

Biodiversity
is life



2010 International Year of Biodiversity

Biodiversity
is our life

Highlights of the International Year of Biodiversity



Convention on
Biological Diversity





FOREWORD

**Ahmed Djoghlaoui, Executive Secretary,
Convention on Biological Diversity**

The International Year of Biodiversity was conceived as a campaign that would raise awareness of the value and importance of the diversity of life on our planet, with the goal of instilling a sense of wonder, of discovery, and ultimately of individual and collective action for a more sustainable relationship between human communities and the ecosystems of the world.

The campaign took place at a crucial time in history. The impact on biodiversity of the activities of billions of humans is such that if changes are not taken now, we run the risk of permanent transformations to some of the richest ecosystems on our planet. Action now and over the next ten years can bring us to a sustainable future.

As we look at the results of the year, it is clear that the citizens of the world have taken the first steps to this transformation. Around the planet, celebrations and activities took place in 192 countries, culminating in the commitment by leaders in Nagoya, Japan to a global strategy that will preserve biodiversity. As revealed by public opinion surveys, biodiversity has achieved a greater degree of recognition than it did at the beginning of 2010.

The activities carried out around the world are the beginning of a new era of mankind “LIVING IN HARMONY WITH NATURE”, which is the slogan of the United Nations Decade on Biodiversity during which action by all stakeholders will be required to ensure that our children will continue to enjoy all the benefits of life on Earth.



PREFACE

**Achim Steiner, Executive Director,
United Nations Environment Programme**

The International Year of Biodiversity commenced on a muted note: despite efforts in many nations, no single country had achieved the 2010 goal of substantially reversing the rate of loss of biodiversity.

However, the year was rapidly transformed from a sense of concern into a moment when nations re-engaged with a greater sense of purpose and determination on the biodiversity challenge.

For several years there have been calls for an ‘IPCC-for-nature’ to bridge the gap between the mounting levels of research and a defining policy response.

In June in the Republic of Korea, nations gave the ‘green-light’ for an Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services or IPBES.

Meanwhile, in October, at the Conference of the Parties to the CBD, governments agreed to the establishment of the Nagoya Protocol on Access and Benefit-sharing.

In the past, the value and economic importance of the world’s multi-trillion dollar nature-based assets, including for the poor, were all but invisible in national and global accounts.

But this has changed in 2010, in part as a result of The Economics of Ecosystems and Biodiversity—an initiative requested by G8 and developing country environment ministers.

Countries including Brazil and India are now carrying out similar TEEB-like exercises bringing the global concept to the national level.

The Nagoya meeting also established a new strategic plan up to 2020. For example governments agreed to increase the extent of land-based protected areas to 17% of the Earth’s land surface and to extend marine protected areas to 10%.

These developments bode well for the Rio+20 meeting in Brazil in June 2012 and the United Nations Decade on Biodiversity.

No one year will define the future of life on Earth, but 2010 may go down in the annals of history as a point in time when humanity began really valuing the wealth and richness of the natural world, and also began acting on that knowledge.



PREFACE

Satsuki Eda, Minister of the Environment, Japan

It is indeed a great honor to be able to offer this message reflecting back on 2010 as the International Year of Biodiversity (IYB). While 2010 did see the third edition of Global Biodiversity Outlook (GBO3) reaffirm a global decline in biodiversity, it was also a year in which people around the globe shared the commitment to take concrete and immediate actions to maintain rich ecosystems for future generations.

Following the IYB launching ceremonies held in Berlin and Paris in January, national committees were established in many countries and relevant entities around the world redoubled their efforts on biodiversity.

The highlights of the International Year of Biodiversity were the UNGA high-level meeting held in New York in September and the Tenth Meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP10) in Nagoya, Aichi Prefecture, Japan in October. The summit-level political message on the importance of biodiversity was presented at the UNGA high-level meeting for

the first time. The CBD COP10 achieved historic results, adopting both “Aichi Biodiversity Targets”, the new global targets on biodiversity, and the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization. The IYB closing event held in December in Kanazawa, Ishikawa Prefecture, Japan brought to an end a very fruitful year with the assessment that the IYB had prompted a worldwide expansion in activities aimed at conserving biodiversity.

This year marks the start of the United Nations Decade on Biodiversity (UNDB), a ten-year period in which all parties concerned must undertake efforts to build sustainable societies in harmony with nature based on the Aichi Biodiversity Targets.

Let us carry the successes of the IYB forward into the UNDB and further extend our endeavors to bolster biodiversity throughout the entire international community.

