



# United Nations Decade on Biodiversity 2011-2020



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# UN Decade for Biodiversity

*Decides, following the invitation of COP-10, to declare 2011-2020 the United Nations Decade on Biodiversity, with a view to contributing to the implementation of the Strategic Plan for Biodiversity 2011-2020,*

*Requests the Secretary-General, in this regard, in consultation with Member States, to lead the coordination of the activities of the Decade on behalf of the UN system, with the support of the CBD secretariat and the secretariats of other biodiversity-related conventions and relevant UN funds, programmes and agencies, and*

*Invites Member States in a position to do so to contribute, on a voluntary basis, to the funding of the activities of the Decade.*



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# Strategic Objectives for the Decade

- *Supporting framework for implementation of the Biodiversity Strategic Plan 2011-2020 and the Aichi Biodiversity Targets at national, regional and international levels*
- *Guidance to regional and international organizations*
- *Public awareness of biodiversity issues*



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# Targeted Actors and Behaviour Change

- National Focal Points, UN Agencies and Programmes, and other actors are encouraged to:
  - promote public awareness on biodiversity
  - carry out actions that support the Strategic Plan
  - strengthen networks for implementation of the CBD
  - enhance coordination of their actions
  - increase mainstreaming efforts



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# *Regional Organizations*

- Action at the regional level, particularly where drivers of biodiversity loss are trans-boundary or large biomes require management across several countries:
  - align biodiversity policy and targets with Strategic Plan and Aichi Targets
  - create coordination mechanisms to link national and regional efforts
  - mainstream biodiversity considerations into medium- and long-term priorities



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# *International Organizations*

- Implement the principles of mainstreaming in a coordinated way:
  - align programmes and priorities with the Strategic Plan and the Aichi Biodiversity targets
  - further develop and implement a United Nations system-wide strategy and action plan that integrates biodiversity considerations into work related to the core issues of sustainable development and human security



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# *Civil Society Organizations*

- Raising awareness of the value of biodiversity amongst the general public, and developing a broad consensus across society for the actions needed by individuals and communities:
  - collaboration of global networks to advance the biodiversity agenda
  - provide civil society networks with guidance on the ways that they can become involved in national processes for implementation of the CBD
  - encourage civil society organizations to develop communication and outreach campaigns that support the strategic plan and provide messages about the value of biodiversity



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# *Businesses*

- Active engagement of the business sector:
  - benefits of “biodiversity-friendly” business practices
  - further engagement of global “biodiversity-friendly” business associations to reach out to other businesses
  - create and develop communications campaigns that promote the economic and business benefits of sustainable production and consumption.



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# *Children and Youth*

The next generation of leaders and the citizens of tomorrow will inherit the results of environmental management, they have a vested interest in the results of the Decade.

- create a movement of Youth Champions, inspiring to others
- build on existing initiatives at all levels, ex.UN System-Wide strategy for Youth, the UNEP TUNZA Initiative, the Green Wave, etc.
- build networks of youth groups



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# *Indigenous and Local Communities*

- Key group to ensure implementation of the Strategic Plan:
  - recognise and communicate their unique contribution and communicate
  - provide a platform for further integration of work in the communities with the work of other actors for the biodiversity agenda



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# *Scientific Community (including Botanical Gardens, Zoos and Natural History Museums)*

Create indicators and data, but also communicate science

- platform for innovation in biodiversity research
- opportunity to expand science communication on biodiversity, including the mobilization of funds and resources



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# Media

- Reach out to different audiences, and an audience itself
  - provide reporting guidelines and encourage coverage of biodiversity issues in a variety of domains (beyond the typical coverage)



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# Other stakeholders

Many other organizations can be considered for work during the Decade:

- **Local Authorities:** Increasingly, implementation of Biodiversity Strategies and Action Plans is taking place at local levels. At COP-10 hundreds of cities committed to their own local biodiversity strategies
- **Parliamentarians:** While National Governments will be those implementing the Convention, it is the work of legislators that will permit rapid and effective development of the required legislation (ex. GLOBE)
- **Faith-organizations:** The ethical component of biodiversity conservation and sustainable use is key to fully integrating a more sustainable way of life



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# *Establishing baseline data regarding biodiversity attitudes*

