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COMMUNIQUÉ

Airbus A380 flies the flag for the International Year of Biodiversity

Montreal, 17 March 2010. Aircraft manufacturer Airbus is showing support for the 2010 International Year of Biodiversity (IYB) by featuring the IYB logo on its largest passenger aircraft, the A380. The demonstration A380 will carry the logo throughout 2010 during its scheduled activities. Their support is provided in the context of a Memorandum of Understanding established with the Secretariat of the Convention on Biological Diversity (CBD) in 2008 to contribute to raising public awareness on the importance of biodiversity and engaging children and the youth in the global biodiversity agenda.

To this end, Airbus is using its global outreach to back *The Green Wave* initiative to make it as far-reaching as possible in promoting awareness and education of children and youth about the importance of biodiversity, its role in their future and the steps they can take to nurture the nature around them. Airbus supported a children's photo contest run through *National Geographic*. The winners were announced in December 2009. An exhibition of the winning photos has been created and put on show in Paris and, during the Winter Olympics and Paralympics, in Whistler, Canada. Among other things, work is being carried out to prepare a package of information materials on biodiversity that will be made available to airlines for in-flight entertainment.

Commenting on their support, Rainer Ohler, Senior Vice President Public Affairs and Communications at Airbus said, "Our partnership with the Convention on Biological Diversity is based on a commitment to use our global outreach to help boost awareness of the dangers that the loss of biodiversity represents for people worldwide – as well as the global economy – and the need to address it. Preserving biodiversity is the key to preserving life on Earth and we are delighted to be able to support the Secretariat in extending this message".

Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity, said, "To achieve the objectives of the Convention we need active involvement of all sectors of society and economy. This includes children and youth—the next generation—and businesses. I am delighted that Airbus is getting involved – not only supporting outreach on biodiversity, but also through the growing interest and involvement in the issue among their staff worldwide, advocacy among industry peers, actions being undertaken through the Airbus Corporate Foundation, and work being undertaken to include biodiversity as a component of the company's environmental audit".



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