



COP12 / MOP7 / MOP1
PYEONGCHANG KOREA 2014

CEPA Fair Programme

29 September - 3 October 2014 (Cartagena Protocol)
6 - 16 October 2014 (CBD and Nagoya Protocol)



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Welcome to the CEPA Fair 2014

The Fair on Experiences and Best Practices in Communication, Education and Public Awareness (CEPA) provides an opportunity for Parties and Organizations to highlight their work and contribution to the implementation of the [three objectives](#) of the Convention on Biological Diversity (CBD).

The CEPA Fair has two parts: one is on issues related to the Cartagena Protocol on Biosafety (29 Sep - 3 Oct, during COP-MOP 7), and one is on issues related to the CBD and the Nagoya Protocol on Access and Benefit-sharing (6-16 Oct, during COP 12).

During COP-MOP 7, participants will highlight national experiences, good practices and lessons learned on various themes, in particular in the design and implementation of biosafety capacity-building activities as well as outreach materials and activities for raising public awareness, education and participation concerning the safe transfer, handling and use of living modified organisms.

During COP 12, activities will measure the progress of implementation of the [Strategic Plan for Biodiversity 2011-2020](#) and the celebration of the [United Nations Decade on Biodiversity](#). The focus will be on [Aichi Biodiversity Target 1](#): *By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.*

The CEPA Fair includes two components: 1) an **exhibition** of outreach materials (kiosks) showcasing outreach materials such as posters, brochures, audiovisual, etc., and 2) thematic **side events** (presentation and/or performance), where Parties and Organizations demonstrate their activities related to the relevant themes.

The full programme and more details are available at www.cbd.int/cepa/fair.

The CEPA Fair 2014 is made possible thanks to the Government of the Republic of Korea.

Info

David Ainsworth
david.ainsworth@cbd.int

Franca D'Amico
franca.damico@cbd.int

Mateusz Bański
mateusz.banski@cbd.int

Ulrika Nilsson (COP-MOP 7)
ulrika.nilsson@cbd.int

Location of the CEPA Fair



The CEPA Fair is located in the **Music Tent** – it has a very particular shape, you can't miss it. It has a stage, and can accommodate a large audience. Kiosks display the work of CEPA Fair exhibitors.



CEPA Fair Side Events

Week of COP-MOP 7



Please only print the pages that you really need

More detailed descriptions follow

Date	Starts at	Organisation	Presentation title
Tue 30 Sep	13.15	Republic of Korea	Experience and lessons learned from the communication activities to stakeholders in Korea
	13.30	India	Strengthening biosafety capacities: Phase II Biosafety Capacity Building Project
	14.00	Mexico	Strengthening a biosafety culture in México
	14.30	RAEIN-Africa	Experiences and Lessons with Biosafety Capacity Building

Exhibitions during COP-MOP 7

Organisation	Present on site
Republic of Korea - Korea Biosafety Clearing House (KBCH)	Entire duration of COP-MOP 7
India - National Informatics Centre (NIC)	Entire duration of COP-MOP 7
Mexico - Consejo Nacional de Ciencia y Tecnología (CONACYT)	Entire duration of COP-MOP 7
Norway - GenØk	29 Sep -1 Oct only
Regional Agricultural and Environmental Innovations Network-Africa (RAEIN-Africa)	Entire duration of COP-MOP 7

More details and presentations are available at www.cbd.int/mop7/cepafair/default.shtml

CEPA Fair

Side Events – COP-MOP 7

Tuesday 30 September 2014

Starts at 13.15



Experience and lessons learned from the communication activity to stakeholders in Korea

Through this presentation we show how we use CEPA and what kinds of activities are carried out for securing biosafety. KBCH, which is a vital organization for Korean CEPA, provides the right information through a variety of channels for securing trust of the public, and it carries out activities that support the law and policy, education and communications related to biosafety. KBCH has a plan for supporting CEPA activities of international communities with our experiences.

Info: Mr. Ho Min Jang, hmjang@kribb.re.kr, www.biosafety.or.kr

Starts at 13.30



Strengthening biosafety capacities: Phase II Biosafety Capacity Building Project

India is in the process of implementation of Phase II capacity building project on Biosafety, which has been designed based on experiences and lessons learnt from the previous phase I project implemented in 2004-2007. The project design and activities being undertaken have been finalized following a consultative approach with several stakeholders and prospective project participants. This presentation highlights the project design and experiences in implementing the key activities.