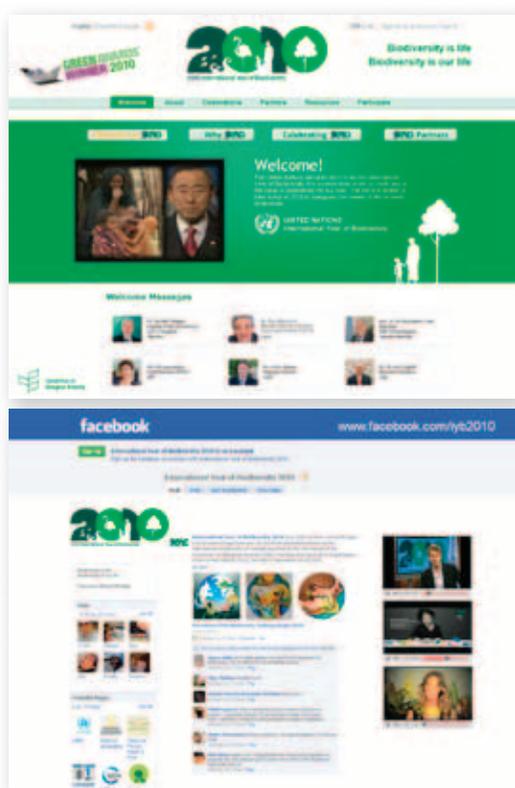
BRANDING AND PRODUCTS



Organic apple marked with the IYB logo.

Logo and slogan

The logo and slogan were launched on 2 October 2009 in Montreal and were in use until mid 2011 for reporting purposes. The logo was freely available on the website and translated into at least 31 languages. At the time of writing, there are 1751 registered users of the logo; this number does not include the sub-entities which fell under umbrella organisations (ex. IYB-UK). It is worth noting that there have been 57,134 visitors on the logo webpage.



Web diffusion

www.cbd.int/2010: since mid 2009, there has been 1,028,260 unique pageviews (individual visitors), with a peak of 13,326 views on 11 Jan 2010. Top 10 countries: USA, Canada, Australia, UK, Spain, Japan, India, France, Italy, Brazil. From 1 Jan to 31 Dec 2010, the IYB website accounted for 21% of total CBD website traffic.

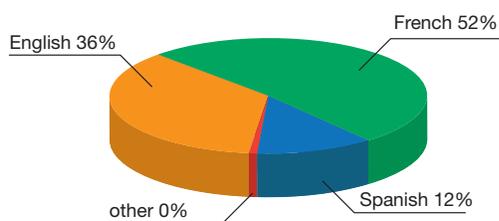
www.facebook.com/iyb2010: since its creation on 15 Dec 2009, over 56,000 friends joined the page, 56% female, 40% male; age groups: 13-17 (3.7%), 18-24 (28%), 25-34 (35%), 35-44 (16%), 45-54 (8%), 55+ (5%). Top 10 countries: Australia, USA, Portugal, UK, Italy, Mexico, Canada, France, Colombia, Philippines. Top 10 cities: Lisbon, Melbourne, Mexico City, Bogota, Lima, Sydney, Makati, Rome, Madrid, Montreal.

A simple Google search for “International Year of Biodiversity” gives the following results: EN 8,020,000; ES 3,510,000; FR 2,100,000; ZH 279,000; RU 51,800; AR 16,900.

The numbers opposite correspond to the number of articles mentioning the “International Year of Biodiversity” according to Google news in the six UN languages.

As this graph represents, most articles mentioning “International Year of Biodiversity” archived on Google news are in French and English.

News.google.co.uk	10 900	News.google.es	3690
News.google.com	9 150	News.google.ru	21
News.google.ca	10 800	News.google.cn	54
News.google.com.au	10 800	News.google.eg	66
News.google.fr	15 800		

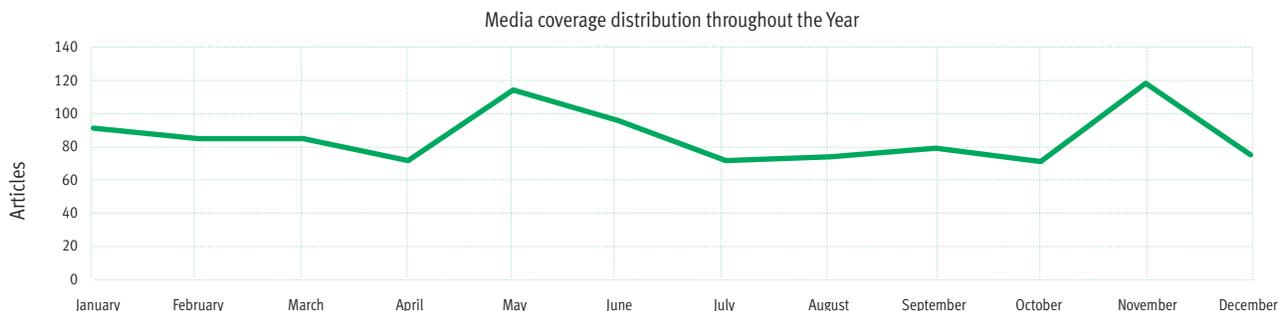


Media coverage distribution throughout the Year

Since the highest media coverage of the Year appeared under news.google.co.uk, the following graph will depict the yearly distribution of the coverage on a monthly basis.

