



Secretariat of the Convention on Biological Diversity



INTERNATIONAL
DAY FOR BIOLOGICAL
DIVERSITY
22 May 2008
BIODIVERSITY
AND AGRICULTURE

The International Year of Biodiversity - 2010 Implementation Strategy Secretariat of the Convention on Biological Diversity 23 September 2008

1. Summary.....	2
2. Introduction.....	3
3. Goals, Target Audiences and Measurement of Outcomes.....	4
4. Target Audiences: modalities of engagement.....	7
5. Partners.....	8
(a) <i>National Governments (including National Clearing-House Mechanisms)</i>	8
(b) <i>International Organizations and UN agencies</i>	9
(c) <i>Natural History Museums, Zoos and Botanical Gardens</i>	10
(d) <i>Media and Film</i>	11
(e) <i>Key Economic Sectors</i>	11
(f) <i>Non-governmental organizations</i>	12
(g) <i>The Scientific Community</i>	12
(h) <i>Indigenous and Local Communities</i>	12
(i) <i>Educators</i>	13
6. Branding and Messaging.....	13
(a) <i>Branding</i>	13
(b) <i>Messages</i>	15
(c) <i>Visual Identity</i>	17
7. Information Products - Means to deliver messages to target groups.....	18
(a) <i>Website</i>	18
(b) <i>Material for television</i>	18
(c) <i>Material of relevance for newspapers</i>	19
(d) <i>Traveling Exhibitions</i>	19
(e) <i>Educational materials</i>	19
(f) <i>Other Information Materials</i>	19
8. Key International Events.....	20
(a) <i>Draft list of international events to be organized by the Secretariat in 2010</i>	20
(b) <i>International Days</i>	22
(c) <i>Advance Promotion of IYB - Responsibility and liaison:</i>	22
Events in 2009.....	22
Events in 2010.....	23
9. Funding and Fund-raising.....	24
(a) <i>Requirements</i>	24
(b) <i>Agreed funding to date:</i>	24
(c) <i>Suggested directions for fund raising</i>	24

1. Summary

This document outlines the activities that the Secretariat plans to undertake to support the IYB. Some of these have already begun and others are in development. The paper includes suggestions as to actions that other partners may take to advance the celebrations of the IYB.

- The end result of the IYB celebration will be action at various levels as a result of targeted "public awareness" campaigns in collaboration with a number of partners. A comprehensive evaluation will be undertaken early in 2011 to measure the quality and quantity of the impact of IYB events. A report will be submitted to the United Nations General Assembly in fall 2011.
- The IYB will seek to raise public awareness of the loss of biodiversity and promote engagement of the public and other actors for implementation of the Convention on Biological Diversity. The year will also celebrate successes in achieving the 2010 target. The objective is to obtain a commitment, by the global community, to reinforce implementation of the Convention.
- The Secretariat's primary objectives for the IYB are: a) to enhance public awareness on the importance of biodiversity and on the underlying threats to biodiversity, including climate change; b) raise awareness of the accomplishments to save and use biodiversity sustainably, and share the benefits with equity that have already been realized by communities and governments; c) all individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity; d) promote innovative solutions to reduce these threats; and e) start the dialogue among stakeholders for steps to be taken in post-2010 period. Actions to accomplish these will be taken with a variety of target groups.
- The Secretariat will engage all of the target groups for the IYB through a variety of intermediaries who are closer geographically and culturally to these groups. National Governments will be the main partners for accessing the target groups across the globe, with the Media, International Organizations, Nongovernmental Organizations and Museums as other important partners.
- The Green Wave will be an important element of outreach to children. Partners will provide resources to ensure that 22 May 2010 will be a major date for the mobilization of the initiative.
- IYB branding would assert tangible and intangible benefits of biodiversity to humans and demonstrate that biodiversity is a key part of solutions to a variety of other environmental problems. "2010 success stories" would be part of this – examples drawn from Global Biodiversity Outlook 3, which demonstrates how biodiversity is being saved by actions being taken now by communities. Branding directions for IYB need to be confirmed by more research however, including focus groups organized in collaboration with the COP-9 presidency.
- A number of information products will be developed with partners, including web, print and other materials in support of radio and television. The Secretariat will create a core set, with the aim of making them available to a number of organizations for further targeting and dissemination
- The IYB will be marked by celebrations at not only the national level, but also at the international level - major international days and events. While a part of these events will be celebrations with a public awareness component, the main purpose behind all should be to use a high-profile event to raise awareness about the need to save biodiversity. The events should present examples of commitments to the three objectives of the Convention: biodiversity conservation and sustainable use and equitable sharing of the benefits from the use of genetic resources and include 2010 success stories. These events should demonstrate how commitments will contribute not only to saving biodiversity, but also to human well-being, and the development process and should link the presentation of these commitments to dialogues by policy makers regarding the future framework of targets for the Convention.

2. Introduction

Proclaimed by the United Nations General Assembly, the International Year of Biodiversity (IYB) will take place in 2010. This year coincides with the 2010 Biodiversity Target adopted by the Parties to the Convention on Biological Diversity and by Heads of State and government at the World Summit for Sustainable Development in Johannesburg in 2002.

The celebrations will seek to raise public awareness of the importance of biological diversity to human well-being and poverty reduction. Within this context the IYB will seek to encourage a global discussion on the extent to which the goals of the Convention and relevant Millennium Development Goals have been met, including a celebration of successes in achieving the 2010 target. The objective is to have these discussions culminate in a commitment, by the global community, to reinforce these goals beyond 2010.

The International Year is also an important contribution to the implementation of the programme of work on communication, education and public awareness (CEPA) of the Convention on Biological Diversity and the mandate under its Article 13. IYB will represent an opportunity for Parties to communicate the national implementation of the CBD, and to take the steps to mainstream biodiversity considerations into education, and the work of important economic sectors. In this way, IYB will support decisions VI/19, VIII/6 and IX/32 of the Conference of the Parties to the Convention. The Year will also directly contribute to the realization of goal 4 of the Strategic Plan of the Convention.¹ In raising awareness of the vital role of biodiversity for human well-being and the need for immediate action under the Convention, the following considerations will be key:

The vital role of biodiversity for human well-being The Millennium Ecosystem Assessment very successfully created an understanding of the importance of ecosystem services for human well-being. At the same time, the role of biodiversity in providing these services could have been given greater emphasis. The activities and messages for the International Year will underline that biodiversity is the foundation for these ecosystem services and therefore for human well being. The particularly important role of biodiversity for the lives of the poor will also be emphasized. Achievement of the goals of the Convention will be framed in terms of their contribution to poverty reduction, and as the basis for achievement of the Millennium Development Goals. The economic value of biodiversity, including the upcoming findings of the report: The Economics of Ecosystems and Biodiversity will be an important component of any messaging.

The need for immediate action under the CBD and the successes realized to date It must be widely known that in order to reduce and halt the loss of biodiversity, the global community needs to redouble its efforts and engage in urgent, cooperative action under the framework of the Convention on Biological Diversity, including the participation of all relevant stakeholders. Awareness must also be raised that there are already considerable successes realized around the world in achieving the principles of the 2010 biodiversity target.