- Proper tracking and monitoring of the Decade will require establishment of indicators and baseline information on public attitudes and opinions regarding biodiversity.
- Create and establish a global framework under which regional, sub-regional and national surveys can be conducted. Establish partnerships with:
  - public opinion research agencies
  - marketing companies
  - national governments
  - regional organizations
- Some regions have considerable expertise in this respect and their experience should be tapped for capacity-development initiatives



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# Communication channels

- *Messaging package*
  - Visual identity, core messages and their local adaptation
- *Electronic communications*
  - Website, including a CHM, Social Networks, Twitter feeds, etc.
- *Printed information products*
  - Brochures, posters, buttons, stickers, memorabilia, commemorative book, magazines, future editions of GBO
- *Visual products*
  - photo exhibitions, painting competitions, public service announcement, commissioned television series, video news releases, travelling exhibitions
- *Goodwill Ambassadors*
- *Annual national reporting on implementation of the Strategic Plan*



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# *Calendar of events (tentative)*

2 February 2011 New York	Pre launch of the UN Decade at the occasion of the Ceremony to Open the Nagoya Protocol on ABS for Signature
7 March 2011 New York	Pre launch of the UN decade at the occasion of the Ceremony to Open the Kuala Lumpur Nagoya Protocol on Liability and Redress for Signature
11 May 2011 New York	Pre launch of the UN decade at the occasion of the ministerial meeting of the Commission on Sustainable Development
22 May 2011	Global launch in Tokyo Launch of National Committees of UNDB
7 June 2011	Launch in Canada at the occasion of the Montreal Economic Conference
19 September 2011 New York	High level celebration of the Decade at the 66 <sup>th</sup> session of the United Nations General Assembly
October 2011	High level celebration at the COP 10 of UNCCD
29 October 2011 November 2011	First Nagoya Biodiversity Lecture (t.b.c.) High level celebration at the occasion of COP 17 of UNFCCC
14 – 16 May 2012 Rio de Janeiro	High Level Celebration at Rio+20
May 2012 Yeosu, Korea	Expo 2012
September 2012	High level celebration of the Decade at the 67 <sup>th</sup> session of the United Nations General Assembly
6 – 15 September 2012 Jeju, Korea	Celebration at the IUCN Congress
Oct 2012	Celebration at the margins of COP 11 of CBD in India
Nov/Dec 2012	Celebration at the margins of COP 18 of UNFCCC

# Activities

- Global, Regional and National launch events in 2011

## *Support National Committees*

- Enhance coordination of national actions to achieve the Strategic Objectives
- Participate to regional and sub-regional capacity building workshops on implementation of the Aichi-Nagoya Outcomes
- Public awareness campaigns, including campaigns directed at key economic sectors

## • *Annual celebrations*

- International Day for Biological Diversity (22 May)
- World Environment Day (5 June)
- Other international days



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# Activities (Continued)

## *COP*

- High-level segment: policy dialogue
- Civil-society forum held in parallel
- Media reporting awards
- Scientific conference featuring latest research
- Forum of practices and activities by indigenous and local communities

## *Annual events at the UNGA sessions*

## *Rio + 20 Conference in 2012*

- Role of biodiversity-friendly business practices in a green economy
- Contribution of biodiversity to national accounts and economic activity
- Integration of biodiversity concerns into global environmental governance



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# Activities (Continued)

*Meetings of other multilateral environmental organizations:*

- UNFCCC and UNCCD
- Biodiversity-related Agreements

*Mid-decade conference*

- A mid-term conference, linked with the wrap up and assessment of the Millennium Development Goals (MDG) period should be organised with the full cooperation of other United Nations Agencies

*Nagoya Biodiversity Lecture*

- To mark the adoption of the UN Decade on Biodiversity in Nagoya on 29 October, it is suggested that a Nagoya Biodiversity Lecture be held every year at the Nagoya Conference Center on 29 October



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**Secretariat of the  
Convention on Biological Diversity**  
World Trade Centre  
413 St. Jacques street, Suite 800  
Montreal, Quebec, Canada H2Y 1N9  
Tel. 1 (514) 288 2220  
secretariat@cbd.int  
www.cbd.int



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