The peak for the month of May represents the increased media coverage that the Year received as a

result of the International Day for Biological Diversity, 22 May 2010. The World Environment Day, 5 June 2010, explains the increase during that month. The peak in November is most likely due to increased media coverage after the Tenth Conference of the Parties to the Convention on Biological Diversity, and the release of *The Economics of Ecosystems and Biodiversity*.



IYB museum

The IYB museum showcases samples of the information materials and promotional items created by governments and organisations. 301 items are currently part of the museum; they have been produced by 62 countries and 9 international organisations. The Secretariat of the CBD has produced and disseminated pins, t-shirts, factsheets, pens, brochures, bookmarks, posters, videos, flags, mugs, and used the logo on letterhead, notepads and all publications.



The IYB museum, located at the SCBD, showcases the materials sent by 62 countries and 9 international organisations commemorating the Year

Special mentions

28 countries and 3 UN offices have reported producing stamps or postcards to commemorate the IYB: Argentina, Belarus, Benin, Brazil, Canada, China, Hong Kong/China, Dominican Republic, Hungary, Iceland, India, Iraq, Japan, Malaysia, Malta, Morocco, Philippines, Poland, Portugal, Saint Lucia, Sao Tome and Principe, Singapore, South Africa, Switzerland, Syria, Thailand, Trinidad and Tobago, United Kingdom, and UN; Geneva, Vienna & Postal Administration.

The IYB was the 2010 Green Awards Winner as "Best Green International Campaign".



MAIN LAUNCHES

9 Jan 2010—Launch in Brazil during The Second Curitiba Meeting on Cities and Biodiversity, with the participation of the Mayor of Curitiba, the Minister of National Development of Singapore, the United Kingdom National Focal Point and the Acting Minister of the Environment of Brazil.

11 Jan 2010—Global launch in Berlin, Germany, attended by the German Chancellor where she delivered a statement, on behalf of the CBD COP Presidency. Also attending were: the Federal Minister of the Environment of Germany, the Senior Vice-Minister of the Environment of Japan, the Environment Minister of Yemen, UNEP Executive Director and CBD Executive Secretary. Through a video message, the UNSG officially launched the IYB.

Reported launches in January: Bulgaria, China, Colombia, Czech Republic, Japan, Netherlands, UK, UNCTAD (Geneva), as well as international organisations such as Bioversity and BirdLife's launch at the European Parliament.

21-22 Jan 2010—UNESCO hosted a high-level IYB event in Paris, France, in partnership with the CBD. UNESCO Director General participated through a video message. Other keynote participants were the President of the 35th session of the UNESCO GC, the UNESCO Deputy Director-General, the CBD COP President and CBD Executive Secretary, as well as a number of high-level government representatives. The two-day event was followed by the UNESCO IYB Biodiversity Science Policy Conference on 25-29 January.

26-27 Jan 2010—Launch of the Spanish public awareness campaign “Biodiversity is music” in Madrid, and the European Commission announced a five million euro public-awareness biodiversity campaign.

1-5 Feb 2010—Trondheim Conference on Biodiversity (and IYB launch in Norway), with the participation of the Mayor of Trondheim, the Norwegian Minister of the Environment and



Chancellor Angela Merkel during the official IYB launch in Berlin.
Credit: Thomas Koehler/photothek.net

International Development, UNEP Deputy Executive Director, CBD Executive Secretary, the Parliamentary Secretary of State of the German Federal Environment Ministry, and the Director of the Global Biodiversity Strategy Office of the Japanese Ministry of Environment, the Study Leader of The Economics of Ecosystems and Biodiversity project, the Chief Scientific Advisor of DEFRA-UK, the President of IUCN and the Director of Stockholm Resilience Centre.

10 Feb 2010—North American Launch of the IYB, organized by UNDP and partners at the American Museum of Natural History (AMNH) in New York, USA. The event gathered the participation of more than 400 people, which included representatives of the Permanent Missions accredited to the UN.

