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3 June 2014

NOTIFICATION

Fair on Experiences and Best Practices in Communication, Education and Public Awareness (CEPA) at the twelfth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 12), Pyeongchang, Republic of Korea

Madam/Sir,

I am pleased to inform you that the fourth CEPA Fair will be held on the margins of the twelfth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 12) to be held from 6 to 17 October 2014, in Pyeongchang, Republic of Korea.

The CEPA Fair provides an opportunity for Parties and Organizations to highlight their work and contribution to the implementation of the three objectives of the Convention. This year's Fair will measure the progress of implementation of the Strategic Plan for Biodiversity 2011-2020 and the celebration of the United Nations Decade on Biodiversity. The focus will be on Aichi Biodiversity Target 1: *“By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably”*.

The CEPA Fair at COP 12 will include two components:

1. Exhibition of outreach materials (kiosks)

During the CEPA Fair, a number of display stations will be available for the presentation of outreach materials such as posters, brochures, audiovisual, etc. For the convenience of exhibitors, it is also possible to mount a display for only some of the days of the COP. Exhibitions of outreach materials are to be mounted by representatives of the exhibitor.

Proposals for the displays of the materials are to be submitted to the Secretariat and to include the following information:

- Name and short description of material
- Name and contact information of exhibitor

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

To: CBD National Focal Points and relevant Organizations



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Biological Diversity

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2. Thematic programmes of side events focusing on Aichi Biodiversity Target 1

Parties and Organizations are invited to submit proposals of short presentations that demonstrate activities related to the themes listed below. The presentations could be stand alone, or could be part of a collection of proposals. The Secretariat reserves the right to assemble presentations into a panel format, following consultation with the organizers. Note that side events could also incorporate theatre and musical performances, if deemed relevant.

Proposals for side events are to be submitted to the Secretariat and to include the following information:

- Name and short description of the activity
- Information on the agency and its partners who are implementing the activity
- Its relevance to the theme
- Links to any online resources that describe the activities
- Name of the presenter
- Audio visual requirements

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

- Development and measurement of indicators for public awareness
- Awareness, values and behaviour: methodologies and tools for awareness and behaviour change
- Biodiversity and Education for Sustainable Development: approaches and challenges
- Toolkits for strategic communication
- Multimedia, social media and biodiversity communication
- CEPA, Target 1 and NBSAPs: examples of best practices
- Biodiversity in the media: opportunities and challenges for biodiversity reporting

In the context of these two components, the Secretariat invites Parties and organizations to register their interest to showcase their CEPA projects and/or activities with the Secretariat at their earliest convenience, but no later than **11 July 2014** at secretariat@cbd.int. Please include in the subject line “CEPA Fair COP 12”.

For more information and updates, please visit www.cbd.int/cepa/fair.

Please note that 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.

Braulio Ferreira de Souza Dias
Executive Secretary