It is important to note that the celebrations are based around the strategic pillars contained UNEP/CBD/COP/9/25 add. 1

- creating a global message and creating spaces and opportunities to highlight local stories;
- building momentum by promoting IYB in advance of 2010; and
- Leverage the activities of Parties and partner organizations, by mobilizing support.

¹ This implementation strategy takes as its point of departure, the strategy for IYB that was contained in the note by the Executive Secretary presented to the ninth meeting of the Conference of the Parties as document UNEP/CBD/COP/9/25 add.1. Assumptions, nomenclature and structure come from this document.

Implementation and Engagement

The goal for raising awareness of these issues is to generate public pressure for action by decision makers, and to create the conditions for governments, individuals and other important sectors, to be encouraged to implement the Convention and to engage with other international and national institutions which share the goals of the Convention. Therefore, the International Year will also have as a goal, linking awareness-raising events with activities that will promote implementation.

Engagement of stakeholders for implementation of the Convention Under the Convention's Strategic Plan, the engagement of a number of key economic sectors and other actors is seen as important for implementation.

Integration of biodiversity into the agenda of relevant international and regional processes In recent years, advances have been made in integrating biodiversity concerns and the issues under the Convention into a number of important international processes, including the Millennium Development Goals, Official Development Assistance, Poverty Reduction Strategies and others. During the International Year, efforts to raise awareness should be linked with the need to intensify mainstreaming of biodiversity concerns into these processes.

A roadmap and framework for beyond 2010 Above all, these activities should contribute to the creation of building momentum for the strategy and action to reduce and halt the loss of biodiversity beyond the 2010 target year, not only within the Convention, but in all other processes. The year should seek to promote specific actions with a particular timeframe and commitment. The basis for this action should be the recommendations that will come from the third edition of the Global Biodiversity Outlook. In this way, the year should seek to provide the background to efforts by Parties at the tenth meeting of the Conference of the Parties to plan for a post 2010 framework.

3. Goals, Target Audiences and Measurement of Outcomes

In the context of the above introduction, and as expressed in the Strategy for the IYB, presented and noted by the ninth meeting of the Conference of the Parties (Decision IX/33), the Secretariat's primary objectives for the IYB are the following:

- Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity.
- Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments
- Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.
- Promote innovative solutions to reduce these threats.
- Start the dialogue among stakeholders for the steps to be taken in the post-2010 period.

The relationship between these is a chain, with the previous goal supporting that which follows. Achieving each of these goals requires engagement with a particular set of target groups in order to inspire action. The table below describes the actions and measures of success for each of these:

Objective	Target Groups	Actions desired	Measurements of success
<i>Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity.</i>	School age Children Adult public Key Economic Sectors Indigenous and Local Communities Scientific Community, including museums	Learn about the importance of biodiversity; Inspire adults to take actions to save biodiversity Understand the value of biodiversity and demand actions from government and economic sectors. Understand the value of biodiversity to economic activity. Support and preserve practices and knowledge that supports biodiversity. Hold exhibitions for the public on biodiversity.	Increase in actions by youth such as declarations, and contributions to the Green Wave, attitudinal surveys. Attitudinal surveys demonstrating increased understanding of the role of biodiversity in their lives. Requests for information on biodiversity. Attitudinal surveys. Increased number of exhibitions on biodiversity held during the year. Attitudinal surveys, including salience of biodiversity issues. Integration of novel practices into NBSAPs.
<i>Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments</i>	Adult public Governments Decision makers International organizations Indigenous and Local Communities Scientific Community, including museums Individuals Key Economic Sectors Governments International	Support accomplishments in their community, and refer to these in their demands for action. Celebrate and promote accomplishments, use them as case studies in evaluations of biodiversity policy, including in National Biodiversity Strategies and Action Plans (NBSAPs) Refer to these accomplishments in their commitments for new actions Highlight the extent to which these examples are cross-cutting initiatives, provide support to them and highlight these to international funding agencies Celebrate actions taken by other ILCs and seek to replicate/learn from them Promote novel tools and technologies that assist in biodiversity conservation Make consumption choices that have a reduced impact on biodiversity Integrate biodiversity considerations into sectoral-wide strategies; become active participants in the NBSAP process. Adopt the business case for biodiversity Create, implement and revise National Biodiversity Strategies and Action Plans Integrate the provisions of the CBD, including	Biodiversity considerations are part of policy. Initiatives that contribute to biodiversity conservation are mentioned and promoted. ILCs share knowledge and refer to the principles of these particular practices. Number of publications on biodiversity technologies and advancements of direct relevance to achievement of 2010 and the post 2010 period. Attitudinal surveys. NBSAP processes include key economic sectors. In the 4 th national reports, demonstrate increased engagement. Policy statements and plans include provisions that
<i>Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.</i>			

Objective	Target Groups	Actions desired	Measurements of success
	<p>organizations</p> <p>Indigenous and Local Communities</p> <p>Scientific Community, including museums</p>	<p>relevant programmes of work</p> <p>Strengthening of traditional practices that conserve biodiversity</p> <p>Engage in research and development of tools that will achieve the 2010 target and the goals of the Convention</p> <p>Adopt new valuation tools and add them to their way of working</p>	<p>target biodiversity considerations.</p> <p>Increased examples of management practices that result in conservation.</p> <p>Creation of more tools and research that supports biodiversity management, including direct contributions to the post 2010 framework.</p> <p>New ways of valuating biodiversity are integrated into business and production decisions.</p>
<p><i>Promote innovative solutions to reduce these threats.</i></p>	<p>Key Economic Sectors</p> <p>Governments</p> <p>International funding agencies</p> <p>Indigenous and Local Communities</p> <p>Scientific Community, including museums</p>	<p>Create new incentive structures for biodiversity conservation and sustainable use through legislative, regulation or fiscal provisions</p> <p>Support innovative projects for biodiversity conservation and management that draw upon recent innovative solutions</p> <p>Highlight traditional practices that have proven successful in the conservation and sustainable use of biodiversity</p> <p>- promotion of innovative research and tools to support the actions for a post-2010 framework.</p>	<p>Innovations are introduced and/or are proposed as part of a post 2010 framework.</p> <p>Agencies create funding mechanisms that support such innovation, in particular ones that provide support to the post-2010 period.</p> <p>Greater use of these practices both throughout ILCs and in other communities.</p>
<p><i>Start the dialogue among stakeholders for the steps to be taken in the post-2010 period.</i></p>	<p>Governments</p> <p>Key Economic Sectors</p> <p>Indigenous and local Communities</p> <p>International organizations</p> <p>International funding agencies</p>	<p>Begin the national dialogue on setting targets and priorities for the post-2010 period</p> <p>Participate in the dialogue</p> <p>Participate in the dialogue</p> <p>Contribute to the target setting exercise and coordinate existing targets with the proposed measures</p> <p>Provide support for the target setting exercise and begin to create the framework for funding of projects that will achieve the post 2010 targets.</p>	<p>Creation of more tools and research that supports biodiversity management, including direct contributions to the post 2010 framework.</p> <p>Begin the formulation of and implementation of the post 2010 framework at national and, where relevant, international levels. Bring these positions to UNGA in fall 2010 and to COP-10.</p> <p>Economic sectors participate in and contribute to the formulation of and implementation of the post 2010 framework at national and, where relevant, international levels.</p> <p>ILCs participate in and contribute to the formulation of and implementation of the post 2010 framework at national and, where relevant, international levels.</p> <p>The post-2010 framework is discussed by other IOs and it is integrated with existing targets and frameworks. Participate at UNGA and COP-10.</p> <p>Funds are available for the post-2010 process, both evaluation and implementation. Framework for funding is discussed at UNGA and COP-10.</p>

