National policy debates and existing mechanisms should be used to link the desired learning and education goals.

(c) ESD has benefited from a reinvigorated global debate on climate change and biodiversity loss. More environmental education is required in formal and informal education, with better focus on biodiversity in a more holistic way, involving links to ethical, social, cultural and economic aspects. It is also important to raise awareness of the importance of the work of civil society in biodiversity conservation and education. In this respect, efforts are beginning to be made to link formal and information education in the ESD context. In fact, a variety of activities have been implemented at all levels – from local to international. However, some feel that the favourable momentum of the decade has not been sufficiently harnessed.

(d) One aim would be to mainstream the opportunities offered by ESD into the work programmes of different international organs, government departments, private sector, NGOs, e.g. to use the (2010) international year of Biodiversity and the various Conference of the Parties. We should try to improve the connection to UNESCO's conventions dealing with cultural diversity, the MAB programme and Biosphere Reserves. Furthermore, focus should be on biodiversity and sustainable development learning in informal contexts, i.e. into communities' intergenerational settings, local authorities, cultural and religious contexts should be included. We need to broaden the concept of training to a range of modalities of professional updating (e.g. e-courses, professional dialogue, on-the-job learning, citizens' dialogues etc.).

42. As a result of the Secretariat's participation, the final communiqué included mention that biodiversity was also included as a priority area for ESD. The results of the conference helped to consolidate the profile of biodiversity in the ESD agenda for the balance of the decade.

43. The Secretariat participated in the fifth World Environmental Education Congress held from 10 to 13 May 2009. The Congress brought together over 2000 environmental educators from around the world to discuss the political and transformational significance of environmental education. The Executive Secretary was the co-president of the conference, along with a representative of UNEP. The Secretariat had a kiosk for information materials which provided an important presence and raised our profile with educators. Along with the CEC of IUCN, the Secretariat co-organized a workshop on the use of the CEPA toolkit for education and learning. Finally, the Secretariat sponsored the closing reception for the conference and launched a declaration for biodiversity and for IYB.

44. The Secretariat participated in the 4th Conference of Regional Centres of Expertise (RCEs) which took place in Montreal on 14 and 15 May 2009. An initiative of UNU, there are now 62 RCEs around the world which are focusing on issues in sustainability including climate change, water and biodiversity. The Secretariat was represented at the opening plenary on a panel that dealt with sustainable

development challenges and the ways that Education for Sustainable Development could be mobilized to deal these. The Secretariat participated in the biodiversity focus group later in the conference, where IYB was presented as an opportunity for RCEs to present their activities relating to biodiversity and to mobilize for greater action. RCEs expressed interest in *The Green Wave* and in the various activities during IYB, with the tenth meeting of the Conference of the Parties being of particular importance to them.

45. The contribution of *The Green Wave* to implementation of the educational component of the programme of work on CEPA is considerable and will be outlined below. The scope of its mobilization and the flexible framework in which activities may be carried out make it an ideal platform upon which biodiversity can be integrated into formal, informal and non-formal contexts of learning. In the upcoming biennium, it will be important to further develop the contribution of tools such as *The Green Wave*.

46. To support educational objectives of Parties, during the biennium, the Secretariat has undertaken and supported the development of educational resources for children and youth. Financial contributions from the Governments of Canada and Spain have contributed to this.

47. As indicated above under priority activity 8, as resources supporting the objectives of the International Day for Biological Diversity, booklets were produced and disseminated in 2008, 2009 and 2010 on the themes of biodiversity and agriculture, invasive alien species, and biodiversity, development and poverty alleviation.

48. Through partnership, UNESCO has taken the lead on the preparation of an educational toolkit on biodiversity, currently under development for publication in 2010. The toolkit will serve as a teaching guide for teachers of school children between the ages of 12 to 16. It draws from the results of the third edition of the Global Biodiversity Outlook. The kit will deliver key messages on what biodiversity is and on why biodiversity loss is a concern. It focuses on the contribution of biodiversity to human well-being; and efforts to save biodiversity through the presentation of international initiatives and case-studies from different parts of the world, this leading to actions that can be taken individually. Special emphasis will be put on providing: links/references to concrete and innovative teaching tools; insights and possible actions for mainstreaming biodiversity in educational programmes; and illustrations of how to develop and/or participate in youth biodiversity initiatives.

