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DRAFT PRIORITY ACTIVITIES FOR THE PROGRAMME OF WORK ON COMMUNICATION, EDUCATION AND PUBLIC AWARENESS AND A DRAFT PLAN TO GUIDE THEIR IMPLEMENTATION

Note by the Executive Secretary

I. BACKGROUND

1. Article 13 of the Convention on Biological Diversity established the overall mandate for the development and implementation of public education and awareness as key instruments to achieve the objectives of the Convention and ensure effective implementation of the Conventions provisions at national level.
2. In its decision IV/10, the Conference of the Parties, at its fourth meeting, provided further guidance on education and public awareness within the Convention process and urged Parties to place special emphasis on the requirements of Article 13 of the Convention in the development of their national biodiversity strategies and action plans. At its fifth meeting, the Conference of the Parties gave further direction to the development of biodiversity education and public awareness in adopting decision V/17, which requested the Executive Secretary, in cooperation with the United Nations Educational, Cultural and Scientific Organization (UNESCO), to convene a consultative working group of experts to identify priority activities for a proposed global initiative on the subject.
3. At its sixth meeting, the Conference of the Parties adopted the programme of work for a Global Initiative on Communication, Education and Public Awareness (CEPA) (decision VI/19, annex), which provides a structured approach, including operational objectives and proposed actions to guide the key partners in the implementation of its three programme elements.
4. At the same time, the adoption of the Strategic Plan of the Convention in decision VI/26 and, in particular, its goal 3 provided the umbrella framework within which further development and implementation of biodiversity communication, education and public awareness initiatives could be carried out. Through this goal, together with the other three goals of the Strategic Plan, Parties committed themselves to a more effective and coherent implementation of the three objectives of the Convention and identified the main obstacles to its implementation.

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5. At its seventh meeting, the Conference of the Parties adopted decision VII/24 and invited Parties to take into consideration the need to communicate the various elements of the 2010 biodiversity target and to establish appropriate linkages to the Decade on Education for Sustainable Development in the implementation of their respective national programmes and activities regarding communication, education and public awareness.

6. The decision further requested the Executive Secretary to convene an informal advisory committee on communication, education and public awareness to further develop the CEPA work programme for in-depth consideration by the Conference of the Parties at its eighth meeting; and to continue the collaborative efforts with the CEPA programmes of other relevant organizations including the Rio conventions to enhance coordination and maximize synergies.

7. In response to decision VII/24 of the Conference of the Parties, the first meeting of the CEPA Informal Advisory Committee which was convened by the Executive Secretary on 12 February 2005 recommended that the further development of the CEPA programme of work should focus on the prioritization of activities outlined in the annex to decision VI/19. The meeting further recommended that the Executive Secretary should submit a list of priorities with details of implementation modalities for consideration by the Conference of the Parties at its eighth meeting.

8. As a follow-up, the Executive Secretary has compiled the following list of activities for further review and consideration by the CEPA Informal Advisory Committee to help identify priority activities for implementation at national, regional and international levels. The Executive Secretariat, with advice and guidance from the Informal Advisory Committee, will complete the prioritization exercise by late September 2005, and thereafter submit for consideration by the eighth meeting of the Conference of the Parties, a report summarizing the actions, and possible options and recommendations, taken to further develop the CEPA programme of work.

A. Rationale for the draft priority CEPA activities and implementation plan

9. The CEPA programme of work provides a fairly long list of activities to be undertaken in order to achieve the stated objectives of the programme elements. This places a burden on the implementation process both at the Secretariat and at the national level and may limit the effectiveness and impacts of the overall programme. Given the limited funding available to implement the CEPA initiative, priority activities need to be identified in order to guide its implementation by the Executive Secretary and CEPA partners, and to provide guidance to Parties when identifying national priorities.

10. The need to set priorities is especially true for activities that need to be developed and/or implemented at the international level and facilitated by the Secretariat and its partners, particularly in light of the limited funding available to implement CEPA activities. However, Parties seeking guidance on the definition and prioritization of CEPA activities at the national level may also benefit from the identification of priority activities in the CEPA programme of work at the international level. Further development of the CEPA initiative should, thus, be guided by the identification of such priorities for each programme element.

11. Several reviews of the CEPA programme of work by the Consultative Group of Experts and the Informal Advisory Committee have indicated that the programme of work does not make a clear distinction between the key components of CEPA (communication, education, training and public awareness), the interlinkages between these components and their respective individual contributions to the achievement of the overall Global Initiative on CEPA. This lack of clarity poses a challenge for the Secretariat in promoting and facilitating the implementation of the programme of work by Parties.

12. The investments required to address long-term issues such as mainstreaming biodiversity into other sectoral programmes at the national level have not been well articulated in the existing CEPA programme of work. This, as well as the other issues outlined above, highlights the need for a plan to guide the implementation of key CEPA activities.

13. In view of the vast differences between the needs of the individual Parties, it is unrealistic to expect to articulate a global programme that meets all the expressed needs of all the individual Parties. However, and to the extent possible, the formulation of an implementation plan for the CEPA priority activities could incorporate elements that address a bottom-up-approach in the assessment of needs that would then determine the appropriate level of intervention in the implementation of the identified priority activities at national, regional and international levels.

14. There are various organizations and institutions that have registered significant achievements in implementing effective CEPA-related programmes that address biodiversity conservation and sustainable use. The implementation of the identified priority activities should focus on achieving better harmonization of efforts and making optimal use of the individual strengths and resources of the respective partners in order to generate the range of outputs that meet the collective and specific needs of the partners.

15. In addition, there are a number of global initiatives that are particularly relevant to the work of CEPA and the development of cooperative partnerships with these initiatives is crucial to the success of CEPA, especially in terms of linking into the current thinking in sustainable development processes. Some of these initiatives include, *inter alia*, the global 2010 biodiversity target, the Millennium Development Goals, the Decade for Education for Sustainable Development (ESD) initiative and some of the key outcomes of the World Summit on Sustainable Development. Clearly, CEPA has a role to play in these initiatives and the scope of its “outreach” efforts should therefore be expanded to include linkages to these initiatives if it is to remain relevant and up-to-date with the current perspectives and inter-linkages between these initiatives in the context of meeting the evolving demands of sustainable development.

B. Main features of the draft implementation plan

16. In view of the limitations outlined in the preceding paragraphs above, the draft implementation plan has been formulated to provide a coherent framework to guide the implementation of the identified CEPA priority activities. The draft plan is intended to address these activities which will be drawn from the CEPA programme of work in the annex to decision VI/19 as well as the CEPA dimensions in the programmes of work of the Convention in the thematic areas and cross-cutting issues to ensure that there is an integrated and coordinated approach in the delivery of CEPA messages and outputs to the intended target audiences. Consequently, the structure of the draft plan does not correspond directly to the three programme elements of the existing programme of work. Instead the structure of the draft plan has been formulated to make a clear distinction between the components of CEPA i.e. communication, education and public awareness in addressing the CEPA priority activities.

17. In addition, the draft plan has taken into consideration the related ongoing CEPA work of other organizations and the need to build on the success and strengths of these efforts whilst providing a focused framework for the implementation of the identified activities at national, regional and international levels. This approach also recognizes the value of strategic alignments and partnerships, networking, harmonization of related activities, and capacity development to ensure consistency in the generation and delivery of the envisaged outputs including key biodiversity messages.

18. The draft plan also recognizes the need to address some of the priority global initiatives in sustainable development, including the 2010 biodiversity target, the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and other relevant initiatives. This approach is consistent with the requirement for the Convention process to provide substantial inputs and guidance in the ongoing efforts to address these global policy initiatives.

19. The short-term approach of the draft plan is on the implementation of pilot project efforts with a bottom-up focus with the aim of using their outputs to better refine the key elements of the longer-term implementation process and thus help reorient the overall approach for more detailed longer-term programme activities. The CEPA dimensions of the programmes of work on thematic areas and cross-cutting issues will serve as a basis for the identification and implementation of appropriate pilot projects in accordance with the specific needs and circumstances of the individual parties.

20. The implementation of the short-term approach of the plan will be guided by the need to undertake detailed needs assessments, particularly at the national level in order to better identify and elaborate the interventions required to meet the expressed need both in the short and longer term.

21. The formulation of the draft plan has recognized the need to keep the implementation process broad in scope and approach in order to allow parties and other partners make the necessary modifications to customize it to their specific requirements and situations. This aspect will no doubt continue to evolve as the parties provide feedback on the progress and impacts of the implementation process and thus the need to continuously reorient programme activities to conform to the evolving nature of the user needs at various levels.

C. Structure of the draft implementation plan

22. As indicated in paragraph 16 above, the structure of the plan does not correspond directly to the structure of the three programme elements in the annex to decision VI/19. The draft plan has been structured to provide coherence in the implementation of the priority activities within the framework of the key components of CEPA (communication, education and public awareness) at the national, regional and international levels. Consequently, the operational objectives and the proposed actions of the three programme elements of the CEPA Programme of work have been reconfigured to correspond to these key components (communication, education and public awareness) without losing the fundamental intent of the three programme elements.

23. Specifically, the draft implementation plan comprises two broad categories, identified as part 1 and part 2. Part 1, to be carried out by the Parties and their partners at the national and regional levels, sets forth broad guidelines for the implementation of the priority activities in the three CEPA components in the following order: education, communication and public awareness. Part 1 also addresses training as a separate component specifically with respect to the issue of capacity building as highlighted by programme element three of the CEPA programme of work. The same broad guidelines set forth in this part of the draft plan may be employed at the regional level in the implementation of the identified priority activities.

24. Part 2 of the draft plan describes activities to be carried out at the international level by the Secretariat of the Convention on Biological Diversity with the support of key international partners.

25. Three annexes attached to the draft implementation plan, list specific activities and outputs to be achieved at the national, regional and international levels in the short-term. Annex I outlines a number of potential pilot activities to be implemented by the Parties at the national and regional level under the CEPA component of communication and public awareness, specifically in the priority areas identified in the various CEPA dimensions in the programmes of work in the thematic areas and cross-cutting issues (listed in annex III). The list of potential priority activities to be implemented by the Secretariat of the Convention on Biological Diversity also under the CEPA component communication and public awareness, are listed in annex II, which also reflects the CEPA dimensions in the adopted programmes of work to the extent that they refer to activities to be implemented by the Executive Secretary.

