



## Convention on Biological Diversity

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Item 3.2 of the provisional agenda\*

### UNITED NATIONS DECADE ON BIODIVERSITY 2011-2020

#### *Draft strategy and summary of activities during 2011*

*Note by the Executive Secretary\*\**

#### EXECUTIVE SUMMARY

In its resolution 65/161 of 20 December 2010, the United Nations General Assembly declared 2011-2020 the United Nations Decade on Biodiversity. In doing so, the Assembly requested the Secretary-General to coordinate the activities of the Decade with the support of the secretariats of the Convention on Biological Diversity and other biodiversity-related conventions and relevant United Nations funds, programmes and agencies. In addition, it invited Member States in a position to do so to contribute, on a voluntary basis, to the funding of the activities of the Decade.

The Decade coincides with the duration of the Strategic Plan for Biodiversity 2011-2020 adopted by the Conference of the Parties at its tenth meeting held in Nagoya, Japan.<sup>1</sup> This global Strategic Plan contains ambitious but realistic targets to help realize the three objectives of the Convention and support sustainable development and the achievement of the Millennium Development Goals.

The present document outlines a draft strategy at the global level for the Decade. Parties are invited to organize national level strategies in line with the goals and principles contained in this document. Annex I reports on activities carried out by the Secretariat in 2011 to initiate celebrations for the decade and annex II provides an indicative budget for a Strategy for the United Nations Decade on Biodiversity.

\* UNEP/CBD/WG-RI/4/1.

\*\* This document was reviewed by the COP Bureau at its meeting on 5 April 2012. Following the guidance provided by the COP Bureau, the ADVANCE COPY posted earlier was revised and re-posted for consideration of the Working Group on Review of Implementation at its fourth meeting.

<sup>1</sup> Decision X/2, annex.

**DRAFT STRATEGY FOR THE CELEBRATION OF THE UNITED  
NATIONS DECADE ON BIODIVERSITY 2011-2020**

1. At the initiative of Japan, the Conference of the Parties to the Convention on Biological Diversity at its tenth meeting recommended to the United Nations General Assembly to declare the period 2011-2020 the United Nations Decade on Biodiversity. In its resolution 65/161, the General Assembly declared the period 2011–2020 to be “the United Nations Decade on Biodiversity, with a view to contributing to the implementation of the Strategic Plan for Biodiversity for the period 2011-2020”.
2. In the resolution, the Assembly requested the Secretary-General, “in this regard, in consultation with Member States, to lead the coordination of the activities of the Decade on behalf of the United Nations system, with the support of the secretariat of the Convention on Biological Diversity and the secretariats of other biodiversity-related conventions and relevant United Nations funds, programmes and agencies, and invites Member States in a position to do so to contribute, on a voluntary basis, to the funding of the activities of the Decade”.
3. This request is situated in the context of the acknowledgment of “the importance of improving coherence in the implementation of the Rio conventions” and also “recognizes the importance of enhancing synergies among the biodiversity-related conventions, without prejudice to their specific objectives, and encourages the conferences of the parties to the biodiversity-related multilateral environmental agreements to consider strengthening efforts in this regard, taking into account relevant experiences and bearing in mind the respective independent legal status and mandates of these instruments”.
4. It is also important to note that the Conference of the Parties to the Convention on Biological Diversity recognized that the Strategic Plan for Biodiversity 2011-2020 “represents a useful flexible framework that is relevant to all biodiversity-related conventions”.
5. The Decade, similar to the International Year of Biodiversity, will require the creation of a messaging campaign that is global in scope, inclusive of the goals of other biodiversity-relevant multilateral environmental agreements, including the biodiversity-related conventions, but flexible enough to permit regional, national and local actors to adapt it to their local realities. It is suggested that the messages should follow the Vision and Mission Statement adopted by the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity as well as its slogan.
6. The Decade will be a vehicle to support and promote implementation of the objectives of this synergistic Strategic Plan for Biodiversity and the Aichi Biodiversity Targets, and will seek to promote the involvement of a variety of national and intergovernmental actors and other stakeholders in the goal of mainstreaming all relevant issues related to biodiversity into broader development planning and economic activities. Throughout the Decade, Parties will be encouraged to develop, implement and communicate the results of, time-bound national strategies for the implementation of the Strategic Plan for Biodiversity, including interim milestones, and reporting mechanisms on progress achieved.
7. The Decade will provide broad support to the implementation of all the goals of the Strategic Plan and the Aichi Biodiversity Targets. The aim will be to place special focus on supporting actions that address the underlying causes of biodiversity loss, including production and consumption patterns. One way of achieving this will be by ensuring that biodiversity concerns are mainstreamed throughout government and all sectors of society, through communication, education and awareness, appropriate incentive measures, and institutional change.
8. Among the many barriers to achieving the objectives of the Convention on Biological Diversity, and of the other biodiversity-related conventions, the lack of public awareness on the importance of

biodiversity ranks as one of the most serious. Without an awareness of the importance of biodiversity to human well-being, citizens and stakeholders are not likely to take the steps needed to mainstream biodiversity considerations into their daily lives and practices. The lack of public awareness also contributes to the relatively low political priority given to biodiversity issues.

