

## Work Plan for IYB 2010: ASEAN Centre for Biodiversity

The ASEAN Centre for Biodiversity (ACB), as a major partner of the Secretariat of the Convention on Biological Diversity (SCBD) in Southeast Asia (ASEAN region), will promote and celebrate the International Year of Biodiversity (IYB) 2010 through the following initiatives:

### Member States of the Association of Southeast Asian Nations (ASEAN)

1. Circulate the IYB celebration guidelines to Environment Ministries of the 10 ASEAN Member States and the diplomatic community in the Philippines where ACB has its Headquarters.
2. Issue a letter to all Environment Ministers of the 10 ASEAN Member States encouraging them to create national coordinating committees lead in the celebration of IYB.

### Media

1. Issue a press release and Executive Director's press statement in December 2009 announcing the IYB 2010, inviting media to visit the websites of SCBD and ACB for details about the celebration, and encouraging media to actively promote IYB through their newspapers, radio and television stations
2. Hold a press launch/forum on IYB to draw media's attention to the celebration, Manila, January 2010.
3. Issue monthly press releases relating IYB to various areas of biodiversity and the CBD, e.g., conservation, ABS, etc.
4. Radio and television interviews with Executive Director and ACB specialists
5. Monitor media exposures related to IYB and send clippings to SCBD at the end of each quarter.

### Information Materials

1. Produce a roving exhibit on IYB for display during ACB workshops, conferences, meetings, and other events in the 10 ASEAN Member States.
2. Launch ACB videos on biodiversity
3. Produce a webpage on IYB within the website of ACB.
4. Feature IYB in the May - August issue of ACB's international magazine – ASEAN BIODIVERSITY
5. Feature IYB news in ACB's monthly electronic newsletter – ASEAN BIODIVERSITY UPDATES
6. Produce a flyer on IYB for distribution during ACB workshops, conferences, meetings, and other events in the 10 ASEAN Member States.

7. Produce big IYB banners for display at the façades of the ACB Headquarters in Los Banos and Annex Office in Quezon City, and at the entrance of the University of the Philippines at Los Banos where ACB has its headquarters.
8. Produce a photo exhibit on IYB at the ACB Headquarters for viewing by visitors.

### **Schools**

1. Circulate IYB celebration guidelines to major schools in Southeast Asia.
2. Include IYB in the ACB School Forum Series on Biodiversity to be conducted in the 10 ASEAN Member States
3. Coordinate with the Department of Education in the Philippines to have biodiversity as theme for the 2010 National Secondary Schools Press Conference.

### **Civic organizations, NGOs, and other groups**

1. Circulate IYB celebration guidelines to Rotary, Lions, Kiwanis, Jaycees, Apex and other civic organizations, as well as non-governmental organizations and civil society groups.

### **Special Projects and Events**

1. ASEAN Champions of Biodiversity – ACB will implement the ASEAN Champions of Biodiversity project, a regional recognition initiative that is envisioned to become a prestigious institutionalized instrument to honor champions of biodiversity conservation and advocacy in the region and encourage the development of conservation champions within the private/corporate sector, media, and youth sector. The ultimate goal of the Champions project is to develop a cadre of champions who will serve as Ambassadors of Goodwill for biodiversity.

Launched during the ASEAN Conference on Biodiversity in Singapore on 21 October 2009, the awards will be a major contribution of ACB to the celebration of the International Year of Biodiversity.

The project will be implemented by ACB in partnership with the ASEAN Foundation, the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Secretariat of the Convention on Biological Diversity, and selected corporations/foundations.

2. IYB Forum for Legislators – briefing for lawmakers on the value of biodiversity and the need to come up with laws and policies in support of conservation
3. CEPA exhibit and other ACB side events at COP 10 Nagoya

### **Lead Persons for ACB's Celebration of IYB 2010**

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