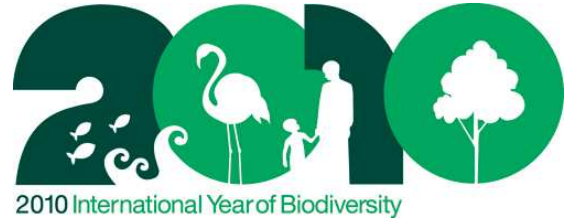




**Convention on
Biological Diversity**



REVISED

**DRAFT STRATEGY FOR THE CELEBRATION OF THE
UNITED NATIONS DECADE ON BIODIVERSITY (UNDB)
2011-2020**

Introduction

1. At the initiative of Japan, the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity recommended to the United Nations General Assembly to declare 2011-2020 as the United Nations Decade on Biodiversity. The draft decision, passed by the second committee of the sixty fifth session of the United Nations General Assembly declared the period 2011 – 2020 to be “the United Nations Decade on Biodiversity, with a view to contributing to the implementation of the Strategic Plan for Biodiversity for the period 2011-2020,”
2. The draft decision also requested 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 United Nations system, with the support of the secretariat of the Convention on Biological Diversity and the secretariats of other biodiversity-related conventions and relevant United Nations 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;”
3. The Decade will be a vehicle to support and promote implementation of the objectives of the Strategic Plan for Biodiversity and the Aichi Biodiversity Targets, and will seek to promote the involvement of a variety of national and intergovernmental actors and other stakeholders in the goal of mainstreaming biodiversity into broader development planning and economic activities. Throughout the Decade, Parties will be encouraged to develop, implement and communicate the results of, time-bound national strategies for implementation of the Strategic Plan for Biodiversity, including interim milestones, and reporting mechanisms on progress achieved.
4. The Decade will provide broad support to the implementation of all the goals of the Strategic Plan and the Aichi Biodiversity Targets. The aim will be to place special focus on supporting actions that address the underlying causes of biodiversity loss, including production and consumption patterns. One way of achieving this will be by ensuring that biodiversity concerns are mainstreamed throughout government and all sectors of society, through



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communication, education and awareness, appropriate incentive measures, and institutional change.

5. Among the many barriers to achieving the objectives of the Convention on Biological Diversity, the lack of public awareness on the importance of biodiversity ranks as one of the most serious. Without an awareness of the importance of biodiversity to human well-being, citizens and stakeholders are not likely to take the steps needed to mainstream biodiversity considerations into their daily lives and practices. The lack of public awareness also contributes to the relatively low political priority given to biodiversity issues.
6. The low level of public awareness of biodiversity has been confirmed in a number of recent studies. This included the Eurobarometer survey on biodiversity of late 2007, a study conducted by IPSOS for the Union for Ethical Biotrade, and a study that compared attitudes from the United States of America and China. In the context of cooperation with the Secretariat on public awareness, in 2009, Airbus conducted a survey, 'Nature Trail', of 1,500 children aged 5 to 10 years and 1,500 parents in the United Kingdom to analyse children's knowledge of nature. Data was also obtained in 2010 in the context of the 'Airbus Bio-Index' – a survey of more than 10,000 children and young people aged 5-18 from ten countries worldwide. In general the surveys pointed out that:
 - Few understood what the term biodiversity meant. Among those that did, it was understood in terms of species, and not ecosystems and their services;
 - People had the perception that biodiversity loss was a serious issue, at a global level, but did not see the connection of the biodiversity crisis to their own lives or activities at the local level;
 - People were willing to take actions as individuals, as consumers and as citizens to preserve biodiversity, but felt that they did not have enough information to determine what their actions should be;
 - Children and youth surveyed were spending an inordinate proportion of their time indoors, or in urban settings, with the potential effect of alienating them from nature. At the same time, children expressed wonder with the abilities of certain species and still indicated an enjoyment of being outdoors; they want to learn more about biodiversity but don't necessarily have the opportunity to do so.
7. The United Nations Decade on Biodiversity will build on the achievements of the celebration of the 2010 International Year of Biodiversity. The International Year of Biodiversity (IYB) was launched in Berlin on 11 January 2010 with the participation of the Chancellor of Germany and was closed in Kanazawa City, Ishikawa prefecture on 18-19 December 2010. At the time of writing, 191 countries have reported their IYB activities to the Secretariat. Special events were also organized by UNDP, UNESCO and the GEF. It is notable that at least 74 country offices of UNDP celebrated the IYB. In addition several other relevant UN agencies have joined the global celebrations by incorporating the IYB in their work programmes and events. A high level event on biodiversity was convened on 22 September 2010 by the sixty-fifth session of the United Nations General Assembly. The Secretariat in its official role as the Focal Point for the Year granted permission to over 2000 authorizations for the use of the IYB. At the time of writing, the IYB Facebook page counts over 52,000 people.