8 July 2010—Edward Norton was named United Nations Goodwill Ambassador for Biodiversity.

CELEBRATIONS

192 countries celebrated the International Year of Biodiversity: 190 Parties to the CBD, excluding San Marino, Haiti and the Democratic People's Republic of Korea, and involving 2 non-Parties: USA and Andorra. Countries that have submitted their final IYB report are highlighted below. The full final reports are available on the IYB website www.cbd.int/2010/countries

Africa



Burundi: With the financial support of CHM-Belge de l'Institut Royal des Sciences Naturelle de Bruxelles (IRScNB), Burundi produced and dedicated the 8th Scientific Bulletin of the National Institute for the

Environment and Nature Conservation (INECN).

Photo: Workshop "Wild pollinators in agricultural and forest ecosystems in Burundi." Credit: Ministère de l'Eau, de l'Environnement, de l'Aménagement du Territoire et de l'Urbanisme



Cameroon: A trip to Mount Fako was organized. It began at the MoE (MINEP), where the participants from Yaoundé gathered to travel to Limbe.

The CBD National Focal Point elaborated on the field trip site, activities to be carried out during the process.

Photo: Meeting in the botanical garden in Limbe. Credit: GTZ



Morocco: The Moulouya Caravan travelling exhibition is part of a project of IUCN and Agence du bassin hydraulique de la Moulouya. The main objective was

to sensitize and inform on aquatic biodiversity in the hydraulic basin of the Moulouya to different local actors.

Photo: Camel keeper in Morocco. Credit: flickr.com / jadis1958



Rwanda hosted the World Environment Day at the global level and celebrated it in conjunction with the annual Kwita Izina Ceremony. Successes of gorilla conservation have been celebrated in

the presence of senior authorities, the private sector, local communities, conservationists and more.

Photo: "Gorillas" (people in fancy gorilla dress) waiting to be named at WED2010 Kwita Izina Ceremony. Credit: NFP/CBD RWANDA



South Africa: Stakeholders from all walks of life participated in the IYB launch, presented by the Deputy Director General: Biodiversity and Conservation Mr. Fundisile Mketeni. The result was a series of activities

undertaken by various institutions throughout the country in honour of the IYB. Each month of the year had a theme dedicated to biodiversity.

Photo: 4 stamps were issued to commemorate IYB. Credit: South African Post Office



Sudan: Special issuance of the periodic of Higher Council for Environment and Natural Resources in Sep. 2010 addressed the issues of biodiversity at local and global

level and distributed widely.

Photo: These gazelles hail from Sudan where they graze in hilly terrains and wooded steppes. These animals are corralled with stone cairns so they can be more easily hunted. Credit: flickr.com / Travis S.



Swaziland: The National Planning Committee for IYB comprised officials from SEA, SNTC, MTEA, MOA, MNRE, DWA, SWADE and Yonge Nawe. The committee

organized and coordinated events such as IDB2010 (22 May), WED Symposium (2 June) and WED (5 June).

Photo: The Deputy Prime Minister speaking at the World Environment Day Symposium. Credit: National Planning Committee



Uganda: The NCC celebrated IYB and WED on 5 June 2010. The theme "Biodiversity for National Prosperity. Conserve it". was chosen to enable all levels of society to appreciate the

importance of biodiversity in the fight against poverty, national development and conservation.

Photo: IYB-WED banner. Credit: National Environment Management Authority (NEMA)

Asia & Middle East



Bahrain: Celebration by the Youth Club of Al Muharraq and the TUNZA youth NGO: "Our Life is More beautiful with biodiversity". Activities for the public included a bicycle race and exhibition for

biodiversity-related research, events by universities and NGOs, as well as exhibitions on plants and animals. UNEP-ROWA made a statement highlighting the importance of biodiversity to human well-being and the significance of human activities on loss of species.

Photo: Youth Club of Al Muharraq and TUNZA youth NGO. Credit: UNEP-ROWA



China: An International Workshop on Agricultural Biodiversity was held in September (co-organized by the Ministry of Agriculture, UNDP and GTZ). Participants exchanged experiences and lessons in the development of agricultural biodiversity policies and ABS-related issues.

Photo: 22 May 2010, the unveiling of the IYB Action Monument in North China Beijing Zoo. Credit: MEP



India: The National Biodiversity Authority organised a number of events all over the country and also extended catalytic support for the celebration of IYB in partnership with agencies like UNDP. The State Biodiversity Boards as well as Biodiversity Management Committees held a variety of programmes.

Photo: India's stamps for IYB 2010. Credit: Department of Posts, India



Iraq: The Ministry of Culture established a competition for children and professionals drawings on biodiversity within the platform of the celebration of IYB. It also contributed

to organize two exhibitions of Iraqi traditional products.

