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1 February 2017

NOTIFICATION

Theme of the International Day for Biological Diversity 2017

Madam/Sir,

The Secretariat of the Convention on Biological Diversity (CBD) is pleased to announce that the theme of the International Day for Biological Diversity (IDB) on 22 May 2017 will be:

“Biodiversity and Sustainable Tourism”

This theme has been chosen to coincide with the observance of 2017 as the International Year of Sustainable Tourism for Development as proclaimed by the United Nations General Assembly in its resolution 70/193¹ and for which the United Nations World Tourism Organization is providing leadership.

Biodiversity, at the level of species and ecosystems, provides an important foundation for many aspects of tourism. Recognition of the great importance to tourism economies of attractive landscapes and a rich biodiversity underpins the political and economic case for biodiversity conservation. Many issues addressed under the Convention on Biological Diversity directly affect the tourism sector. A well-managed tourist sector can contribute significantly to reducing threats to, and maintain or increase, key wildlife populations and biodiversity values through tourism revenue.

Tourism relates to many of the 20 Aichi Biodiversity Targets. For some Targets (for example 5, 8, 9, 10 and 12) this is primarily about ensuring greater control and management to reduce damage to biodiversity from tourism. For others (1, 11, 15, 18, and 20) this is about pursuing the positive contribution of tourism to biodiversity awareness, protected areas, habitat restoration, community engagement, and resource mobilization. A further dimension is the better integration of biodiversity and sustainability into development policies and business models that include tourism, thereby supporting Aichi Biodiversity Targets 2 and 4.

Celebration of the IDB under this theme therefore provides an opportunity to raise awareness and action towards the important contribution of sustainable tourism both to economic growth and to the conservation and sustainable use of biodiversity. Furthermore, the theme also provides a unique opportunity to contribute to ongoing initiatives such as the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns and to promote the CBD Guidelines on Biodiversity and Tourism Development.

¹ Resolution [A/RES/70/193](#)

To: CBD National Focal Points and relevant organizations

As per standard practice, the Secretariat is in the process of developing a variety of outreach materials to help celebrate this important day including, inter alia, the following:

- Key messages for the day
- IDB Logo
- IDB Web page featuring events and information materials and links to partner activities.

In light of the above, I am pleased to invite Parties and relevant organizations to take this theme into account in their plans for activities to celebrate the International Day for Biological Diversity 2017 and to keep the Secretariat informed of their activities so that they may be included in the special pages of the CBD website devoted to these celebrations worldwide, www.cbd.int/idb/2017/.

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

Braulio Ferreira de Souza Dias
Executive Secretary