



Action Plan

Celebration of International Year of Biodiversity (IYB) 2010 in United Arab of Emirates

Aims of the Action Plan:

- Understand the value of biodiversity and learn how human actions affect biodiversity.
- Understand the importance of the link between protecting biodiversity resources and human well being.
- Raise awareness among major stakeholders of the important role of biodiversity in livelihoods and the challenges and opportunities of conserving biodiversity
- Organize exhibitions for the public on biodiversity issues.

Participants:

Media, Professors, students, stakeholders, youth, children and women groups.

Institutions:

Environment & Protected Areas Authority – Sharjah, Dubai Municipality, United Arab Emirates University, Zayed University, American University

(Dubai), American University (Sharjah), HSBC Bank Middle East Limited, Hobbies club – Dubai and Merdeif Shopping Mall.

Outcomes

Learn about the importance of biodiversity; learn how human actions affect biodiversity; encourage adults to take actions towards the conservation and sustainable use of biodiversity.

Schedule

February 2010

1. Sharjah Conference on Biodiversity Conservation in the Arabian Peninsula. (EPAA- Sharjah), 3-4/2/2010
2. Splash Kids Workbook, Dubai Dolphinarium. (Dubai Municipality) ,

March 2010

1. Presentation a lecture entitled "IUCN Red List for endangered species and an introduction to CITES", American University, Dubai, 23rd March - 2010.

May 2010

1. Presentation a lecture entitled" Biodiversity and ecotourism" , Zayed University, 11th May – 2010
2. Celebration for the World Migratory Bird Day occasion in Participation with Dubai municipality, 8-9 May 2010.
3. Issue presses release to H.E. the Distinguished Minister of Environment and Water, 22nd May - 2010 for declaration of the International Year for Biodiversity (IYB).

Aiming to:-

- Announce the declaration of the Natural Protected Areas' list in the UAE, 22/5/2010.
 - Provide an opportunity for the media to focus on the theme of (IYB) "Biodiversity is life".
 - Use the media to focus on biodiversity issues and involve the public to share this event.
 - Provide a platform for the governmental and non-governmental organizations to collaborate together to conserve the environment by get them involved in the program and workshops.
 - Announce the celebration of international year of Biodiversity.
4. In cooperation with HSBC bank, IYB logo image was uploaded on all ATMs by 17 May 2010.
 5. Arrange a workshop entitled "Biodiversity and protected areas in UAE", 23rd May - 2010, Ministry of Environment and Water, Dubai.

June 2010

1. Participation in the Environmental Sustainability Exhibition in cooperation with Zayed University, 1st May - 1010.
2. Participation in the Environmental exhibition in Merdeif Shopping Mall, will be organized by the Ministry of Environment and Water in celebration with the World Environment Day, 5th May - 2010.

Aiming to:

- Announce the International Biodiversity Year 2010.
 - Guide the people about the theme of the year which is “biodiversity is life”.
 - Raise awareness on how to conserve and sustainability use biodiversity.
 - Organize photograph competition on biodiversity issue.
 - Use the art to explain the Biodiversity values for the public, youth and civil society.
3. Participation by a lecture entitled "**Biodiversity and Desertification combating, A Double Faced Coin**" in collaboration with the Desertification Combating Department during the celebration for the World Combating Desertification Day, 17/6/2010.
 4. Production of Brochures, T-shirts and other materials showing the IYB theme.

September, October

1. Field trips to the protected areas and National parks in Abu Dhabi, Dubai, and Sharjah Emirates (in a monthly rate) for the Ministry of Environment and Water employees, aiming to raise the public awareness for all the attendants. Starting from September, 2010.
2. Participation in the Celebration for the World Ozone day, 16th September - 2010, in collaboration with Dubai municipality

3. Add the IYB logo to the Electronic signature for the Ministry of Environment and Water employees.

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