Info: Mr. Murali Krishna, murali@biotech.co.in, www.nic.in

Starts at 14.00



Strengthening a biosafety culture in México (Presentation in Spanish)

- Presentamos los resultados alcanzados en actividades seleccionadas de divulgación y concienciación de la sociedad, reconociendo la pluralidad y diversidad poblacional en México, que sean de alcance significativo en los dos últimos años en la implementación de algunos artículos del Protocolo de Cartagena.
- Presentamos los avances y resultados a la fecha de mecanismos de coordinación de actividades y su relación directa con la sociedad.
- Continuación con las actividades de posicionamiento de la CIBIOGEM y su Secretaría Ejecutiva, como ente responsable del fortalecimiento de la cultura de bioseguridad en México.

Info: Ms. Rosa Inés González-Torres, rgonzalez@conacyt.mx, www.conacyt.mx

Tuesday 30 September 2014 - continued

Starts at 14.30



Experiences and Lessons with Biosafety Capacity Building

The presentation shares experiences and lessons of a multi-stakeholder biosafety capacity building programme implemented in the Southern African Development Community.

Info: Ms. Doreen Mnyulwa, dmyulwa@raeinafrica.org.za, www.raein-africa.org

More details and presentations are available at www.cbd.int/mop7/cepafair/default.shtml

CEPA Fair

Exhibition – COP-MOP 7

Entire duration of COP-MOP 7



CEPA by KBCH

CEPA & Korea's CEPA Strategy to secure Biosafety: Providing the right information, support for Law, institutions and policy, various communication activities.

Info: Mr. Ho Min Jang, hmjang@kribb.re.kr, www.biosafety.or.kr

Entire duration of COP-MOP 7



India's contribution to CEPA

Various outreach material regularly produced by the Ministry of Environment, Forests and Climate Change: series of biology documents such as chickpea, mustard, pigeon-pea, potato, rubber, sorghum, information resources and confined field trials are some examples, which are presented at the CEPA Fair.

Info: Mr. Murali Krishna, murali@biotech.co.in, www.nic.in

Entire duration of COP-MOP 7



Mexico's contribution to CEPA

Mexico presents some of its outreach and awareness raising materials on biosafety.

Info: Ms. Rosa Inés González-Torres, rgonzalez@conacyt.mx, www.conacyt.mx

29 Sep – 1 Oct only



Poster:

Advisory service: risk assessment support

Outreach materials for raising public awareness, education and participation concerning the safe transfer, handling and use of living modified organisms/Advisory service: risk assessment support.

Info: Ms. Jaklin Katrine, katrine.jaklin@uit.no, <http://genok.com>

Entire duration of COP-MOP 7



Innovating for Biosafety Capacity Building and Public Awareness & Public Participation in Policy Governance: The RAEIN-Africa Experience

RAEIN-Africa seeks to share experiences and lessons with innovating for public awareness and public participation in biosafety policy governance. The exhibition an overview of the RAEIN-Africa approach to establishing innovation platforms for public awareness. Cases from Botswana and Swaziland are included.

Info: Ms. Phumzile Zanele Dlamini, pdlamini@raeinfrica.org.za, www.raein-africa.org



CEPA Fair Side Events

Week 1 of COP 12



Please only print the pages that you really need

Date	Starts at	Organisation	Presentation title
Mon 6 Oct	13.00	United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)	Contribution to the Aichi Biodiversity Targets from the ground up – Engaging diverse communities and perspectives through the Satoyama Initiative –
Tue 7 Oct	10.00	Rare	Panel presentation on social marketing and behaviour change for Aichi Biodiversity Target 1
	13.00	Rare	Roundtable: Campaigning for conservation – A roundtable for social marketing <i>(by invitation only)</i>
	15.00	International Forestry Student’s Association (IFSA)	The role of youth in mainstreaming biodiversity
	19.00	<i>Cultural performance presented by Gangwon Province</i>	
Wed 8 Oct	10.00	BirdLife International	Conserving the mudflats of Seocheon County, Republic of Korea, through sustainable development and ecotourism
	13.00	University of Yamanashi and Nagoya University	Framework on estimating expected benefits through facilitating the Nagoya Protocol on Access and Benefit-Sharing: Interim report – An attempt of estimation of non-monetary benefits
	15.00	Global Youth Biodiversity Network (GYBN)	Youth awareness on biodiversity and the status of youth participation in biodiversity-related decision-making processes
	19.00	<i>Cultural performance presented by Gangwon Province</i>	

