

- Thank you Madam Chair.
- Canada is fully supportive of mainstreaming through a variety of approaches focused on increasing peoples' awareness of the values of biodiversity, getting people outdoors and connecting with nature, and improving peoples understanding of what can be done to support biodiversity conservation.
- Canada has supported and encouraged mainstreaming by engaging sub-national governments, businesses and citizens over the past several decades through agreements, collaborative initiatives and educational programs. (e.g., BOF 2006, VNCS, Canadian Business and Biodiversity Council)
- More recently, Canada's federal, provincial, and territorial governments have worked together to draft, with input from stakeholders and aboriginal groups, two domestic targets that are particularly relevant to Aichi target 1. These include...
 - i) by 2020, biodiversity is integrated into the elementary and secondary school curricula; and,
 - ii) by 2020, more Canadians participate in biodiversity conservation activities.
- In relation to this latter domestic target, and to Aichi target 1, Canada is measuring Canadians' participation in nature-related activities and conservation, their awareness of biodiversity and related concepts, action taken to protect the environment, and visitation to parks and conservation areas.
- Finally on target 1, I am pleased to share that Canada will deliver a stream called "inspiring a new generation at the next World Parks Congress in Australia, in November 2014, with the aim of inspiring a new generation of conservation leaders and connecting a new generation with nature. Parties are welcome to attend a lunch time side event on Thursday offered by Parks Canada on the subject.

- Regarding Aichi target 2, Canada recognizes the important role of sub-national and local governments, and supports the implementation of the Plan of Action on Subnational Governments, Cities and Other Local Authorities for Biodiversity.
- In Canada, provinces, territories and local governments have important roles and responsibilities in conserving biodiversity and are taking substantial actions to implement the Convention, including here, in our host city of Montreal.
- Urban biodiversity is another area identified as a priority in the proposed 2020 biodiversity goals and targets for Canada.
- Finally, Canada (like many other parties) is working to develop measures of natural capital related to biodiversity and ecosystem services, and to better integrate these into our systems of national accounts. To this end, Canada has developed a proposed national target related to work in this area.
- Canada recognizes that there is a significant need to advance the scientific understanding and measurement of ecosystem processes and functions that result in ecosystem services. This is essential to inform valuations and decision-making.
- Canada further recognizes that robust values assessments depend on integrated ecological-sociocultural-economic approaches. To that end, Canada is currently preparing practical guidance for the preparation of values assessments, which we will be pleased to share with other Parties when it is completed.
- If anyone is interested in hearing more about Canada's efforts related to Goal A and, in particular, measures of progress toward Aichi target 1 – I encourage you to attend the side-event on Wednesday afternoon entitled "*Measuring Public Awareness on Biodiversity: Recent Surveys and Methodologies*". The lead author on the Canadian Nature Survey and on Canada's practical methodological guidance for the preparation of values assessments – Dr. Susan Preston – will be one of the presenters.

- Information on Canada's proposed domestic biodiversity targets and related measurement initiatives can be found on the federal/provincial/territorial web site, www.biodivcanada.ca, which serves as Canada's national clearing-house mechanism.