26. The draft implementation plan and the three annexes are intended to guide the Executive Secretary with the support of the CEPA Informal Advisory Committee to further refine the list of priority activities and also to revise the plan for their implementation as part of the process for the further development of the CEPA programme of work. The CEPA programme of work as formulated in the annex to decision VI/19 does not address in any detail the CEPA components on education or training, and the Informal Advisory Committee may therefore wish to review this issue and provide recommendations to the Executive Secretary on practical approaches for addressing these components as part of the prioritisation exercise in the short-term and implementation at the national level in the longer term.

II. PART 1 – CEPA ACTIVITIES AT NATIONAL AND REGIONAL LEVELS

27. The implementation of the range of activities described in part 1 of the implementation plan is the responsibility of the Parties and other partners at the national and regional levels.

A. Objectives

28. The main objective of the implementation plan as it relates to national and regional levels is to enhance the implementation of the three objectives of the Convention in a coherent and effective manner. The activities outlined in the plan are intended to help Parties to the Convention establish and implement national strategies and action plans for communication, education and public awareness, strengthen the capacities of national institutions and key partners in raising the level awareness about biodiversity conservation and sustainable development; and facilitate the mainstreaming of biodiversity considerations in national sectoral policies and programmes.

B. Scope and participation

29. This component of the plan has a national and regional focus, which is closely linked and tied to the relevant global perspectives in a mutually supportive framework. The entry point for the range of activities outlined in this particular component of the plan is the national focal institutions designated to oversee the management of biodiversity resources at national level working in close collaboration with other relevant partners and stakeholders in the civil society, the scientific and research community, indigenous and local communities, other international organizations and related inter-governmental mechanisms. At the regional level, the implementation of the identified activities will be carried out through a similar arrangement.

30. The plan will build on existing institutional frameworks as well as the ongoing communication, education and public awareness initiatives and activities of other organizations and institutions active at the national and regional level. The success of the draft plan will depend on, among others, the level of coordination and harmonization with relevant CEPA activities of other conventions and organizations. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

31. It will be necessary for the Parties to designate national focal points for CEPA in order to facilitate coordinated implementation of the plan at the national level and act as the point of reference for liaison and linkages with the global perspectives outlined in part 2 of the plan.

C. Key components of the plan of implementation

32. The implementation plan consists of three interlinked component, which are intended to be mutually reinforcing, and cross-cutting in their implementation. These components are broad in scope specifically to guide the Parties and key partners at national and regional level to formulate their own activities that are appropriate for their respective circumstances, priorities and requirements. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the programmes of work in the thematic areas and cross-cutting issues under the framework of the Convention.

Component 1 – EDUCATION

Goal

Parties and Governments integrate into the kindergarten to university (“K-university”) curriculum, relevant activities designed to support the implementation of the Convention and its three objectives.

Suggested activities: (some of the activities highlighted below will be carried out with the support of the Secretariat and where appropriate, the Secretariat may be called upon to take the lead because of the nature of the task/activity),

- 1.1 Further develop the CEPA portal and global network on communication, education and public awareness, including the development of databases and electronic forums, to serve as the primary mechanism for the exchange of biodiversity-related educational activities, materials and expertise and for communication among Parties, Governments and other stakeholders;
- 1.2 To assist in the searching, locating and retrieving of biodiversity-related educational information, develop a central metadata registry and enhance the controlled vocabulary of the Convention on Biological Diversity with education-related terms to allow for the indexing of materials held by national and regional national focal points, the Secretariat and stakeholders;
- 1.3 Work actively to interconnect national and regional educational networks (such as Education Network Australia, SchoolNet Canada, the Slovenian Education Network, ProInfo Brazil, etc.) to share resources and expertise;
- 1.4 Invite Parties, Governments, international organizations, centers of excellence, research institutions, non-governmental organizations, local and indigenous communities, business/private sector groups and other interested stakeholders to register materials related to biodiversity education and activities to assist in the development of K-university curricula at the national and regional levels;
- 1.5 Concurrently with activity 1.2, use the CEPA portal in addition to information contained in national reports and related documentation to conduct an assessment of available biodiversity courses, curriculum, and other educational material for dissemination to and use by Parties, Governments and other stakeholders;
- 1.6 Encourage partnerships among Parties, Governments and stakeholders for the development of generic K-university biodiversity-related curricula for use at the national and regional levels;
- 1.7 Promote and encourage the development of open learning and distance education programmes by establishing partnerships among universities, centers of excellence in teaching, Parties and Governments and other stakeholders.

Targets

By 2010, Parties have successfully developed biodiversity-related curricula at the K-university level specifically to support the implementation of the Convention and its three objectives.

Tools

- The clearing-house mechanism of the Convention;
- Materials developed by Parties, Governments and stakeholders;
- Training and education curricula developed by Parties, Governments and stakeholders.

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actors

Parties and Governments, CEPA national focal points once established, universities and centres of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Partners

UNESCO, IUCN, convention secretariats (including Ramsar, WHC, CMS, UNFCCC, etc.)

Component 2 – COMMUNICATION AND PUBLIC AWARENESS (see also annex I below)

Goal

Parties and governments articulate the *communication* and *public awareness* components as part of the overall process for developing, establishing and implementing comprehensive national CEPA strategies and action plans.

Suggested activities

- 2.1 In close consultation with other relevant national institutions, non-governmental organizations, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to biodiversity communication and public awareness at national level. The needs assessments, which will among others, draw on information contained in national reports, national biodiversity strategies and action plans and related documents, would include but not be restricted to the following:
 - (a) The need to establish an effective national communication and public awareness network infrastructure operational at horizontal and vertical levels to enhance exchange of knowledge and expertise among professionals, and also to enhance development and motivation in communication and public awareness;
 - (b) The capacity of the network infrastructure to meet the knowledge needs of the various categories of target groups at national and local levels;
 - (c) The establishment and strengthening of national capacities to market biodiversity in the context of national efforts related to sustainable development initiatives, poverty alleviation, and global policy issues (the Millennium Development Goals, etc.) to the identified audiences;
 - (d) The establishment of professional capacity specifically in biodiversity communication and public awareness for various levels of skills and expertise (civil society, government, local and indigenous communities, etc.);
 - (e) Effective and wider stakeholder participation and engagement in biodiversity communication and public awareness (media, indigenous and local communities, science and research communities, government, business/private sector groups, etc.);
 - (f) Priority biodiversity issues that merit increased public awareness and therefore need to be communicated on a regular basis to different target audiences.
- 2.2 On the basis of these assessments, identify the range of interventions required to meet the expressed needs (see 2.1 (a) to (f) above), their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on on-going activities of other organizations and conventions to avoid duplication and build synergies wherever necessary.
- 2.3 Using the templates and guidelines to be developed at the global level, determine the most appropriate approaches for incorporating the results of activity 2.2 into the overall national CEPA strategies and action plans. Coordination and harmonization with existing initiatives as well as with the other components of the CEPA strategies and action plans will be an essential part of this activity.
- 2.4 Develop national CEPA strategies and action plans if none in existence taking into account the results of parallel activities listed under component 1 (*Education*) and component 3 (*Training*).
- 2.5 Facilitate the adoption and implementation of the newly formulated or revised CEPA strategies and action plans with a focus on *communication* and *public awareness* components amongst the different levels of the target audiences/stakeholders. This activity is in line with goal 4 and more specifically objective 4.1 of the Strategic Plan of the Convention (i.e. *all Parties are implementing*

a communication, education, and public awareness strategy and promoting public participation in support of the Convention). The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity communication and public awareness. The attached **annex I** provides a draft framework for implementing pilot activities in biodiversity communication and public awareness at the national level. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues (attached as **annex III**)

- 2.6 Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of the national CEPA strategies and action plans.
- 2.7 On the basis of the outcomes of activities 2.1 to 2.5 as well as the activities listed under programme element 1 (*Education*) and programme element 3 (*Training*), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational national CEPA strategies and action plans addressing the priority needs of the various levels of stakeholders. There is a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing national CEPA strategies and action plans
- The clearing-house mechanism
- Other tools (manuals, workshops, case studies, best practices, etc.)

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator/partner.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.), and business/private sector groups

Component 3 – TRAINING

Goal

To articulate the **training** component as part of the overall process for developing, establishing and implementing comprehensive national CEPA strategies and action plans.

Suggested activities

In close consultation with other relevant national institutions, NGOs, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to:

- (a) Strengthening capacities to market and mainstream biodiversity into the work of other sectoral programmes and policies;
- (b) Developing and strengthening professional capacities of educators and communicators;
- (c) Enhancing stakeholder participation and community development through communication, education and public awareness.

To the extent possible, relevant information contained in national reports, national biodiversity strategies and action plans and related documentation should be consulted to provide substantive inputs in the needs assessment process.