I. Strategic Objectives for the Decade

1. *Provide a supporting framework for implementation of the Biodiversity Strategic Plan 2011-2020 and the Aichi Biodiversity Targets*
 - a. Support capacity-development initiatives that support implementation of the Convention at national, regional and international levels.
 - b. Create a platform to communicate progress in implementation and the achievement of milestones at national, regional and international levels
2. *Support and provide guidance to regional and international organizations with a role in implementation of the Strategic Plan and achievement of the targets.*
 - a. Highlight and capitalise on opportunities to link the biodiversity agenda with work done in the context of these issues;
 - b. Coordinate activities in order to realise synergy;
3. *Continue to build public awareness of biodiversity issues.*
 - a. Provide key messages on biodiversity and its value for human well-being, translate into United Nations languages, and provide communications guidelines for their adaptation into local languages and cultures.
 - b. Build partnerships with communications organizations across the world to deliver the messages and develop regional and locally suitable variations on the core messages.
 - c. Develop principles for the integration of biodiversity into national educational curriculum, focusing on the principles of Education for Sustainable Development

II. Target audiences and behaviour change.

8. As with the International Year of Biodiversity, the Decade will need to engage a number of stakeholders. The list below is indicative and subject to revisions:
 1. *Actors involved in implementation of CBD at national level*

National Focal points located in government ministries, officials working with relevant United Nations Agencies and Programmes, and other governmental and non-governmental actors are all central to the Decade. During the period 2011-2020, they should be encouraged to:

- promote public awareness on biodiversity
- carry out actions that support implementation of the Strategic Plan;
- strengthen networks for implementation of the Convention;
- enhance coordination of their actions, including through the creation of national coordination bodies (i.e., National Committees of UNDB);
- increase mainstreaming efforts

2. *Regional organizations*

Achievements of some of the goals and targets of the Strategic Plan will be enhanced by action at the regional level, particularly where drivers of biodiversity loss are trans-boundary or large biomes require management across several countries. Therefore the Decade should include actions which encourage regional organizations, both those that are explicitly linked to the biodiversity agenda, as well as others for which biodiversity issues are relevant, to:

- align their biodiversity policy and targets over the decade with the Strategic Plan and the Aichi Targets;
- create coordination mechanisms that link national efforts under the Convention on Biological Diversity with efforts at regional level; and
- mainstream biodiversity considerations into their medium- and long-term priorities.

3. *International Organizations.*

Increasingly, United Nations Agencies have recognised the benefits of mainstreaming biodiversity into the broader landscape of work for sustainable development and human security. The Decade should be seen as an opportunity to implement the principles of mainstreaming in a coordinated way. Hence, during the Decade, engagement with international Organizations will seek to:

- encourage them to align their programmes and priorities with the Strategic Plan and the Aichi Biodiversity targets; and
- 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.

4. *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, including sustainable consumption, in order to have a more sustainable lifestyle will require engagement with Civil Society Organizations (CSO). As these organizations exist and work at global and national levels, during the decade actions should be taken which:

- encourage global networks to collaborate to advance the biodiversity agenda at international fora;
- provide civil society networks with guidance on the ways that they can become involved in national processes for implementation of the Convention; and
- encourage civil society organizations to develop communication and outreach campaigns that support the strategic plan and provide messages about the value of biodiversity for human well-being.

5. *Business*

The widespread adoption of sustainable production and consumption patterns across societies will necessarily require the active engagement of the business sector. Therefore the decade should include actions which will:

- promote the benefits to business of adoption of “biodiversity-friendly” business practices;
- encourage engagement with global business associations already engaged in sustainable production and further encourage these to reach out to other associations; and
- create and develop messages and communications campaigns that promote the economic and business benefits of sustainable production and consumption.