Measuring outcomes

As suggested in the table above, the measurement of outcomes will be extremely important. Measurement of the overall outcome of the year – the dialogue for steps to be taken in the post-2010 period, will be apprehended in the outcomes and accounts of high level dialogues such as that planned for the UNGA in the fall of 2010. Integration of biodiversity considerations into the policies and practices of key economic sectors will also be evident, but will require a form of survey to determine the extent of adoption. Other attitudinal changes will be harder to measure save through extensive survey instruments. Therefore the strategy will seek resources and partnerships for the measurement of outcomes. National committees will be asked to evaluate the impact of the international year.

4. Target Audiences: modalities of engagement

The IYB faces a particular challenge: communicating a package of global messages across a number of national communities. Seeking common actions amongst such heterogeneity is a tremendous challenge.

As indicated in the Strategy for the IYB (UNEP/CBD/COP/9/25add.1), the way to meet this challenge is for the secretariat to provide a global message and create the framework for local, national and regional actors to customize the message for their own context.

The Secretariat will create key global messages about biodiversity, human well-being and the role of the Convention in halting the loss of biodiversity. These will be drawn from the third edition of the Global Biodiversity Outlook, framed in terms of the branding strategy mentioned below, and crafted in such a way that there will be opportunities for the telling of local stories, of sectoral successes and national frameworks.

The table below points out some of the major groups as mentioned above, and the ways communication can be established:

Target Audience	Primary sources of information	Proposed modes of intervention/communication	Mediators/Partners
Youth and Children	The internet; television; school	The Green Wave; Web-based campaigns; school programmes; television	Educators, librarians, UNESCO, National Governments
Adult Public	Television; the internet; newspapers and magazines	Web-based campaigns	Media, NGOS, National Governments
Economic Sectors	Research papers, media, policy briefs, market data	Television and magazines; Conferences;	Media, National Governments
Indigenous and Local Communities	Community Radio; local media; networks	Messages for community radio;	International Organizations
Governments	Media; surveys; policy briefs	Implementation plans by SCBD including Terms of Reference for National Committees; seminars	International Organizations, the Secretariat
International Organizations	Policy briefs; international conferences	Implementation plan by SCBD including Terms of Reference for National Committees	National Governments
International Funding Agencies	Policy briefs; international conferences	International Events, communications by Parties	National Governments, Secretariat

5. Partners

It will not be possible for the Secretariat to effectively directly engage the entire list of target groups above. The variety and scope of these targets demands the involvement of intermediaries who are closer geographically and culturally to these groups in accessing them. In the section below, we list some of the partners, and their expected actions. Note that the list of groups below is not exhaustive and other important and relevant groups will be included as they are identified.

(a) *National Governments (including National Clearing-House Mechanisms)*

National Governments will, in fact be the primary organizers for most events during IYB. Parties to the CBD are both a target group and a partner. Through the organization of national celebrations, they will mobilize a number of target groups. The Secretariat wants to encourage them to create National Committees for IYB.

National Governments should use the IYB as an opportunity to accelerate their implementation of the Convention; to celebrate successes they have achieved to date in support of the CBD, and to mobilize society for the post 2010 period

It is also expected that National Committees will include a number of stakeholders, including business, youth, scientific groups, etc. It is important to include the national focal points for their Clearing-House Mechanisms, who will be part of the main information distribution strategies. National Committees should seek to include representation from ministries other than those traditionally associated with the Convention.

Municipal governments will be important parts of the Committees. As the urban population of the planet surpasses the 50% mark, cities will become important loci for biodiversity policy. Those cities who are currently working with the SCBD should be encouraged to hold activities to mark IYB and to promote the IYB to their partners. The Focal Point should work with OMG to develop a strategy in this regard.

Parties will be encouraged to carry out IYB events and strategies according to their capabilities, but at a minimum, Parties are expected to carry out the following:

- create a website for IYB activities
- hold celebrations of IYB at the national level on 22 May 2010 in which the national NBSAP is launched or promoted, or in which the main stakeholders for the Convention are invited;
- promote the Green Wave through the formal education system
- promote “2010 success stories” – projects carried out by civil society, or government that work to achieve the 2010 biodiversity target
- promote the findings of Global Biodiversity Outlook 3
- Hold events and activities that mobilize key stakeholders such as: business, agriculture, youth, scientists, etc.
- Hold events that start discussions on the post-2010 period, including the next set of targets.
- Conduct an evaluation exercise of activities, assessing the impact of their activities for the target groups mentioned above.

To assist Parties, the Secretariat will create terms of reference in the fall of 2008 and submit these to National Focal Points and the CHM focal points. The IYB website mentioned earlier in the document will also have a number of tools for these committees to use to communicate their information.

It is also recommended that the Secretariat facilitate the creation of a global fund from which IYB projects at national levels for a limited number of developing countries can be supported. This fund should support up to 100 basic projects that match the activities mentioned above. The fund should support activities that promote the objectives of the IYB, in particular the launch of NBSAPs or the holding of discussions for the post-2010 period. The GEF could be invited to create such a fund, which would be linked with promotion of NBSAPs and implementation of the Convention. A proposal will be needed.

Germany and Japan

A special subset of national governments is the presidents of COP-9 and COP-10 – Germany and Japan. Both of these governments are important partners for the IYB as they can provide special convocatory power. They will be invited to provide resources for the branding of IYB, to sponsor important events to be held during the year and to provide support to the Green Wave.

(b) *International Organizations and UN agencies*

International organizations including United Nations Agencies represent important partners to reach target groups. Specialized agencies have experience in accessing both policy makers for issue areas. They also represent important forums where the issues of the CBD should be mainstreamed. The Secretariat will establish relationships with a number of organizations to celebrate the year. Here is an indicative list of organizations and some actions that should be promoted:

UNEP – as host of CBD, has a leading role to play. The regional offices and outreach divisions will be invited to contribute to the year and UNEP will be encouraged to link the theme of World Environment Day to the IYB and mobilize the annual painting competition and photography contests in support. UNEP should also be invited to link the discussions and themes of upcoming meetings of the GMEF and the Governing Council to the IYB. Other opportunities for synergy should be promoted.

FAO – provides access to decision makers in governments with regard to agricultural biodiversity. They also have access to associations of agricultural producers. An MOU covering the IYB activities should be concluded. Some of the organizations associated with FAO, such as Bioversity have already created plans for the IYB.

UNESCO – will provide access to educators and scientists. UNESCO is also a channel through which to integrate the ideas of the IYB into the DESD. An MOU will be signed, which covers the role of UNESCO in the IYB, including SBSTTA, an exhibition and other aspects. Two exhibitions on the IYB are presently envisaged – one with TNC and another new exhibition with the SCBD.