- 3.1 On the basis of these assessments, identify the range of interventions required to meet the expressed needs, their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on ongoing activities of other organizations and conventions to avoid duplication and build synergies wherever necessary. In particular, this activity should also entail the identification of appropriate sources of expert information, training opportunities and the necessary resources to support the expressed capacity-building needs in biodiversity communication and public awareness
- 3.2 Using the templates and guidelines developed at the global level, determine the most appropriate approaches for incorporating the results of activity 3.2 into the overall national CEPA strategies and action plans. Coordination and harmonization with existing initiatives as well as with the other components of the CEPA strategies and action plans will be an essential part of this activity.
- 3.3 Develop national CEPA strategies and action plans, if there are none in existence taking into account the results of parallel activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness).
- 3.4 Facilitate the adoption and implementation of the CEPA strategies and action plans with a focus on the training components amongst the different levels of the target audience and related stakeholders. The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity training. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues. Some of the key generic approaches for the implementation of the identified pilot efforts would include but not be restricted to:
 - (a) Creation and delivery of training programmes including, workshops, courses help desks, coaching, manuals, checklists, exchange on application of methods, guidelines and case studies to work with stakeholders at the national and/or regional level;
 - (b) Establishment of a system for professional expertise and knowledge exchanges that accommodates the needs and interests of a wide range of stakeholders including indigenous and local communities;
 - (c) Promotion of twinning programmes with internal and external partners, organizations and academic and research institutions;
 - (d) Development of linkages with well-establish distance-learning programmes on biodiversity communication, education and public awareness and exploring opportunities for establishing a similar programme tailored to the needs of the local stakeholders;

- (e) Improvement of synergies between biodiversity communication, education and public awareness programmes, training courses, workshops and similar activities in the other sectors as well as other conventions and organizations;
- (f) Development of capacities to help define principles for the evaluation of good communication, education and public awareness practice in biodiversity conservation and sustainable development;
- (g) Development of appropriate sets of tools (templates, outlines, etc.) for communicators on biodiversity at various levels including participation of stakeholders, partners and other audiences. It will be useful to use existing networks and related mechanisms and support this effort with sustained public awareness campaigns;
- (h) Establishment of appropriate links with relevant global initiatives (2010 target, the Decade for Environment and Sustainable Development, Millennium Development Goals etc.);
- (i) Establishment of partnerships with journalists and broadcasters engaged in communicating biodiversity related issues through the mass media.

Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of the national CEPA strategies and action plans.

3.5 On the basis of the outcomes of activities 3.1 to 3.5, as well as the activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational national CEPA strategies and action plans addressing the priority needs of the various levels of stakeholders. In particular, there exists a range of individuals and institutions with an enhanced understanding of the needs, methods and mechanisms of stakeholder participation; capacity to plan and manage biodiversity communication, education and public awareness; a range of tools and for biodiversity communicators; a variety of operational training programmes and opportunities in biodiversity communication and public awareness; and greater access at the community level to communication, public education and awareness programmes, courses and resources. There is thus a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing national CEPA strategies and action plans
- Clearing-house mechanism
- Wide range of tools to support training in biodiversity communication and public awareness (manuals, checklists, training course and workshop materials, help-desk, case-studies, best practices, etc.).

Deadline

June 2010. A schedule of work for the longer-term implementation phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator/partner.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.)

III. PART 2 – CEPA ACTIVITIES AT INTERNATIONAL LEVEL

The implementation of the range of activities described in part 2 of the implementation plan is the responsibility of the Executive Secretary and will therefore be carried out by the Secretariat with the support of key international partners.

Objectives

The main objective of the implementation for CEPA as it relates to the scope of the proposed activities at the international level is to support the implementation of the Convention and its three objectives through the development of synergies and collaborative activities with the CEPA initiatives of the other biodiversity-related conventions, key inter-governmental organizations, and other United Nations agencies. The activities outlined in the plan are intended to help raise the level of awareness at the global level, about the objectives of the Convention and raise the profile of the work of the Secretariat and the Convention process. In addition, some of the activities are intended to generate a range of templates and guidelines to assist Parties to the Convention and other key national partners and stakeholders in biodiversity communication, education and public awareness and thus provide a vertical link between the global and national processes.

Scope and participation

This component of the implementation plan has a global focus, which is closely linked and tied to the relevant national and regional level efforts. The Secretariat is the central implementation institution for the proposed activities but will work in close collaboration with the CEPA programmes and activities of other partners including other biodiversity-related conventions, other Rio Conventions, IUCN, UNESCO, UNEP and other organizations and related inter-governmental mechanisms.

The plan will build on the ongoing CEPA of the Convention on Biological Diversity activities and to the extent possible incorporate relevant elements from the communication, education and public awareness initiatives of other organizations and institutions. The success of the programme will depend on, among others, the level of coordination and harmonization with the identified partners. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

Components of the implementation plan

The implementation plan at the international level consists of two interlinked components, which are intended to be mutually reinforcing, and cross-cutting in their implementation. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the CEPA programme of work annexed to decision VI/19 as well as programmes of work of the Convention in the thematic areas and cross-cutting issues.

Component 1 – EDUCATION

Goal

To coordinate a more effective sharing and exchange of resources and expertise among international organizations and international stakeholders to promote development of global initiatives in support of biodiversity education in general and curriculum development in particular.

Suggested activities

- 4.1 Use the clearing-house mechanism to develop a meta-registry of international level programmes and initiatives pertaining to biodiversity education. In particular, the registry should focus more specifically on incorporating programmes that directly address the identified CEPA priority areas in the thematic areas and cross-cutting issues in the programmes of work of the Convention as well as the needs expressed through the assessments conducted on the basis of activities 1.5, 2.1 and 3.1.
- 4.2 Use the communications strategy of the Convention on Biological Diversity (see activities 5.1 to 5.6) to raise awareness of international initiatives and programmes related to biodiversity education and curriculum development taking into consideration the priority needs identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention and also through the assessments conducted in activities 1.5, 2.1 and 3.1.
- 4.3 Promote and facilitate joint activities among international organizations and international stakeholders.
- 4.4 Make available knowledge gained at the national and regional levels to the international level with a view to assist international organizations and stakeholders to more effectively implement educational activities and programmes and to develop more relevant curricula.
- 4.5 Encourage the development of mentorship programmes at the international level with a view to enhancing capacities related to education and curriculum development at the national and regional levels.

Targets

By 2010, the Secretariat has facilitated the coordination of joint activities at the international level among international organizations and stakeholders and promoted the development of educational programmes and activities and curricula

Tools

- The clearing-house mechanism
- Programmes and activities developed by other international organizations and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actor

The Secretariat of the Convention on Biological Diversity.

Partners

CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Component 2 – COMMUNICATION AND PUBLIC AWARENESS (see also annex II below)

Goal

To articulate and implement an effective *communication* and *public awareness* programme in close collaboration with key global partners specifically to support the implementation of the three objectives of the convention, the strategic plan and related global biodiversity and sustainable development initiatives.

Suggested activities

- 5.1 Pursuant to the provisions of the relevant decisions of the Conference of the Parties, ^{1/} formulate a comprehensive framework/strategy to guide the implementation of effective communication and public awareness activities at the international level. The initial focus of the strategy will be to guide the establishment of an effective CEPA infrastructure; the establishment of a global support network; leveraging opportunities and events for increased and better focused outreach efforts; the establishment of strategic and operational alliances and partnerships; and the generation of promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders.
- 5.2 Establish a comprehensive communication and public awareness infrastructure as part of the overall CEPA infrastructure to support the generation and promotion of biodiversity communication and public awareness information, knowledge and expertise (see also activity 1.1). Key elements of this process could include but not be restricted to the following (details are described in **annex II**)
 - (a) Definition of communication guidelines and policies;
 - (b) Knowledge and awareness audit;
 - (c) Development of key global message;
 - (d) Toolkit review;
 - (e) Development of a global media list;
 - (f) Development of a stakeholder and key influencer list;
 - (g) Development of infrastructure tools (Briefing Kits);
 - Master briefing packages for National Focal Points of the Convention on Biological Diversity;
 - Stakeholders kit;
 - Media kit;
 - Educators kit;
 - (h) Development of infrastructure tools - electronic (web);
 - Development of a CEPA portal;
 - Media network;
 - Children and youth;
 - Educators;
 - Stakeholders;
- 5.3 As part of activities 5.2 above, continue to develop an electronic interactive CEPA portal providing access to knowledge, expertise and experiences; act as a discussion forum on relevant aspects of the identified priority CEPA activities in the programmes of work in the thematic areas and cross-

^{1/} To date the following decisions of the Conference of the Parties refer to CEPA or explicitly incorporate CEPA dimensions to be implemented by Parties: II/9, III/11, III/12, IV/4, IV/5, IV/10, V/17, VI/5, VI/8, VI/9, VI/17, VI/19, VI/22, VI/23, VII/2, VII/4, VII/5, VII/10, VII/11, VII/12, VII/13, VII/24, VII/27, VII/28, VII/31.

cutting issues; and also to serve as a template for the development of similar national CEPA portals (see activity 1.1 also). The portal should, among others:

- (a) Be built on existing initiatives and influence those that are being built;
- (b) Allow for feedback and be linked to the CHM;
- (c) Be evaluated for relevance, constantly improved, and its use and impact monitored; and
- (d) The language in the portal should be simple and accessible.

Details of the potential uses of the portal in support of this programme component are described in **annex II**.

- 5.4 Establish and strengthen a global communication and public awareness support network composed of new information technologies and traditional communication mechanisms. Ideally, the composition of the global support network would comprise among others, national focal points of the Convention on Biological Diversity, key global-level organizations including other biodiversity-related conventions, relevant United Nations agencies, international organizations, NGOs, academic and research institutions and the media (details of key elements of the proposed network are described in **annex II**). A key component of this process will entail active promotion of synergy development between existing networks at national and international levels.
- 5.5 Facilitate the generation of a range of appropriate promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders (see activities 2.3, 2.4 and 2.5). To the extent possible, this activity should endeavour to generate products as well as successful case studies that address the communication and public awareness priorities identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention, particularly the activities that are specifically addressed to the Executive Secretary.
- 5.6 Facilitate the implementation of a comprehensive outreach programme utilizing the established communication infrastructure and global network for effective promotion, dissemination and exchange of information, knowledge and expertise concerning biodiversity, the Convention and the work of the Secretariat (see annex II for details).
- 5.7 Explore the need for and opportunities to develop a well-structured stakeholder partnership programme that will facilitate the establishment of strategic alignments with civil society organizations and private sector corporations that could enhance and greatly increase the public profile of the Convention and the work of the Secretariat.

Targets

By 2010, the Convention on Biological Diversity Secretariat has a well-developed communication and public awareness infrastructure, supporting a comprehensive global support network linked to the clearing-house mechanism of the Convention on Biological Diversity and effective outreach programme, increased communication knowledge and expertise exchange and awareness (amongst different levels of targeted groups at the global level) about biodiversity issues, the Convention and the work of the Secretariat.