49. In partnership with the Food and Agriculture Organization of the United Nations (FAO) and the World Association of Girl Guides and Girl Scouts (WAGGGS), the Secretariat is developing non-formal learning resources for children, entitled Young Hands Together for Diversity. This initiative, which will also be completed in 2010, is undertaken within the context of the FAO-led Youth and United Nations Global Alliance (YUNGA) and *The Green Wave* initiative. The toolkit will comprise a series of challenges for the attainment of a badge, and an educational guide to biodiversity. It builds on a similar initiative undertaken by FAO and WAGGGS in 2008/2009 highlighting the issue of climate change and food security.

50. The contribution of *The Green Wave* to implementation of the educational component of the programme of work on CEPA is outlined below. The scope of its mobilization and the flexible framework in which activities may be carried out make it a suitable platform upon which biodiversity can be integrated into formal, informal and non-formal contexts of learning. In the upcoming biennium, it will be important to further develop the contribution of tools such as *The Green Wave*.

### *The Green Wave for biodiversity*

51. *The Green Wave* is a global initiative to support education of children and youth on biodiversity. *The Green Wave* was developed on the initiative of members of the Informal Advisory Committee (IAC) for CEPA and builds on the 20+10 Schools & Trees for Biodiversity project that was initiated by IAC members and carried out in 2007 in schools in ten countries as a celebration of the IDB and in contribution to the UNEP Plant for the Planet Billion Tree Campaign. The 20+10 Schools & Trees for Biodiversity held tree-planting activities in Canada, Denmark, Ecuador, Germany, Kenya, Iran, Mongolia, Palau, the Federated States of Micronesia/Yap and the Russian Federation. The German Federal Agency for Nature Conservation (BfN) coordinated the project through their *NaturDetektive* project. The Governments of Germany and Palau and the Secretariat of the Convention on Biological Diversity also provided support. The Secretariat of the Convention subsequently provides coordination to *The Green Wave*.

52. *The Green Wave* campaign seeks to raise awareness and educate children and youth on the loss of biodiversity and the need for action to preserve it. Each year, a “green wave” of action takes place on the IDB. Throughout the year children and youth are encouraged to plan biodiversity-related activities through the school year. *The Green Wave* also supports other national, international and global tree planting initiatives such as the UNEP-led Billion Tree Campaign. On 22 May, in participating schools, students plant a locally important tree species in or near their schoolyard. The project encourages the choice of locally indigenous tree species. For the celebration of IDB, students around the world count down to 10 a.m., local time, when they plant or water their tree in their respective schoolyards, creating a figurative “green wave” starting in the far east and travelling west around the world. Throughout the day, students can upload photos and text summaries on *The Green Wave* website to share their tree-planting story with other children and youth from around the world. The interactive map will be launched at 8.10 p.m., local time, thereby creating a second “*Green Wave*”.

53. In 2008, the opening year of the project, *The Green Wave* was officially launched in Bonn, by a local kindergarten class, the Minister of Environment of Germany, Mr. Sigmar Gabriel, the Mayor of Bonn, Bärbel Dieckmann, the President of the German Federal Agency for Nature Conservation, Dr. Beate Jessel, and the Executive Secretary of the Convention on Biological Diversity. Over 40 celebrations were held in 20 countries on all continents.

54. On 22 May 2009, one year after its launch, around 600 groups of children and youth from schools and clubs in 73 countries participated in *The Green Wave* to celebrate the International Day for Biological Diversity. It is estimated that some 20,000 people participated in these events. During an official mission to Japan, the Executive Secretary joined the Vice Minister for Environment in a *Green Wave* ceremony in Tokyo, on 22 May, and the following day took part in another *Green Wave* ceremony in Ishikawa with the Governor and kindergarten children.

55. In some countries, programmes and activities have been carried out over a longer period. In Algeria, for example the Ministry of Environment has established a national programme supporting *The Green Wave*, where more than 300,000 school-children from nearly 4000 schools have been involved in planting thousands of trees to combat desert encroachment and protect watersheds. The strong participation and local uptake reflect efforts taken by the Secretariat to promote the initiative since its launch in 2008. In 2009, a partnership was established with the Small Grants Programme (SGP) of the Global Environment Facility (GEF). Working in more than 120 developing countries worldwide, SGP helps community groups, indigenous peoples and national NGOs implement projects to promote conservation and sustainable use of biodiversity. SGP national coordinators, coordinating committees, associated offices of

the United Nations Development Programme, and SGP grantee organizations helped support participation among schools.