United Nations World Tourism Organization – At their meeting in Kazakhstan, the UNWTO will discuss the theme for the International Day of Tourism in 2010. The Secretariat has invited them to consider declaring a theme for this day that relates to the IYB.

World Health Organization (WHO) is an important partner in order to access Ministries of Health and health professionals. Biodiversity considerations are also increasingly becoming part of their mandate and discussions.

Youth and United Nations Global Alliance (YUNGA) The Alliance will mobilize a number of organizations across various sectors and therefore is an important multiplier for the Convention during IYB. They will be asked to provide support to the Green Wave

UNDP (including the Equator Initiative) The Equator initiative of UNDP should be a major partner for the year – the communities who win awards this year should be promoted as major success stories for 2010.

UNFF - an important Partner for 2010. They can provide access to a number of organizations on forestry issues. In the lead up to the International Year of Forests in 2011, they can also provide important support to the IYB

Permanent Forum for Indigenous Issues The PFII is an important forum for biodiversity issues at the international level. The forum meets in New York around the time for the International Day for Biological Diversity every year and therefore is well-placed in time to promote the IYB.

Global Environment Facility The GEF will be an important partner for the funding of IYB activities at the national level. It is important to liaise with them at an early date to ensure that they are able to integrate this into their budget for 2010.

Bioversity International A series of events in 8 countries to be held during IYB has already been established and implementation plans have been shared with the secretariat. Discussions will continue in September to confirm additional plans.

Biodiversity-Related Conventions Partners central to the implementation of the global biodiversity agenda, their involvement is crucial. Partners will be invited to not only devote their international days to the IYB in 2010, they will also be asked to hold high-level events in 2010 related to the year. The Biodiversity Liaison Group will be the key vehicle for this.

The Rio Conventions the UNFCCC, UNCCD and the CBD are already involved in joint communications activities, such as the Rio Conventions calendar. The theme for this calendar for 2010 should be linked to the IYB theme. Through the Joint Liaison Group, other joint activities and messages should be envisaged.

(c) *Natural History Museums, Zoos and Botanical Gardens*

This is both a target audience and a partner group. As partners, they have access to the general public and youth and to members of the scientific community. As a target audience, we seek to have them mobilized for action.

Consortium of Scientific Institutions The Consortium has already been approached and has agreed in principle to celebrate and promote the IYB. Some of the elements of the draft strategy have been shared with them and they have established plans and actions. The consortium is also a point of access for other international associations of museums. It is recommended that the focal point for the Consortium be a key focal point for their activities for the International year.

World Association of Zoos and Aquariums (WAZA) At COP-9 the Executive Secretary met the head of and agreed to conclude an MOU that would include WAZA as a partner to promote the IYB. The text of the MOU has been drafted and circulated amongst colleagues in preparation of submission to WAZA.

Botanical Gardens Conservation International At COP-9, the head of BGCI agreed to organize an international conference on botanical gardens and the IYB in 2010. This should be followed up on in the fall of 2008.

(d) ***Media and Film***

This is perhaps the most significant multiplier for the year. Media organizations will provide access to various segments of the public and decision makers. The media will also be the conduit through which the “2010 success stories” can be featured and highlighted to various publics. They can also provide ways of presenting the economic value of biodiversity to various audiences. Finally, broadcast media can mobilize stock images which could be used by Parties in the creation of their own videos.

An attempt to mobilize global and regional media organizations will be the focus of the secretariat, while mobilization of national media will be the responsibility of national committees. The list below of potential partners is only indicative and can be expanded based on new opportunities that arise.

Wildscreen Film Festival is the largest Nature photography film festival in the world. The Festival has agreed in principle to mark the IYB in their 2010 festival and to mobilize a traveling festival for Parties during 2010. Their photography collection could also be mobilized for IYB materials, including educational kits.

GreenTV should be invited to create a special channel for biodiversity for 2010 and find ways to encourage submission of biodiversity-relevant films.

One Planet Pictures has produced the excellent series “Nature Inc.” which presents case studies and examples of the economic contribution of biodiversity in a number of examples. Episodes of the series will have run in 2009 and will be available for syndication. New episodes will also be available. Ways to extend the distribution of the series to Parties will be explored.

Inter Press Services has done excellent work with the Secretariat for the IBD in 2007. The head of IPS and the Executive Secretary have already met and discussed possible terms for collaboration. An MOU should be concluded that formalizes these arrangements.

Thomson-Reuters is important as a partner, given their expertise in both environmental reporting, as well as business news. Promotion of the economic value of biodiversity will be more effective if the reporters of this network are mobilized. Furthermore, through the Thomson Foundation, they have expertise in mobilizing reporters.

National Geographic has both print media and a TV channel and have expressed interest in partnering with us for the year.

Geo Magazine international has an extensive network of national science magazines and could provide coverage on the IYB for national audiences.

Television Trust for the Environment (TVE) produced excellent documentaries in 2007 for the IBD, which were subsequently broadcast on the BBC as part of the Earth Report Series. They should be approached to produce documentaries for IYB.

(e) ***Key Economic Sectors***

A major goal of the year is to raise the engagement of a number of key sectors in the work of the Convention. Therefore, any work for the IYB should seek to communicate the relevance of the Convention to the activities of these sectors. Access to these groups will be through partners who work on particular issue areas. Programme officers will also seek to come up with messaging and strategies.

The publication of the TEEB report will also offer an excellent opportunity to access these groups. As the report will demonstrate the contribution of biodiversity to the economic activities of many sectors, its conclusions will be important to mobilize. The report's authors will also be important multipliers and points of access for these groups. Furthermore, media products that highlight the economic value of biodiversity, such as the television series "Nature Inc." should be mobilized and disseminated to these groups. While more work is required to identify and target these groups, some of the main ones are listed below:

- Agriculture
- Forestry
- Fisheries
- Trade
- Energy
- Tourism

(f) *Non-governmental organizations*

NGOs will be an important vehicle for the CBD to reach out to a number of specialized audiences for which the Secretariat would lack the funds or the expertise required for their mobilization. The list of NGOs that can be mobilized for the IYB is extensive. What is listed below is merely indicative:

BINGOs (e.g. Conservation International, The Nature Conservancy, IUCN, WWF, Birdlife International) should be invited to organize events throughout IYB and to focus their outreach initiatives on the IYB. Where NGOs have programmes and initiatives linked to the 2010 target, such as the work of IUCN's countdown 2010 initiative, coordination of outreach, and use of institutional mechanisms for stakeholder mobilization should also be encouraged. Specialised commissions, such as the CEC of IUCN should be mobilized. While the primary focal point of the SCBD should have a role in this, programme officers who work with these organizations on a regular basis should provide the majority of the focus.

Rare Conservation At COP-9 one of the new VPs for Rare was approached regarding its role in mobilizing communities in support of the IYB. A letter should be sent to the organization inviting them to engage with the Secretariat in establishing the role of Rare.

NGO networks, including the CBD Alliance should be invited to organize events throughout IYB and to strengthen their outreach initiatives.