Photo: The Ministry of Culture established an exhibition of Iraqi traditional products as an exhibition at COP 10 of CBD in Nagoya, Japan. Credit: Iraqi Ministry of Culture



Israel: The National Biodiversity Plan was presented to the public in the presence of the Minister of Environmental Protection during the "Jerusalem for the Environment" Conference, organized by the Society for the Protection of Nature in Israel in cooperation with the MoE.

Photo: From Israel's National Biodiversity Plan



Japan hosted the CBD's COP-MOP5 and COP10 in Nagoya. The MoE and Aichi Prefecture held the International Youth Conference on Biodiversity to promote

communication among young people from around the world and to improve their mutual awareness of biodiversity.

Photo: Featured during COP10, the MERRY PROJECT is an official partner for IYB. Credit: CBD/M.Barński



Jordan: A competition was organized among students at schools (including best article and best graphics). There was also a competition for journalists related

to the best article on the Zarqa River Basin.

Photo: IYB Ceremony by the Ministry of Environment and IUCN, including Prime Minister Samir Rifai. Credit: Ministry of Environment



Lao PDR organized workshops and activities to raise public awareness on forest and biological diversity conservation in 6 districts and 41

villages. In total, 1574 participants attended the workshops.

Photo: The launching of International Year for Biological Diversity, 3 June 2010. Credit: Department of Forestry



Malaysia: Minister YB Dato Sri Douglas Uggah Embas launched a nationwide campaign to plant 26 million trees by 2014. Some 16,200 saplings were planted during the launch event.

Photo: Minister Douglas Uggah Embas launching the campaign. Credit: Ministry of Natural Resources and Environment Malaysia



Myanmar: The Ministry of Forestry hosted the celebration of IYB. About 200 representatives from ministries and enterprises, international organizations such as

UNDP, FAO, Head of Universities and Basic Education High Schools, NGOs and all staffs from NCEA attended.

Photo: Myanmar's celebrations for IYB 2010. Credit: National Commission for Environmental Affairs (NCEA)



Nepal: The International Centre for Integrated Mountain Development (ICIMOD) marked the IYB by organizing various activities including participation in global conferences and meetings, hosting

regional level trainings, and organising local events.

Photo: Nepal's IDB 2010 celebrations. Credit: ICIMOD



Oman: The Oman National Commission initiated a Seminar to which several institutions participated, including the Ministry of Environment and Climate Affairs, Ministry of Agriculture, Ministry of

Tourism, Ministry of Fisheries and a large number of experts.

Photo: Oman's celebration for IDB 2010 and the Green Wave.

Credit: Alia Saif Al-Naamany



Saudi Arabia: The Saudi Wildlife Authority (SWA) published an Arabic magazine entitled "Al-Wudaihi", which popularizes and disseminates information on wildlife in Saudi Arabia and the work of the SWA.

Photo: IYB material distributed to school children. Credit: SWA



Singapore: The World Cities Summit 2010 brought together over 230 local and overseas participants among the government, academia, research and landscape

practitioners from various cities around the world.

Photo: Guided tour at Hort Park Butterfly Garden. Credit: National Parks Singapore



Vietnam: A talk show and quiz on biodiversity for the celebration of IDB 2010 was held at Giang Vo Secondary School; more than 1,000 pupils took part. At the same time, a tree planting session was organized as part of the Green

Wave. Different ministries also celebrated the IDB.

Photo: IDB 2010 celebrations in Vietnam. Credit: GeoMedia GbR

Europe



Belarus: Biodiversity and related events were broadly covered by the media. Over 700 meetings were organized to raise awareness all over the country. Among the most active participants there were representatives of the mass media, business and NGOs as well as governmental bodies.

Photo: Stamps issued by Belarus for the IYB. Credit: Belpochta



Belgium, as part of its public awareness campaign, has produced an excellent booklet on simple everyday actions to protect biodiversity: *366 gestes pour la biodiversité*, adapted into a more

general version: *52 actions for biodiversity* and translated into ~30 languages.

Photo: Belgium's 52 Actions for biodiversity (translated into ~30 languages). Credit: C. Desmedt



Bosnia and Herzegovina took action to address invasive alien species. The Ministry of Environment and Tourism organized an International Colloquium and the Fourth Eco-Camp of the Federation of Bosnia and Herzegovina 2010.

Photo: Bosnia and Herzegovina's action to address invasive alien species (ex. Ragweed, *Artemisia artemisiifolia*). Credit: flickr.com/gmayfield10



Bulgaria: A national programme of initiatives is featured on the Ministry's website www.moew.government.bg. The main event of the Ministry was conducting a two-day Science

Conference entitled "Biodiversity and living environment".