56. On 5 June 2009, World Environment Day, the company Airbus and the National Geographic Society launched a supportive campaign designed to further promote *The Green Wave*. This contributes to fulfillment of the memorandum of understanding established between the Secretariat and Airbus in July 2008, with the objective “to contribute to raising public awareness on the importance of biodiversity and engaging children and youth in the global biodiversity agenda”, and specifically to “collaborate for the success of *The Green Wave*”. In several countries, local and national businesses contributed sponsorship to participating schools and groups – for example by providing seedlings and tee-shirts.

57. In 2010, children and youth were joined by dignitaries, teachers, parents, experts and supporters from Government, companies, non-governmental organizations and other organizations in celebrating *The Green Wave*. Thousands of students from more than 1,000 schools and groups who took part in 63 countries have uploaded pictures and stories of their activities to *The Green Wave* website, and several hundred more groups have participated in the celebrations. As of the beginning of June 2010, reports of *Green Wave* activities carried out on 21 and 22 May 2010 have so far been received from participants in Algeria, Argentina, Australia, Azerbaijan, Bangladesh, Barbados, Belgium, Belize, Brazil, Brunei Darussalam, Canada, Central African Republic, China, Colombia, Republic of the Congo, Egypt, France, Germany, Ghana, Iceland, India, Indonesia, Iran, Ireland, Italy, Japan, Kenya, Lebanon, Libya, Malawi, Malaysia, Mauritius, Mexico, Moldova, New Zealand, Nicaragua, Nigeria, Northern Mariana Islands, Oman, Pakistan, Paraguay, Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Thailand, Trinidad & Tobago, Tunisia, Turkey, Uganda, United Kingdom, United States of America, Venezuela, and Viet Nam.

58. In 2010, *The Green Wave* was supported by SGP in several countries, for example in Nicaragua, where the campaign was implemented in collaboration with the ministries of education and environment, private companies and other United Nations programmes, including United Nations Volunteers, and where thousands of students were supported by volunteers in hundreds of schools to plant a tree at each school.

59. Significant efforts were made by the Ministry of Environment of Japan, leading to the involvement of over 1,500 groups in the 2010 *Green Wave* celebrations. This was made possible by the establishment of a *Green Wave* website in Japanese and by the dedication of the Ministry’s staff and partners.

60. *Green Wave* partners like the Boticário Foundation in Brazil brought dozens of groups together to learn about biodiversity in the months preceding IDB, and to celebrate biodiversity simultaneously with the rest of the planet, on 22 May.

61. *The Green Wave* has also received support from entities, including Airbus, who have facilitated activities:

(a) A children’s international biodiversity photo competition organized in collaboration with the National Geographic Society. Launched in July 2009, the competition encouraged young people to engage in nature and consider the global loss of biodiversity. The eight winning photos were chosen from more than 2,500 entries from children in 99 countries. A tour of winning photographs was launched at the headquarters of the United Nations Educational Scientific and Cultural Organization (UNESCO), in Paris at the start of the year. It has already been seen by hundreds of thousands of visitors to the Squamish Lil’wat Cultural Centre in Whistler, Canada; to the International Conference on Sustainable Tourism (Reisepavillon) in Berlin, Germany; the Hamburg, Germany Harbour Anniversary; and the Regents Park

Zoo in London where it was unveiled at a special event with British Explorer Sir Ranulph Fiennes, American actress and environmentalist Daryl Hannah and the Executive Secretary of the Convention on Biological Diversity.

(b) A survey of children's attitudes toward biodiversity, the Bio-Index, conducted across 10 countries (France, Germany, Spain, Japan, China, Mexico, Singapore, Australia, United Kingdom and United States of America) through a sample of 1,000 five to 18-year-olds in each participating country.

62. In 2010, explorer and media personality, Jean Lemire of Canada was appointed honorary ambassador for *The Green Wave*. Mr. Lemire prepared a video message on his nomination, which was presented as part of IDB celebrations in Nairobi, (<http://greenwave.cbd.int/en/JLemire>). As part of the 2010 *Green Wave* celebrations, Mr. Lemire, in the presence of the Mayor of Montreal, the Director of Museums Nature, and representatives of the Quebec network of alternative public schools (REPAQ), joined over 4,000 children and parents who planted a tree and threw 'balls of life' to flourish a site near the Montreal Botanical Gardens.

