

Annex.

Non-exhaustive overview of initiatives held or launched on the occasion of the International Day for Biodiversity 2020 in Belgium

Following the invitation of the Secretariat of the Convention on Biological Diversity (CBD) about the International Biodiversity Day (IBD), several initiatives were launched in Belgium on and around 22 May 2020 to raise awareness about the importance of biodiversity. A non-exhaustive overview is presented here.

MOVEMENT #EnsemblePourLaBiodiversité – #SamenVoorBiodiversiteit – #TogetherForBiodiversity & **CAMPAIGN** Sauvons la biodiversité, ensemble et maintenant! – Red de biodiversiteit, samen en nu! – Save biodiversity, together and now!



In preparation of the important “super year” for global biodiversity 2020 the Belgian National Focal Point to the Convention on Biological Diversity (Royal Belgian Institute of Natural Sciences), initiated a movement aiming to raise awareness on the importance of biodiversity and calling for the urgent need to take action for the preservation of biodiversity.

As a result, 40 Belgian actors on biodiversity, such as museums, zoological and botanical gardens, nature parks, NGOs for nature conservation, universities, the federal as well as the Flemish, Brussels and Walloon authorities, provinces, ... teamed up to form the movement ‘Ensemble pour la Biodiversité / Samen voor Biodiversiteit / Together for Biodiversity’.

On the International Biodiversity Day, 22 May 2020, the movement launched the campaign ‘Sauvons la biodiversité, ensemble et maintenant ! / Red de biodiversiteit, samen en nu! / Save biodiversity, together and now!’. A press release resulted in more than 30 TV & radio interventions as well as 16 press articles. The 40 partner organisations of the movement launched a specially developed campaign image and video through their digital channels: social media, website, e-newsletters, etc. A dedicated portal website, providing information on all partners and their action tools for biodiversity, has already been consulted by more than 10 000 visitors resulting in more than 30 000 page views. The campaign video was viewed more than 10 000 times. Following the campaign launch, an additional 20 new partners applied to join the movement.

Relaunches of the campaign are foreseen for September 2020 and February 2021. With the second relaunch we aim is to make a strong statement to Belgian decision-makers and the delegation attending COP-15 of the CBD.

The movement is intended to remain active as long as necessary, to promote the conservation and sustainable use of biodiversity. The aim is to broaden the movement with as many as possible organisations raising awareness on biodiversity and taking action for its preservation; and also to broaden the scope of awareness raising activities as much as possible.

- Portal website: www.ensemblepouurlabiodiversiteit.be/ / www.samenvoorbiodiversiteit.be/.
- Partners, press release, campaign image & video: <https://ensemblepouurlabiodiversiteit.be/fr/%C3%A0-propos/> (FR) / <https://samenvoorbiodiversiteit.be/nl/over/> (NL).
- Sociale media:
 - Facebook (FR): ensemblebio
 - Facebook (NL): samenbiodiv
 - Twitter: TfBiodiversity
 - Instagram: togetherforbiodiversity

Some of the movement partners launched additional **awareness raising & activating initiatives**:

- **Mijntuinlab.be (mygardenlab)** is a citizen-science project of the « Kenniscentrum Tuin» (Knowledge Center Garden - Erasmus Brussels University of Applied Sciences & Arts), Natuurpunt and the Catholic University of Leuven. Aim is to increase the natural value of gardens for biodiversity. More information: <https://mijntuinlab.be/>.
- On the International Biodiversity Day, the Royal Museum for Central Africa organised an online broadcast of the documentary '**The Last Male on Earth**' followed by an online debate in the presence of a panel of international experts. More information: https://www.africamuseum.be/en/visit/agenda/last_male_on_earth_22_may_2020.
- Also on 22 May 2020 the Werkgroep Natuurlijk Imkeren (Working Group Natural Beekeeping) launched a call for help inviting citizens to inventory populations of **honeybees living in the wild** (outside hives) in Belgium. More information: <https://www.natuurlijkimkeren.org/wilde-honingbijen-ze-bestaan-help-ons-zoeken/>.
- **#HOMEsafari** is a citizen-science project of the Botanic Garden Meise. During the weekend of 23 & 24 May the public was invited to discover the 'weeds' in their garden, the bees buzzing around balcony flowers and the spiders hiding in the attic. Through #HOMEsafari residents learn about nature in and around their homes. Their observations help to put Belgium's biodiversity on the map during and beyond the international week of biodiversity. More information on: <https://home-safari.be/>.
- From 31 May to the 7th of June Flanders organised its annual **Week van de Bij (Bee Week)**. The overall aim is to stimulate citizens, companies and authorities to take action for biodiversity to the benefits of all pollinators. More information: www.weekvandebij.be.