



Ref.: SCBD/SAM/DC/CB/CE/82864

7 November 2013

## NOTIFICATION

### Launching of LifeWeb's Zero Extinction Campaign

Dear Madam/Sir,

I am pleased to inform you that the Convention on Biological Diversity (CBD) LifeWeb's Zero Extinction Campaign was officially launched in Montreal, on 15 October 2013, on the margins of the seventeenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice.

One-third of global species assessed for threat are in danger of extinction. This phenomenon is thought to represent the sixth major extinction event on Earth and it is a major threat to the persistence of Earth's biodiversity, which is crucial to the proper functioning of ecological systems. The Zero Extinction Campaign focuses attention on the extinction crisis and provides a platform for countries to profile their financial needs toward preventing species extinctions and achieving multiple Aichi Biodiversity Targets of the Strategic Plan for Biodiversity 2011-2020. Aichi Biodiversity Target 12 is of particular relevance as it aims for "By 2020, the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained."

The LifeWeb Zero Extinction Campaign advances two main approaches to address the threat of extinction: (a) protection of key unprotected sites; and (b) enhanced protection of currently protected sites. This initiative profiles biodiversity conservation projects and their financial needs at sites where endangered or critically endangered species are found at a single remaining location on Earth. The Campaign facilitates partnerships between public and private donors, and between developing countries and countries with economies in transition requiring financial assistance.

Countries requiring support for endangered species protection are invited to visit: <http://lifeweb.cbd.int> for more information on how to access tools and data that will assist them in preparation of a LifeWeb Expression of Interest. Countries wishing to financially contribute and provide support to this LifeWeb campaign can contact Mr. Charles Besançon, LifeWeb Initiative Coordinator, at [charles.besancon@cbd.int](mailto:charles.besancon@cbd.int).

I invite you to utilise this platform for implementation and action. With your participation, we can take a bold step towards the accomplishment of Aichi Biodiversity Target 12 at the global level.

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

Braulio Ferreira de Souza Dias  
Executive Secretary

To: CBD National Focal Points



Convention on  
Biological Diversity

Secretariat of the Convention on Biological Diversity  
United Nations Environment Programme  
413 Saint-Jacques Street, Suite 800, Montreal, QC, H2Y 1N9, Canada  
Tel : +1 514 288 2220 Fax : +1 514 288 6588  
[secretariat@cbd.int](mailto:secretariat@cbd.int) [www.cbd.int](http://www.cbd.int)

