

PRESS RELEASE

Biodiversity flying high

Montreal, 26 May 2010. Twenty-one of the world's major airlines have joined forces with the Convention on Biological Diversity in raising awareness of the biodiversity crisis for the International Year of Biodiversity.

As part of a partnership with the aircraft manufacturer Airbus, 21 of the world's airlines are carrying out awareness-raising activities for the International Year of Biodiversity. And more are looking to join the partnership. Activities range from the inclusion of features in their in-flight magazines, the distribution of printed and multimedia promotional materials, and the use of the logo for the International Year of Biodiversity. The logo of this unique celebration of biological diversity appears on the body of the demonstration A380, the largest passenger plane in the world.

“The response of the aviation industry to the call of the International Year has been phenomenal,” said Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity. “With their ability to communicate with hundreds of millions of passengers during the year, airlines have a unique ability to spread the message of the importance of biodiversity. I call upon all other airlines and members of the industry to follow suit and join in the global celebrations.”

Mr. Djoghlaif also urged airlines to put plans in place to coincide with the high-level meeting on biodiversity being held in New York on 22 September 2010 with the participation of Heads of State and Government and other world leaders, noting that, “It would be a good message if, on their flights to United Nations Headquarters, each participant in this meeting saw evidence of the commitment of the airlines to our goals.”

The Secretariat of the Convention on Biological Diversity has a partnership with Airbus for *The Green Wave*, a global educational initiative for youth and children – for more information, see greenwave.cbd.int

Notes to Editors:

The Convention on Biological Diversity (CBD)

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 193 Parties, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem

services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety, a supplementary treaty to the Convention, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 157 countries and the European Union are party to the Protocol. The Secretariat of the Convention and its Cartagena Protocol is located in Montreal.

For more information, visit www.cbd.int

The 2010 International Year of Biodiversity

The United Nations proclaimed 2010 to be the International Year of Biodiversity, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. This is vital for current and future human well-being. The International Year of Biodiversity is a unique opportunity to increase understanding of the vital role that biodiversity plays in sustaining life on Earth. Visit www.cbd.int/2010 to find out more. Also visit the Facebook page: www.facebook.com/iyb2010.

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