9. While levels of awareness vary across countries, the generally low level of public awareness of biodiversity has been confirmed in a number of recent studies. This included the Eurobarometer survey on biodiversity of late 2007, a study conducted by IPSOS for the Union for Ethical BioTrade in 2009, 2010 and 2011, a survey conducted by DEFRA in the United Kingdom and a study that compared attitudes from the United States of America and China.

10. 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.

11. A survey on attitudes and knowledge relating to biodiversity and the natural environment, published in early 2011 by the United Kingdom Department for Environment, Food and Rural Affairs (Defra) found that 18 per cent of respondents know "a lot" about biodiversity in 2011 compared with 20 per cent in 2009; 30 per cent know "a little" compared with 24 per cent; 18 per cent have "only heard the name" compared with 21 per cent; and 31 per cent haven't even heard of it, down from 32 per cent.

12. The latest edition of the Union for Ethical BioTrade (UEBT) Biodiversity Barometer launched in early May 2011 provided a different view of the status of awareness for selected countries. An average of 65 per cent of the people interviewed in the United States of America, France, Germany and the United Kingdom said they had heard about biodiversity in February 2011, up from 56 per cent in February 2009. When measured in seven countries (Brazil, South Korea, Japan, United States of America, France, United Kingdom, and Germany) the average biodiversity awareness is 70 per cent. The UEBT Biodiversity Barometer shows that large differences exist between countries, with particularly high awareness rates in France (98 per cent), Brazil (93 per cent), and South Korea (78 per cent). Rising awareness can partly be attributed to the 2010 International Year of Biodiversity, of which 1 in 3 people surveyed had heard. When asked to define biodiversity, the numbers drop significantly, with on average of only 1 in 3 people being able to define biodiversity correctly.

13. The United Nations Decade on Biodiversity will build on the achievements of the celebration of the 2010 International Year of Biodiversity. The International Year of Biodiversity (IYB) was launched

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in Berlin on 11 January 2010 with the participation of the Chancellor of Germany and was closed in Kanazawa City, Ishikawa Prefecture, Japan, on 18-19 December 2010. At the time of writing, 191 countries have reported their IYB activities to the Secretariat. Special events were also organized by the biodiversity-related conventions, the United Nations Development Programme (UNDP), the United Nations Educational, Cultural and Scientific Organization (UNESCO) and the Global Environment Facility (GEF). It is notable that at least 74 country offices of UNDP celebrated the IYB. In addition several other relevant UN agencies have joined the global celebrations by incorporating the IYB in their work programmes and events. A high level event on biodiversity was convened on 22 September 2010 by the sixty-fifth session of the United Nations General Assembly. The Convention Secretariat in its official role as the focal point for the Year granted permission to over 2,000 authorizations for the use of the IYB logo. At the close of the year, the IYB Facebook page counts over 55,000 people.

### ***Strategic objectives for the Decade***

14. The strategic objectives for the Decade are as follows:

(a) *Provide a flexible framework for implementation of the Biodiversity Strategic Plan 2011-2020 and the Aichi Biodiversity Targets:*

- (i) Support capacity-development initiatives that support the implementation of the Convention on Biological Diversity at national, regional and international levels in a way that also provides support to the other biodiversity-related conventions, and other relevant multilateral environmental agreements;
- (ii) Create a platform to communicate progress in implementation and the achievement of milestones at national, regional and international levels.

(b) *Support and provide guidance to regional and international organizations with a role in implementation of the Strategic Plan and achievement of the Targets:*

- (i) Highlight and capitalize on opportunities to link the biodiversity agenda with work done in the context of these issues;
- (ii) Coordinate activities in order to realize synergies;

(c) *Continue to build public awareness of biodiversity issues:*

- (i) Provide key messages on biodiversity and its value for human well-being, translate into United Nations languages, and provide communications guidelines for their adaptation into local languages and cultures;
- (ii) Build partnerships with communications organizations across the world to deliver the messages and develop regional and locally suitable variations on the core messages;
- (iii) Develop principles for the integration of biodiversity into national educational curriculum, focusing on the principles of Education for Sustainable Development.

### ***Target audiences***

15. As with the International Year of Biodiversity, the Decade will need to engage a number of stakeholders. The list below is indicative and lists proposed activities that should be encouraged.

16. *Actors involved in implementation of the Convention on Biological Diversity and other biodiversity-related conventions at national level.* National focal points located in government ministries, officials working with relevant United Nations agencies and programmes, and other governmental and non-governmental actors are all central to the Decade. During the period 2011-2020, they should be encouraged to:

- (a) Promote public awareness on biodiversity;
- (b) Carry out actions that support implementation of the Strategic Plan for Biodiversity 2011-2020, including revising and increasing efforts at mainstreaming biodiversity into decision making in all sectors;
- (c) Strengthen networks for implementation of the Convention on Biological Diversity and all biodiversity-related conventions;
- (d) Enhance coordination of their actions, including through the creation of national coordination bodies (i.e., national committees for the Decade).

17. *Regional organizations* Achievements of some of the goals and targets of the Strategic Plan will be enhanced by action at the regional level, particularly where drivers of biodiversity loss are transboundary or large biomes require management across several countries. Therefore the Decade should include actions which encourage regional organizations, both those that are explicitly linked to the biodiversity agenda, as well as others for which biodiversity issues are relevant, to:

- (a) Align their biodiversity policy and targets over the decade with the Strategic Plan and the Aichi Targets;
- (b) Create coordination mechanisms that link national efforts under the Convention on Biological Diversity and the other biodiversity-related conventions with efforts at regional level; and
- (c) Mainstream biodiversity considerations into their medium- and long-term priorities.

