



Convention on
Biological Diversity



STATEMENT BY

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**EXECUTIVE SECRETARY OF THE
CONVENTION ON BIOLOGICAL DIVERSITY**

ON THE OCCASION OF

THE COUNTDOWN 2010 ADVISORY BOARD MEETING

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Colleagues,

Countdown 2010, which reaches out to and is supported by governments, civil society, and the private sector, is an impressive success story about awareness-raising for the 2010 target. The CBD Secretariat appreciates the close collaboration.

The International Year of Biodiversity (IYB) will provide further opportunities to build on the momentum of the Countdown 2010 initiative. It will allow us to intensify the discussion on the future of Countdown 2010 and link it to the discussions about a post-2010 Strategic Plan for the CBD.

I am grateful for the support from Countdown 2010 in the research on IYB target audiences, branding and messaging. The IYB offers a multiple entry points for Countdown 2010 to take up the communication challenge we will face next year. In the presentation on IYB, which was distributed at the meeting, these entry points are listed in further detail. I welcome comments on the presentation and draft action plan, and look forward to discussing the specific involvement of Countdown 2010.

I would like to invite Countdown 2010 to become a key partner for the roll-out of the IYB in Europe, where its network remains strongest, as well as to support the dissemination of key IYB messages in other regions. Some contributions could include the translation of the key messages and visual logos into the various languages of your partners in the region, the creation of region-specific messaging based on the IYB branding guide, and the translation of key IYB material into local languages.

Other important contributions might include working with television and film production firms and distributors for the production of IYB-related visual materials, organizing IYB-related events at important regional meetings, liaising with National IYB committees and participation in the crafting of national IYB strategies – including celebrations on the 22 May 2010, the International Day for Biological Diversity – and gathering IYB success stories.

It will be important for Countdown 2010 to coordinate with the Secretariat, UNEP and other international actors for activities at key international events. Chief among these events are the IYB launch in Berlin in January, the High-level IYB event at UNESCO in January, the Trondheim conference, SBSTTA 14 and the WGRI meeting, and of course the Conference of the Parties (COP-10) in Nagoya, Japan, from 18-29 October.

Revising the Strategic Plan of the Convention includes discussions on a ‘post-2010’ target, to be held during COP-10. I am pleased that ongoing collaboration with the Countdown 2010 initiative is building awareness and ownership for such a target.

The ongoing process underpinning discussions of a post-2010 target builds on several recent events. For example, the German COP Presidency has held a High-level working group on the future of global targets for biodiversity, on the 9th and 10th March 2009. The UNEP Executive Director subsequently convened an Issue Management Group on the 2010 biodiversity target on April 4th in Paris, with participation from a wide range of Conventions and UN agencies, as well as WWF and IUCN.

I would like to encourage Countdown 2010 to continue exploring within its constituency ideas and views on the revision of the CBD Strategic Plan, including a post-2010 target, as well as to share these views with the Secretariat. I am grateful for the recent Countdown 2010 regional consultation on a post-2010 framework in Europe, in which Secretariat staff participated, and look forward to collaborating on the forthcoming Countdown 2010 consultations, such as the ones planned for South America and Southern Africa.

Finally, I look forward to the success of the Countdown 2010 Partners Assembly on June 24th of 2010 and the contribution of Countdown 2010 to the implementation of the strategy of the International Year of Biodiversity.

Thank you for your kind attention.