

Ref.: SCBD/OES/AD/74493

8 December 2010

NOTIFICATION

International Year of Biodiversity wins Green Award for *Best Green International Campaign*

Dear Madam/Sir,

The Secretariat of the Convention on Biological Diversity (CBD) is pleased to announce that the United Nations International Year of Biodiversity (IYB) was awarded the 2010 Green Award in the category of *Best Green International Campaign*. The Green Awards illustrate the crucial role that green marketing and sustainability communications play in informing people about green issues, products and lifestyle choices. The awards showcase examples of excellence and best practice in communicating sustainability and green issues.

The awards ceremony took place at London's Natural History Museum on 2 December with the participation of more than 400 distinguished guests, including the Right Honourable Mr. Chris Huhne, Secretary of State for Energy and Climate Change. Details of the event can be found in the Press Release available at: www.cbd.int/doc/press/2010/pr-2010-12-03-greenaward-en.pdf

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

Ahmed Djoghlaif
Executive Secretary

To: All CBD National Focal Points and International Organizations