18. *International organizations.* Increasingly, United Nations agencies have recognized the benefits of mainstreaming biodiversity into the broader landscape of work for sustainable development and human security. The Decade should be seen as an opportunity to implement the principles of mainstreaming in a coordinated way, including within the context of the synergies achieved with the Rio conventions and the other biodiversity-related conventions. Hence, during the Decade, engagement with international organizations will seek to:

- (a) Encourage them to align their programmes and priorities with the Strategic Plan and the Aichi Biodiversity targets; and
- (b) Further develop and implement a United Nations system-wide strategy and action plan that integrates biodiversity considerations into work related to the core issues of sustainable development and human security.

19. *Civil society organizations.* Raising awareness of the value of biodiversity amongst the general public, and developing a broad consensus across society for the actions needed by individuals and communities, including sustainable consumption in order to have a more sustainable lifestyle will require engagement with civil society organizations. As these organizations exist and work at global and national levels, during the Decade actions should be taken that:

(a) Encourage global networks to collaborate to advance the biodiversity agenda at international forums;

(b) Provide civil society networks with guidance on the ways that they can become involved in national processes for implementation of the Convention on Biological Diversity and the other biodiversity-related conventions; and

(c) Encourage civil society organizations to develop communication and outreach campaigns that support the Strategic Plan for Biodiversity 2011-2020 and provide messages about the value of biodiversity for human well-being.

20. *Business.* The widespread adoption of sustainable production and consumption patterns across societies will necessarily require the active engagement of the business sector. Therefore the decade should include actions which will:

(a) Promote the benefits to business of adoption of “biodiversity-friendly” business practices;

(b) Encourage engagement with global business associations already engaged in sustainable production and further encourage these to reach out to other associations; and

(c) Create and develop messages and communications campaigns that promote the economic and business benefits of sustainable production and consumption.

21. *Children and youth.* As these will be the next generation of leaders and the citizens of tomorrow, this group is central to ensuring the continued momentum of the Decade beyond 2020. Moreover, as the cohort that will inherit the results of environmental management, they have a vested interest in the results of the Decade. Therefore the Decade needs to:

(a) Encourage the creation of a movement of Youth Champions, whose actions will be inspirational to others;

(b) Build on existing initiatives at all levels including the United Nations System-Wide Strategy for Youth, the UNEP TUNZA Initiative; *The Green Wave* initiative and others; and

(c) Encourage linkages and the building of networks between youth groups using a variety of networking techniques, both Internet and non Internet-based.

22. *Indigenous and local communities.* It is clear that as the custodians of Traditional Knowledge relevant to the conservation and sustainable use of biodiversity, and as communities whose very cultural existence is linked to biodiversity; this is a key group to ensure implementation of the Strategic Plan. In this context, the Decade will:

(a) Provide mechanisms to recognize their unique contribution and communicate it to the world;

(b) Provide a platform for further integration of work in the communities with the work of other actors for the biodiversity agenda.

23. *Scientific community (including botanical gardens, zoos and natural history museums).* The community of researchers whose work provides the technical basis for the work of the Convention on Biological Diversity and the other biodiversity-related conventions are a key partner for the Decade. Their work is of direct relevance for the implementation of the Decade, not only for the creation of indicators and data, but also as science communicators. The scientific community also includes natural history

museums, zoos and botanical gardens. These three types of institutions combine scientific expertise along with skills in science communication and education. For both of these groups the Decade will:

- (a) Provide a platform to promote new directions in biodiversity research;
- (b) Offer an opportunity to expand science communication on biodiversity, including the mobilization of funds and resources for long-term projects and exhibitions on biodiversity and its relevance to human well-being.

24. *Media.* The media is both a means to reach out to different audiences, as well as an audience itself. As a target audience, the goal is to raise awareness of the ways that biodiversity issues are cross-cutting for a variety of news areas, cultural reporting and features. During the Decade, efforts will be made to provide reporting guidelines and encourage the coverage of biodiversity issues in a variety of domains beyond the typical coverage that takes place in environmental, nature and scientific reporting.

25. *Other stakeholders.* Many other organizations can be considered for work during the Decade. This list will be further developed as the goals of the Decade are further developed. For now the following actors can be mentioned:

- (a) **Local Authorities:** Increasingly, implementation of Biodiversity Strategies and Action Plans is taking place at local levels. At the tenth meeting of the Conference of the Parties, for example, hundreds of cities committed to their own local biodiversity strategies as a contribution to realizing the goals of the Convention on Biological Diversity and the other biodiversity-related conventions. The Conference of the Parties also endorsed a plan of action on local and sub-national governments. During the Decade, further work should be carried out to recognize and integrate the efforts of local authorities;

- (b) **Parliamentarians:** While national Governments will be those implementing the Convention and the other biodiversity-related conventions, it is the work of legislators that will permit rapid and effective development of the required legislation for action under the conventions. The work of organizations such as GLOBE should be integrated into the Decade;

- (c) **Faith organizations:** The ethical component of biodiversity conservation and sustainable use is key to fully integrating a more sustainable way of life into the lives of citizens everywhere. Faith organizations are central to developing and communicating this message. The Decade should integrate this element into events and activities.

