



PRESS RELEASE

Bioblitz documentary aimed at raising public awareness of the importance of biodiversity to be screened at UN Biodiversity Conference

- *Bioblitzes boost scientific knowledge and help mainstream the understanding and importance of biodiversity for the general public*
- *Documentary aims to raise public awareness of the importance of biodiversity before human encroachment and climate change intensifies*
- *Bioblitzes are an excellent way to promote “citizen science” and help achieve the Aichi Biodiversity Targets.*

5 December 2016 – With the aim of raising public awareness about the importance of biodiversity, a documentary detailing what it is like to spend four weeks over two summers exploring the biodiversity of the Grand Lake protected natural area in the Canadian province of New Brunswick will be shown during the UN Biodiversity Conference¹, in Cancun, Mexico.

Every Living Thing - experiencing a bioblitz, realised by Lloyd Salomone and directed by Kent Martin, follows researchers on bioblitzes, as dozens of experts from North America and around the world gathered to document species of fish, insects, plants, fungi, reptiles, mammals and amphibians at a site in the middle of New Brunswick. Coinciding with the United Nations Decade on Biodiversity 2011-2020, the filmmakers followed scientists associated with the New Brunswick Museum’s BiotaNB program, a 20-year biodiversity research project that seeks to identify, study and preserve as many species in the province, before human encroachment and climate change intensifies.

A bioblitz is an intense biological surveying of a designated area, with the attempt to record all living species in a given area over a continuous time period. A bioblitz can last one day or, like in *Every Living Thing*, go on for a succession of days. Bioblitzes are an excellent way of promoting “citizen science” to the public, and thus help achieve the Aichi Biodiversity Targets.

While scientists get to thoroughly study and explore the fauna and flora of a specific zone, the general public can participate in the process and thus learn first-hand about the importance of biodiversity, as well as discover little known natural areas and parks. For this reason, bioblitzes are often held in urban parks or nature reserves close to cities.

¹ Thirteenth meeting of the Conference of the Parties to the Convention on Biological Diversity, eighth meeting of the Conference of the Parties serving as the meeting of the Parties to the Cartagena Protocol on Biosafety and second meeting of the Conference of the Parties serving as the meeting of the Parties to the Nagoya Protocol on Access and Benefit-Sharing, Cancun, 4 to 17 December 2016.



Convention on
Biological Diversity

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The film will be presented at the UN Biodiversity Conference in Cancun, Mexico, at 18:00 on Thursday, 8 December.

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 196 Parties so far, 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 and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 170 Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 91 Parties. For more information visit: www.cbd.int. For additional information, please contact: David Ainsworth on +1 514 287 7025 or at david.ainsworth@cbd.int; or Johan Hedlund on +1 514 287 6670 or at johan.hedlund@cbd.int.