CEPA Fair Side Events

Week 2 of COP 12

 Please only print the pages that you really need

Date	Starts at	Organisation	Presentation title
Thu 9 Oct	10.00	ETC Group	Film Launch: "What is Synthetic Biology? - a critical introduction"
	12.00	East Asian-Australasian Flyway Partnership Secretariat (EAAFP)	Conserving migratory birds: The challenge of CEPA across the diverse cultures and capacities of Flyway countries
	13.00	Namibia - Ministry of Environment & Tourism	Implementation of NBSAP2 and the Aichi Biodiversity Targets in Namibia
	15.00	Earth Kids Foundation, Korea Greenfoundation and UNEP TUNZA	Please listen to the voice of 11-year-old environmentalist and artist boy
	19.00	<i>Cultural performance presented by Gangwon Province</i>	
Fri 10 Oct	10.00	Plymouth Marine Laboratory (PML)	Getting to the heart of the matter: communicating ocean acidification
	13.00	Sweden - Swedish Environmental Protection Agency (SEPA)	Communication makes the value of ecosystem services visible (in order to reach the Aichi Biodiversity Targets)
	19.00	<i>Cultural performance presented by Gangwon Province</i>	



The CEPA Fair 2014 is made possible thanks to the Government of the Republic of Korea



CEPA Fair Side Events

Week 2 of COP 12



Please only print the pages that you really need

Date	Starts at	Organisation	Presentation title
Mon 13 Oct	10.00	Okinawa ReefCheck Research Group, Green Korea United, Citizens' Network for Biodiversity in Okinawa	Citizen-based monitoring methods in marine areas – especially for endangered species
	13.00	IUCN-Commission on Education and Communication (CEC) & Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	Behavioural psychology as a conservation tool for behaviour change
	18.00	ABS Capacity Development Initiative	Plenary discussion: ABS key players in communication – Challenges, experiences, solutions
Tue 14 Oct	10.00 (all day)	Japan - Ministry of Environment (MoE), Japan Committee for UNDB (UNDB-J), Japan Committee for IUCN (IUCN-J), Nippon Keidanren Committee for Nature Conservation (KCNC), Secretariat of the Convention on Biological Diversity (SCBD)	UNDB Day (all day)  
Wed 15 Oct	10.00	Aichi Bio-region Working Group	Mid-term review for the implementation of Aichi Biodiversity Targets from Civil Society
	13.00	Republic of Korea - National Institute of Biological Resources (NIBR), Seoul Metropolitan Government, Korea Environmental Economics Association, Environmental Ecosystem Research Foundation (ERF)	The status of biodiversity in Seoul and Seoul citizens' awareness of biodiversity
	15.00	World Association of Zoos and Aquariums (WAZA)	Biodiversity Is Us
	19.00	<i>Markhor Award presented by the International Council for Game and Wildlife Conservation</i>	

CEPA Fair Side Events

Week 2 of COP 12



Please only print the pages that you really need

Date	Starts at	Organisation	Presentation title
Thu 16 Oct	10.00	Belgium - Royal Belgian Institute for Natural Sciences, Belgian Development Cooperation Benin - Direction Générale des Forêts et des Ressources Naturelles (DGFRN)	Belgium-Benin cooperation to achieve Aichi Biodiversity Target 1
	13.00	Television for the Environment and Television Trust for the Environment (TVE) & International Network for Bamboo and Rattan (INBAR)	Announcing tvebiomovies winners!
	15.00	Brahma Kumaris World Spiritual University and International Development Buddhist Organization Lotus World, Korea	Living in Harmony with Nature: Applied sustainable yogic agriculture and reviving the community forest
	17.00	Saudi Arabia - High Commission for the Development of Arriyadh (ADA)	Preservation and Development of Native Plants in Arriyadh: Wadi Hanifah as Inspiring Story
	19.00	<i>Reception offered by Mexico</i>	