Photo: Bulgaria's orchid exhibition featured the rare Jade Slipper Orchid (*Paphiopedilum malipoense*). Credit: flickr.com/taurielloanimaliorchidee



Czech Republic: The MoE was much involved in the campaign, producing information fact sheets, and organising competitions, exhibitions, conferences and outdoors activities. The 36th edition of Ekofilm, had IYB as main theme and received 226 films from 40 countries.

Photo: The population of Peregrine falcons (*Falco peregrinus*) in the Czech republic has been steadily increasing since 1993. Credit: flickr.com/odfw



Denmark: The Danish Society for Nature Conservation, supported by biodiversity-ambassador Anders Lund Madsen, sought the signature of all 98 mayors for the Countdown 2010 declaration.

Photo: Locals learning an old fashioned, but very effective method to manage a small, but highly valued nature conservation site near Aalborg, Denmark. Credit: Danish Society for Nature Conservation/Thyge Nygaard



Estonia: May was designated the National Nature Conservation month and many activities took place throughout the year: conferences, competitions, hiking trips, exhibitions.

Photo: Cleanup action in Harju County, Estonia. Credit: flickr.com/petskratt



European Union: The campaign generated more than 3.6 million visits of the website, more than 68,000 users of the application on Facebook, paid advertising is estimated to have reached over 58 million people. 48% of all respondents agreed that the EU campaign caused them to change their habits to preserve biodiversity.

Photo: The Living Façade project 2010, European Environment Agency (EEA). Credit: Rolf Kuchling/EEA



Finland organized a number of events, seminars and other activities in different parts of the country, ex. competition for the 'The Best Landscape project in Finland'. A set of biodiversity indicators were published on the internet.

Photo: Finland published a set of biodiversity indicators. Credit: flickr.com/monitotxi



France: The campaign, partly organized in collaboration with national TV (ex. TF1 Biodiversity Quiz), featured films, exhibitions and conferences, web diffusion (also on the IYB facebook page).

More than 2800 partner organizations joined the campaign between Jan and Oct 2010.

Photo: TF1 featured a Biodiversity Quiz to raise awareness about biodiversity



Germany: BMU established a web-based calendar of events: 1,500 events realised by more than 300 different organisers addressed practitioners, politicians, nature lovers, families and children.

Photo: Biodiversity Action Day: People and organisations in 38 countries took part in this global project, www.biodiversity-day.info. Credit: BMU, BMZ and GEO Magazine



Greece: The European Centre for Environmental Research and Training collaborated with the Hellenic Network for Biodiversity Research to organise a conference; an Interdisciplinary Postgraduate Summer Training Program and

Postgraduate program assignments.

Photo: Conference in Kithira, Greece: "Europe and the Environment: The case of Climate Change and Biodiversity in the 21st century". Credit: EKEPEK



Hungary launched the competition for the "European Capitals of Biodiversity" among local authorities in France, Hungary, Germany, Slovakia and Spain. 43 municipalities competed in the national version

"Hungarian Capital of Biodiversity Competition".

Photo: Friends of the Earth Hungary celebrated the International Day for Biological Diversity 2010. Credit: FEH/Eszter Deri



Latvia: The Nature Conservation Agency of Latvia organized the campaign “Moments of biodiversity,” which included many guided tours in national parks.

Photo: Latvia’s IYB campaign “Moments of biodiversity”.
Credit: Nature Conservation Agency



Netherlands: The IYB National Committee took the form of a nation-wide Coalition for Biodiversity composed of about 200 local and provincial governments, NGOs, businesses and research institutes that

organised a great variety of activities.

Photo: On 22 May, the International Day for Biological Diversity, young and old hiked on the trails of over 30 nature areas, farmlands and botanical gardens. Credit: flickr.com/daniduc



Norway released its NBSAP and distributed € 330,130 to various partners and provided training in support of the campaign and to help implement the National

Biodiversity Act of 2009. The main partners (150) included NGOs, schools and different sectors.

Photo: NGOs, schools and various other sectors participated in the national campaign. Credit: Kristin Westby



Poland: The educational and promotional activities carried out by the MoE reached 850,000 people. The State Forests regenerated approx. 50,000 ha of forest, converting more than 10,500 ha of monolithic stand of trees into mixed forest; and afforestation of 891 ha.

Photo: *Bison bonasus* is the heaviest land animal in Europe.
Credit: flickr.com/21933510@N07



Spain (Catalonia) awarded a total of € 600,000 to 21 associations and foundations to finance education and awareness-raising activities on climate change. The DoEH bestows the annual

Environment Awards in 3 categories: Research, Environmental protection, Careers.