Tools

- The clearing-house mechanism.
- CEPA portal.
- Promotional materials developed by the Secretariat.
- Generic templates and kits developed by the Secretariat to support the work of the Parties, governments and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actors

The CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Partners

Parties and Governments, universities and centers of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Component 3 – TRAINING

The Secretariat of the Convention on Biological Diversity will not develop and/or conduct training programmes at the international level in view of the fact that the identified training priorities will be addressed at the national level directly by the Parties in collaboration with key partners and international organizations active at this level. However, the Secretariat will nonetheless need to continue close consultations and discussions with the CEPA programmes of other biodiversity-related conventions, IUCN, United Nations programmes and specialized agencies (UNESCO, UNEP) and other relevant organizations to ensure that national level efforts in training for biodiversity communication and public awareness are carried out in a coordinated and harmonized approach.

*Annex I***POTENTIAL PILOT ACTIVITIES IN COMMUNICATION AND PUBLIC AWARENESS TO BE IMPLEMENTED BY PARTIES AT THE NATIONAL LEVEL**

The action items outlined below will serve as a basis for implementing pilot activities in communication and public awareness, i.e., Part 1, component 2, of the plan of implementation. To the extent possible, the pilot activities will be based on the priority CEPA dimensions in the Programmes of Work of the Convention on Biological Diversity adopted by the seventh meeting of the Conference of the Parties. ^{2/} The priority (pilot) activities will be implemented directly by the Parties in collaboration with their respective national level partners, including other government agencies, local and international NGOs, IGOs, and educational and academic institutions.

Key action items

(a) Formulation of appropriate communication and public awareness **guidelines and policies** to ensure coherent utilization and dissemination of information by all the key partners of the national focal institutions of the Convention on Biological Diversity as well as other stakeholders at national and local levels;

(b) As part of the development of a national interactive CEPA portal described in activity 1.1, the NFP should link the portal to the global network on communication, education and public awareness and serve as the main discussion forum and exchange mechanism for CEPA related information and materials;

(c) Establish a national CEPA Focal Point to act as coordinator of a national network of CEPA professionals; promote the use of the CEPA portal and the exchange of information amongst CEPA partners and professionals, including the publication of an electronic CEPA newsletter; explore and develop synergies with relevant conventions, NGOs and other stakeholders and organize coordination meetings as appropriate. The CEPA national focal point should be linked to the global network of CEPA focal points;

(d) Establish a national CEPA Task Force (if no other mechanisms exist for this purpose), ensuring suitable stakeholder and NGO representation, to undertake a review of expressed needs, skills, expertise and options and to set priorities for the implementation of this programme element of the CEPA programme of work. Particular emphasis should be paid to the implementation of pilot activities in the identified priority CEPA dimensions in the programmes of work;

(e) Related to (d) above, the task force should coordinate and oversee the development of communication and public awareness “**tool kits**” (addressing the CEPA dimensions in the programmes of work of the Convention on Biological Diversity) to facilitate the key partners and related stakeholders in conveying the key messages to the respective target audiences. Some of the key elements of the tool kits could include:

- (i) Press release templates;
- (ii) Video material;
- (iii) CD-ROM with promotional material;
- (iv) Brochures;
- (v) Posters;
- (vi) Web based facilities and resources.

^{2/} To-date the following decisions of the Conference of the Parties explicitly incorporate CEPA dimensions to be implemented by Parties: II/9, III/11, III/12, IV/4, IV/5, VI/5, VI/8, VI/9, VI/17, VI/22, VI/23, VII/2, VII/4, VII/5, VII/10, VII/11, VII/12, VII/13, VII/27, VII/28, VII/31.

(f) **News Bureau** – which will encompass the essential components of a communications and public awareness programme specifically addressing, in the first instance, the CEPA dimensions in the CBD programmes of work and could include:

- (i) Press releases – drafting and distribution
- (ii) Targeted media list development
- (iii) Media monitoring and press clipping functions/services
- (iv) Editorial calendar management – maintain a database of related up-coming special features and schedules in trade and general media
- (v) Proactive media-relations support – to encourage coverage and interviews with prominent spokespersons
- (vi) Matte stories and by-lined articles production and placement (based on the CEPA dimensions in the programmes of work of the Convention on Biological Diversity)

(g) **Leveraging of important events** – the creation of structured thematic activities revolving around the landmark events of the Convention on Biological Diversity to generate increased visibility.

(i) **International Day for Biological Diversity**

- Promote the designated international biodiversity day theme at agricultural and plant conservation centers, national parks, protected areas and botanic gardens, accompanied by special exhibits or special events;
- Organize a nation-wide poster contest for secondary schools and college-level educational institutions and/or literary contest around a key biodiversity theme;
- Introduce a programme of consultation on Local Biodiversity Action Plans (LBAPs) to stimulate effective local action for priorities identified in the National Biodiversity Strategy Action Plan, as well as for species and habitats which are particularly cherished or valued in local areas;
- In cooperation with local or national media, organize contests in one or more categories, such as essay, photography, art, website and poster design, dance or drama, Cooperative ventures with media may also include on-line discussions or workshops for schools, community groups and/or the public to illustrate the international biodiversity day theme (refer to the CEPA dimensions in annex II);
- Organize biodiversity awareness presentations to schools and colleges by subject matter experts on the importance of Biodiversity (refer to the CEPA dimensions in annex II);
- Promote special issues or supplements on biodiversity in the local media. This could be organized in association with an announcement of a high profile on-going national programme or policy initiative (refer to the CEPA dimensions in annex II);
- Establish an association with organizations or companies whose ethics are compatible with the objectives of the Convention. This could lead to increased visibility through sponsorship/advertising of a public awareness campaign initiative some of which specifically address some of the CEPA dimensions listed in annex II below.

(h) **Key conferences calendar** – calendar development of key environmental events, seminars, conferences, fairs and exhibitions in key markets;

(i) **Development of promotional materials** – research and development of effective promotional items for wider distribution to the key partners, schools, colleges and other stakeholders at national and local levels. The content of the materials should be based on the CEPA dimensions listed in Annex II of the revised programme of work;

(j) **Production of a normative booklet** – to ensure a basic standardization in the use of graphic approaches, brochure and document formats, press release templates, colors, typographic fonts

and types of illustrations. This could be done as part of the process for developing guidelines and policies for CEPA related work at the national level;

(k) **Creation of a dedicated intranet** – to facilitate the exchange of information and communication materials with key partners at national and local levels;

(l) **Organization of an awards programme** – Generate visibility for biodiversity and the Convention within the national business community by recognizing the efforts of “biodiversity conscious” corporations;

(m) **Production of a corporate video** – to serve as a well-structured introduction for all types of events, as well as a presentation tool to be sent to key political, educational, cultural institutions and environmental organizations. This could be an adaptation of the generic video material developed at the national level;

(n) **Website enhancement** – evaluate and make the necessary amendments to ensure better accessibility and user-friendliness for different target groups;

(o) **Stakeholder partnership programme** – creation of a structured Stakeholder Relations Programme to facilitate the establishment of partnerships with NGOs, private sector, indigenous, religious and local communities, political parties and government officials, educational organizations and institutions;

(p) **Sponsorship** – identify corporate sponsors and secure financial and tactical support for the activities of the national focal point institution (NFP) including key events, targeted communication campaigns, business award programmes, youth and education-oriented programmes (refer to the CEPA dimensions in annex II);

(q) Establish teams (public relations, marketing, evaluation, strategic planning specialists), potentially on a voluntary basis, to assess and evaluate the effectiveness of the CEPA programmes on both regional and national levels, as requested. The teams should, among others:

- (i) Analyze regional and national CEPA programmes every two years and advise on further development and implementation (if appropriate, this activity could begin at regional workshops with the individuals from the specialist teams invited as resources persons). To the extent possible, the roster of CEPA specialists currently existing and being managed by the Secretariat should be used for this purpose;
- (ii) Share CEPA programmes via the CEPA portal, national biodiversity strategies and action plans and regional workshops;
- (iii) Develop national criteria for a successful CEPA programme.

Annex II

**POTENTIAL PRIORITY ACTIVITIES IN COMMUNICATION AND PUBLIC AWARENESS FOR IMPLEMENTATION BY THE
CBD SECRETARIAT**

COMPONENT 2 – COMMUNICATION AND PUBLIC AWARENESS

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Parties Governments CBD NFPS Local organizations IGOS, NGOS, regional & international organizations	a) Knowledge & awareness audit	<ul style="list-style-type: none"> • Focused on the key publics including the CBD National Focal Points and the media • Build baseline understanding of what key audiences currently know and perceive about biodiversity, the convention and the work of the Secretariat. 	June 2006	55,000 For (a), (b), (d) & (e)	Extra budgetary donor support Sponsors Partners
Parties Governments CBD NFPs Local organizations IGOs, NGOs, regional & international organizations	b) Global key message development (flowing out of awareness audit)	<ul style="list-style-type: none"> • Address the unique nature of the Convention process; • Reflect biodiversity and its use, benefits and effects (including specific examples); • Reflect oppositional aspects and mitigate criticism and skepticism 	Aug 2006	As above	As above

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Parties and key national level partners	e) Toolkit review <ul style="list-style-type: none"> • manual for CEPA strategies & action plans • templates for promotional materials 	<ul style="list-style-type: none"> • Audit of existing tools and products available for use. research, collect and harmonize case-studies, publications, initiatives, best practices, etc. to illustrate model implementation strategies 	Dec 2005	50,000	Covered under existing letter of agreement with the Dutch Government
Parties, CBD NFPS Governments Local organizations, IGOS, NGOS, regional & international organizations	d). Global media list development	<ul style="list-style-type: none"> • Primary (Top 50) • World-wide proprietary media list - including horizontal and vertical media 	Aug 2006	See (a) and (b) above	See (a) and (b) above
CBD & key global partners	e). Stakeholder and key influencer list development	<ul style="list-style-type: none"> • World-wide list - broken down by regions and stakeholders 	Aug 2006	See (a), (b) and (c) above	See (a), (b) and (c) above
Parties, CBD NFPS Governments Local organizations, IGOS, NGOS, regional & international organizations	f). Development of infrastructure tools - <u>Briefing kits</u>	(i) Briefing package for CBD NFPS <ul style="list-style-type: none"> • Media and stakeholders lists • Key messages • Case-studies & best practices • Educational videos/materials 	Sept 2006	170,000 For (f):(I) – (IV)	Extra budgetary Donor support Sponsors Partners