### *Modalities of engagement*

26. For each of these target groups, a number of modes of engagement will be needed. Below, some suggested actions that could be undertaken to encourage their engagement are listed:

- (a) *Actors involved in implementation of biodiversity-related conventions at national level:*
  - (i) Communication through the focal point of the Convention on Biological Diversity and other biodiversity-related conventions;
  - (ii) Creation of national coordination bodies (i.e., national committees for the United Nations Decade on Biodiversity), using the existing bodies created for the International Year of Biodiversity;
- (b) *Regional actors:*

- (i) Liaison between the Secretariat of the Convention on Biological Diversity, in collaboration with other biodiversity-related conventions, and the regional organizational bodies, with the involvement of relevant national actors;
  - (ii) Establishment of memoranda of cooperation for the Decade between the Convention on Biological Diversity and other biodiversity-related conventions and regional actors, with medium-term work programmes linked to outputs for the Decade;
- (c) *International organizations:*
- (i) Build on existing memorandum of cooperation with the Convention on Biological Diversity and other biodiversity-related conventions, update and/or establish new ones with medium-term work programmes linked to actions during the Decade;
  - (ii) Mobilize United Nations-system-wide initiatives and bodies in support of the Decade, including the Environment Management Group (EMG), the Commission for Sustainable Development (CSD), the Joint Liaison Group of the Rio Conventions (JLG), the Biodiversity-Liaison Group (BLG) and others.
- (d) *Civil society organizations:*
- (i) Build on existing memoranda of cooperation with the Convention on Biological Diversity and other biodiversity-related conventions, update and/or establish new ones with medium-term work programmes linked to actions during the Decade;
  - (ii) Provide a communications platform for their activities;
- (e) *Business:*
- (i) Encourage further development of the business case for biodiversity;
  - (ii) Promote greater engagement with biodiversity-friendly businesses.
- (f) *Youth:*
- (i) Work through United Nations system-wide activities related to youth;
  - (ii) Enhance *The Green Wave* programme, and other similar initiatives, as a tool for implementation of the Decade;
  - (iii) Use of social media including Facebook, Twitter, Myspace, Youtube and others;
  - (iv) Contests and competitions including painting, photography, essay and others; and
  - (v) Create a “Youth Champions of Biodiversity” programme;
- (g) *Indigenous and local communities:*
- (i) Work closely with international organizations for Indigenous and Local Communities to link their activities to the Convention on Biological Diversity and other biodiversity-related conventions;

- (ii) Encourage indigenous and local communities to promote their activities in the context of national implementation of the Convention on Biological Diversity and the Strategic Plan for Biodiversity 2011-2020;
- (iii) Encourage indigenous and local communities to celebrate and promote traditional knowledge related to the conservation and sustainable use of biodiversity at local, national, regional and global levels;
- (h) *Scientific community:*
  - (i) Encourage their further involvement in the development of data and indicator sets for the decade;
  - (ii) Encourage the development of a medium-term programme of research at the global level for the knowledge required for implementation of the Decade;
  - (iii) Provide support to the expansion of existing programmes for science communication and the creation of new programmes and activities.
- (i) *Media:*
  - (i) Provide reporting guidelines that explain ways to present biodiversity in business, development, culture and other news domains;
  - (ii) Encourage the development of outreach campaigns that highlight local and national biodiversity issues in new and novel ways;
  - (iii) Recognize achievements in biodiversity coverage and reporting and hold these up as model practices;
- (j) *Other stakeholders:*
  - (i) *Local authorities:* provide support to ongoing efforts for local biodiversity strategies and their implementation within the context of national biodiversity strategies and action plans; facilitate a network of activities;
  - (ii) *Legislators:* further support and encourage efforts by legislators to develop expertise on biodiversity legislation; offer training and capacity-development to interested legislators;
  - (iii) *Faith-communities:* encourage the holding of conferences and local reflection activities on the religious and ethical dimensions on biodiversity conservation and sustainable use; encourage ecumenical dialogues on biodiversity and religion.

### ***Establishing baseline data regarding biodiversity attitudes***

27. An immediate priority for the United Nations Decade on Biodiversity should be the establishment of indicators and baseline information on public attitudes and opinions regarding biodiversity. Proper tracking and monitoring of the Decade will require establishment of these figures. Therefore, early on in the Decade, a key first step will be the creation and establishment of a global framework under which regional, subregional and national surveys can be conducted. Partnerships should be established with the following agencies and actors to carry this out:

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- (a) Public opinion research agencies;
- (b) Marketing companies;
- (c) National Governments;
- (d) Regional organizations.

28. Some regions, such as Europe and South America, have considerable expertise in this respect and their experience should be tapped for capacity-development initiatives that support the carrying out of these surveys in regions. The initial global indicator will be a composite of existing tools and datasets.

### ***Communication channels***

29. There follows a list of indicative activities and ways through which the Decade can be communicated. In each instance, the Secretariat of the Convention on Biological Diversity would create suggested products, or templates, to be either disseminated, or further adapted by Parties and organizations to suite their own use and contexts. All messaging would also need to be consistent with that of the Strategic Plan of the Convention.

