

COMMUNIQUÉ

Engaging children and youth on biodiversity at the Farnborough International Airshow

Montreal, 23 July 2010 – More than 3,000 students from over 200 schools across the United Kingdom were given a lesson on the crucial importance of biodiversity to human well-being and to our future at the 2010 Farnborough International Airshow. Speaking to students at the opening of the Airshow’s “Futures Day” on 23 July 2010, the Executive Secretary of the Convention on Biological Diversity (CBD) spoke of the imperative for all stakeholders in society—not least young people—to work together to ensure the conservation and sustainable use of biodiversity and stem its loss.

Futures Day is a new initiative at Farnborough that aims to encourage careers in aerospace and to get young people to be part of the solution to global challenges such as climate change and biodiversity loss. With Airbus acting as hosts, the Executive Secretary met with young people and informed them of the work of the Convention on Biological Diversity and *The Green Wave* initiative. The new Airbus A-380 aircraft, which has been on prominent display at Farnborough, carries the logo for the International Year of Biodiversity and has been helping to bring attention to biodiversity among an audience not often associated with the issue—aviation enthusiasts and the major industrial sector of aviation.

During the day, the Executive Secretary also met with representative of a number of airlines participating in the show, including British Airways, Korean Airlines, Thai Airways, Olympic and Cathay Pacific, to discuss collaboration for raising public awareness on biodiversity through *The Green Wave* initiative and the celebration of the International Year of Biodiversity.
