



June 30, 2011

Mr. Ahmed Djoghlaif
Executive Secretary
Secretariat of the Convention on Biological Diversity
United Nations Environment Programme
413 Saint-Jacques Street, Suite 800,
Montreal, QC, H2Y 1N9
Canada

Dear Mr. Djoghlaif,

With this letter I would like to indicate Rare's interest in participating in the in-depth review of the Island Biodiversity Programme of Work (IBPoW) and participating in the GLISPA working group to support this process.

Rare's approach to conservation has its roots on the island of St. Lucia, where in the early 1980s a young forestry officer named Paul Butler built public support to pull the St. Lucia Parrot back from the brink of extinction. Building on this method for motivating behavior change and community support for conservation, Rare's unique Pride program has worked with partners on islands and island countries at 103 sites, over half of our total Pride campaigns. Rare's current organizational strategy focuses on reducing overfishing thus addressing an issue critically important to the biodiversity and green economy of islands, Twenty-five of our current campaigns are on islands from the Galapagos to the Philippines and work with communities to effectively manage and enforce no-take zones. The campaigns are led by local conservationists trained in communications who are the future champions for island biodiversity.

Pursuant to our duly signed MOU to foster collaboration between our two organizations, Rare has been in touch with Oliver Hillel at the CBD to express our commitment to island biodiversity and looks forward to participating in this in-depth review at the SBSTTA meeting as well as continuing to support GLISPA's work.

Sincerely,

Brett Jenks
Chief Executive Officer