30. *Visual identity and rules for use.* A logo for the United Nations Decade on Biodiversity has been approved by the Publications Board of the United Nations. Additional information on use and the waiver form for non-United Nations actors can be found at: [www.cbd.int/2011-2020](http://www.cbd.int/2011-2020). In addition to this logo, efforts should be made to develop visual representations of the Aichi Biodiversity Targets, which could be used subsequently for a variety of information products.

31. *Electronic communications.* A website has been launched using the address: [www.cbd.int/2011-2020](http://www.cbd.int/2011-2020). The website contains basic messages about the Decade, links to information sheets and an events calendar and map upon which activities are advertised. In addition to this, a clearing house mechanism that incorporates the work and mechanisms of the biodiversity-related conventions can be created for stories in the implementation of the conventions; An electronic newsletter is issued every two months.

32. *Social Networking (Facebook, MySpace, Orkut, Bebo, Friendster, LinkedIn, Qzone).* Currently, a facebook page exists for the Decade ([www.facebook.com/UNBiodiversity](http://www.facebook.com/UNBiodiversity)), which is regularly updated with events and postings and has a community of some 5,000 people; and Twitter feeds. National organizations are encouraged to create their own and link to the main sites.

33. *Printed information products.* The messages of the decade, and the actions taken by Governments in support of the Strategic Plan can also be presented in a variety of products, including brochures, posters, templates for buttons, stickers and other memorabilia, commemorative book on the Decade, magazines and periodicals, future editions of the Global Biodiversity Outlook.

34. *Visual products.* Printed information products are only part of the strategy. Other multimedia and visual products should also be used including photo exhibitions, painting competitions, public service announcement, commissioned television series, video news releases, and travelling exhibitions.

35. *Activities by Goodwill Ambassadors.* Ambassadors can be an excellent way to raise awareness amongst audiences that are not traditionally linked to biodiversity issues. During the decade, United Nations agencies and Parties should make use of such figures such as the United Nations Goodwill Ambassador for Biodiversity, Edward Norton, the United Nations Environment Programme (UNEP) Goodwill Ambassador, the Goodwill Ambassador for the tenth and eleventh meetings of the Conference of the Parties and the Ambassador for *The Green Wave* initiative.

36. *Annual national reporting on implementation of the Strategic Plan.* An agreement among the biodiversity-related conventions on common formats and guidelines for regular reporting by countries on actions taken to promote the implementation of the Strategic Plan; Reporting to take place on the International Day for Biological Diversity each year.

### *Activities*

#### *Launch events and national committees for the Decade*

37. Following the global and regional launches for the Decade in 2011, follow-up launches at the national level are encouraged. These could be catalysed by forming national committees for the Decade. Such committees could also play a number of other roles, including:

(a) Enhancement of coordination of national actions to achieve the strategic objectives for the Decade;

(b) Participation and involvement in regional and subregional capacity-building workshops on the implementation of the Aichi-Nagoya outcomes;

(c) Supporting public-awareness campaigns, including targeted campaigns directed at key economic sectors.

#### *Annual celebrations*

38. *The International Day for Biological Diversity (22 May).* As part of the yearly celebrations for the International Day for Biological Diversity, countries should be encouraged to include a segment of activities that refer to the achievements of the Decade.

39. *World Environment Day (5 June).* While the theme of World Environment Day changes annually, attempts should be made to link the themes to biodiversity topics, or to include a reference to the United Nations Decade on Biodiversity

40. Other relevant international days, including, *inter alia*: World Wetlands Day, International Women's Day, World Water Day, World Health Day, World Day for Cultural Diversity for Dialogue and Development, International Day for Biological Diversity, World Environment Day, World Day to Combat Desertification and Drought, World Refugee Day, World Population Day, International Day of the World's Indigenous People, International Youth Day, World Food Day, United Nations Day and World Development Information Day, International Day for Preventing the Exploitation of the Environment in War and Armed Conflict, International Civil Aviation Day, International Mountain Day, United Nations Day for South-South Cooperation.

41. *Meetings of the Conference of the Parties to the Convention on Biological Diversity.* During the Decade, the Conference of the Parties of the Convention on Biological Diversity will meet several times. At each of these meetings, a series of high-level and popular events should be held that track the progress of the Decade, for example:

(a) High-level policy dialogues as part of the high-level segment of the meeting;

(b) A civil-society forum held in parallel with the meeting of the Conference of the Parties;

(c) Media reporting awards;

(d) A scientific conference that features the latest research on biodiversity data and indicators; and

(e) A forum of practices and activities by indigenous and local communities that is relevant for the conservation and sustainable use of biodiversity.

42. *Annual events at the sessions of the General Assembly of the United Nations.* In New York, as part of the meetings of the General Assembly, a Decade event should be held that links progress on the Decade with the ongoing discussions at the General Assembly. Emphasis should be made on linking the Decade with other discussions.

43. *Rio+20 Conference in 2012.* The twentieth anniversary of the United Nations Summit on Environment and Development will be a unique opportunity to discuss environmental governance at the global level and the role of the Green Economy. Efforts should be made to link these discussions to the activities of the Decade. In particular:

- (a) The role of biodiversity-friendly business practices in a green economy;
- (b) The contribution to biodiversity to national accounts and economic activity;
- (c) The integration of biodiversity concerns into global environmental governance.

