



Secretariat of the Convention on Biological Diversity

Montreal QC H2Y1N9, Canada
413, Saint Jacques Street, suite 800
Att. Mateusz Banski

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Activities in Norway in the International Year of Biodiversity 2010

In Norway the communication campaign for IYB was coordinated in cooperation between the communication units of the Ministry for the Environment and the Directorate for Nature Management. Two project managers have planned and coordinated the activities and distributed the funding. In addition one of them has been the editor for the national web-page. Preparations started in June 2009 and the celebration lasted from 1 February – 18 December 2010.

As the human resources for planning and conduction of activities have been limited, and has run without a secretariat, the campaign has relied of the efforts of partners, both voluntary and through funding. The celebration of the IYB has been conducted in close cooperation to NGOs, educators, schools and children, relevant stakeholders, politicians and scientists. These groups have also contributed profoundly to the web-page.

The budget for the year was 330 130 Euro. Approximately 126 972 Euro were distributed to NGOs, 63 486 Euro were distributed to two large traveling exhibitions, 38 091 Euro for the Ministries' school information campaign on biodiversity and climate issues, and 39 996 Euro were given to a course for teachers organized by the United Nations Association of Norway. In addition to the communication campaign, a series of courses were held on regional level in 2010 to aid implementation of the National Biodiversity Act of 2009.

The three main groups of target audiences included:

- NGOs
- School children (ages 6 – 18 years old)
- The public

Main activities:

- National opening event 1. February 2010, in close cooperation with The 6th Trondheim Conference of biodiversity under CBD.
- Funding of different projects conducted by NGOs (seminars, field trips, web-stories, exhibitions, course for teachers, workshops, local arrangements etc.).
- Interactive website on the International Year of Biodiversity, with extensive collaboration to NGOs, schools and other partners. The web-site included extensive reporting on news, 2010 Success Stories, "species of the day", collection of species observations for the Norwegian

Visiting address:

Tungasletta 2
Postal address:
Postboks 5672 Sluppen
N-7485 Trondheim

Phone:

+47 73 580 500
Fax:
+47 73 580 501

Videoconf:

+47 73 905 140

Internet:

www.dirnat.no
E-mail:
Postmottak@dirnat.no

Executive officer:

Karen Waagø
Phone:
+47 73 58 04 59



Species Information Centre and Sustain.no, photo competition, activity calendar, blog, listing of partners, and use of social media (Twitter and Facebook).

- Partnership and use of IYB logo has symbolized support to the 2010-target and contribution with arrangements or measures to prevent loss of biodiversity. Partners have been allowed to use the logo (150 partners from NGOs, schools and different sectors).
- Distribution of information material both those created by the CBD Secretariat, the European Environment Agency as well as information materials created at national level. Distribution of t-shirts with threatened species, buttons, pins and flyers.
- A coordinated series of celebrations at national and local levels were held on 20. May to celebrate the International Day for Biological Diversity in the national capital and 20 other places. Broad involvement of NGOs, school children and communicators from the Norwegian Nature Inspectorate and the National Park Centres. Funding of 6336 Euro to the event in the national capital, in collaboration with the Norwegian Biodiversity Network (SABIMA) and the Natural History Museum and Botanical Gardens, University of Oslo. The event was opened by His Royal Highness Crown Prince Haakon, who was the campaigns royal ambassador in Norway.
- Exhibitions and activities at museums, libraries, zoos and music festivals. Stands at conferences and seminars held by the Directorate for Nature Management or their partners.
- Integration of biodiversity issues into the education system by organizing awareness raising activities among school children and youth by promoting “species of the day” in combination with the collection of species observations for Sustain.no and the Norwegian Species Information Centre. A national campaign ran throughout the year on “how many observations can be collected in 2010?” Partnership with broadcaster (weather forecaster) on this campaign.
- Release of National Reports and National Biodiversity Strategies and Action Plans (NBSAPs).
- Extensive mobilization of the Natural History Museum in Oslo and the Science Centre in the UN-city of Arendal.
- Publicizing activities by biodiversity-related scientific societies and research centres.
- Side event at COP 10 in October, presentation of the Norwegian Biodiversity Act that was nominated for in the category best policy by the World Future Council.

We did not follow up on:

- Organize a panel of eminent experts and personalities to discuss biodiversity related issues, but Friends of the Earth Norway held two meetings for the public, NGOs, politicians, in relation to COP 10.
- Award prizes to organizations or persons who made a significant contribution towards the achievement of the 2010 Target. The Norwegian Biodiversity Network (SABIMA) has already established a national prize for biodiversity, which has been handed out annually for the last ten years.
- Encourage local journalists to help raise awareness about the importance of biodiversity in our daily lives, although all the activities during the year generated allot of media attention.
- We have not succeeded in involving business and the industry sector. A meeting was held in late 2009 between all the Ministries to promote collaboration between the sectors.

Sincerely yours

Norwegian Directorate for Nature Management

Janne Sollie
Director General

Reidun Mangrud
Director of Communications

Copy: Ministry of the Environment, (Att: Birthe Ivars), P.O. Box 8013 Dep, N-0030 Oslo, Norway