(g) *The Scientific Community*

An important element of the IYB is to highlight the latest developments in biodiversity science that will contribute to implementation of the CBD. Some of the "2010 success stories" will be examples of work being done by the scientific community. During the year, major scientific journals will be invited to devote special issues to biodiversity issues and biodiversity science and speak about the IYB.

(h) *Indigenous and Local Communities*

ILCs are an extremely important group for the IYB and for the Convention. Indeed, decision IX/13 included the request that ILCs be an integral part of the IYB celebrations. The Permanent Forum for Indigenous issues is an important forum. Regional ILC networks should be invited to organize events

throughout IYB and to strengthen their outreach initiatives. A number of COP decisions exist that call upon the Secretariat to integrate ILCs into the IYB celebrations and to take issues of relevance to this group into consideration. It is clear that a number of the “2010 success stories” will be drawn from the experience of ILCs and a special subset of these should be identified.

(i) ***Educators***

They can be accessed through print materials, teaching conferences and workshops and the internet. For educators in developing countries, resource constraints will require that all information is made available in simple forms that can be reproduced easily. This group includes educators for a variety of levels, from primary school through to university, as well as adult education. The SCBD should work with UNESCO to develop materials and access networks of schools. The SCBD should also work with the CEC of IUCN to access networks of educators for informal and nonformal education.

A sub set of these are librarians. They need well-organized information that is not costly to distribute. Given the risk of information overload, information given to them must be extremely clearly categorized and labeled. They are aware of global issues and have a sophisticated knowledge of new communications technologies, and therefore we should seek to use electronic methods as much as possible.

The campaign: “The Green Wave,” will be a major tool for mobilizing children during the year. (greenwave.cbd.int). the website and its campaign should be promoted by all Parties to their school systems, and other partners should be identified for its promotion. The messages of the Green Wave for 2010 should be developed so as to parallel the messages of the year.

6. Branding and Messaging

The messages and visual identity for IYB should be created well in advance in order to assist parties and others to link their celebrations with the overall activities of the Secretariat.

It is important to note that for most of the groups above, the frame of reference for messages and for action is both national and global. Global actions are required, but success will be based on the resulting aggregation of national actions.

(a) ***Branding***

Changes in public awareness and attitudes about biodiversity are a central part of the IYB. The overall public awareness goal is to increase the understanding of biodiversity and its importance to human well-being. Although biodiversity is not commonly understood as a brand by members of the biodiversity community, there are compelling arguments and reasons to understand biodiversity in these terms. In general, this permits the use of marketing concepts and strategies to capture the value of biodiversity to people, which can then be used as leverage to further increase public appreciation of it.

A branding study commissioned by the Royal Society for the Protection of Birds in 2003 and written by Tim Kitchin, looked at a number of dimensions of biodiversity as a brand. It considered a number of issues, including: who are the end users of biodiversity, the issues and trends that establish the “market” for biodiversity, the big stories behind biodiversity; and the strategies used to address the biodiversity challenge.

The study concluded that biodiversity is already established as a brand – people identified the value of biodiversity, associated it with particular images/concepts of nature, recognized some of the global and a

few of the local issues involved in its conservation, and were prepared to take some actions to save biodiversity. The main brand challenges for further strengthening the branding of biodiversity and thus increasing its salience in the mind of the public were:

- the need to develop compelling emotional stories that would support the efforts by various stakeholders
- to personalize the benefits of biodiversity in a way that made its impact visible in every day life.

It is interesting to note that the conclusions of the RSPB paper were reinforced by a recent Eurobarometer study of the Attitudes of Europeans towards the issue of biodiversity conducted in November of 2007. The study found a relatively high degree of awareness of biodiversity and biodiversity issues, including the significance of these for human well-being, among the public. However there was tremendous room for advancement, particularly with regard to the actions that people could take.

The solution advocated by the RSPB paper was a twin path approach to branding:

Path 1: To make the practical benefits of biodiversity visible to individuals in their daily lives by showcasing the connections of biodiversity to other key concepts, which are achieving some level of stakeholder buy-in; and by creating clear and visible links between individual behaviours and the biodiversity ‘thumbprint’ of those behaviours.

Applied to the IYB, this suggests that the branding should seek to emphasize the connection of biodiversity management to the issue of climate change, pressures on water resources, and concerns over the quality and quantity of food supply. The table below includes a few possible connections to other environmental issues for each of the objectives of the IYB. The branding should, as a next step, seek to point out how individual and group consumption behaviours exacerbate these pressures.

IYB Objective	Examples of connection to other concepts
<i>Enhance public awareness on the importance of conserving biodiversity and on the underlying threats to biodiversity.</i>	Climate change, Water shortages and water quality, food supply quality and quantity
<i>Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments</i>	Indigenous and local communities who live in harmony with nature Communities that have been able to rethink their relationship with nature
<i>Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.</i>	REDD as a means to combat climate change and save biodiversity; saving watersheds as a means to do both.
<i>Promote innovative solutions to reduce these threats.</i>	Sustainable development experiments, including regional centres of excellence; LEED, Green certification
<i>Start the dialogue among stakeholders for the steps to be taken in the post-2010 period.</i>	Dialogue on the MDGs;

Path 2: To actively communicating the emotional and spiritual benefits of biodiversity by adopting a more confident purposeful approach to the use of the brand of biodiversity and by recruiting the endorsement of key individuals and communities.

For the IYB this suggests that the temptation to seek only individuals who are well-known to the biodiversity community should be resisted. While these people and their activities are inspirational, it is more important to find people who are recent converts to the cause of biodiversity: people who have recently changed their actions and activities

Indicative Conclusions on Branding: While the analysis pointed in this paper is preliminary, it suggests that the IYB branding should assert the emotional, spiritual and core economic value of biodiversity to humans and demonstrate that biodiversity is a key part of solutions to a variety of other environmental problems.

“2010 success stories” and the IYB: The conclusions also point to the potential contribution of 2010 success stories – examples drawn from Global Biodiversity Outlook 3, that demonstrate how biodiversity is being saved by actions being taken now by communities. The ways to present and brand these are to be discussed.

The comments above are only a point of departure for the direction for research for branding. It is recommended that during the fall of 2008, the Secretariat conduct, with the assistance of an indicative list of parties in each of the regions, a branding exercise which reproduces the questions found in the RSPB study. The point will be to further refine the branding.

(b) *Messages*

Messages for the IYB will necessarily be expressed in terms of the results of the branding exercise above, but situated in the messages that will emerge from Global Biodiversity Outlook 3. The content of Global Biodiversity Outlook 3 is expressed in UNEP/CBD/COP/9/ in the annex. On the basis of GBO-3, the main messages for the IYB can be found in box 1, following.