44. *Meetings of the governing bodies of other multilateral environmental organizations:* The conferences of the parties to the other Rio conventions, namely the United Nations Framework Convention on Climate Change and the United Nations Convention to Combat Desertification, as well as those of the other biodiversity-related conventions, namely the Ramsar Convention on Wetlands, the World Heritage Convention, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Convention for the Conservation of Migratory Species of Wild Animals and the International Treaty on Plant Genetic Resources for Food and Agriculture, will be important opportunities for integrating biodiversity considerations into other issue areas. In this regard, the work of the Rio Conventions Pavilion, convened at the tenth meeting of the Parties to the Convention on Biological Diversity and the sixteenth meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change, in 2010, is the foundation for further collaborative and communications work. Further, the Biodiversity liaison group will be an important collaboration mechanism to coordinate activities between the biodiversity-related conventions. Close collaboration will be established with the Secretariat of the Convention to Combat Desertification for promoting synergies and complementarity with the celebration of the 2010-2020 United Nations Decade for Deserts and the Fight Against Desertification.

45. *Mid-Decade conference.* A mid-term conference, linked with the wrap-up and assessment of the Millennium Development Goals (MDG) period should be planned. The conference could be linked to the meeting of the Conference of the Parties, but it would be preferable to have a separate one specifically linked to the Decade, sponsored by the presidency of the time. The Conference should be organized with the full cooperation of other United Nations agencies.

46. *Nagoya Biodiversity Lecture.* It is suggested that a Nagoya Biodiversity Lecture be held every year at the Nagoya Conference Centre on 29 October, to mark the anniversary of the decision of the Conference of the Parties to invite the General Assembly to proclaim 2011-2020 as the United Nations Decade on Biodiversity. Through an interactive panel comprising eminent personalities from Japan and elsewhere, biodiversity issues will continue to be highlighted and the development of the decade will be monitored. This event will be organized in partnership with United Nations University, and with local and international media partners.

*Annex I*

**ACTIVITIES UNDERTAKEN IN 2011 IN SUPPORT OF THE UNITED NATIONS  
DECADE ON BIODIVERSITY**

1. Financial support for activities undertaken by the Secretariat was greatly supported by the government of Japan. Other countries and organizations have contributed resources to the events as well. The following document summarizes some of the main activities that have taken place around the world to mark the first year of the Decade.
2. The International Year of Biodiversity inspired the branding for the decade dedicated to biodiversity. The logo outlines the elements of biodiversity, its relationship to human beings and the deadline years of the decade. The logo has been translated all the official United Nations languages and Parties have been encouraged to translate into their local languages. It can be found at <http://www.cbd.int/2011-2020/logo/>.
3. The official slogan of the decade “Living in Harmony with Nature” reminds us of the historic outcomes of the Nagoya Summit and lays out the vision and mission of the Global Strategy for Biodiversity and its Biodiversity targets.
4. Promotional video messages from Mr. Ban Ki-moon, Secretary-General of the United Nations; Ms. Monique Barbut, Chief Executive Officer of the Global Environment Facility; Mr. Luc Gnacadja, Executive Secretary of the United Nations Convention to Combat Desertification; Mr. Ryu Matsumoto, former Minister of Environment of Japan; Mr. Jairam Ramesh former Minister of Environment of India; Mr. Edward Norton, the United Nations Goodwill Ambassador for Biodiversity; and MISIA, the Honorary Ambassador for the tenth meeting of the Conference of the Parties, were created and can be found at <http://www.cbd.int/2011-2020/>.
5. In honour of the Decade the Secretariat produced a movie on the importance of Biodiversity and has encouraged all Parties and relevant organizations to use the video as an educational tool to help raise awareness. It can be found at: <http://www.cbd.int/2011-2020/media/>.
6. A website dedicated to the celebrations of the Decade was created at: [www.cbd.int/2011-2020](http://www.cbd.int/2011-2020/). The website contains materials to mark and celebrate the decade, as well as a map that shows events and activities held around the world.
7. The Secretariat of the Convention on Biological Diversity prepared a draft strategy for the United Nations Decade to be used by all Parties and relevant stakeholders as a tool to help promote the Decade. The document has been translated in the official United Nations languages and is available at <http://www.cbd.int/undb/home/undb-strategy-en.pdf>.
8. UNDB factsheets providing important information on the programmes of work of the Convention and their contribution to the Strategic Plan for Biodiversity 2011-2020 are available at <http://www.cbd.int/2011-2020/learn/factsheets.shtml>.
9. The Secretariat has produced a promotional kiosk for the Decade to be used during all international meetings as a means to help raise awareness. Copies have been sent to different organizations to be put on display at their headquarters. Organizations interested in reproducing the kiosk are welcome to contact the Secretariat for the files containing the design of the kiosk.
10. The United Nations Decade on Biodiversity social media efforts are about sharing stories of successes and hopes for preserving biodiversity. It is also about giving the community of biodiversity

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practitioners a place to exchange ideas and grow. To assist in this, and understanding the power of social media, a Facebook page was created for the decade ([www.facebook.com/UNBiodiversity](http://www.facebook.com/UNBiodiversity)). This was further supported by a Twitter feed ([www.twitter.com/UNBiodiversity](http://www.twitter.com/UNBiodiversity)) and a Youtube channel ([www.youtube.com/UNBiodiversity](http://www.youtube.com/UNBiodiversity)). So far, the Facebook page has gathered over 3,000 members has gathered a great number of members, who regularly post on the wall and provide comments. They exchange important websites, tell others about their biodiversity activities and ask for or provide inspiring stories about their work with the natural world.