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<p>(ii) Stakeholders kit</p> <ul style="list-style-type: none"> • Presentation materials • Key messages • Value of the Convention • Educational videos 	Dec 2006	See (f): (i) above	See (f): (i) above
		<p>(iii) Media kit</p> <ul style="list-style-type: none"> • General media kit with user-friendly backgrounders on the CBD, Parties, mission, goals, FAQ's, case studies, statistics, and success stories. • Media kits with kid-friendly information sheets on: what is biodiversity, why it is important, what they can do, how natural disasters affect biodiversity, etc. 	Dec 2006	see (f): (i) and (ii) above	see (f): (i) and (ii) above
Parties, CBD NFPS, Governments, local organizations, IGOs, NGOs, regional & international organizations	<p>f) Development of infrastructure tools - Briefing kits</p> <p><i>(continued)</i></p>	<p>(iv) Educators kit ^{3/}</p> <ul style="list-style-type: none"> • Tutorial guide/web site to explain biodiversity and various programmes that take into consideration the interests of the local community - with hands-on practice. • Educational videos 	Dec 2006	see (f): (i), (ii) and (iii) above	see (f): (i), (ii) and (iii) above
Parties, CBD NFPS Governments, local organizations, igos, ngos, regional & international organizations	<p>g) Development of infrastructure tools - <u>Electronic (Web)</u></p> <ul style="list-style-type: none"> • A global portal as a key component of the global information and expertise/knowledge network. • Updated roster of CEPA 	<p>i) Development of a CEPA portal</p> <p>Continue to develop an electronic portal and maintain alternative information dissemination mechanisms in support of the establishment of a global support network on communication, education and public awareness, building on, where possible, existing initiatives. The portal will be composed of new communication tools and resources including Internet-based technologies, CD-ROMs, DVDs, etc. The alternative information dissemination mechanism will use</p>	On-going (for demonstration at COP-8 in May 2006)	30,000	Covered under existing letter of agreement with the Dutch Government

^{3/}
and partners

These are mostly web-based tools developed by key partners (IUCN, Ramsar, UNESCO, etc.) to which CBD will have access and could also promote to NFPS

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
	experts • Restricted/moderated discussion forum (website) for CEPA experts	traditional media such as brochures and pamphlets and other communication modes such as theatre, music and dance. Using Internet-based and traditional information resources, this global network will: • Make visible the expertise in biodiversity communication and education including communication, education and public awareness training databases; • Stimulate moderated electronic discussions on issues of relevance to communication, education and public awareness professionals;			
	g) Development of infrastructure tools - <u>Electronic (Web)</u> <i>(continued)</i>	<ul style="list-style-type: none"> • Link the portal to other networks and websites on communication and education, for example, those of IUCN, the Convention on Wetlands (Ramsar), the United Nations Framework Convention on Climate Change, UNESCO, etc.; • Provide access to relevant projects, publications, NFPs briefing kits and updates • Link with established learning institutions and centres of excellence to ensure the quality of products and materials; • Stimulate and provide means for experts and others to find those working on similar projects, problems or issues; • Create access to standards of best practices; • Ensure that the global network is service and demand oriented; • Promote communication and public awareness at the community level. • Identify potential partners and stakeholders and create a registry of communications and public awareness experts, organizations and networks (governmental; non-governmental; indigenous; religious; sectoral - business and industry, agriculture, fisheries, forests, tourism; media). 	On-going (for demonstration at COP-8 in March 2006)		

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
	g) Development of infrastructure tools - Electronic (Web) <i>(continued)</i>	(i) Media network <ul style="list-style-type: none"> Focal point for journalists worldwide covering biodiversity Includes activities by regions, backgrounders, archives of news releases by the Secretariat and the parties, speeches and a press gallery where journalists could post their stories 	On-going	185,000 for (g): (i), (ii), (iii) and (iv)	Extra budgetary Donor support Sponsors Partners
		(ii) Children and youth <ul style="list-style-type: none"> Develop a “Kid Corner” that includes background information, contest announcements, quizzes, maps 	March 2006	see (g): (i) above	see (g): (i) above
		(iii) Educators ^{4/} <ul style="list-style-type: none"> Develop an “educators corner” that includes background information, downloadable teachers aids, kits to initiate projects and possibly a forum where classroom, that have common projects, could share their findings and achievements 	March 2006	see (g): (i) and (ii) above	see (g): (i) and (ii) above
		(iv) Stakeholders <ul style="list-style-type: none"> Information from the stakeholder kit and updates 	Dec 2006	see (g): (i), (ii) and (iii) above	see (g): (i), (ii) and (iii) above
ESTABLISHMENT OF A GLOBAL SUPPORT NETWORK - ENGAGING AND ENHANCING THE GLOBAL NETWORK					
Parties Governments CBD NFPS Local organizations IGOS, NGOS, regional & international organizations	a) Development of linkages to national networks (including the NFPs)	<ul style="list-style-type: none"> Develop appropriate partnerships with public and private research and academic institutions for the exchange of publications and related information on biodiversity and more specifically in the identified priority areas in the programmes of work of the Convention (thematic and cross-cutting issues). 	On-going	270,000 For activity 2 (a) and (b)	Extra budgetary Donor support Sponsors Partners

^{4/} The “Educators Corner” will be linked to educational tools available on the Web Sites of key partners (IUCN, Ramsar, UNESCO, etc.)

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<ul style="list-style-type: none"> Examine the possibility of establishing formal liaison with schools of environmental education to further disseminate decisions of the Conference of the Parties and related biodiversity publications to future specialists. 	June 2006		
		<ul style="list-style-type: none"> Promote the development and/or strengthening of national networks in biodiversity communication, education and public awareness 	On-going		
		<ul style="list-style-type: none"> Identify links and provide searchable means to access biodiversity knowledge through the clearing-house mechanism. 	On-going		
	a) Development of linkages to national networks (including the NFPs) <i>(Continued)</i>	<ul style="list-style-type: none"> Research, collect and exchange communication, education and public awareness projects, case-studies, tools and criteria for best practices through the world Wide Web, workshops, CD-ROMs, and publications; 	Dec 2006	75,000	Extra budgetary Donor support Sponsors Partners
		<ul style="list-style-type: none"> Share knowledge about tools and & criteria for best practices 	Dec 2006	as above	as above
		<ul style="list-style-type: none"> Make available all publications in the area of biodiversity communication, education and public awareness that have been produced by the Secretariat and promote the translation of those publications in the languages of indigenous and local communities. 	On-going	as above	as above

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<ul style="list-style-type: none"> • Provide copyright graphics & materials, subject to availability of funding, for adoption 	On-going	as above	as above
		<ul style="list-style-type: none"> • Initiate familiarization seminars to inform and train NFPs on how to tailor messages to their specific context and how to communicate effectively 	March 2006	as above	as above
Parties & other national partners, stakeholders, private sector	b) Stakeholders and influencers	<ul style="list-style-type: none"> • Face to face meeting/briefing with targeted stakeholders • Initiate liaison/alliances • Seek partnership opportunities 	Aug 2006	85,000	extra budgetary donor support sponsors
CBD and key individuals and organizations	c) Build champion network	<ul style="list-style-type: none"> • Ambassadors in various sectors: political, youth, business and celebrity. Example: Frederico Mayor, Maurice Strong • Develop a Speaker Bureau <ul style="list-style-type: none"> - Build rapport with target publics and increase support in strategic sectors - Enhance coordination of leadership efforts. 	Sept 2006	50,000	Extra budgetary Donor support Sponsors Partners
		<ul style="list-style-type: none"> • Selected key influencers and stakeholders round-tables <ul style="list-style-type: none"> - Regional - leveraging relevant meetings - Globally - COP/SBSTTA - Network and awareness opportunities - Create a Biodiversity community 	Dec 2006		

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Media groups	d) Media	<ul style="list-style-type: none"> • Foster preferential relations with the top international consumer, public policy and environmental media, journalist groups and key media personalities <ul style="list-style-type: none"> - Top international media: Le Monde, Der Spiegel, South China Morning Post, Globe & Mail, La Presse, International Herald Tribune, Manchester Guardian, National Geographic, etc. - Journalist Group: International Federation of Environmental Journalists etc. - Key media personalities: David Suzuki, Randy Wayne-Wright, Annie Prouix, etc. • Pro-active communication to increase familiarity <ul style="list-style-type: none"> - Direct contact via meeting, phone or e-mail • Host familiarization workshops <ul style="list-style-type: none"> - Promote better understanding - Generate editorial activities • Annual Media Awards <ul style="list-style-type: none"> - Best published article, coverage, documentary, video 	June 2006	120,000	Extra budgetary Donor support Sponsors Partners

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Leveraging opportunities and events for increased and better focused outreach efforts					
Key agencies, educational and research institutions, medial groups and private sector and industry in Montreal	a) International Day for Biological Diversity - (Montreal)	(i) Event focus on Montreal	22 May 2006 22 May 2007	20,000 for (a): (i), (ii) and (iii)	Sponsors Partners
		<ul style="list-style-type: none"> • Awareness booths at various thematic locations; Biodôme, Biosphere and the Center for Sciences - Distribution of brochures and informal dissemination of information • Biodiversity Survey - Survey of Canadians knowledge about biodiversity for release to media • Participation in international meetings and conferences held in Montreal - Possibility of allocation of time and information booth 	- DITTO - On-going		
		(ii) Media relations	on-going		
	(a) International Day for Biological Diversity - (Montreal) <i>(Continued)</i>	(iii) Organize a Secretariat's Gala Dinner	22 May 2006 22 May 2007	As in (a): (i) above	Sponsors Partners
		<ul style="list-style-type: none"> • Invite Canadian & international high level delegation (Governments, UN, aborigines, pharmaceutical companies, Hydro Quebec, SNC Lavalin, Shell, Petro Canada, McGill, Alcan, Concordia, etc.) 			