Box 1 – Main messages for the IYB

- Biodiversity is important for the well-being of all humans on the planet. Without such diversity we would all be poorer, in economic, social and cultural terms.
- The current rate of loss of biodiversity is severe. We are losing species at a rate that is by some accounts up to 100 times the natural rate of extinction. Each disappearance weakens the ability of ecosystems to provide valuable services to us. Each disappearance means the permanent loss of something precious and unique.
- There is little time to wait. We need to work together in our own lives, but also as communities, national and global citizens to halt this loss of biodiversity.
- The good news is that we don't have to start from scratch.
 - o There are examples of people who are working together to save biodiversity and to reduce the impact of human activities on the web of life. Their successes point the way to the future.
 - o The global scientific community is already mobilized to provide the knowledge and tools that can help others to save biodiversity.
 - o National and global leaders have expressed their willingness to talk to each other and set in place the policies needed to halt biodiversity loss, even if it will be realized after 2010.

In discussing this messaging, the Secretariat had a brainstorming session on 18 July 2008. The group noted that because the messages presented in the documents for IYB are quite complex, a process of simplifying these was required with the following guidelines:

- Different layers of messages should be created, with increasing levels of complexity. For example, the first level could be a slogan, the second, a longer sentence. Below this, multiple sentences and paragraphs could be envisioned. Each layer should be crafted for a particular audience
- For the higher levels of the messages, the 2010 target should be de-emphasized. Instead, the 2010 target should come in at lower levels and be expressed perhaps only for groups who would have a policy interest.
- We will need a mixture of positive messages (biodiversity loss can be halted) and negative messages (biodiversity is being lost with terrible consequences).
- Messages should indicate that achieving a reduction of the loss of biodiversity will require effort – it cannot occur without action. At the same time, the messages should empower citizens, leaders and stakeholders by indicating that there are actions they can take.
- Following on these recommendations, a messaging brainstorming session was held on 30 July 2008 to come up with top level slogans for the IYB. The group concluded the following:

the top-level message needed to be simple, clear and straight-forward

- it should seek to capture the three objectives of the Convention
- It should seek to encompass the notion of ecosystems.

Three groups looked at elements of messaging (actions to save biodiversity, ways to describe biodiversity and the description of the benefits of biodiversity), and then assembled possible slogans. A short list of these was circulated to a number of focus groups that represented the general public. While feedback is continuing to come in, the short list that emerged to date is present of these is below in box 2:

Box 2 – suggested top-level slogans for IYB

Biodiversity: Save it. Share it.

Biodiversity: Save it. Support it. Share it.

Biodiversity: Saving, Sharing

Help Nature, Help Ourselves

Care for the Variety for Life

Nature: Heal it now. Care for it forever.

Biodiversity: Heal it now. Care for it forever

This top-level messaging will be confirmed through further focus group research to be conducted in collaboration with the COP-9 presidency. Beyond this top-level messaging, other messaging will be created that expresses the goals of the IYB. This supplementary messaging will be completed for the fall of 2008. The messaging will provide guidance to different target groups

“2010 success stories” The IYB is based on the promotion of examples of communities, governments and organizations that have been able to achieve the 2010 target at a variety of scales and levels. The stories will themselves become messages. These examples should be presented in a way that highlights their economic contribution to the lives of communities. The particularly important role of Indigenous and Local Communities (ILCs) will also be highlighted in the selection of these stories. In the context of the messaging above, these stories will need to be promoted.

Partners and messages. The messaging described above is the top-level messaging created in English by the Secretariat. It will need to be translated and adapted into the United Nations languages, as well as other local languages. The responsibility of this will be the partners – National Committees, above all else. The Secretariat will play a quality control role.

(c) ***Visual Identity***

A Logotype for the IYB will need to be created. The logotype will be used on the information products of IYB, the website, and in promotional materials used by all who celebrate the year.

It has been suggested that the hosts of COP-9 and COP-10 provide assistance, both financial as well as conceptual for the design. Guidance for this is below. It was provided by the brainstorming workshops held on 18 and 30 July 2008. Logos from a number of international years and days in relevant fields were circulated to the group for their consideration. Based on this discussion, it was agreed that the logotype should meet the following criteria:

- must be attractive and visible not only in color, but also in grayscale
- should be created in electronic formats that can be downloaded by partners
- translations into UN languages (and limited support for local languages) should be possible with no distortion or change of the logotype
- should be visually complementary to other 2010 logos in existence, in particular the logo of the CBD, Countdown 2010 and COP-10
- the logotype should include the year 2010 and the slogan mentioned above
- For the images on the logotype, silhouettes and abstractions are preferred to detailed, and photographic images
- Representations of ecosystems are preferred over single species.
- A horizontal logo is preferred to a vertical orientation.
- The group expressed admiration for the following logotypes:
 - o International Year of Deserts and Desertification (IYDD)
 - o The International Year of Oceans
 - o International Year of Reefs
 - o The logo of CITES
 - o The International Year of Astronomy

7. Information Products - Means to deliver messages to target groups

The IYB will require that a number of core information products are created for target groups. The Secretariat will create a core set of these, with the aim of making them available to a number of organizations for further dissemination

(a) *Website*

As indicated, the internet is a very important delivery mechanism for a number of the target groups. In this way, the content and format of the SCBD's IYB website will be a central point to disseminate all IYB information. It will be maintained by the Secretariat with mirror sites through some of the members of the clearing-house mechanism. It will contain content management tools that will allow partners to input and update their own information. The main elements of the site will be as follows:

- *“Success stories” clearing-house.* This is where communities and organizations will be able to submit their success stories for web and print publication. Building upon the NBSAP poster tool and other applications, partners will be able to advertise their stories and demonstrate how these contribute to the 2010 target and beyond;
- *Electronic versions of materials* including multimedia in a variety of formats including photos, videos, audio presentations, Power point presentations and flash presentations;
- *Audio files* of IYB news stories and success stories;
- *Calendar of events* (with ability for partners to self-post information on their IYB events, through an online form);
- *Links to and information about, the partners;*
- *Discussion forums on issues related to IYB;*
- *Links to news items* published around the world;
- *Children’s portal;*
- *Youth portal;*
- *The Greenwave website and initiative.*
- *Downloadable animations*

The site will also take advantage of a number of the new content syndication tools available. Therefore a variety of information feeds and formats will be used to make the content available to partners and other websites.

(b) *Material for television*

Television remains a powerful means to reach populations, therefore the IYB strategy should provide some basic material that can be used by media to create customized messages.

Video News Release A brief (3 to 5 minutes) release should be created with the main messages of IYB, statements by the UNSG, the Executive Director of UNEP, the Executive Secretary, and other elements of the messaging.

Promotional Video (GBO-3) In addition to the Video News Release, a more extensive promotional video of 22 minutes should be created. This should provide more details on IYB and more details on the findings of Global Biodiversity Outlook 3.

Stock footage Television stations will look for other examples of stock footage that they could assemble for any films on biodiversity. The secretariat should work with partners, including TVE and Wildscreen, to obtain stock footage that could be used by national

governments in the production of their promotional films. IN particular, stock footage of 2010 success stories should be produced.

Promotion and distribution of other materials The Secretariat has already worked with a number of production companies to produce materials of relevance that could be redistributed to Parties as part of the IYB. Television Trust for the Environment has produced a number of episodes in the Earth Report Series that are of relevance. One Planet Pictures has produced the series "Nature Inc." which could also be made available to national broadcasters.

(c) ***Material of relevance for newspapers***

Print media require a number of other materials to facilitate the production of articles. Some of the following products are envisaged, all in United Nations Languages.