11. A memorandum of cooperation was signed with 27 of the largest international agencies, organizations and environmental conventions for implementation and achievement of the 2020 Aichi Biodiversity Targets and celebration of the United Nations Decade on Biodiversity. The signing ceremony took place at the margins of the high-level event on desertification of the sixty-sixth session of the United Nations General Assembly with the participation of Mr. Tatsushi Terada, Vice Minister for Global Environment Affairs, Ministry of Environment, Japan, representing the President of the tenth meeting of the Conference of the Parties, held in Nagoya, Japan, in October 2010. The memorandum creates a task force to provide a platform for agencies to coordinate their activities in support of the achievement of the Strategic Plan for Biodiversity 2011-2020 and its Aichi Biodiversity Targets using the vehicle of the United Nations Decade on Biodiversity.

### ***Regional launches for the United Nations Decade on Biodiversity***

12. Around the world, United Nations agencies, Governments and stakeholders organized events to mark the beginning of the Decade. Some highlights of these launches are presented below.

13. **Cuba.** On the occasion of the 8th International Convention on Environment and Development, being held in Havana from 4 to 8 July, Cuba launched the United Nations Decade on Biodiversity 2011-2020 in Caribbean countries. The event, which took place on 4 July 2011 with the participation of 950 delegates representing 35 countries, was attended by the Vice-President of Cuba, together with the Cuban Ministers of Environment and Education. The ceremony was also attended by the ministers of environment from Angola, Dominican Republic and Sri Lanka as well as Luc Gnacadja, Executive Secretary of the United Nations Convention to Combat Desertification. The launch of the celebration in Havana also coincided with the celebration of the United Nations Decade for Deserts and the Fight against Desertification in the region.

14. **Ecuador.** A celebration of the United Nations Decade on Biodiversity (UNDB) was held on the margins of the Regional Workshop on the updating and revision of National Biodiversity Strategies and Action Plans (NBSAP) for South America on 13-15 July 2011.

15. **India.** A celebration of the United Nations Decade on Biodiversity (UNDB) was held on the margins of the national stakeholder consultative meeting which brought together the representatives of civil society, the scientific community, United Nations agencies and other donors as well as the representatives of the business community. The event was presided over by Mr Jairam Ramesh the Minister of Environment at the time, The Vice-Minister of Environment, Japan representing the presidency of the tenth meeting of the Conference of the Parties, Ministers of Environment from Sri Lanka and Afghanistan besides ambassadors/high commissioners of Delhi-based missions also attended the event.

16. **Ethiopia.** An African regional launch for the United Nations Decade on Biodiversity and an observance for the United Nations Decade for Deserts and the Fight against Desertification were held on 22 July 2011 in Addis Ababa, Ethiopia at the offices of the Economic Commission for Africa. More than 200 ambassadors, diplomats, United Nations agencies and other international organizations and dignitaries from the host countries, gathered to celebrate biodiversity and join efforts to halt land

degradation. Their presence demonstrated the synergy that exists between the biodiversity and the land-degradation agendas, and the opportunities to simultaneously tackle both environmental challenges.

17. **Dominican Republic.** By presidential decree, a national decade on biodiversity was declared in August. The Decade will be mainstreamed into activities throughout government.

18. **Philippines.** The President of the Philippines, Benigno S. Aquino III, has launched the United Nations (UN) Decade on Biodiversity for Southeast Asia and has issued a Presidential Proclamation declaring a National Decade. The event took place on 30 May 2011 at the Malacanang Palace with the participation of the diplomatic corps from Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand and Viet Nam; high-level government officials; and representatives of media, conservation organizations and the business community. In support of the United Nations Decade, President Aquino's proclamation of 2011-2020 as the National Decade on Biodiversity in the Philippines recognized the UN celebration as an excellent opportunity to increase public awareness of the values of biodiversity and promote actions at the national, regional and local levels to conserve and sustainably manage the nation's rich natural heritage.

19. **Fiji.** A celebration of the United Nations Decade on Biodiversity, co-hosted by the Government of Fiji, SPREP and the Secretariat of the Convention on Biological Diversity, was held on the margins of the Regional Workshop on Updating National Biodiversity Strategies and Action Plans held in Nadi, Fiji, held from 3 to 7 October.

20. **Republic of Korea.** The Ministry of Environment of the Republic of Korea, hosted a high-level discussion on the synergetic and coherent implementation of the United Nations Decades on biodiversity and on deserts and the fight against desertification during the tenth session of the Conference of the Parties to the United Nations Convention to Combat Desertification (UNCCD), held in Changwon, Republic of Korea.

21. **Web television broadcasts.** The Executive Secretary of the Convention on Biological Diversity and the Chief Executive Officer of the Global Environment Facility (GEF) conducted a joint interview on the United Nations Decade on Biodiversity that was broadcast live in New York on 20 September 2011 on the margins the sixty-sixth session of the United Nations General Assembly. This broadcast was followed up by one from Tokyo on 20 December 2011, featuring the Executive Secretary of the Convention on Biological Diversity and the Executive Director of Organization for Industrial Spiritual and Cultural Advancement (OISCA) International.