6. *Children and Youth*

As these will be the next generation of leaders and the citizens of tomorrow, this group is central to ensuring the continued momentum of the Decade beyond 2020. Moreover, as the cohort that will inherit the results of environmental management, they have a vested interest in the results of the Decade. Therefore the Decade needs to:

- encourage the creation of a movement of Youth Champions, whose actions will be inspirational to others;
- build on existing initiatives at all levels including the United Nations System-Wide strategy for Youth, the UNEP TUNZA Initiative; the Green Wave and others; and
- encourage linkages and the building of networks between youth groups using a variety of networking techniques, both internet and non internet-based;

7. Indigenous and Local Communities

It is clear that as the custodians of Traditional Knowledge relevant to the conservation and sustainable use of biodiversity, and as communities whose very cultural existence is linked to biodiversity; this is a key group to ensure implementation of the Strategic Plan. In this context, the Decade will:

- provide mechanisms to recognise their unique contribution and communicate it to the world;
- provide a platform for further integration of work in the communities with the work of other actors for the biodiversity agenda

8. The Scientific Community (including Botanical Gardens, Zoos and Natural History Museums)

The community of researchers whose work provides the technical basis for the work of the Convention are a key partner for the Decade. Their work is of direct relevance for the implementation of the Decade, not only for the creation of indicators and data, but also as science communicators.

The scientific community also includes Natural History Museums, Zoos and Botanical Gardens. These three types of institutions combine scientific expertise along with skills in science communication and education.

For both of these groups the Decade will:

- provide a platform to promote new directions in biodiversity research
- offer an opportunity to expand science communication on biodiversity, including the mobilization of funds and resources for long-term projects and exhibitions on biodiversity and its relevance to human well-being.

9. The Media

The Media is both a means to reach out to different audiences, as well as an audience itself. As a target audience, the goal is to raise awareness of the ways that biodiversity issues are cross-cutting for a variety of news areas, cultural reporting and features. During the Decade, efforts will be made to provide reporting guidelines and encourage the coverage of biodiversity issues in a variety of domains beyond the typical coverage that takes place in environmental, nature and scientific reporting.

10. Other stakeholders

Many other organizations can be considered for work during the Decade. This list will be further developed as the goals of the Decade are further developed. For now the following actors can be mentioned:

Local Authorities: Increasingly, implementation of Biodiversity Strategies and Action Plans is taking place at local levels. At COP-10 for example, hundreds of cities committed to their own local biodiversity strategies as a contribution to realising the goals of the CBD. The COP also endorsed a plan of action on local and sub-national governments. During the Decade, further work should be carried out to recognise and integrate the efforts of local authorities.

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 for action under the Convention. The work of organizations such as GLOBE should be integrated into the Decade.

Faith-organizations: The ethical component of biodiversity conservation and sustainable use is key to fully integrating a more sustainable way of life into the lives of citizens everywhere. Faith-organizations are central to developing and communicating this message. The Decade should integrate this element into events and activities.

III. Modalities of Engagement

9. For each of these target groups, a number of modes of engagement will be needed. Below, some suggested actions are included:

a. Actors involved in implementation of CBD at national level

- communication through the Focal Point;
- creation of national coordination bodies (i.e., National Committees of UNDB), using the existing bodies created for the International Year of Biodiversity;

b. Regional actors

- liaison between the Secretariat of the Convention on Biological Diversity and the regional organizational bodies, with the involvement of relevant national actors;
- establishment of memorandum of cooperation for the Decade, with medium-term work programmes linked to outputs for the Decade;

c. International organizations

- build on existing memorandum of cooperation with the CBD Secretariat, update and/or establish new ones with medium-term work programmes linked to actions during the Decade; and
- mobilise UN-system-wide initiatives and bodies in support of the Decade, including the Environment Management Group (EMG), the Commission for Sustainable Development (CSD), the Joint Liaison Group of the Rio Conventions (JLG), the Biodiversity-Liaison Group and others.

d. Civil society organizations

- build on existing memorandum of cooperation with the CBD Secretariat, update and/or establish new ones with medium-term work programmes linked to actions during the Decade; and
- provide a communications platform for their activities.

e. Business

- encourage further development of the business case for biodiversity; and
- promote greater engagement with biodiversity-friendly businesses.

f. Youth

- work through United Nations system-wide activities related to Youth;
- enhance the Green Wave programme as a tool for implementation of the Decade;
- contests and competitions including painting, photography, essay and others; and
- create a youth champions of biodiversity programme

g. Indigenous and Local Communities

- work closely with international organizations for Indigenous and Local Communities to link their activities to the CBD;

h. Scientific community

- encourage their further involvement in the development of data and indicator sets for the decade;
- encourage the development of a medium-term programme of research at the global level for the knowledge required for implementation of the Decade; and