Photo: Catalonia (Spain) awarded a total of € 600,000 to 21 associations and foundations to finance education and awareness-raising activities on climate change. Credit: flickr/ironmanixs



United Kingdom: The IYB-UK, run by the Natural History Museum, and part funded by Defra, admirably adopted the IYB campaign and promoted it among its 450+ participating organisations and entities across

the country delivering over 1300 events for the public.

Photo: IYB logo at the Kew Gardens in London, UK. Credit: Laurens Geffert

Latin America and the Caribbean



Antigua and Barbuda: The Environment Education Unit organised two major projects: the 1st involved primary schools (Biodiversity Jingle Competition), and the 2nd was to provide information on critical environment concerns to the general public (Biodiversity PSAs).

Caption: According to the WCMC, there are 209 known species of amphibians, birds, mammals and reptiles Antigua and Barbuda.
Credit: flickr.com/sharkbait



Barbados: The campaign was focused on the outdoor way of life (visits, tree planting, sport and observations), addressing in particular the next generations. 140 people participated in the 5K walk

and 98 runners participated in the 10K of the 9th edition of the *Celebrating Life on Earth RUN*.

Photo: De Heart uh Barbados 10K run and 5K walk CELEBRATING LIFE ON EARTH 2010. Credit: The Natural Heritage Department Ministry of Environment One Sturges St Thomas, Barbados



Brazil commemorated the IYB on the occasion of many international Days (IDB, WED, Health Day, etc.) with events, exhibitions, competitions and activities. One original example

is the 5-day Eco Surf Festival, an ecologically-correct surfing event in partnership with Billabong.

Photo: Biologandos 2010. Universidade Nove de Julho – Uninove.
Credit: Uninove



Chile: The MoE developed a new legal framework for the management of biodiversity. 2010 was also the beginning of the sixth classification process, with more than 400 species classified to date.

Photo: Short stories and poetry contest. Credit: Paulina Solís / Corporación Laguna Verde



Colombia: The Humboldt Institute lead the campaign by creating an official website and facebook page (2000 fans). A series of conferences, seminars, competitions were organized and publications and videos were produced for dissemination.

Photo: 2010 Conferences about Biodiversity, Investigacion Universitaria - (UdeA). Medellin - Colombia. Credit: Felipe Uribe



Dominican Republic: The MoE launched a conservation network to save biodiversity, the “Green Family” programme and a directory of important areas for bird

conservation. Training sessions were organised for park rangers on different issues, including invasive alien species.

Photo: Workshop on Invasive Alien Species in Protected Areas. Credit: Ministerio de Medio Ambiente y Recursos Naturales



Ecuador: A series of events were organized at the national and the provincial level. More than 45 organisations, as well as the MoE, took part in a large arts and music festival. A TV spot, a widespread

magazine and many printed materials featured IYB.

Photo: Biodiversity fair. Credit: Ministry of Environment



Guatemala: Lead by CONAP, many institutions were mobilized to organize activities. Information material was produced and distributed, such as bumper stickers, booklets, technical documents, and the National Strategy for

Conservation Silver Fir for the period 2008-2017.

Photo: World Day for Biological Diversity. Instituto de la Costa Sur. Credit: Consejo de Areas Protegidas



Guyana: Many IYB activities (exhibitions, environmental camps, tours, films, seminars, youth forums, etc.) were organised under the patronage of the EPA. These activities coincided with the preparation and submission of

Guyana’s Fourth National Report to the CBD.

Photo: Green Walk and Ride. Credit: Natural Resources Management Division / Environmental Protection Agency



Saint Lucia: Media coverage (newspaper and radio interviews) and conferences on themes such as development and health. Churches raised awareness in their congregations. St. Lucia was

featured as the country of the Caribbean with successful implementation of its NBSAP.

Photo: IYB stamp (set of 4). Credit: Saint Lucia Philatelic Bureau



Suriname: The Ministry of Labour, Technological Development and Environment communicated the IYB messages through television and media, and also organized

conferences with expert speakers.

Photo: Yellow oriole — Warappa Creek, Commewijne, Suriname. Credit: flickr.com / michaelcobballen

North America



Canada’s final IYB report profiles the many events, reports (including the first assessment of Canada’s biodiversity from an ecosystem perspective), programmes, websites

and communications and education initiatives.

Photo: IYB + you campaign. From Baker lake, Nunavut, Canada. Credit: Christian Tremblay

Oceania



Australia: EnviroQuest 2010 was a school programme that facilitates exploring the connections between people, plants and animals through inquiry based explorations and hands-on learning experiences.