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Canadian NFP Other government institutions, Local and international organisations, media groups, private sector and industry	b) Canadian National Media Tour - Fall	<ul style="list-style-type: none"> • initiate relationship building with media • Foster understanding and position the CBD Secretariat • Generate editorial activity <p>a) Participants:</p> <ul style="list-style-type: none"> • Executive Secretary and key staff of the Secretariat and the Canadian NFP <p>b) Markets:</p> <ul style="list-style-type: none"> • Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver • Model to be exported to strategic countries in 2006 - if time permits 	Aug 2006	50,000	Extra budgetary Donor support Sponsors Partners
Parties, CBD NFPS Governments, Local organizations, IGOS, NGOS, regional & international organizations, community organizations	c) State-of-Biodiversity Report card	<ul style="list-style-type: none"> • Develop and conduct yearly <i>Report Card</i> (projects, policies, info campaigns, educational programs) of participating parties • Produces a snapshot of the actions, problems and case studies on biodiversity: In essence the State-of-Biodiversity in the world • Conduct an annual media campaign around the preparation and release of this Report Card • Anticipated target date: COP8 	Dec 2006	50,000	Extra budgetary Donor support Sponsors Partners

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
Private sector and industry groups, local and community organisations, parties	d) Recognition of Excellence	<p>(i) Industry award</p> <ul style="list-style-type: none"> Implement an "Excellence in Biodiversity" awards programme to be given to a company for its commitment, objectives and implementation of best practices for sustainable biodiversity. (Awarded yearly and at COP8). <p>(ii) Individual/community award</p> <ul style="list-style-type: none"> Implement "Best Citizen" awards program to be given to individuals/communities for their work and initiatives on biodiversity (Awarded yearly and at COP8). Selection committee(s) comprising Stakeholders and Influencers Further strengthen relationships Generate editorial activity throughout the program 	<p>Mar 2006 (as a side event at COP-8)</p> <p>Mar 2006 (as a side event at COP-8)</p>	35,000	Extra budgetary Donor support Sponsors Partners
Parties, CBD NFPS Governments local organizations, IGOs, NGOs, regional & international organizations private sector and industry	e) International Day for Biological Diversity – International perspective	<p>(i) Communication tools that simplify and harmonize the organization of the International Day for Biological Diversity by Parties</p> <ul style="list-style-type: none"> Press kits Press releases Slogan/theme 	<p>22 May 2006 22 May 2007</p>	125,000 for (e): (i), (ii), (iii) and (iv)	Extra budgetary Donor support Sponsors Partners
	e) International Day for Biological Diversity – International perspective <i>(continued)</i>	<p>(ii) Initiate worldwide contests</p> <ul style="list-style-type: none"> Kids poems & pictures Photo & essay Best advertising by Parties - in cooperation with other UN bodies and appropriate advertising organisation 	22 May 2006	As in (e): (i) above	As in (e): (i) above

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<p>(iii) Create promotional material to be used by the parties</p> <ul style="list-style-type: none"> • Create a line of promotional items that are developed as collectibles rather than one-off items - annual calendar, agenda, greeting cards, collection of kids' poems and pictures 	<p>22 May 2006 22 May 2007</p>	<p>As in (e): (i), (ii) above</p>	<p>As in (e): (i), (ii) above</p>
		<p>(iv) Organize and publicize the Secretariat's Biodiversity Day Event</p> <ul style="list-style-type: none"> • Provide funding and coverage by associating with environmental and industry stakeholders • Open house in theme locations - Biosphere, Botanical Garden, Natural Museums, National Parks • Press briefing pre- post venue, press releases 	<p>22 May 2006 22 May 2007</p>	<p>As in (e): (i), (ii), (iii) above</p>	<p>As in (e): (i), (ii), (iii) above</p>
<p>Parties, CBD NFPS Governments local organizations, IGOs, NGOs, regional & international organizations private sector and industry</p>	<p>f) COPs & SBSTTA meetings</p>	<p>(i) Broaden the COP scope by combining with other events</p> <ul style="list-style-type: none"> • Host the Global Stakeholders' Round Table <ul style="list-style-type: none"> ○ An industry-wide platform for debate of critical issues at the highest levels ○ International forum for networking • Increase participation of communities (poster display, photo gallery, stage performances, etc.) 	<p>Mar 2006 (at COP-8)</p>	<p>150,000 for (f): (i), (ii), (iii) and (iv)</p>	<p>Extra budgetary Donor support Sponsors Partners</p>
		<p>(ii) Expand COP and SBSTTA by including an exhibition area</p> <ul style="list-style-type: none"> • Create added-value for participants & industry sponsors • Support to fund raising efforts 	<p>Nov 2005 (SBSTTA-11) Mar 2006 (COP-8)</p>	<p>See (f): (i) above</p>	<p>See (f): (i) above</p>

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<p>(iii) Increase media coverage opportunities during COP & SBSTTA events</p> <ul style="list-style-type: none"> • Develop and implement Media Stimulation Campaign including: advance stories, advance registration and hotel bookings to facilitate media participation • Develop Media Conference Kit including special edition of the CBD newsletter - including highlights and developments since last COP • Establish and manage Media Centre • Press Panel - understanding biodiversity issues, presentations of case-studies and assessment of the impact of good/bad reporting • Press briefings/bulletins, press conferences, one-on-one interviews • Provide web based simulcast of key plenary sessions so that media and interested parties can monitor COP 	<p>Nov 2005 (SBSTTA-11)</p> <p>Mar 2006 (COP-8)</p>	<p>See (f): (i) and (ii) above</p>	<p>See (f): (i) and (ii) above</p>
		<ul style="list-style-type: none"> • Provide global media with daily electronic briefings to generate coverage among non-attending media • Announcement of winners of the CBD "Excellence in Biodiversity" and "Best Citizen" awards • Posting of all speeches and releases on the CBD website. 	<p>Nov 2005 (SBSTTA-11)</p> <p>Mar 2006 (COP-8)</p>		

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
		<p>(iv) Maintain a communication continuum by identifying new opportunities to raise the profile of the Secretariat</p> <ul style="list-style-type: none"> • Continue the momentum created by the International Day for Biological Diversity. Communications continuum will be developed through press releases, e-newsletters and traditional paper medium to spread trends messages, new developments, testimonials, case-studies • Increase the visibility of the Secretariat by communications continuum through e-newsletters for the members of the Biodiversity Partnership Program • PR Plan to leverage sponsors' activities at CBD events 	On-going	See (f): (i), (ii) and (iii) above	See (f): (i), (ii) and (iii) above
Establish strategic and operational alliances & partnerships					
	Effective partnerships and alliances	<ul style="list-style-type: none"> • identification of reputable private sector organizations and businesses that have a stake in biodiversity that could be potential partners. It will also be necessary to identify a range of activities that could lend themselves to joint implementation with external partners. 			

BUILD AN EFFECTIVE COMMUNICATION AND PUBLIC AWARENESS INFRASTRUCTURE AS PART OF THE OVERALL CEPA INFRASTRUCTURE DEVELOPMENT WITHIN THE CBD SECRETARIAT					
TARGET AUDIENCE	EXPECTED OUTPUTS	CHARACTERISTICS / ACTIONS	TIMEFRAMES DEADLINES	COST ESTIMATE (USD)	SOURCE OF FUNDS
	Effective partnerships and alliances	<ul style="list-style-type: none"> • Corporate organisations and businesses would have to adhere to Convention principles and criteria in exchange for exclusive benefit: <ul style="list-style-type: none"> - Authorization to use the logo of the CBD - Exclusive networking opportunities with international organizations and governments - Access to Secretariat events - Exclusive exhibitors at COP, SBSTTA and other forums - Showcased on CBD website, links and official publications • Create a Web site sponsor programme • Develop set of criteria for acceptability of advertisers in the CBD newsletter and website. • Seek industry and government sponsors for key COP events (i.e. funding of media centre, receptions, etc.) 	March 2006	95,000	Extra budgetary Donor support Sponsors Partners

Annex III

CEPA DIMENSIONS IN THE PROGRAMMES OF WORK (ON THEMATIC AREAS AND CROSS-CUTTING ISSUES) AS APPROVED BY THE SEVENTH MEETING OF THE CONFERENCE OF THE PARTIES

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>The biological diversity of dry and sub-humid lands</p> <p>(Decision VII/2)</p>	<p>Para 3: Requests the Executive Secretary to ensure that the parts of the programme of work relating to other thematic programmes of work of the Convention are taken into account when developing and reviewing these programmes of work.</p> <p>Para 5: Requests the Executive Secretary, in collaboration with the Secretariats of the other Rio Conventions and other biodiversity-related conventions, to further develop mechanisms for facilitating the synergistic implementation of these conventions, especially at the national level, as described in sections III and IV of the note by the Executive Secretary on dry and sub-humid lands prepared for the eighth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (UNEP/CBD/SBSTTA/8/10). Such mechanisms could include:</p> <p>(c) Joint activities with a focus on several elements:</p> <p>(v) Training courses and awareness-raising among relevant stakeholders</p>	<p>The Annex to the decision – Synthesis Table of expected outcomes and timeframes, potential actors, and indicators of progress in the implementation of the programme of work on biological diversity of dry and sub-humid lands and more specifically: Part B of the table - Targeted Actions: Activity 7: Measures for conservation and sustainable use</p> <p>i) Training, education and public awareness:</p> <p>Expected outcome: Training programmes nationally and regionally in place</p> <hr/> <p>Develop and implement training, education programmes & public awareness campaigns on the importance of dry and sub-humid lands biodiversity;</p> <p>- Cf. Decision VII/24, para 4 (a) (ii)</p>
<p>Biological diversity of inland water ecosystems:</p> <p>(Decision VII/4)</p>	<p>Revised Programme of Work:</p> <p>Para: 10 - Urges Parties, other Governments and organizations to incorporate the objectives and relevant activities of the programme of work in their biodiversity strategies and action plans, wetland policies and strategies, and the integrated water resources management and water efficiency plans being developed, by 2005, in line with paragraph 25 of the Plan of Implementation of the World Summit on Sustainable Development, and to implement them and further promote coordination and cooperation between national actors responsible for inland water ecosystems and biological diversity;</p> <p>Para 11 - [] <i>encourages</i> Parties, other Governments and organizations to ensure cross-referencing to, and coherence with, the other thematic programmes of work while implementing this programme of work;</p>	