- provide support to the expansion of existing programmes for science communication and the creation of new programmes and activities.

i. Media

- Provide reporting guidelines that explain ways to present biodiversity in business, development, culture and other news domains;
- Encourage the development of outreach campaigns that highlight local and national biodiversity issues in new and novel ways; and
- Recognise achievements in biodiversity coverage and reporting and hold these up as model practices.

j. Other stakeholders

- Local Authorities: provide support to ongoing efforts for local biodiversity strategies and their implementation within the context of NBSAPs; facilitate a network of activities
- Legislators: further support and encourage efforts by legislators to develop expertise on biodiversity legislation; offer training and capacity-development to interested legislators;
- Faith-communities: encourage the holding of conferences and local reflection activities on the religious and ethical dimensions on biodiversity conservation and sustainable use; encourage ecumenical dialogues on biodiversity and religion.

IV. Establishing baseline data regarding biodiversity attitudes

10. An immediate priority for the United Nations Decade on Biodiversity should be the establishment of indicators and base line information on public attitudes and opinions regarding biodiversity. Proper tracking and monitoring of the Decade will require establishment of these figures.
11. Therefore, early on in the Decade, a key first step will be the creation and establishment of a global framework under which regional, sub-regional and national surveys can be conducted. Partnerships should be established with the following agencies and actors to carry this out:
 - a. public opinion research agencies
 - b. marketing companies
 - c. national governments
 - d. regional organizations
12. Some regions, such as Europe, have considerable expertise in this respect and their experience should be tapped for capacity-development initiatives that support the carrying out of these surveys in regions.

V. Communication channels

13. Below is a list of indicative activities and ways through which the Decade can be communicated.

1. *Messaging package*

- a. Core messages and their translations;
- b. Rules for adapting messages into local languages and contexts; and
- c. Visual identity and rules for use.

2. *Electronic communications*

- a. Website, including a Clearing House Mechanism for stories in the implementation of the Convention;
- b. Social Networking (Facebook, MySpace, Orkut, Bebo, Friendster, LinkedIn, Qzone); and
- c. Twitter feeds

3. *Printed information products*

- a. brochures
- b. posters
- c. templates for buttons, stickers and other memorabilia
- d. commemorative book on the Decade
- e. magazines and periodicals
- f. future editions of the Global Biodiversity Outlook.

4. *Visual products*

- a. photo exhibitions
- b. painting competitions
- c. public service announcement
- d. commissioned television series

- e. video news releases
- f. Travelling exhibitions

5. *Activities by Goodwill Ambassadors*

- a. the United Nations Goodwill Ambassador for Biodiversity
- b. the Goodwill Ambassador for COP 10
- c. The Ambassador of the Green Wave

6. *Annual national reporting on implementation of the Strategic Plan*

- a. Common format and guidelines for regular reporting by countries on actions taken to promote the implementation of the Strategic Plan;
- b. Reporting to take place on the International Day for Biological Diversity each year;

VI. Activities

1. *Launch events for the Decade*

- a. Global launch for the Decade (2011)
- b. Regional launches for the Decade (2011)
- c. National launches for the Decade (2011)

2. *Support National Committees of UNDB*

- a. Enhancement of coordination of national actions to achieve the Strategic Objectives for the Decade;
- b. Participation and involvement to regional and sub-regional capacity building workshops on implementation of the Aichi-Nagoya Outcomes; and
- c. Public awareness campaigns, including targeted campaigns directed at key economic sectors.

3. *Annual celebrations*

- a. The International Day for Biological Diversity (22 May)

As part of the yearly celebrations for the International Day for Biological Diversity, countries should be encouraged to include a segment of activities that refer to the achievements of the Decade.

b. World Environment Day (5 June)

While the theme of World Environment Day changes annually, attempts should be made to link the themes to biodiversity topics, or to include a reference to the United Nations Decade

c. Other relevant international days, including, *inter alia*:

