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25 September 2009

NOTIFICATION

Sub-Regional Capacity-building Workshop for Communication, Education and Public Awareness (CEPA) and Media Relations for South-East Asia (ASEAN) Jakarta, Indonesia, from 30 November to 3 December 2009

Dear Madam/Sir,

I am pleased to inform you that a sub-regional capacity-building workshop for ASEAN countries on Communication, Education, and Public Awareness (CEPA) and Media Training will be held in Jakarta, Indonesia, on 30 November to 3 December 2009 at the Gran Meliá Hotel. Organized by the Secretariat of the Convention on Biological Diversity (CBD), in partnership with the ASEAN Centre for Biodiversity (ACB), and with the support of the Government of Indonesia, the meeting is possible due to the generous financial support of the government of the Netherlands.

This is the second in a series of sub-regional workshops which began in 2008 in response to decision IX/32 by which the *Conference of the Parties encouraged the Executive Secretary to implement the Programme of Work (POW) for Communication, Education and Public Awareness (CEPA) using the Agenda for Action (INF/3)*.

The CEPA workshop aims to:

- facilitate knowledge exchange and learning among civil servants responsible for CBD CEPA activities about different modalities and strategies for communication and learning in the instrument mix to realize positive change for conservation and sustainable use of biodiversity;
- increase their awareness about the importance of the International Year of Biodiversity (IYB) 2010, increase knowledge about the CBD's framework and support for the IYB, and improve their skills in strategic planning and organizing national activities for the IYB;
- increase awareness of the importance of, and improve skills in, dealing with the media;
- sensitize the media to issues of biodiversity conservation and encourage them to become partners in conservation advocacy; and
- have each media participant draft one story/radio/television programme about the CBD and about national actions on biodiversity in their respective country in the next six to 12 months.

To: CBD National Focal Points for South-East Asia (ASEAN)



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Participation from each ASEAN Member State (AMS) will include three representatives of government and three from media. Government representatives will be:

1. ASEAN Centre for Biodiversity National Contact Point (NCP);
2. The National Focal Point (NFP) to the Convention on Biological Diversity; and
3. A senior official directly involved in the planning and implementation of the country's CEPA plan/programme.

Each country should also send three media representatives:

4. Senior broadcaster from a radio network
5. Senior correspondent from a television network
6. Senior writer from a newspaper

Where there is one government official acting both as ACB NCP and CBD NFP, such a person can recommend the third participant, who must be active in policy/decision making on CEPA, or who is in charge of the government's media relations.

Government participants are expected to present, during the workshop, a successful CEPA activity which will be the basis for the exchange of views and experiences. CEPA materials produced in support of such CEPA activity will be displayed during the workshop.

We request that the media participants are jointly recommended by the ACB NCP and the CBD NFP. We suggest that your country's media representatives should come from the senior rank, and who are currently involved or very much interested in promoting sustainable management of the environment and biodiversity, and in working together with the government. All workshop expenses by the media participants will be shouldered by ACB.

In light of the above, I am pleased to invite you to nominate representatives of your government to participate in this workshop. Please provide the name and coordinates of your nominations through an official letter addressed to the CBD Executive Secretary, which should reach the Secretariat **no later than 9 October 2009** (either faxed to: +1 (514) 288-6588 or scanned and attached to an email addressed to: secretariat@cbd.int). Participants from eligible Parties will be provided with air travel, accommodation, meals and an allowance for incidental costs.

Please accept, Madam/Sir, the assurances of my highest consideration.

Ahmed Djoghlaif
Executive Secretary