



Secretariat of the Convention on Biological Diversity



COMMUNIQUÉ

INNOVATIVE GREEN WAVE/AIRBUS PARTNERSHIP TAKES FLIGHT

Montreal, 16 July 2008 – With the aim of raising public awareness on the importance of biodiversity and to engage young people in the global biodiversity agenda, Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity (CBD) and Tom Enders, Airbus President and CEO, today signed a Memorandum of Understanding (MoU) at the Farnborough International Airshow in the UK in support of *Green Wave*, a multi-year worldwide educational campaign for children and youth leading up to the International Year of Biodiversity in 2010. To coincide with the announcement of the MoU, the official *Green Wave* logo was also launched.

Geared towards providing support to schools around the world to educate students on the crucially important task of protecting Earth's biodiversity and reducing biodiversity loss, the *Green Wave* initiative aims to empower the leaders of tomorrow by teaching children and youth the importance of preserving our biodiversity for the future well-being of our planet.

“The *Green Wave* initiative provides a unique opportunity to unite, as a human family, and join forces to empower future generations to take charge of their future, which cannot be dissociated from a healthy planet,” said Mr. Djoghlaif. “Today, one of the leading companies that have made innovation the heart of its managerial and industrial process has decided to join forces with us to win the battle for life on Earth.”

To help get this joint global communications campaign off to a flying start, Airbus will promote awareness of the *Green Wave* initiative by working with airlines and other industry members to further develop support for the campaign and the CBD. To this end, Airbus will convene, in partnership with the Secretariat of the CBD and the International Air Transport Association (IATA), a meeting in September 2008 to establish a coalition of interested airlines to be known as the “Friends of the Green Wave Initiative.” Mr. Enders stressed that the initiative is not exclusive and invited other aircraft manufacturers and airlines to support the objectives of the Convention and *Green Wave*. The first awareness campaign with schools will be organized by Airbus on Friday, 18 July, to coincide with the celebration of the International Youth Day.

Coinciding with the announcement of the MoU, Airbus launched a major public awareness campaign to promote *Green Wave* in several major publications, including *Time*, *Newsweek* and *National Geographic*, and on news websites such as the BBC and CNN.

“I applaud the leadership of Airbus and pay tribute to its CEO, Mr. Tom Enders, and his dedicated team. I call upon all interested companies, organizations, foundations and individuals to follow suite in protecting and preserving our biodiversity,” said Ahmed Djoghlaif, CBD Executive Secretary. “Let us join forces to win the battle that we cannot afford to lose, and from which every human and living organism of our planet stands to gain.”



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Specifically, the *Green Wave* initiative entails that in participating schools, children and youth will each year plant one tree on or around 22 May– the International Day for Biological Diversity – and at 10:00 am local time they will water the tree, thus creating a global “green wave.” Participants will then upload photos and text to the *Green Wave* website to share their tree-planting stories with others. An interactive map will go live at 20:10 local time, creating a second “green wave.”

The campaign also supports other tree-planting initiatives such as the United Nations Environment Programme’s Billion Tree Campaign and promises to be a boost for biodiversity.

“This is what protecting biodiversity is all about,” said Mr. Djoghla. “Green business is the business of tomorrow and today is already tomorrow. Investing in the children and youth of today is investing in the educated citizens of tomorrow. This is what *Green Wave* is about and this is what our framework agreement with Airbus is about.”

For more information, please visit:

- Educational portal: www.cbd.int/ibd/2008/resources/teaching/
- Green Wave: <http://greenwave.cbd.int/>
- Airbus press release:
www.airbus.com/en/presscentre/pressreleases/pressreleases_items/08_07_16_green_wave_en.html
- Download the Airbus "Green Wave" print advertising:
http://www.airbus.com/store/mm_repository/pdf/att00012390/media_object_file_Airbusgreenwaveadvertisingcampaign.pdf

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