Celebrations	Date
World Wetlands Day	2 February
International Women's Day	8 March
World Water Day	22 March
World Health Day	23 March
World Day for Cultural Diversity for Dialogue and Development	21 May
International Day for Biological Diversity	22 May
World Environment Day	5 June
World Day to Combat Desertification and Drought	17 June
World Refugee Day	20 June
World Population Day	11 July
International Day of the World's Indigenous People	9 August
International Youth Day	12 August
World Food Day	16 October
United Nations Day and World Development Information Day	24 October
International Day for Preventing the Exploitation of the Environment in War and Armed Conflict	6 November
International Civil Aviation Day	7 December
International Mountain Day	11 December
United Nations Day for South-South Cooperation	19 December

4. *Meetings of the Conference of the Parties to the Convention on Biological Diversity*

During the Decade, the Conference of the Parties will meet five times. At each of these meetings, a series of high-level and popular events should be held that track the progress of the Decade:

- a. High-level policy dialogue as part of the high-level segment of the COP;
- b. A civil-society forum held in parallel with the COP;
- c. Media reporting awards;
- d. A scientific conference that features the latest research on biodiversity data and indicators; and

- e. A forum of practices and activities by indigenous and local communities that are relevant for the conservation and sustainable use of biodiversity.

5. *Annual events at the sessions of the United Nations General Assembly*

In New York, as part of the meetings of the General Assembly, a Decade event should be held that links progress on the decade with the ongoing discussions at the General Assembly. Emphasis should be made on linking the Decade with other discussions.

6. *Rio + 20 Conference in 2012*

The twentieth anniversary of the United Nations Summit on Environment and Development will be a unique opportunity to discuss environmental governance at the global level and the role of the Green Economy. Efforts should be made to link these discussions to the activities of the Decade. In particular:

- a. The role of biodiversity-friendly business practices in a green economy;
- b. The contribution to biodiversity to national accounts and economic activity;
- c. The integration of biodiversity concerns into global environmental governance.

7. *Meetings of the governing bodies of other multilateral environmental organizations:*

The conference of the Parties of the other Rio Conventions namely UNFCCC and UNCCD as well as those of the other biodiversity related conventions will be important opportunities for integrating biodiversity considerations into other issue areas. In this regard, the work of the Rio Conventions' Ecosystem and Climate Change Pavilion, convened at CBD COP 10 and UNFCCC COP 16 in 2010, is the foundation for further collaborative and communications work. Further, the Biodiversity liaison group will become an important collaboration mechanism to coordinate activities between the other biodiversity-related conventions. Close collaboration will be established with the secretariat of the UNCCD for promoting synergies and complementarily with the celebration of the 2010-2020 United Nations Decade for Deserts and the Fight Against Desertification.

8. *Mid-decade conference*

A mid-term conference, linked with the wrap up and assessment of the Millennium Development Goals (MDG) period should be planned. The conference could be linked to the meeting of the Conference of the Parties, but it would be preferable to have a separate one specifically linked to the decade, sponsored by the COP presidency of the time. The Conference should be organised with the full cooperation of other United Nations Agencies.

9. 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. Through an interactive panel comprising eminent personalities from Japan and elsewhere, biodiversity issues will continue to be highlighted and the development of the decade will be monitored. This event will be organized in partnership with United Nations University, and with local and international media partners.

Conclusion

14. The Decade, like the International Year of Biodiversity, will require the creation of a messaging campaign that is global in scope, but flexible enough to permit regional, national and local actors to adapt it to their local realities. It is suggested that the messages should follow the Vision and Mission Statement adopted by the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity as well as its slogan. The recommended message is “LIVING IN HARMONY WITH NATURE INTO THE FUTURE”.

Annex I: Indicative budget

Budget requirements for the activities can only be elaborated following further work on the strategy. However, the basic structure of the cost envelope for the first two years of the Decade is elaborated below, with expenditures *per annum* indicated where relevant:

Human Resources	G7 Campaign assistant G7 Web assistant 100,000 USD per annum
Travel	50,000 USD/annum for all team members
Support to National Committees	100,000 USD
Website and social media	50,000 USD
Print materials and shipping	100,000 USD
Video Products	50,000 USD
Exhibitions and their reproduction	100,000 USD
Support to partner products	50,000 USD per annum
Support to Ambassadors	50,000 USD per annum

Total budget for 2011-2012: 850,000 USD

Annex II: Tentative timeframe for 2011-2012

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 th 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 th session of the United Nations General Assembly
6 – 15 September 2012 Jeju, Korea	➤ Celebration at the IUCN Congress
October 2012	➤ Celebration at the margins of COP 11 of CBD in India
Nov/Dec 2012	➤ Celebration at the margins of COP 18 of UNFCCC