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
Biological diversity of inland water ecosystems (Decision VII/4) (continued)	<p>Annex – Revised Programme of Work on Inland Water Biological Diversity</p> <p>Programme Element 1; Goal 1.4;</p> <p>Activity 1.4.3 - Raise awareness, as part of communication, education and public awareness-raising activities (see goal 2.4) of the possible problems and costs associated with the deliberate or accidental introduction of alien species, including exotic stocks and alien genotypes and genetically modified organisms that potentially threaten aquatic biological diversity, taking into consideration the Cartagena Protocol on Biosafety to the Convention on Biological Diversity.</p>	<p><i>This activity is specifically addressed to the Parties</i></p> <p>Partners: GISP, ICSU-SCOPE. Other collaborators Secretariat and STRP of the Ramsar Convention and its STRP, CITES, TRAFFIC, Commonwealth Secretariat, FAO, IUCN, UNEP-WCMC, IWMI, WorldFish.</p>
	<p>Annex – Revised Programme of Work on Inland Water Biological Diversity</p> <p>Programme Element 2;</p> <p>Goal 2.4 – To implement the programme of work for the Global Initiative on Communication, Education and Public Awareness (as adopted by the Conference of the Parties to the Convention on Biological Diversity in its decision VI/19), giving particular attention to matters relating to the conservation and sustainable use of the biological diversity of inland water ecosystems</p> <p>Activities 2.4.1 Review the Global Initiative on Communication, Education and Public Awareness (CEPA) contained in decision VI/19 with a view to identifying how best to promote its application for supporting the implementation of the programme of work on inland water biological diversity, as appropriate, taking into account the second CEPA programme adopted by the Conference of the Contracting Parties to the Ramsar Convention at its eighth meeting.</p> <p>Activity 2.4.2 - In undertaking activity 2.4.1, identify case-studies and best practices and provide these to the Executive Secretary to be made available to other Parties.</p> <p>Activity 2.4.3. Ensure effective working linkages between the focal points for the Convention on Biological Diversity, and the Ramsar (government and non-government) focal points for wetlands communication, education and public awareness, including the amalgamation, at a national level, of communication, education and public awareness (CEPA) programmes under both conventions.</p>	<p><i>These activities are specifically addressed to the Parties:</i></p> <p>Main Partners: UNEP, UNESCO, Ramsar Secretariat and CEPA Working Group, IUCN, Wetlands International</p> <p>Other collaborators Ramsar national focal points for communication, education and public awareness, other multilateral environmental agreements, relevant international, regional and national organizations and donor agencies.</p>

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>Biological diversity of inland water ecosystems</p> <p>(Decision VII/4)</p> <p>(continued)</p>	<p>Activity 2.4.4. Identify key national, catchment/river basin and local level decision makers and stakeholders and establish appropriate communication and awareness raising mechanisms to ensure they are all informed of, and supporting through their actions, the implementation of this programme of work.</p> <p>Activity 2.4.5. Undertake suitable initiatives to enhance awareness of the knowledge held by indigenous and local communities and the appropriate procedures, such as prior informed consent, for accessing such knowledge in accordance with national legislation on access to traditional knowledge.</p> <p>Activity 2.4.6. Review, and as necessary reform, formal educational curricula to ensure they are operating to inform and educate about the conservation and sustainable use of the biological diversity of inland water biological diversity:</p> <hr/> <p>Supporting activities of the Executive Secretary:</p> <p>Activity 2.4.7. In collaboration with key partners and collaborators, review the global initiative on communication, education and public awareness and develop and make available guidance for Parties on how best to promote its application for supporting this programme of work.</p> <p>Activity 2.4.8. Pursuant to activity 2.4.2, make available to Parties case-studies, advice on best-practice approaches, plus other sources of information and expertise in the field of communication, education and public awareness.</p>	<p>These activities (2.4.7 and 2.4.8) are specifically addressed to the Executive Secretary and are intended to support activities addressed to the Parties (2.4.1-2.4.6)</p>
	<p>Annex – Revised Programme of Work on Inland Water Biological Diversity</p> <p>Programme Element 3;</p> <p>Goal 3.1</p> <p>Para 3.1.5 - As part of national communication, education and public awareness activities/programme (see goal 2.4), provide mechanisms for disseminating research findings to all relevant stakeholders, in a form which will be most useful to them. Make this same information available to the Executive Secretary to for sharing with other Parties.</p>	<p>Activities addressed to the Parties</p> <p>Main partners</p> <p>IUCN, UNEP, WCMC, WRI, FAO, World Fisheries Trust.</p> <p>Collaborators</p> <p>Global International Waters Assessment (GIWA), World Water Assessment Programme (WWAP), Millennium Ecosystem Assessment, FAO, Global Environmental Outlook, Global Biodiversity Information Facility (GBIF), WRI, Conservation International, (Japan) BioNET International, and other relevant international, regional and national organizations and stakeholders.</p>

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
Marine and coastal biodiversity (Decision VII/5)	<p>Annex I – Elaborated Programme of Work on Marine and Coastal Biological Diversity</p> <p>PROGRAMME ELEMENT I</p> <p>Operational objective 1.1</p> <p>Activity (h) - To assist the development of appropriate education and public awareness programmes at all levels.</p>	
	<p>Appendix I – Specific Work plan on coral bleaching</p> <p>Capacity-Building:</p> <p>Para (a) - Support training for reef managers globally on existing tools for responding to mass bleaching events, including early warning prediction, rapid assessment, communication, and management interventions ^{5/}</p> <p>(i) Support activities aimed at building awareness and capacity relating to implementation of tools for responding to mass bleaching events.</p> <p>Highest priority action for implementation</p> <p>(d) Build stakeholder partnerships, community participation programmes, and public education campaigns and information products that address the causes and consequences of coral bleaching.</p> <p>Other priority actions</p> <p>(ii) Collaborate with relevant organisations to compile and disseminate relevant information from status-of-reefs reports, Reefs at Risk, etc., and examples of effective practical materials for general public, the media, private sector and policy makers.</p> <p>(iii) Collaborate with relevant organisations to develop educational programmes on the relationship between coral reefs and larger marine systems (e.g. impacts of coral-reef loss on fisheries, local communities etc).</p>	

^{5/} The Reef Manager's Guide to Coral Bleaching released in 2004 compiles currently available and emerging tools for responding to mass bleaching events.

Programme of work / Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>Marine and coastal biodiversity (Decision VII/5)</p> <p>(Continued)</p>	<p>Appendix 2 –</p> <p>Para 5 - Education and public awareness. To educate and inform the public, policy makers and other stakeholders of ecological and socio-economic values of coral-reef ecosystems and the importance of an ecosystem approach towards their conservation and sustainable management</p>	<p>A possible approach would be to tap into on-going research in this area and generate public awareness activities and materials such as news flash on CBD website (value aspects)</p>
<p>Global Strategy for Plant Conservation</p> <p>(Decision VII/10)</p>	<p>Para 8 (f)</p> <p><i>Decides</i> to integrate the targets of the Strategy into all the thematic and relevant cross-cutting programmes of work of the Convention and requests the Subsidiary Body on Scientific, Technical and Technological Advice to prepare proposals for the respective programmes of work when they are due for review according to the multi year programme of work of the Conference of the Parties (decision VII/). This process should be consistent with decision VII/-- (Strategic Plan: evaluation of progress). In particular, the following targets should be integrated:</p> <p>(f) - Target 14 into the programme for communication, education and public awareness;</p>	<p>Conduct consultations with GSPC to determine focus of priority action items for integration in the implementation of the revised CEPA programme of work (including timeframes, key actors, audience, etc.)</p> <p>- Cf. Decision VII/24, para 4 (a) (ii)</p> <p>- NB: Much work has already been done by some of the key partners in the GSPC and the proposed activities will be building on this work with a focus on incorporating their expertise in the implementation of Part B of the revised CEPA programme of work</p> <p>- Key milestones for the proposed actions correspond to the dates for SBSTTA-10 and 11.</p>
<p>Ecosystem Approach</p> <p>(Decision VII/11)</p>	<p>Para 10 (f) - Promote better understanding of the ecosystem approach through programmes of communication, education and public awareness;</p>	
<p>Sustainable Use (Article 10)</p> <p>(Decision VII/12)</p>	<p>Annex II – Draft Addis Ababa Principles & Guidelines for the Sustainable Use of Biodiversity</p> <p>Practical Principle 9 – An interdisciplinary, participatory approach should be applied at the appropriate levels of management and governance related to the use.</p> <p>Operational guidelines [..]</p> <ul style="list-style-type: none"> • Facilitate communication and exchange of information between all levels of decision-making <p>Practical Principle 14 - Education and public awareness programmes on conservation and sustainable use should be implemented and more effective methods of communications should be developed between and among stakeholders and managers.</p> <p>Operational guidelines [..]</p>	

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
Sustainable Use (Article 10) (Decision VII/12) (Continued)	<ul style="list-style-type: none"> • Plan education and public-awareness activities concerning: management, values of sustainable use, changing consumptive patterns and the value of biodiversity in the lives of people; • Ensure that public-awareness programmes also inform and guide decision makers; • Target all levels of the chain of production and consumption with such communications; • Report lessons learned about sustainable use activities to the clearing-house mechanism of the Convention on Biological Diversity; • Encourage and facilitate communication of lessons learned and best practices to other nations; • Ensure that resource users report to Government on their activities in a manner that facilitates broader communications; • Increase awareness of the contributions of knowledge, practices and innovations of indigenous and local communities for the sustainable use of biological diversity. 	
Alien species that threaten ecosystems, habitats or species (Article 8 (h)) (Decision VII/13)	<p>Para 5</p> <p><i>Noting</i> the existing international, regional and national frameworks but <i>recognizing</i> the need to strengthen institutional coordination at international, regional and national levels on invasive alien species as a trade-related issue:</p> <p>(e) - <i>Invites</i> Parties and other Governments to improve communication and cooperation between national environment, plant protection, trade and other relevant authorities with a view to increasing awareness on issues related to the prevention and management of risks from potentially invasive alien species and ensuring consistency of national policies and programmes;</p>	
Education & Public Awareness (Decision VII/24)	<p>Para 3: - <i>Invites</i> Parties to take into consideration the need to communicate the various elements of the 2010 biodiversity target and to establish appropriate linkages to the Decade on Education for Sustainable Development in the implementation of their respective national CEPA programmes and activities;</p>	

