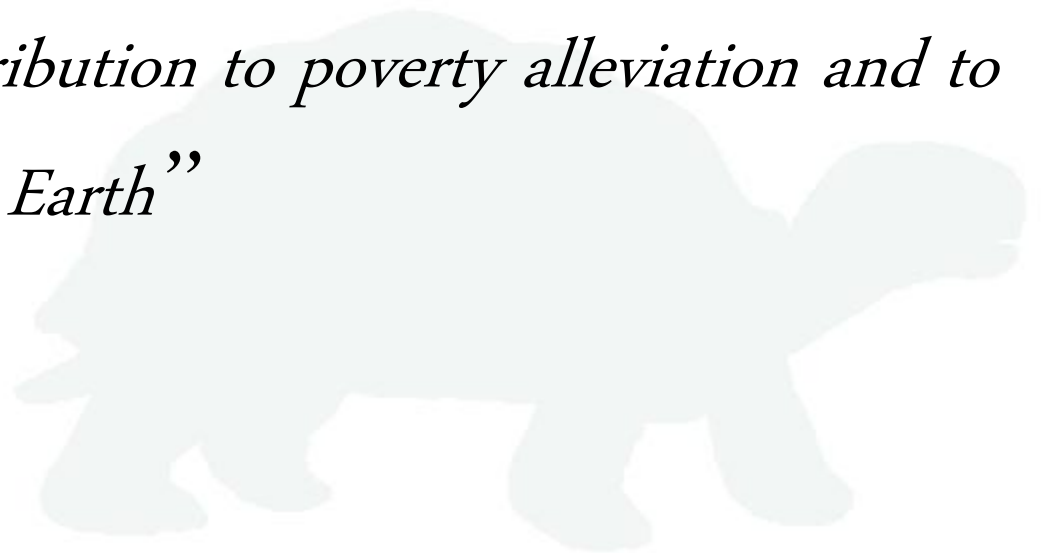


International Year of Biodiversity

- Declared by the UNGA (61/203),
- An opportunity for the biodiversity community to encourage people to:
 - DISCOVER the biodiversity that surrounds us
 - REALISE its value, our connection to it and the consequences of its loss
 - ACT to save it.

2010 Biodiversity Target

“To achieve, by 2010, a significant reduction of the current rate of biodiversity loss at the global, regional and national level, as a contribution to poverty alleviation and to the benefit of all life on Earth”



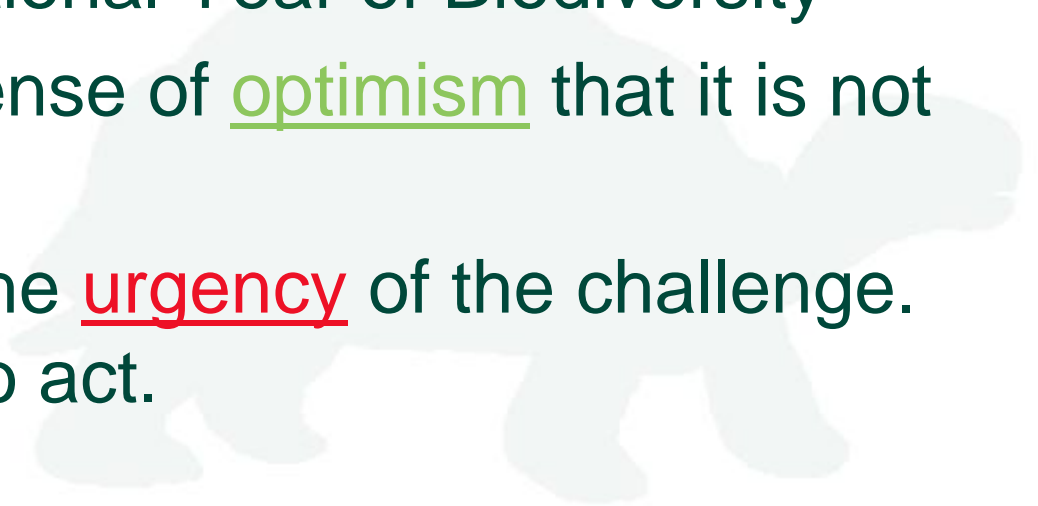
Goals

- **Raise awareness of:**
 - **How biodiversity is important for our lives**
 - **What people have already done to save biodiversity**
- **Promote new and novel ways to safeguard biodiversity**
- **Encourage people to take immediate steps to reduce the rate of loss of biodiversity**
- **Initiate dialogue on steps for the post-2010 period**



Communications Campaign

- Create excitement around the discovery that people are part of nature
- Highlight the huge opportunity we are presented with in the International Year of Biodiversity
- Create a strong sense of optimism that it is not too late to act
- Be honest about the urgency of the challenge. NOW is the time to act.



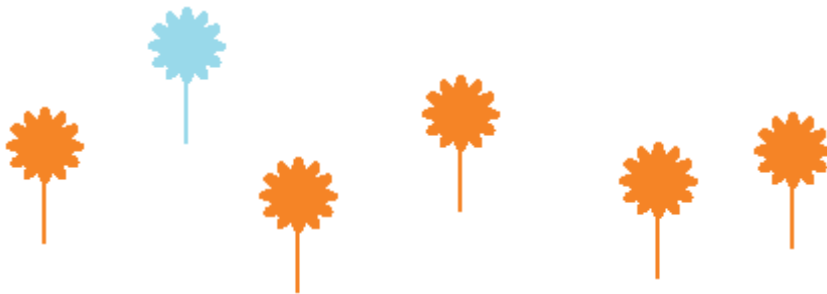
International Year of Biodiversity

Messages

2010 is the International Year of Biodiversity; Let's reflect on our achievements to safeguard biodiversity and focus on the urgency of our challenge for the future. Now is the time to act. ryday. But we can prevent them.



