

COMMUNIQUÉ

A Goal for Biodiversity during the 2010 FIFA World Cup

Montreal, 31 August 2010 – With the support of the Global Environment Facility, the messages of the International Year of Biodiversity (IYB) were brought to an audience estimated at over 600,000 spectators watching live matches of the 2010 FIFA World Cup on giant screens in South Africa.

Through placements made by the multimedia company Outdoor Revolution, a 45-second audio-visual message on the IYB was screened during the South African FIFA Fan Fests that were organized as an integral part of the 2010 FIFA World Cup. FIFA Fan Fest spectators watched games live on giant screens at venues around South Africa including Elkah Stadium in Soweto, InnesFree Park in Sandton, Johannesburg, and the Centurion Cricket Ground in Tshwane/Pretoria. At each of these venues, the IYB message was screened 20 times a day on each of the 25 match days.

“During the 2010 International Year of Biodiversity, the GEF has centred its mission to conserve biodiversity around four specific goals: to increase public awareness; to promote solutions to biodiversity threats; to call on individuals, communities, nations and the international community to act now; and to initiate dialogue among stakeholders for further endeavours. Therefore we welcomed the opportunity to address these messages to the spectators at the FIFA World Cup in South Africa,” said Monique Barbut, Chief Executive Officer and Chairperson of the Global Environment Facility (GEF).

A spokesman for Outdoor Revolution (<http://www.outdoorrevolution.tv>) said: “We are delighted to have partnered with the CBD Secretariat and the GEF to help with the outstanding work they achieve around the globe. Outdoor Revolution will continue to seek timely and relevant initiatives worldwide to help them broadcast their message and encourage every organization during this year of biodiversity to seek ways of helping too.”

“Thanks to the unique contribution of GEF as the institutional structure operating the financial mechanism of the Convention on Biological Diversity, the message of the International Year of Biodiversity was promoted during one of the world’s most watched events,” said Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity. “These messages allowed us to capitalize on the coincidence of the 2010 FIFA World Cup and the 2010 International Year of Biodiversity, and I am grateful to the GEF for investing in this project.”

Mr. Djoghlaif added that: “Outdoor Revolution’s projects reach thousands of spectators at venues around the world and with the financial support of the GEF we’re now looking to place the IYB message at the upcoming Venice International Film Festival to promote biodiversity as the new star of the entertainment industry.”

The IYB messages can be viewed at <http://www.cbd.int/2010/multimedia> and at <http://www.thegef.org/gef/Videogallery>.
