



Secretariat of the Convention on Biological Diversity



Draft Concept note:

“Biodiversity: Save it. Support it. Share it.” An Exhibition to mark the International Year of Biodiversity in 2010

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A. Background

For a number of years, now, members of the biodiversity community have attempted to raise a general awareness of the importance of biological diversity for the richness of human civilization, in the hopes that an appreciation of this will lead to changes in human behaviour that are contributing to the degradation of natural habitats around the world. As a strategy to approach this challenge, the United Nations General Assembly, proclaimed that 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 year also takes place in the second half of the United Nations Decade of Education for Sustainable Development (DESD)

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.

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:

- 1) 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 one of the key and fundamental elements 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. Poor people are the most vulnerable to biodiversity loss but all humanity will suffer in the end through biodiversity loss. 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.

- 2) 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.

The celebrations of the IYB will seek to promote action through raising awareness. In support of these, the Secretariat of the Convention would like to create, in collaboration with UNESCO, an exhibition which demonstrates the origins, extent and value of biodiversity, outlines the biodiversity crisis and points out how the global community can act to save it. The exhibition will be shown at major international events, and through a web site. A brochure will also be produced.

B. Concept

For most of the public, Biodiversity remains the invisible basis for human existence. Increasingly settled in urban settings, the global community is for the most part, unaware of the extent to which their material, social and cultural well-being is founded on strong, resilient ecosystems, which are themselves buttressed by a rich biodiversity.

Lacking this awareness, individually and collectively, societies are engaging in patterns of consumption that overexploit these resources. Raising awareness of the contribution of biodiversity to human material, cultural and spiritual well-being will help begin the process of imagining new ways of organizing consumption and production that are sustainable.

There are communities that are engaging in practices that are sustainable, and maintain a balance between human needs and the reproduction of an ecosystem. There are also important scientific advances which help human society better understand biodiversity and ways to manage it. There are also examples of practices that conserve and sustainably use biodiversity in the traditional knowledge of indigenous and local communities. This science and these practices, both new as well as traditional are the basis for hope – ways of living that might be replicable if the individuals and communities of the world act now.

Recognizing the existence of this knowledge, citizens of the world are willing to take the steps to engage in a life long learning process that will allow them to apprehend ways to live that will save biodiversity and ensure a sustainable future. This commitment for education for sustainable development, for all citizens is part of the solution.

A multi-media exhibition, based on the ideas expressed above, will be created, and organized into three themes (described below). The exhibition will be in support of the goals of the

International year of Biodiversity, as described above, and will be displayed at major international meetings relating to the Convention on Biological Diversity during 2010, including:

- a launch at the headquarters of UNESCO
- presentation in Bonn, Germany at the launch of Global Biodiversity Outlook 3 and the SBSTTA
- Presentation at the UNGA in New York in September
- Presentation in Nagoya, Japan, at COP-10.
- Presentation in Brazil,

To increase impact and reach a variety of audiences including policy and decision makers, and members of the general public, a number of other high visibility venues will also be considered. These could include government and parliamentary buildings, which indeed display exhibitions on topics relating to subject of public concern, museums and institutions such as the Royal Botanic Gardens, Kew in the UK with large numbers of visitors. A detailed itinerary will be drawn up to reach both specialized and general audiences.

Selections of the exhibition's contents will also be reproduced on a website and DVD, for further distribution.

C. Themes and possible sub-themes

The exhibition's themes will parallel the key messages for the year. Below, we present suggested titles for the three sections of the exhibition, the key message that inspires the theme, and some suggested directions for the section:

1) Biodiversity: our daily bread, our muse.

"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."

Under this theme, the various dimensions of the value of biodiversity will be explored. Using the encompassing notion of human well-being explored by the Millennium Ecosystem Assessment, the contribution of Biodiversity to the economic, social, and cultural basis of human life will be explored through photos, case studies, and the products, including arts and crafts, that are derived from biodiversity. Examples of artistic inspiration such as poetry, dance and visual arts can also be included. The importance of biodiversity to human health will also be featured through an exploration of the medicines derived from nature as well as an exploration of the role of healthy ecosystems in the prevention of disease. The intrinsic value of biodiversity will also be captured, through the presentation of some of the most beautiful and endangered ecosystems. The frontiers of undiscovered biodiversity will also be captured, through presentations of some of the latest discoveries of species, including those discovered in the deepest parts of the world's oceans.

2) The biodiversity crisis.

"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.”

