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9 March 2010

NOTIFICATION

Fair on experiences and best practices in Communication, Education and Public Awareness (CEPA) at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity

Dear Madam/Sir,

Building on the success of the Communication, Education and Public Awareness (CEPA) fair held during the ninth meeting of the Conference of Parties (COP 9) to the Convention on Biological Diversity (CBD) in Bonn, Germany, I am pleased to inform you that a CEPA Fair will be held on the margins of the tenth meeting of the Conference of the Parties (COP 10) to be held in Nagoya, Japan, on 18-29 October 2010.

The CEPA Fair is an opportunity for Parties and organizations to highlight their work and its contribution to the implementation of the three objectives of the Convention. As this year's Fair will take place near the closing of the International Year of Biodiversity (IYB), it offers a platform for highlighting activities and celebrations in support of the Year.

The CEPA Fair will include two components this year:

- 1) An exhibition of IYB materials and events; and
- 2) Side events focusing on CEPA as a strategic tool of the Convention.

Details of these components and the ways that Parties may participate, are listed below:

1. Exhibition of materials for the International Year of Biodiversity:

The International Year of Biodiversity is a tremendous opportunity for Parties and organizations to demonstrate experiences and information products designed to communicate the value of biodiversity for human well-being. At the CEPA Fair, a number of display stations will be available to exhibit materials produced for the IYB, including the following:

- Presentation of posters;
- Display of printed materials; and
- Display of CD-ROMs.

To ensure maximum flexibility in presentations, and to take into account the different resource capabilities of exhibitors, it will also be possible to mount a display for only some of the days of COP 10. Exhibitions of IYB materials are to be mounted by representatives of Parties. Proposals for the displays of these materials are to be submitted to the Secretariat and to include the following information:

To: All CBD National Focal Points, and relevant organizations

- name and description of material; and
- name and contact information of exhibitor.

Note that exhibitors are responsible for all matters and costs relating to the shipping of their own materials, including all customs arrangements and provisions for any return shipments.

2. Side events on CEPA as a strategic tool of the Convention:

Throughout COP 10, side events on CEPA will be held on a number of strategic themes. Parties and organizations will be invited to submit proposals of short presentations that demonstrate activities related to the theme. These proposals will be reviewed by the Secretariat and organised into programmes of side events. Proposals that bring together more than one Party or organization under an activity are encouraged. Proposals should include the following:

- the name and description of the activity;
- Information on the agency and its partners who are implementing the activity;
- Its relevance to one of the themes;
- Links to any online resources that describe the activities;
- The name of the presenter; and
- Audio visual requirements.

The Themes under which proposals may be submitted are the following:

- CEPA and the strategic plan of the CBD;
- Biodiversity monitoring and citizen science;
- Media relations and biodiversity;
- Building capacity for CEPA at national and regional levels;
- Mainstreaming biodiversity into education for sustainable development;
- Natural history museums, zoos, botanical gardens and CEPA;
- Information technology and CEPA (including social networking);
- Indigenous and local communities (ILCs) and communicating traditional knowledge; and
- Communicating the economic value of biodiversity.

In the context of the above two elements, the Secretariat invites Parties, other governments, development agencies, research institutions, and other relevant organizations and initiatives to register their interest to showcase their CEPA projects and activities with the Secretariat at their earliest convenience, but **no later than 15 July 2010**. Kindly submit your request to secretariat@cbd.int and **include in the subject line *CEPA Fair COP-10***.

Please note the due to restricted room capacity, only a limited number of exhibitors can be offered the opportunity to showcase their work. The Secretariat reserves the right to select the exhibitors.

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

Ahmed Djoghlaif
Executive Secretary