Biodiversity is life
Biodiversity is our life





2010 International Year of Biodiversity

Logo



International Year of Biodiversity

Success stories

Projects carried out by communities, organizations and governments that have achieved the 2010 Biodiversity Target:

Models for future biodiversity targets and policies



Website will feature a “*2010 Success Stories*” clearing-house



Key international events in 2010

- Jan** *Berlin, Germany* – Opening of the International Year of Biodiversity
Paris, France – High-level event, scientific conference and launch of UNESCO's IYB exhibition
- Feb** *Trondheim, Norway* – Trondheim Conference on Biodiversity
Bali, Indonesia, Global Ministerial Environmental Forum
- Mar** *Doha, Qatar*, COP-15 of CITES
- May** *New York, USA* - CSD and the Permanent Forum for Indigenous Issues
Nairobi, Kenya - SBSTTA and WGRI, Launch of GBO-3
GLOBAL - International Day for Biological Diversity
- Jun** GLOBAL - World Environment Day
- July** *New York, USA* - High-level segment of ECOSOC
Montreal, Canada - UNESCO Congress - Biodiversity and Cultural Diversity
- Sept** *New York, USA* - United Nations General Assembly
- Oct** *Nagoya, Japan* – The Nagoya Biodiversity Summit
– includes the 5th Conference of the Parties serving as the Meeting of the Parties to the Cartagena Protocol on Biosafety and the tenth Conference of the Parties to the Convention on Biological Diversity
- Dec** *Kanazawa, Japan* - Close IYB and contribution to the International Year of Forests

The Green Wave

One school, one tree, one gift to nature

greenwave.cbd.int



International Year of Biodiversity
Current Partners



World Association of
Zoos and Aquariums
WAZA | *United for
Conservation*



International Year of Biodiversity

Getting involved

- Adapt and adopt the messages, and transmit them among your networks
- Promote success stories
- Provide support and resources to national events including on:
 - the International Day for Biodiversity 22 May
 - the World Environment Day and other events
- Build links between biodiversity and other items on the environmental and development agendas
- Organise and participate in events at key international meetings
- Coordinate to become involved in the CBD process
- Establish and increase your contact with media



International Day for Biodiversity and other international days

22 May 2010 - Biodiversity for Development

- International Women's Day - 8 March
- World Water Day - 22 March
- World Health Day - 23 March
- World Day for Cultural Diversity for Dialogue and Development - 21 May
- World Environment Day - 5 June
- World Day to Combat Desertification and Drought - 17 June
- World Refugee Day - 20 June
- World Population Day - 11 July
- International Day of the World's Indigenous People - 9 August
- International Youth Day - 12 August
- International Day for the Preservation of the Ozone Layer - 16 September
- World Food Day - 16 October
- United Nations Day and World Development Information Day - 24 October

International Year of Biodiversity

What you can do

Believe that you can make a difference; read Books on Biodiversity.

Inform yourself. The Internet is a great place to start, find out more at www.cbd.int

Observe the natural world around you... it can be something as small as the ants on the floor or the spider in the corner

Do your part, Dig a garden, Delve into the subject, Develop your knowledge about biodiversity issues, Delight in different varieties of foods

Interest your family and friends; Initiate a biodiversity project at school or in your community

Volunteer to work on a biodiversity project; Value traditional knowledge, practices, foods and medicines

Educate yourself, your friends and family; Examine your surroundings to see what you could do to improve them

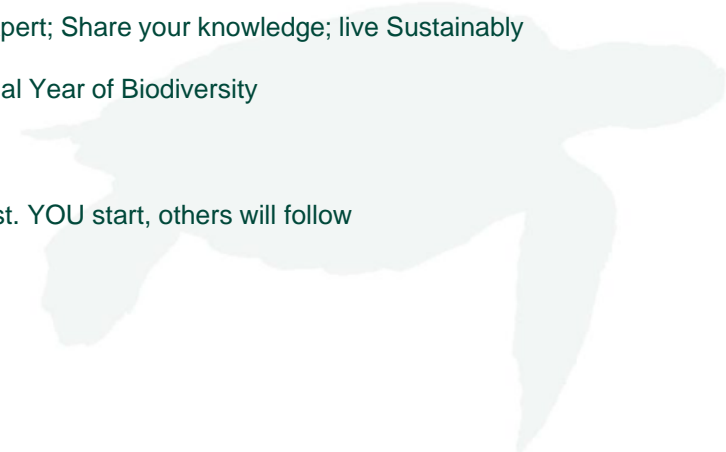
Respect biodiversity in all its forms; Reduce consumption and waste, Reuse, Recycle

Study hard and become a Scientist, a biologist, an agronomist, an ecologist, a forestry expert; Share your knowledge; live Sustainably

Involve yourself in an environmental NGO or your country's committee for the international Year of Biodiversity

Talk to and Teach others about biodiversity loss.

Yes, YOU can do it... if we each do our part without waiting for others to do something first. YOU start, others will follow



For more information on the
International Year of Biodiversity
contact us at:

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