Using data from indicators from research such as that in Global Biodiversity Outlook 3, the IUCN Red List, the Living Planet Index of WWF, and others, the link between human activity and the drivers of biodiversity loss will be presented. The main direct drivers (habitat loss, over-exploitation, invasive species, pollution, climate change, etc) as well as the indirect drivers (social, economic and cultural practices) will be presented. The impact upon biodiversity of certain new practices and issues, such as biofuels, will also be considered. Audio visuals can be used, such as presentations of time series data on global fisheries, forest cover change, etc. Under this section, the various scenarios for biodiversity loss will be presented in an interactive format, which will permit people to see the consequences of different rates of loss of biodiversity.

3) **Action Now! For Life on Earth.**

“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.”

This part of the exhibition will adopt a tone of realistic optimism and will show the extent to which people are able to address the biodiversity crisis successfully. The emphasis will be on cases of successful management and the elements that should be replicated. The goal is to encourage people to act by emulating the actions that are already taking place. While section 5 will focus on actions by individuals, all sections will suggest ways that individuals can take action for live on earth.

(i) **Communities working for biodiversity.**

“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.”

The IYB will focus on “success stories” where communities have been able to achieve a harmonious balance with nature. This section will present examples from around the globe, including a variety of ecosystems, where communities and government have been able to preserve biodiversity. Biosphere reserves, Ramsar site, etc, are good examples. Particular examples that should be considered are: successful fisheries management; successful management of watersheds; forestry communities that work in harmony; examples of sustainable agriculture. Video testimonies and examples of the products produced from these communities should be included.

(ii) **Science at work, for Biodiversity.**

“The global scientific community is already mobilized to provide the knowledge and tools that can help others to save biodiversity.”

IYB will also celebrate the work of scientists who are providing the tools and knowledge about biodiversity. This part of the exhibition will highlight some of the latest research in taxonomy, ecosystem functions, the use of Geographic Information Systems (GIS) technologies, the impacts of climate change, etc that

contributes to the goals of the Convention. Individual scientists will be featured, as will research centres. As with all parts of the exhibition, a variety of regions should be considered when presenting examples.

(iii) **Political Action, for Biodiversity.**

“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.”

This part will present some of the national, regional and global issues that are contributing to ending the biodiversity crisis. In particular, the attempts to link biodiversity conservation and sustainable use with development, and the role of the Decade of Education for Sustainable Development will be highlighted. It will also point the way to the action required of the political leaders. The section will focus on the need for all to act in their individual lives, as well as to pressure politicians.

(iv) **Education for a sustainable future.**

This part of the exhibition will look at the ways that the Decade of Education for Sustainable Development contributes to the conservation and sustainable use of biodiversity. Actions and activities, from those for school age children, to those of entire communities who are reorganizing themselves for sustainability, will be presented. The skills that will be needed in the future to help reconcile human needs with the functioning ecosystems of the planet will also be featured, to inspire young viewers to take up certain professions and training.

(v) **Take Action, for Biodiversity**

This section will present actions that individuals can take in their own lives to support the conservation and sustainable use of biodiversity. Using examples of individuals who have already made a commitment, the exhibition will suggest ways that individuals can change their:

- Change their consumption patterns to reduce their impact on biodiversity
- Inform themselves about biodiversity and ecosystems and learn some of the basic science
- Support local, national and international initiatives to establish protected areas.

D. Partners and Content Provision

The exhibition will be a joint project of the Secretariat of the Convention on Biological Diversity and UNESCO. Given the extensive base of audio, visual and tangible artifacts needed for the display, other partners can be brought in to help provide additional information and content. Such partners could include, but are not limited to:

- the museum of natural history of Paris
- The Natural History Museum, London
- The Royal Botanic Gardens, Kew

- The World Resources Institute
- Television Trust for the Environment
- Wildscreen/Arkive
- IUCN
- National Geographic
- UNEP-WCMC
- WWF

E. Scenario

The exhibition will be an extensive space that the viewer walks through, with each of the three themes represented by different colours and lighting. The scenario should seek to provoke, in the viewer first, an appreciation of the contribution of biodiversity to the experience of humanity and human civilization, then a concern for the rate at which it is being lost, with a final presentation that efforts are taking place. All parts of the exhibition should offer opportunities for the viewer to identify ways that they can, as an individual, contribute to the solution of the biodiversity crisis.

The exhibition should bring all of this to life in the mind of the viewer. Thus images, audio and video, as well as tangible objects should be included, to provide an experience that encompasses the many senses of the viewer.

The exhibition should also demonstrate the global nature of the challenge of biodiversity, but it should also demonstrate to the viewer that there is biodiversity in all communities of the world – global and local solutions are related. The place of the individual in this should also be highlighted.

F. Organization

1) *Steering Committee*

The Steering Committee will be headed by two honorary joint curators who will represent the global scientific and political communities. The scientific curator will be a figure who has been extensively involved in biodiversity issues, including the Convention. The political curator will represent the current chairs of the Conference of the Parties to the Convention.

