



MESSAGE

FROM MR AHMED DJOGHLAF

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

TO

THE COUNTDOWN 2010 ADVISORY BOARD MEETING

**13 OCTOBER 2009
BRUSSELS, BELGIUM**



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ONE NATURE - ONE WORLD - OUR FUTURE
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Colleagues,

On the 9th of September at the Strömstad meeting of the European Union, the official logo of the International Year on Biodiversity was unveiled in all six official UN languages, as well as Swedish. Designed to convey the concept of discovery and realization, its symbolic iconography depicts the scope of biodiversity, from terrestrial flora and fauna to marine biota. Together the logo's symbols demonstrate how biodiversity is life and how we, as humans, are realizing our place within this journey. The slogan of the logo is: "Biodiversity is life. Biodiversity is our life." This slogan will play a key role during 2010, as it succinctly captures the need to both conserve and sustainably use our biological resources.

Since Strömstad, the logo has been presented in local languages at biodiversity-related meetings in Ottawa, Brasilia, Abidjan, Singapore, Buenos Aires and Nairobi. It was also presented earlier this month in a special ceremony hosted by the Mayor of Montreal with the participation of the representatives of the triple COP presidency, and is being presented this month at meetings in Tokyo, Nagoya and Kobe. I am therefore very pleased to present Countdown 2010 the logo and the slogan of the International Year on Biodiversity (<https://www.cbd.int/2010/>), both of which will continue to be presented at each and every biodiversity-related event until the end of this year.

As you know, the slogan and the logo are the centrepiece of a broader communications campaign that has key several aims: to create excitement around the discovery that people are part of nature and intertwined with biodiversity; to highlight the huge opportunity we are presented with to safeguard biodiversity and create better lives for us all; to create a strong sense of optimism that it is not too late to act, and that together we can make a huge difference; to be honest about the urgency of the challenge, making people aware that now is the time for action.

I would like to thank the Countdown 2010 network and Sebastian in particular for the invaluable help in testing the logo and IYB messaging. I would also like to thank you for the enthusiasm and support you have already shown for the International Year, and urge you to reach even higher. Many events during 2010 provide prime opportunities for the promotion of biodiversity. These include events centred on The Green Wave youth biodiversity education initiative, which is set to take off through our recent partnership with Airbus and National Geographic. They also include several international sporting events. At the 2010 Winter Olympics in Vancouver, Canada, both sports and cultural events will be an opportunity to mobilize support. The FIFA World Cup will be hosted by an African country for the first time and will also be an excellent chance to highlight the role of biodiversity in supporting African development. The Commonwealth Games in New Delhi in October will be another opportunity to present the message of the International Year.

I would also ask Countdown 2010 to mobilize around the key events of the International Year. These include its launch in Berlin in January, Earth Day, the International Day for Biodiversity, World Environment Day, the United National General Assembly on 20 September, where heads of state and government will discuss the importance of biodiversity for the first time ever, and of course COP10 in Nagoya. I also urge you to become partners for national celebrations – you are the voice of civil society that should be heard.

Given that a major outcome of the International Year and COP10 in Nagoya will be a new post-2010 strategy for the Convention, I would further ask you to start mobilising support for the post-2010 period. This will involve redesigning your network for the 2020 biodiversity

target in the context of a UN International Decade on Biodiversity, a timeframe corresponding with the new strategic plan of the Convention (2011-2020). I can assure you that the Secretariat is determined to be an active partner of Countdown 2020, which we shall launch together in Nagoya on 29 October 2010. We therefore stand ready to further explore options with the Countdown 2010 Advisory Board and IUCN on possibly co-hosting and co-funding any future initiative on the post-2010 targets. The challenges ahead are many, but I am sure that working together we will ultimately succeed in our aim of preserving the diversity of life on Earth.

Thank you and good luck with the meeting.