### ***CEPA and access and benefit-sharing***

63. In support of ABS capacity-building initiative, decision IX/32 requested that the Executive Secretary to prepare and make available through the Clearing-House Mechanism of the Convention, simple summaries of issues and discussions on the negotiation and elaboration of the international regime on access and benefit-sharing with the view to assist Parties in communicating the issues to relevant target groups, including decision makers, policy-makers and the general public. To this end, the Secretariat created an information portal related to the Negotiations of the International Regime on Access and Benefit-sharing, at <http://www.cbd.int/abs/ir> and released it to a selected audience in early March. The portal will officially be launched at the seventh meeting of the Working Group on Access and Benefit-sharing, in Paris, in early April.

64. The Secretariat also participated in a regional workshop on CEPA and ABS, organized by UNEP and the ABS Initiative for Africa, from 9 to 12 March 2009. The workshop brought together communicators and ABS experts to develop communication strategies and messages for use during the negotiations as well as in support of capacity development. The workshop was well-received by participants and by UNEP. As a follow-up to the regional workshop on CEPA and ABS, held in Nairobi in early March, the Secretariat participated as a member of the CEPA-ABS task force for the ABS Capacity-building Initiative for Africa, at its first meeting held in Bonn on 18 and 19 June 2009. The task force was mandated to identify concrete information products and activities that could be implemented in the short and medium term that would support decisions of the Conference of the Parties on CEPA and ABS and contribute to capacity-building. The group was asked to outline these in detail and to identify sources of funds and timelines.

65. Thanks to the generous financial support from the Government of Germany, a generic information kit has been developed to present the core issues of access and benefit-sharing in a simple and straightforward language. The information kit is available in the six official languages of the United Nations and contains a brochure and factsheets on (i) access and benefit sharing; (ii) uses of genetic resources, (iii) traditional knowledge, (iv) the Bonn Guidelines and national implementation. This information tool is intended for use by a variety of actors, including Parties and stakeholders, in their efforts to raise awareness on access and benefit-sharing within their constituencies. A hard copy of the kit will be sent to all CBD and ABS National Focal Points by mail. It is also available electronically and can be downloaded at: [www.cbd.int/abs/](http://www.cbd.int/abs/).

66. While these are important first steps in improving communication on the issues of access and benefit-sharing, much more work is needed. Efforts need to be made to identify the gaps in communication for a variety of targeted groups, and to investigate the best ways to communicate with them. It will be important to identify whether the further development of new products is required or if existing materials simply need to be better disseminated.

### *Conclusions*

67. The Agenda for Action has provided the basis for the establishment of the foundations for Communication, Education and Public Awareness both for the Executive Secretary and Parties to the Convention on Biological Diversity. Work in the context of the Agenda for Action has made a contribution to other cross-cutting issues under the Convention. IYB has offered a chance to communicate a broad range of Convention issues. The themes of the International Day for Biological Diversity have, in recent years, provided the chance for communication on biodiversity and climate change, agricultural biodiversity, invasive alien species and the contribution of biodiversity to development. Recent work on CEPA and access and benefit-sharing has also made a contribution to the programme of work on access and benefit-sharing. Finally, the work of CEPA has been integrated into the capacity-development process for NBSAPs.

68. More progress is needed on further promoting integration of CEPA into the other programmes of work of the Convention. The use of CEPA tools and approaches by Parties is not well understood and well documented, again due to the lack of resources for conducting the needed surveys. As will be discussed below, the proposed strategic plan will present an excellent opportunity to consolidate the work done for the priority activities, and to better integrate this foundational work with the other programmes of work of the Convention.

### **III. THE INTERNATIONAL YEAR OF BIODIVERSITY**

69. At its sixty-first session, the United Nations General Assembly declared 2010 the International Year of Biodiversity, designated the Secretariat of the Convention on Biological Diversity to be the focal point for the observance, and called upon Governments and stakeholders to contribute to the celebrations. Accordingly, the Secretariat prepared an implementation plan which was to guide actions for the year (UNEP/CBD/COP/9/25/Add1).

70. The International Year of Biodiversity, at the half-way mark of six months, is on its way to being a great success and example of the ways that the international community can take advantage of the occasion of a United Nations Year to generate awareness and accomplish policy goals. The year's success would not have been possible without the overwhelming support by all Governments, organizations and partners who have responded to the call to action.

71. In support of the year, the Executive Secretary, with the generous financial contributions of the Government of Canada, developed messages and a logo for the year. A website ([www.cbd.int/2010](http://www.cbd.int/2010)) was developed thanks to the resources of the Governments of Spain and Japan. Below, a summary of the main results of the year as of the end of June 2010 is included. The full report of activities will be made available in December 2010, and the official report on activities will be submitted to the sixty-sixth session of the United Nations General Assembly, in 2011.