Photo: A Bennetts wallaby. Credit: Barry Batchelor



Fiji: The National Capacity Self Assessment Unit of the Department of Environment unveiled the Biodiversity bus containing its own rubbish bin. The bus promoted the theme “Don’t throw it, Bin it, Keep our Roads Clean”

Photo: A Fiji Clown Blenny (*Ecsenius fijiensis*) on a Black-banded Sea Cucumber (*Holothuria fuscopunctata*). The Bistro, Beqa Lagoon, Fiji. Credit: flickr.com / Richard Ling



New Zealand: The *Biodiversity Captured* photo competition celebrated New Zealand’s unique wildlife and the value of biodiversity in our lives. The competition had sections for ‘Land and Sky’, ‘Water’ and ‘People and Biodiversity’, with different categories for each section. More than 350 photos were received.

Photo: Auckland schoolchildren. Credit: Department of Conservation



Palau: On 19 May 2010 a biodiversity proclamation was signed by the Vice President of the Republic of Palau, Kerai Mariur. This national proclamation designated Palau International

Coral Reef Center as the local agency to implement all activities for the IYB.

Photo: Aquarium sleep-over night. Credit: PICRC Education/PR Department



Left: One young patron with a Spotted eagle owl (*Bubo africanus*) perching on his arm. Credit: WAZA. Middle: Featuring winners, runners-up and honorable mentions. Displayed at IAIA conference in Puebla, Mexico. Credit: IAIA. Right: Filipino students perform a science experiment (Science film festival). Credit: ASEAN

International Organisations

The following international organisations have submitted a final IYB report: ASEAN Centre for Biodiversity, BioNET, Bioversity International, the Convention on the Conservation of European Wildlife and Natural Habitats, Earthwatch Institute, International Association for Impact Assessment (IAIA), International Centre for Integrated Mountain Development (ICIMOD), TRAFFIC, World Association of Zoos and Aquariums (WAZA), World Future Council.

UN Organisations

The following UN offices have participated in the IYB campaign: UN Headquarters, CMS, FAO, UN Postal Administration, UNCCD, UNCTAD, UNDP, UNEP, UNEP-ROA, UNEP-ROWA, UNEP-WCMC, UNESCO, UNFCCC, UNFF, UN-Geneva, UN-interpretors, UNON Gigiri, UNU, UN-Vienna, UNWTO, WIPO.



Special Mention

UNDP celebrated the IYB through 74 country offices, including the North American launch of IYB, carrying out a series of communications and activities, and producing information materials that highlighted how people are addressing biodiversity issues, while benefiting poverty reduction efforts and contributing to livelihoods.

Closing events

22 Sep 2010—UNGA: A one-day high level meeting with the participation of Heads of States and Government officials convened, pursuant to UNGA resolution 64/203, and held as a contribution to the IYB. Also, the Ministerial Lunch Event on Biodiversity and Development (hosted by UK and Germany) brought together about 20 Environment Ministers as well as the Executive Secretary of the CBD, a World Bank Director and TEEB Study Leader to discuss the interdependency between the biodiversity and development agendas.

11-29 Oct 2010—Celebrations of the IYB during COP-MOP 5 and COP 10: In collaboration with the Government of Japan, the IYB was celebrated through a variety of events, including a high-level segment dedicated to IYB, the UNESCO IYB exhibition, UNDP's Equator Initiative Prize, Youth event, CEPA fair. More than 10,000 participants, including ministers and representatives from governments, civil society and business, attended COP-MOP5 and more than 18,000 participants attended COP10.

18-19 Dec 2010—Closing of IYB: Contribution to the International Year of Forests: Organized in collaboration with the Government of Japan, Ishikawa Prefecture, City of Kanazawa, local economic organizations and UNFF.



UN Calendar - Sustaining Life, Sustaining Our Future. Credit: UN



Top left: Vice Minister of Environment of Japan Shoichi Kondo, CI President Russ Mittermeier, Actor Harrison Ford, CBD Executive Secretary Ahmed Djoghlaif. Credit: CBD/M.Bański; Top right: Ahmed Djoghlaif receiving a selection of 20,000 messages New Zealanders have composed to preserve the kākāpō. Credit: Department of Conservation; Bottom left: IYB 2010 Closing Ceremony – A. Djoghlaif, Japan’s Environment Minister Ryu Matsumoto, Japan’s Agriculture Minister Michihiko Kano, UNFF Director Jan McAlpine. Credit: CBD/M.Bański; Bottom right: UNGA-65 High Level Meeting on Biodiversity – Environment Minister Solhem (Norway) and Heritage Minister Espinosa (Ecuador) co-chairing one of the thematic panels on biodiversity. Credit: CBD

www.cbd.int/2010

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