



Communication Education & Public Awareness (CEPA)

Making the Case for Biodiversity

There is no shortage of interest in biodiversity, judging from the universal popularity of zoos, aquariums, botanical gardens and nature programs on television. Yet beyond “showcase” species, there is still a yawning gap in public awareness about the huge role that biodiversity plays in providing water, food and the essentials for survival. The Convention on Biological Diversity stresses the importance of public awareness on biodiversity issues and the Convention Secretariat is mandated to help Parties explain and communicate the scientific and technical work of the Convention to many different groups, and to integrate biodiversity into the education systems in all Parties to the Convention.

Why Communication, Education and Public Awareness is important:

- Public awareness is central to building support for implementation of the Convention
- Provides tools to Parties to explain the importance of biodiversity to various audiences
- Integration of biodiversity into formal and non-formal education is key to the creation of future generations of citizens and managers.

What the CBD is doing:

The Secretariat is actively engaged in promoting understanding about biodiversity and the Convention:

- A communications toolkit has been produced in cooperation with IUCN and is available on the website of the Secretariat www.cbd.int/cepa. It has been used in workshops on National Biodiversity Strategies to show how communication tools can be used to impact on policy outcomes
- The Secretariat organizes the annual celebrations for the International Day for Biological Diversity on 22 May. Information materials related to the theme are prepared each year and distributed to Parties.
- The Secretariat issues a variety of publications including newsletters aimed at important constituencies including *Gincanino* (Youth and Children); *Pachamama* (Indigenous and Local communities), *Business 2010* (Business community) and *Biosafety Protocol News*.
- The high-level magazine *Gincana* has been published five times and has featured 20 articles by Heads of State and government, 14 ministers, 31 heads of international organizations and multilateral environment agreement, including three articles by the United Nations Secretary-General.
- A new website was launched by the CBD Secretariat to improve communications. One year after its official launch, the website has recorded 6,459,808 page views and 81,118,705 hits, a 75% increase compared to the year before. A French and Spanish version of the website was also launched.



The CBD has engaged in partnerships with IUCN's Countdown 2010 initiative; extensive cooperation with UNESCO, including integration with the Decade of Education for Sustainable Development; and promotion of the role of UNDP in a variety of communication and public awareness projects. Efforts have been made to increase synergies between the Secretariats of the CBD, UNCCD and UNFCCC on communications issues. Joint activities include a web page, messages and newsletter

For more information:

CEPA www.cbd.int/cepa

CBD COP Decisions on CEPA www.cbd.int/cepa/decisions.shtml

Global Initiative on CEPA www.cbd.int/cepa/global-initiative.shtml



ONE NATURE ONE WORLD OUR FUTURE
COP 9 MOP 4 Bonn Germany 2008

Convention on Biological Diversity