72. In recognition of the importance of biodiversity to human well-being, a message of the United Nations Secretary-General, Mr. Ban Ki-moon, was issued on 2 January 2010, reminding us why

Biodiversity is Life and why Biodiversity is our Life. This was followed by the official launch by the German Presidency of the ninth meeting of the Conference of the Parties to the Convention, at the Museum of Natural History in Berlin. In the presence of over 400 participants, the German Chancellor Dr. Angela Merkel urged the world to take the necessary steps to protect the biological diversity of the Earth.

73. Six months into the International Year of Biodiversity, the global celebrations of Life on Earth has turned into a truly international commemorative event. The International Year of Biodiversity logo has been translated into a number of different languages, in addition to the six official languages of the United Nations; German, Divehi (Maldivian), Greek, Basque, Farsi, Hindi, Hungarian, Italian, Japanese, Korean, Maori, Malay, Dutch, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovene, Swedish, Turkish, Urdu and Traditional Chinese. Over 2000 organizations have requested permission to use the IYB logo who in turn have partnered with their counterparts to promote the International Year in their region.

74. To date, 147 countries have contacted the Secretariat requesting IYB related information; 107 of them have kept the Secretariat updated about their International Year of Biodiversity celebrations and 87 have submitted their national IYB plans. Details can be found on the website: [www.cbd.int/2010/countries](http://www.cbd.int/2010/countries).

75. Furthermore, the International Year of Biodiversity counts 311 partners, whom to date have organized a total of 439 IYB activities aimed at raising awareness on the importance of biodiversity ([www.cbd.int/2010/partners](http://www.cbd.int/2010/partners)).

76. The United Nations as a whole has embraced the Year starting with the inaugural event held in Paris, by the United Nations Educational, Scientific and Cultural Organization, which was followed by a scientific conference from 25 to 29 January at its headquarters. The ceremony took place with the participation of the Prime Minister of Guinea Bissau and the French Minister of State, Mr Jean-Louis Borloo, as well as the President of the General Conference of UNESCO ([www.unesco.org/science/](http://www.unesco.org/science/)). UNESCO also organized a travelling exhibition on IYB, that has travelled extensively around the world ([www.unesco.org/science/](http://www.unesco.org/science/)).

77. To date, 14 United Nations entities are promoting the observance through their own programmes of work and using annual United Nations observances for which they serve as focal point to promote the objectives of the Year. The United Nations Development Programme (UNDP) for example has organized events in 65 countries. The United Nations Environment Programme (UNEP) provided support to audio-visual materials for the year and a variety of other activities.

78. The Global Environment Facility (GEF) provided a substantial financial contribution to the International Year of Biodiversity, providing support to the UNESCO travelling exhibition, an awareness campaign and other global initiatives.

79. IYB is also being promoted by the CBD consortium of botanical gardens based on the work plan agreed to at the meeting of the consortium held at the Paris Museum of Natural History ([www.cbd.int/consortium](http://www.cbd.int/consortium)). Airbus has communicated on the importance of biodiversity through its networks and has promoted similar communications in support of the IYB and *The Green Wave* among a partnership currently involving 20 airlines. In addition to the Secretariat's partnership with Airbus, the IYB will also be promoted by other airlines such as Air Algérie, Air Canada, KLM and Japan Airlines, through videos and printed materials.

80. The internet is playing an important role in promoting the International Year of Biodiversity. 36,635 fans actively follow the dedicated Facebook page [www.facebook.com/iyb2010](http://www.facebook.com/iyb2010). The International Year of Biodiversity website [www.cbd.int/2010](http://www.cbd.int/2010), which contains all the promotional material, videos, fact sheets, logo, messages and all other pertinent information including celebrations around the world accounts for 26 per cent of the total CBD website traffic.

81. To mark the International Year of Biodiversity, commemorative stamps have been issued by Belarus, Canada, Hong Kong, Portugal, South Africa, Switzerland, Trinidad & Tobago, United Kingdom, and the United Nations Postal Administration: Geneva and Vienna.