The Committee itself will include representatives of SCBD, and UNESCO, and will be responsible for coordination, funding, and promotions

2) *Coordination*

Given the considerable experience at UNESCO, overall Coordination for the production will be the responsibility of UNESCO staff. As the exhibition is to be linked to the IYB, content coordination and thematic guidance will come from SCBD. Coordination of the

schedule for the exhibition and its promotion, including the communications strategy, will be jointly managed by SCBD and UNESCO.

3) *Funding*

The exhibition will be jointly funded by UNESCO and SCBD. Both partners will engage in fund raising efforts amongst governments and organizations. SCBD and SCBD have identified the need to raise a total of 500 000 dollars for the exhibition and its transport costs in 2010. COP-9 approved a contribution of 125,000 USD from Parties. Following approval of the COP Bureau, SCBD and UNESCO will agree on a joint fundraising strategy no later than October of 2008.

4) *Promotion and Communications Strategy*

The Exhibition will be promoted as an element of the IYB. It will be promoted to international organizations as an event that can be exhibited at major international meetings, and to national governments as an exhibition that can be shown as part of their national IYB celebrations. Through our work with content partners, and in particular media partners, additional promotion will be carried out.

The elements of the promotion and other communications will be outlined in a communications strategy for the exhibition, which will be outlined in the fall of 2008.

5) *Timetable.*

While a detailed timetable has yet to be established, some of the following dates are important:

October 2008	<ul style="list-style-type: none"> - Concept Note, Design proposal and draft budget submitted to CBD COP Bureau - UNESCO resolution on the IYB
November 2008	<ul style="list-style-type: none"> - Fund raising - Establishment of partnerships with content providers
December 2008	<ul style="list-style-type: none"> - Fund raising - Establishment of relationships with content providers
January 2009	<ul style="list-style-type: none"> - Meeting in Paris with Design team and content providers - advertising of exhibition
March 2009	<ul style="list-style-type: none"> - Production of exhibition - Promotion of exhibition and booking of dates in 2010
June 2009	<ul style="list-style-type: none"> - Production of exhibition - Promotion of exhibition and booking of dates in 2010
September 2009	
October 2009	
November 2009	
January 2010	Launch of exhibition

G. Annex: Goals, Target Audiences and Measurement of Outcomes for the IYB

The implementation plan for the IYB includes a review of some of the goals for the IYB. We reproduce it below, with a view to demonstrating the relationship of outreach to overall goals for the IYB. 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	Inspire adults to take actions to save biodiversity	- increase in actions by youth (declarations) - attitudinal surveys
	Adult public	Understand the value of biodiversity and demand actions from government and economic sectors.	- attitudinal surveys demonstrating increased understanding of the role of biodiversity in their lives.
	Key Economic Sectors	Understand the value of biodiversity to economic activity.	- requests for information on biodiversity
	Indigenous and Local Communities	Support and preserve practices and knowledge that supports biodiversity.	- attitudinal surveys
	Scientific Community, including museums	Hold exhibitions for the public on biodiversity.	- increased number of exhibitions on biodiversity held during the year
<i>Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments</i>	Adult public	Support accomplishments in their community, and refer to these in their demands for action.	- attitudinal surveys, surveys of saliency of biodiversity issues in political requests and debates
	Governments	Celebrate and promote these accomplishments, use them as case studies in their evaluations of biodiversity policy, including in the creation of National Biodiversity Strategies and Action Plans (NBSAPs)	- Integration of novel practices into NBSAPs
	Decision makers	Refer to these accomplishments in their commitments for new actions	- biodiversity considerations are part of policy positions
	International organizations	Highlight the extent to which these examples are cross-cutting initiatives, provide support to them and highlight these to international funding agencies	- Initiatives that contribute to biodiversity conservation are mentioned and promoted.
	Indigenous and Local Communities	Celebrate actions taken by other ILCs and seek to replicate/learn from them	- ILCs share knowledge and refer to the principles of these particular practices
	Scientific Community, including museums	Promote novel tools and technologies that assist in biodiversity conservation	- number of publications on biodiversity technologies and advancements of direct relevance to achievement of 2010 and the post 2010 period
<i>Call individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.</i>	Individuals	Make consumption choices that have a reduced impact on biodiversity	- attitudinal surveys
	Key Economic Sectors	Integrate biodiversity considerations into sectoral-wide strategies; become active participants in the NBSAP process Adopt the business case for biodiversity	- NBSAP processes include key economic sectors,
	Governments	Create, implement and revise National Biodiversity Strategies and Action Plans	- in the 4 th national reports, demonstrate increased engagement
	International	Integrate the provisions of the CBD, including	- policy statements and plans include provisions

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