- Press Releases
- Fact sheets on the Convention
- Graphics and data sheets on the indicators for the 2010 target
- Stock photos of the International Year
- 2010 success stories in ready to publish format

(d) ***Traveling Exhibitions***

Many international events (to be described below) will include the holding of a number of photographic, scientific and artistic exhibitions. Some exhibitions already exist and some partners have expressed an interest:

- "Nature our Precious Web" – SCBD, GEO magazine, GTZ and Countdown 2010. This exhibition was launched in Germany in 2007. It is currently touring Europe and is available to be exhibited in other countries.
- UNESCO – While agreed, a workplan and structure of the exhibition has still to be established according to the draft concept note. Funding for the exhibition will be shared. Another exhibition, organized with TNC for display in New York in late 2010 is also envisaged.
- *Consortium of Scientific Institutions* – Partners to the Consortium have agreed to create a number of exhibitions. The details for this will be established in the fall of 2008.

(e) ***Educational materials***

In order to mobilize educators in support of the IYB, materials will need to be made available. While many of these can be delivered through the Web, including:

- "The Green Wave" educational materials
- Educational Kit, including teachers guide.
- Access to the CBD's online library of biodiversity resources
- Biodiversity Game

(f) ***Other Information Materials***

Global Biodiversity Outlook 3 will be a source of most of the information materials and messages for the year. Its production is covered by another budget. Other information materials for the IYB should also be created, but the emphasis should be on the creation of electronic versions with source

files that can be made available to partners for local publication. Some of the source materials will include:

- Promotional PowerPoint presentations (this is a priority if Programme Officers are expected to promote the IYB at events prior to 2010);
- Brochures on the International Year of Biodiversity and the Convention for different target audiences;
- Brochures on 2010 success stories;
- An album of photographs from GBO-3;
- The Rio Conventions Calendar;
- CD-ROM of all materials.
- Audio files of IYB stories, which can be streamed over the internet, or delivered by CD.

8. Key International Events

The IYB will be marked by celebrations at not only the national level, but also at the international level - major international days and events. While a part of these events will be celebrations with a public awareness component, the main purpose behind all should be the following:

- use a high-profile event to raise awareness about the need to save biodiversity.
- Present examples of commitments to biodiversity conservation and sustainable use, including 2010 success stories, and demonstrate how these commitments will contribute not only to saving biodiversity, but also to human well-being, and the development process.
- Promote the “Green Wave”
- Link the presentation of these commitments to dialogues by policy makers, about the future framework of targets for the Convention.

(a) *Draft list of international events to be organized by the Secretariat in 2010*

	Place/ Proposed Event	Details	Partners
Jan	Paris, France Opening of the IYB, launch of the UNESCO exhibition	<ul style="list-style-type: none"> - High level panel - “2010 success stories” event - Youth Event - Launch of exhibition with UNESCO - Joint symposium with Diversitas - Special exhibition with the Natural History Museum of Paris <p>Goals: show the commitment of the scientific community towards the technologies and knowledge required for achievement of the 2010 target. Mobilize UNESCO and its member states.</p>	UNESCO, France, Diversitas
Feb	Delhi, India Delhi Sustainable Development Summit	<ul style="list-style-type: none"> - High-level panel on Biodiversity for Development - Policy dialogue <p>Goals: integrate the issues of biodiversity and development into the conference and initiate a dialogue with policy makers on the issues of tradeoffs.</p>	DSDS
	Whistler, Canada Olympic event	<ul style="list-style-type: none"> - “2010 success stories” event – focusing on activities in Canada - Youth event <p>Goals: offer an opportunity to North America to demonstrate actions in support of IYB; link IYB to the Olympic movement.</p>	Canada, City of Whistler, NGOs
Mar	Cartagena, Colombia Event at the ABS talks	<ul style="list-style-type: none"> - “2010 success stories” event – focusing on activities in Colombia/Latin America <p>Goals: offer an opportunity to Latin America to demonstrate actions in support of IYB. Use IYB to highlight the negotiations; highlight the contribution of the ABS regime to the MDGs.</p>	Colombia UN Secretariat, CSD
May	New York CSD (tentative)	<ul style="list-style-type: none"> - 2010 success stories event – focusing on the MDGs <p>Goals: offer an opportunity to highlight the contribution of biodiversity and the implementation of the CBD to realization of sustainable development</p>	CSD, UN Secretariat

	Place/ Proposed Event	Details	Partners
	<i>Bonn, Germany</i> Launch of GBO-3 at SBSTTA	<ul style="list-style-type: none"> - Launch of GBO-3 - Panel of scientists on biodiversity science - Youth Event - Equator Initiative Prize (?) <p>Goals: launch the scientific study upon which IYB messaging is based; link its results to the TEEB report; further reinforce the role of science in future work; encourage parties to begin thinking of the next steps for the Convention in advance of COP-10</p>	Germany
	<i>New York, USA</i> Celebration of the International Day for Biodiversity at the PFII	<ul style="list-style-type: none"> - photographic exhibition: "ILCs: Custodians of Biodiversity" - Special segment <p>Goals: highlight the important role of indigenous and local communities; gain support for the CBD and a post-2010 target form the forum.</p>	UN Secretariat
	<i>Various countries</i> International Day for Biological Diversity	<ul style="list-style-type: none"> - IYB celebrations, with a focus on 2010 success stories - Announcement of latest contributions to the Green Wave <p>Goals: encourage countries to demonstrate and support the actions taking place nationally in support of IYB; facilitate national dialogues on the role of biodiversity in development; encourage countries to launch/update/implement their NBSAPs; show the momentum generated by the Green Wave</p>	Parties
Jun	<i>UNEP Regional Offices</i> World Environment Day	<ul style="list-style-type: none"> - announcement of results of painting competition and photo competition - Statement by UNSG, UNEP ED, and others. <p>Goals: mobilize the influence of UNEP in support of the next round of targets and take advantage of WED to gain more coverage for the year.</p>	Germany, UNEP
July	<i>New York, USA (tentative)</i>	<ul style="list-style-type: none"> - High-level segment of ECOSOC <p>Goals: Demonstrate the importance of biodiversity and the CBD to the achievement of the MDGs; introduce the parameters for a post 2010 target and initiate a dialogue on the relationship between development and biodiversity.</p>	UN Secretariat
Aug		-	
Sept	<i>New York, USA</i> United Nations General Assembly	<ul style="list-style-type: none"> - High Level Segment on Biodiversity for Development - Presentation of findings of GBO-3, with key personalities - UNESCO Exhibition should be displayed <p>Goals: encourage discussion of the integration of biodiversity considerations into the MDGs and set the next round of targets;</p>	UN Secretariat, UNESCO
Oct	<i>Nagoya, Japan</i> Conference of the Parties	<ul style="list-style-type: none"> - UNESCO exhibition - Events involving youth should be promoted. - Scientific Partners should present their IYB activities - A special IYB fair should be held – on 2010 Success stories. Link this to the CEPA fair. - The high level segment of the COP should have a session devoted to the IYB - -An event with cities should be held. - Equator Initiative prize could be handed out at this <p>Goals: encourage all parties to show their 2010 successes and identify best practices; seek to gain a commitment for a timetable for the post-2010 target, including a commitment from both COP presidencies; showcase the ABS regime as a sign of success;</p>	Japan, Germany, UNDP
Nov		-	
Dec	<i>Kanazawa, Japan</i> Closing of the IYB and launch of the International Year of Forests <i>(tentative)</i>	<ul style="list-style-type: none"> - Closure of the IYB - Contribution of the SCBD to the launch of the International year of forests in 2011 	Japan and SCBD <i>(tentative)</i>

(b) **International Days.**

Below is a list of possible international days at which the IYB could be celebrated. These international days represent an additional multiplier and access to particular audiences. The Secretariat should write notes to the responsible organization, inviting them to coordinate their theme with the IYB, and demonstrating the points of common interest. Programme officers in the Secretariat who are familiar with these days should assist in the drafting of these letters. The contact persons for these days will be included in an annex to the attached document.

