



23 December 2004

NOTIFICATION

Madam/Sir,

**Business and the 2010 Biodiversity Challenge Meeting
London, United Kingdom
20-21 January 2005**

In 2002, the Conference of the Parties (COP) to the Convention on Biological Diversity (CBD) adopted a Strategic Plan that aims to achieve, by 2010, a significant reduction in the current rate of biodiversity loss. Included in the plan is a set of goals and objectives that contribute to the achievement of the 2010 target. Objective 4.4 of the plan is to engage “key actors and stakeholders, including the private sector... in partnership to implement the Convention.” This objective reflects the importance of collaborating with the private sector, which has major impacts on biodiversity, in order to meet the 2010 target.

Private sector engagement of biodiversity issues and in the CBD has been limited to date. Thus, the Secretariat of the Convention on Biological Diversity, the Department for Environment, Food and Rural Affairs of the United Kingdom of Great Britain and Northern Ireland, the Ministry of Environment of Brazil, the World Conservation Union (IUCN), the Brazilian Business Council for Sustainable Development and Insight Investment are hosting an informal scoping meeting to investigate possible avenues for collaboration. The goal of the meeting is not to source funding for biodiversity initiatives or the Convention, but to develop viable mechanisms for engaging business in biodiversity issues, as a means of working toward the 2010 target. This initial meeting is the first step in what is envisaged to be a broader process which could feed into the Working Group on the Review of Implementation of the Convention in the lead up to the eighth Conference of the Parties (COP-8) and 2010.

The Business and the 2010 Biodiversity Challenge meeting will be held in London, 20-21 January 2005. The selection of experts for the meeting was undertaken by the Secretariat and other host organizations, taking into account the participants’ demonstrated expertise and experience, as well as regional diversity. The provisional agenda, list of invitees, and background documents for the meeting are available at <http://www.biodiv.org/meetings/>.

Sincerely yours,

Hamdallah Zedan
Executive Secretary

To: National Focal Points of the CBD, and to representatives of observers