82. Celebrations would not be complete without mentioning efforts undertaken by the future generations of environmental stewards. Examples include the Biodiversity Youth Accord, coordinated by the non-governmental initiative in Canada, Biodiversity Matters, that has over 2900 signatures from 55 countries and that will be presented to delegates at the tenth meeting of the Conference of the Parties; the Youth Conference on Biodiversity to be held in Nagoya that will also present outcomes at the tenth meeting of the Conference of the Parties; and efforts made under the context of *The Green Wave* noted above.

83. In response to all these great initiatives, the Secretariat of the Convention on Biological Diversity has established an International Year of Biodiversity Museum to showcase the excellent outreach materials prepared for the occasion. The exhibits will be displayed at the tenth meeting of the Conference of the Parties, as well as at the sixty-sixth session of the United Nations General Assembly in New York, in September 2011. To date, we have received items from 32 countries and 4 from our United Nations colleagues.

84. A major contribution to the observance of the International Year of Biodiversity is the decision adopted by the United Nations General Assembly to host, for the first time, on 22 September 2010, a one-day high-level meeting on biodiversity and its contributions to the Millennium Development Goals, with the participation of Heads of State and Government. A more detailed report of selected events from the regions of the world is contained in an information document for the meeting.

#### **IV. FUTURE DIRECTIONS FOR THE PROGRAMME OF WORK ON COMMUNICATION EDUCATION AND PUBLIC AWARENESS**

85. Progress has been made on almost all of the priority activities for the programme of work on CEPA. The celebrations of the International Year of Biodiversity have raised the profile of biodiversity and of the Convention on Biological Diversity. The year has provided an opportunity for the development of messaging. Perhaps more importantly, the priority activities have stimulated the creation of new messages, products and tools of biodiversity communication that support the programmes of work of the Convention. They have also facilitated the creation of national and international networks for communication, education and public awareness. All of these represent important infrastructure for future work.

86. Continued and strengthened funding for activities under the programme of work is needed. The Government of the Netherlands, through its Letter of Intent, has been a strong supporter to the programme of work. The Government of Spain has also provided important resources for media work. Norway has also been a contributor. An even larger group of donors would provide for greater stability in the programme of work.

87. With the recognition of the importance of CEPA as a tool to address the underlying drivers of biodiversity loss, the inclusion of a CEPA-related goal and targets in the Strategic Plan, and the call for better integration of CEPA products and instruments into the programmes of work of the Convention on Biological Diversity, there is now an opportunity to link CEPA activities and efforts more closely with the implementation of the Convention on Biological Diversity. In the future, the activities of the Executive Secretary and the Parties related to CEPA should be aligned with the Strategic Plan, and should support not only the CEPA-related targets, but also the other goals.

88. Above all, CEPA should be a key element in the attempts to mainstream biodiversity into decision-making. Therefore the approaches and tools of CEPA should be integrated into future work by Parties and the Executive Secretary relating to capacity-development for national biodiversity strategies and action plans, for outreach to major stakeholders such as business, youth and the development sectors, and for the implementation of other programmes of work of the Convention.

89. Communicating the status of implementation of the Strategic Plan, including communication of the indicators for the Plan will be an important contribution of the programme of work on CEPA to the general implementation of the Convention. To this end, any future work on indicators should include a CEPA component. Likewise, any further work on messaging as part of the programme of work on CEPA should choose, as an area of focus, the most effective ways to communicate targets, indicators and progress to a variety of stakeholders. The proposed United Nations Decade of Biodiversity should be a platform that integrates communication and implementation.

90. One of the most important first steps for CEPA in the biennium, and in support of the Strategic Plan will be to obtain, assemble and analyse baseline data on attitudes towards and awareness of biodiversity and its importance to human-well-being. Cross-national data along the lines of that provided by the Eurobarometer survey of 2007 is required for all regions, at the soonest possible date. These exercises are potentially very expensive, therefore an extensive set of partners is likely to be required.

91. Other important steps taken to date to integrate biodiversity into environmental education and into education for sustainable development should also be further developed. Work with UNESCO and the Commission on Education and Communication (CEC) of the International Union for Conservation of Nature (IUCN) should be strengthened and to this, important work with the University of Rome Sapienza and other members of the University Consortium should be added. The considerable progress made in developing *The Green Wave* education programme of the Secretariat should be integrated with this priority activity and information on ways for Parties to become even more engaged is also required.

92. The Conference of the Parties may wish to adopt a draft decision to further promote CEPA activities in support of the updated and revised Strategic Plan of the Convention. A draft decision along these lines is provided in the compilation of draft decisions (UNEP/CBD/COP/10/1/Add.2) under agenda item 4.8.

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