Celebrations	Date	SCBD FOCAL Point
<u>International Women's Day</u>	8 March	Marie Khan
<u>World Water Day</u>	22 March	David Coates
<u>World Health Day</u>	23 March	Jo Mulongoy
<u>World Day for Cultural Diversity for Dialogue and Development</u>	21 May	John Scott
<u>International Day for Biological Diversity</u>	22 May	N/A
<u>World Environment Day</u>	5 June	Neil Pratt
<u>World Day to Combat Desertification and Drought</u>	17 June	Jaime Webbe
<u>World Refugee Day</u>	20 June	John Scott
<u>World Population Day</u>	11 July	
<u>International Day of the World's Indigenous People</u>	9 August	John Scott
<u>International Youth Day</u>	12 August	Christine Gibb
<u>World Food Day</u>		TBD
<u>International Day for the Preservation of the Ozone Layer</u>	16 September	Jaime Webbe
<u>United Nations Day and World Development Information Day</u>	24 October	Nandini Krishna
<u>International Day for Preventing the Exploitation of the Environment in War and Armed Conflict</u>	6 November	TBD
<u>International Civil Aviation Day</u>	7 December	TBD
<u>International Mountain Day</u>	11 December	Sarat Babu Gidda
<u>United Nations Day for South-South Cooperation</u>	19 December	Eric Belvaux

(c) **Advance Promotion of IYB - Responsibility and liaison:**

Programme Officers for the particular issue area will be responsible for promoting the IYB at the various events. They will be provided with information materials, PowerPoint presentations and other resources to best promote the IYB. This will include messages on how people can submit and highlight their 2010 success stories.

Events in 2009

Event	Dates	Organisers	Location	Focal Point
25th Session of the Governing Council / Global Ministerial Environment Forum	16-20 Feb	UNEP	Nairobi	Ahmed Djoghlaif
High Level Meeting of Women Ministers of the Environment and Environmental Leaders	9-13 March	Liberia, Finland	Liberia	Marie Khan
29 th Session of the Committee on Forestry of the Food and Agriculture organization	16-20 March	FAO	Rome	Tbd
Eighth Session of the United Nations Forum on Forests	20 April - 1 May	UNFF	New York City	Tim Christopherson

Event	Dates	Organisers	Location	Focal Point
17th Session of the Commission on Sustainable Development	4-15 May	DESA Secretariat	New York	Eric BELvaux
World Ocean Conference	11-15 May	WOC'09 Secretariat	Manado, Indonesia	Jihyun Lee
World Youth Symposium on Biodiversity	5-9 July	Organizing committee	Ottawa, Canada	Christine Gibb/Franc D'Amico
Permanent Forum for Indigenous Issues	22 May		New York	John Scott, Nandhini Krishna
Tunza Youth Conference on the Environment	Fall tbd	UNEP + Tunza youth advisory committee	Egypt	Christine Gibb
COP 9 UNCCD	tdb Oct.	UNCCD	Bonn, Germany	Jaime Webbe
COP 15 / CMP 5 UNFCCC	3 Nov.- 11 Dec	UNFCCC	Copenhagen	Jaime Webbe

Events in 2010

Event	Dates	Organisers	Location	SCBD Focal Point
COP 15 CITES	tdb January	CITES	Doha, Qatar	TBD
Winter Olympics	Feb. 12-28	IOC/VANOC and city of Whistler	Whistler, Canada	Franca D'Amico
Shanghai World Exposition	1-31 May	Bureau of the Shanghai World Expo Coordination	Shanghai, China	Nicolas Bertrand
Permanent Forum for Indigenous Issues	22 May		New York	John Scott, Nandhini Krishna
Women's World Conference	25-29 May		Sofia	Marie Khan
FIFA World Cup	June	FIFA	South Africa	TBD
UNGA 65 th session	September	UN	New York	Nandhini Krishna
Commonwealth Games	Oct. 3-14	Commonwealth Games Federation	New Delhi	TBD
COP-10	Fourth quarter	CBD	Nagoya, Japan	Dominique Kaiser
Children and Youth Conference	Fourth quarter	CBD, Dentsu	Nagoya, Japan	Christine Gibb
Tunza International Children's Conference on the Environment	Tbd	UNEP, Tunza junior board	South Korea	Christine Gibb
UNFCCC COP-16	Dec	UNFCCC Secretariat	Copenhagen	Jaime Webbe

9. Funding and Fund-raising

(a) Requirements

The following budget was approved by the COP:

Item	Expenditure 2008	Expenditure 2009	Expenditure 2010	Total (US\$)
Travel and Meetings				
Promotion and regional coordination sessions, including travel.	5,000	20,000	20,000	45,000
Cost of all IYB events during 2009 and 2010, including IBD celebrations		10,000	200,000	210,000
			Total	255,000
Information Materials				
Global Biodiversity Outlook	(covered under GBO-3 budget)			0
Rio Conventions Calendar	(paid for by sponsorship arrangements)			0
Information Materials (branding, creation of print materials, video news release, educational kit)	50,000	150,000		200,000
Website and multimedia	25,000	50,000	15,000	90,000
			Total	290,000
Other				
Exhibition with UNESCO (including costs for transportation in 2010)*		75,000	50,000	125,000
Evaluation			20,000	20,000
			Total	145,000
			Grand Total	690,000

(b) Agreed funding to date:

The government of Japan has agreed to provide 100,000 USD in funding for the IYB. It is recommended that these funds are used for the branding and logotypes, basic information materials, development of the website, as well as for travel in 2008.

(c) Suggested directions for fund raising

* The exhibition will be co-financed with UNESCO. This figure represents the contribution of the SCBD towards the final product.

- (i) Requests to Parties At COP 9, Parties agreed to contribute through voluntary contributions, to a base budget of approximately 690,000. Parties will be invited to follow the lead of Japan and provide the required funding.
- (ii) Use of a private sector company to raise remaining funds. In the event that a gap of funds still exists following fund raising with Parties, the Secretariat could explore the option of engaging a private sector firm that could raise funds for the IYB from a variety of local, regional and national governments as well as the private sector. To make this successful however, the terms of reference for the companies should be very strict regarding the degree of recognition that sponsors would receive. A number of such agencies exist.