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
Education & Public Awareness (Decision VII/24) (Continued)	<p>Para 4. - <i>Requests</i> the Executive Secretary to:</p> <p>(a) (i) allocate a specific post to facilitate the implementation and further development of Article 13 on education and public awareness;</p> <p>(ii) Convene an informal advisory committee on communication, education and public awareness, which would meet at the next meeting of SBSTTA to further develop the CEPA work programme for in-depth consideration by the Conference of the Parties at its eighth meeting. This informal advisory committee would meet at subsequent meetings of SBSTTA and the Conference of the Parties, as is the current practice for the informal advisory committee for the clearing-house mechanism;</p> <p>(iii) Invite Parties to assist the Executive Secretary in the implementation of this action through voluntary contributions to secure the implementation of the work programme;</p> <p>(b) Continue the collaborative efforts with the CEPA programmes of other relevant organizations including the Rio Conventions to enhance coordination and maximize synergies;</p> <p>(c) Report to the Conference of the Parties at its eighth meeting on progress in the implementation of the identified priority activities in the CEPA programme of work;</p> <p>Para 7: - <i>Requests</i> Parties to contribute and make available financial support towards the cost of the production of the second edition of the Global Biodiversity Outlook report for release in May 2005;</p>	
Mountain biological diversity (Decision VII/27)	<p>Para 3 - <i>Invites</i> Parties to identify priority actions among the actions recommended in the programme of work depending on the particular national or local conditions and <i>urges</i> Parties to incorporate them into their national biodiversity strategies and action plans, as well as national programmes and activities on the implementation of regional mountain conventions and initiatives, and implement them ..[.]</p> <p>Para 4 - <i>Encourages</i> Parties, other Governments and organizations to ensure cross-referencing to, and coherence with, the other thematic and cross-cutting programmes of work,..[.] while implementing this programme of work;</p>	

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>Mountain biological diversity (Decision VII/27) (Continued)</p> <p>Protected Areas (Articles 8(A) and (E)) (Decision VII/28)</p>	<p>Annex – Programme of work on mountain biodiversity</p> <p>Part C: Programme Element 3;</p> <p>Goal 3.5 - To increase public education, participation and awareness in relation to mountain biological diversity</p> <p>Actions:</p> <p>Action 3.5.1. Promote educational and capacity-building systems tailored to the specific conditions of mountain ecosystems, such as workshops, courses, study tours, community exchanges, communications from the Convention on Biological Diversity, education and publications efforts, in line with the Global Initiative on Communication, Education and Public Awareness (decision VI/19 of the Conference of the Parties).</p> <p>Action 3.5.2. Increase awareness of the actual and potential contribution of knowledge, practices and innovations of indigenous and local communities to conserve and sustainably use mountain biological diversity, i.e., biodiversity documentation, inventories by community and other appropriate levels.</p> <p>Action 3.5.3. Encourage the implementation of sustainable tourism activities aimed at increasing awareness, respect and knowledge for mountain biological diversity, including knowledge of the local, natural and cultural landscapes.</p> <p>Action 3.5.4. Increase dissemination of knowledge on upland-lowland interactions and on components of interdependence.</p> <p>Action 3.5.5. Further promote the education of women and their role in the conservation and dissemination of traditional knowledge.</p> <p>Action 3.5.6. Enhance awareness among policy makers and planners on the importance and contribution of mountain ecosystems in poverty eradication programmes;</p> <p>Action 3.5.7. Increase broad-based awareness of the values of mountain biological diversity through; <i>inter alia</i>, national and local public awareness campaign.</p> <p>Para 20 - Urges Parties to achieve fully the goals and targets of the work programme while recognizing that Parties should implement the activities of the programme of work on protected areas, as annexed to the present decision, in the context of their nationally determined priorities, capacities and needs;</p>	<p>These actions are specifically addressed to the Parties</p>

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>Protected Areas (Articles 8(A) and (E)) (Decision VII/28) (Continued)</p> <p>Protected Areas (Articles 8(A) and (E)) (Decision VII/28) (Continued)</p>	<p>Annex – Programme of work on Protected Areas - Part II</p> <p>Programme Element 3 – Enabling Activities</p> <p>Goal 3.5 – To strengthen communication, education and public awareness</p> <p>Suggested activities:</p> <p>Activity 3.5.1 Establish or strengthen strategies and programmes of education and public awareness on the importance of protected areas in terms of their role in biodiversity conservation and sustainable socio-economic development, in close collaboration with the Communication, Education and Public Awareness Initiative (CEPA) under the Convention on Biological Diversity and targeted towards all stakeholders.</p> <p>Activity 3.5.2 Identify core themes for education, awareness and communication programmes relevant to protected areas, including <i>inter alia</i> their contribution to economy and culture to achieve specific end results such as compliance by resource users and other stakeholders or an increased understanding of science-based knowledge by indigenous and local communities and policy makers and an increased understanding of the needs, priorities and value of indigenous and local communities' knowledge, innovations and practices by governments, non-governmental organizations and other relevant stakeholders.</p> <p>Activity 3.5.3 Strengthen, and where necessary, establish information mechanisms directed at target groups such as the private sector, policy makers, development institutions, community-based organizations, the youth, the media, and the general public.</p> <p>Activity 3.5.4 Develop mechanisms for constructive dialogue and exchange of information and experiences among protected-area managers, and between protected area managers and indigenous and local communities and their organizations and other environment educators and actors.</p> <p>Activity 3.5.5 Incorporate the subject of protected areas as an integral component of the school curricula as well as in informal education.</p> <p>Activity 3.5.6 Establish mechanism and evaluate the impacts of communication, education and public awareness programmes on biodiversity conservation to ensure that they improve public awareness, change behaviour and support the achievement of protected area objectives.</p>	<p><i>These activities are addressed to the Parties</i></p>

Programme of work / Decision	CEPA dimensions in the approved programmes of work	Remarks
	<p><i>Suggested supporting activities of the Executive Secretary:</i></p> <p>Activity 3.5.7 Collaborate with IUCN and other relevant organizations to collect and disseminate educational tools and materials for adaptation and use in the promotion of protected areas as an important means of achieving the conservation and sustainable use of biodiversity.</p> <p>Activity 3.5.8 Establish, in collaboration with the IUCN and other relevant partners, an initiative to engage the global news and entertainment industry (television, film, popular music, internet, etc.) in a global campaign to raise awareness of the consequences of biological diversity loss and the important role of protected areas in biodiversity conservation.</p> <p>Para 1: Decides that when undertaking in-depth reviews of the existing thematic areas and cross-cutting issues, items identified as priorities by the World Summit on Sustainable Development, should be considered in relation to the existing programmes of work*; including the use, as appropriate, of relevant indicators at the national, regional and global level;</p> <p>Para 5. Agrees that:</p> <p>(a) In its reviews of the programmes of work it will focus on:</p> <p>(ii) Updating the programme of work if necessary, by retiring or replacing activities and by making adjustments to reflect changes in the international context;</p> <p>(iii) Providing practical support for national and regional implementation;</p>	<p><i>These activities are specifically addressed to the Executive Secretary</i></p> <p>Development of a campaign project including fund raising</p>

Programme of work/ Decision	CEPA dimensions in the approved programmes of work	Remarks
<p>Multi-year programme of work of the Conference of the Parties up to 2010 (Decision VII/31)</p>	<p>Para 1: Decides that when undertaking in-depth reviews of the existing thematic areas and cross-cutting issues, items identified as priorities by the World Summit on Sustainable Development, should be considered in relation to the existing programmes of work*; including the use, as appropriate, of relevant indicators at the national, regional and global level;</p> <p>Para 5. Agrees that:</p> <p>(a) In its reviews of the programmes of work it will focus on:</p> <p>(i) Assessing the implementation and effectiveness of the programme of work;</p> <p>(ii) Updating the programme of work if necessary, by retiring or replacing activities and by making adjustments to reflect changes in the international context;</p> <p>(iii) Providing practical support for national and regional implementation;</p> <p>(b) In agenda items on strategic issues, one or more priority themes will be selected for each meeting of the Conference of the Parties, taking into account the importance of that theme for enhancing the implementation of the Strategic Plan and National Biodiversity Strategies and Action Plans;</p>	
<p>The programme of work of the Convention and the Millennium Development Goals (Decision VII/32)</p>	<p>Para 2. Requests the Executive Secretary:</p> <p>(a) To work closely with the United Nations Development Programme, the United Nations Environment Programme, the United Nations Educational, Scientific and Cultural Organization, the Millennium Project of the Secretary-General of the United Nations and others to find ways to more effectively communicate the importance of biodiversity in achieving the Millennium Development Goals, and to identify and communicate the relationship between biodiversity and human development targets at all levels;</p>	
<p>The programme of work of the Convention and the Millennium Development Goals (Decision VII/32) <i>(continued)</i></p>	<p>Para 6: Noting with appreciation the ongoing initiatives of the Executive Secretary, requests the Executive Secretary to publish the full results of the study on "The programme of work of the Convention and the Millennium Development Goals", summarized in UNEP/CBD/COP/7/20/Add.1, and to promote further the importance of biodiversity to sustainable development, livelihoods, food security, poverty reduction and eradication in all relevant forums and using a variety of appropriate media including, inter alia, making full use of the clearing-house mechanism and formalizing relevant activities under the programme of work for implementation and outreach, including communication education and public awareness;</p>	