22. **Geneva.** On the margins of the 61st meeting of the Standing Committee of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the Government of Switzerland, in partnership with the Japanese presidency of the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity hosted the official launch of the United Nations Decade on Biodiversity for Europe with the participation of the secretariats of CITES, the Convention on Biological Diversity and the Ramsar Convention on Wetlands.

23. **UNESCO.** A celebration of the United Nations Decade on Biodiversity (UNDB) was held on 9 November 2011 on the margins of the UNESCO General Conference. The event marked the new biodiversity strategy of UNESCO and its contribution to the Decade.

24. **Norway.** There was a high-level celebration on the occasion of the tenth meeting of the Conference of the Parties to the Convention for the Conservation of Migratory Species of Wild Animals.

25. **South Africa.** There as a high-level celebration on the occasion of the seventeenth of the Conference of the Parties to the United Nations Framework Convention on Climate Change.

26. **Japan.** The global launch of the United Nations Decade on Biodiversity was held Kanazawa, Ishikawa Prefecture, Japan, on 17-19 December 2011. The event was organized by the United Nations University, in collaboration with the Ministry of Environment of Japan, Ishikawa Prefecture and Kanazawa City, and other partners, including Japan Airlines.

27. The Decade has already inspired a number of commitments by stakeholders and other organizations, including:

(a) **Japan Airlines.** To symbolize its passion for living life in harmony with nature and to help raise biodiversity awareness, Japan Airlines (JAL) today announced at a press conference in Tokyo's Haneda Airport that it has added the United Nations Decade on Biodiversity (UNDB) logo to its JAL Eco Jet "Nature", a Boeing 777-200 scheduled to fly domestic routes, to convey the importance of protecting Japan's natural beauty through various environmental activities;

(b) **World Association of Zoos (WAZA).** At its annual conference, and in a unanimous resolution, the World Association of Zoos and Aquariums (WAZA) formally endorsed the United Nations Decade on Biodiversity (UNDB) and decided to develop a framework to guide the participation of zoos and aquariums in the achievement of the Global Strategic Plan for Biodiversity. Attendees to the 66th annual conference, hosted by the Prague Zoo, discussed the role of zoos and aquariums in achieving the conservation and awareness-raising targets of the Strategic Plan for Biodiversity 2011-2020, adopted by 193 Governments in October 2010 at the Nagoya biodiversity summit in Japan;

(c) **Union for Ethical BioTrade (UEBT).** Signed a new memorandum of understanding (MOU) that seeks to contribute to the implementation of the Strategic Plan for Biodiversity 2011–2020. With this MOU, UEBT and the Convention Secretariat will work together on key issues of this strategic plan, particularly on increasing public awareness of biodiversity, promoting the engagement of the business community in biodiversity protection and putting in practice the equitable sharing of benefits that result from biodiversity use. The MOU was signed by the Executive Secretary Dr. Ahmed Djoghlaif and UEBT's Executive Director Rik Kutsch Lojenga at a signing ceremony held in Geneva, Switzerland on 18 August 2011;

(d) **Japan UNU:** A Master of Science (MSc) programme in Environmental Governance which includes a specialization in Biodiversity was launched in Tokyo by the Institute of Advanced Studies of the United Nations University (UNU-IAS);

(e) **United Kingdom:** Launched website representing the UK Friends of the United Nations Decade on Biodiversity. "Friends" are individuals and organizations throughout the United Kingdom who support the Decade on Biodiversity and are committed to addressing the loss of biodiversity across the planet. The Friends of the Decade on Biodiversity promote biodiversity activities throughout the United Kingdom over the period 2011-2020. The aim is to facilitate networking and collaboration to encourage engaging the public about the importance of biodiversity to our wellbeing. The secretariat is based at the Natural History Museum, for more information please visit <http://www.decadeonbiodiversity.net/friends>;

(f) **Pommes Marquées.** Through the Convention Secretariat's partnership with the Conseil Général de Moselle, marked apples have been produced with the logo of the United Nations Decade on Biodiversity and offered to the signatories of the Convention's Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from Their Utilization and the Nagoya – Kuala Lumpur Supplementary Protocol on Liability and Redress to the Cartagena Protocol on Biosafety. Marked apples were also given to the three winners of the 2011 World Futures Award on the best forest policy, during a ceremony hosted by the Wildlife Conservation Society, a partner of the Convention Secretariat, which took place at the Central Park Zoo in New York on 21 September. The marked apples were also given to ministers attending the ministerial breakfast on access and benefit-

sharing held in New York on 22 September on the margins of the sixty-sixth session of the General Assembly and attended by over 200 participants.

*Annex II***INDICATIVE BUDGET FOR THE UNITED NATIONS DECADE ON BIODIVERSITY**

Budget requirements for the activities can only be elaborated following further work on the Strategy. However, the basic structure of the cost envelope with per annum expenditures is indicated below. The amount would need to be adjusted for inflation over the long-time frame of the decade. Additional activities and celebrations in a given year would add to the cost. Parties' expenditures are not included.

<i>Item of expenditure</i>	<i>Annual cost (US\$)</i>
Travel	30,000
Support to national committees	25,000
Website and social media	20,000
Print materials and shipping	50,000
Video products	20,000
Exhibitions and their reproduction	50,000
Support to partner products	50,000
Support to Ambassadors	50,000

Total budget per annum: US\$ 275,000.

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