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CEPA Fair

Exhibitions during COP 12

 Please only print the pages that you really need

Organisation	Present on site
Germany - Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB)	Entire duration of COP 12
Seoul Metropolitan Government	Entire duration of COP 12
Okinawa ReefCheck Research Group, Green Korea United, Citizens' Network for Biodiversity in Okinawa	Entire duration of COP 12
Sweden - Swedish Environmental Protection Agency (SEPA)	Entire duration of COP 12
BirdLife International	Entire duration of COP 12
ASEAN Centre for Biodiversity & the German Federal Enterprise for International Cooperation (GIZ)	Entire duration of COP 12
Secretariat of the Pacific Regional Environment Programme (SPREP)	Entire duration of COP 12
East Asian - Australasian Flyway Partnership Secretariat (EAAFP)	Entire duration of COP 12
World Association of Zoos and Aquariums (WAZA)	2 nd week of COP 12 only
Japan - Ministry of Environment, Japan Committee for UNDB (UNDB-J), Japan Committee for IUCN (IUCN-J)	Entire duration of COP 12
ABS Capacity Development Initiative	Entire duration of COP 12
Brahma Kumaris World Spiritual University and International Development Buddhist Organization Lotus World, Korea	Entire duration of COP 12
Southeast Asia Regional Initiatives for Community Empowerment (SEARICE)	Entire duration of COP 12
Namibia - Ministry of Environment & Tourism	Entire duration of COP 12
International Forestry Student's Association (IFSA)	Entire duration of COP 12
Rare	Entire duration of COP 12
Earth Kids Foundation	9-16 October
Aichi Bio-region Working Group	Entire duration of COP 12
Consortium of European Taxonomic Facilities (CETAF), AISBL	Entire duration of COP 12



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CEPA Fair Side Events

Monday 6 October 2014

Monday 6 October 2014 13.00-15.00



UNITED NATIONS
UNIVERSITY

Contribution to the Aichi Biodiversity Targets from the ground up
– Engaging diverse communities and perspectives through the Satoyama Initiative –

Achieving the Aichi Biodiversity Targets will require the streamlining of actions from the local level to national and regional levels, based on active participation from local stakeholders including the private sector. Here, we showcase efforts by diverse members of the International Partnership for the Satoyama Initiative (IPSI), which since its launch in October 2010 has expanded its membership in both developed and developing countries. We aim to demonstrate approaches for gathering and engaging stakeholders at various levels in a collective dialogue for the sustainable use of biodiversity in culturally and socio-ecologically important landscapes.

Info: Ms. Ayako Kawai, kawai@unu.edu, <http://ias.unu.edu>
Ms. Kaoru Ichikawa, ichikawa@unu.edu



Tuesday 7 October 2014

Tuesday 7 October 2014 10.00-13.00



**Panel presentations:
The human and social dimension of biodiversity conservation**

Understanding, awareness and appreciation of the diverse values of biodiversity, help to underpin the willingness of individuals to make the necessary changes, and to take the actions needed, to conserve and sustainably use biodiversity. Effective communication about the importance of biodiversity is essential to bring about such change among decision makers, private business sectors, and the general public. Given this, actions taken towards this target will facilitate the implementation of the Strategic Plan for Biodiversity 2011-2020 and the fulfilment of the other 19 Aichi Biodiversity Targets. [Read more >](#)

Info (see kiosk): Ms. Britta Garfield, bgarfield@rare.org, www.rare.org

Tuesday 7 October 2014 13.00-15.00



**Roundtable: Campaigning for conservation
– A roundtable for social marketing
BY INVITATION ONLY**

Rare is the global leader in social marketing for conservation and has recently developed a cost-effective version of its signature Pride program called Campaigning for Conservation. Campaigning for Conservation is a ten-day workshop that introduces participants to social marketing for behaviour change and covers topics including creating a theory of change, diffusion theory, the behaviour change continuum, as well as quantitative and qualitative research methods and material design.

This invitation-only social marketing workshop is designed for those countries which have expressed interest in Campaigning for Conservation via the survey sent to National Focal Points. [Read more >](#)

Info (see kiosk): Ms. Britta Garfield, bgarfield@rare.org, www.rare.org

Tuesday 7 October 2014 15.00-17.00



The role of youth in mainstreaming biodiversity

By 2020, people need to be aware of the values of biodiversity and the steps to take to conserve it and use it sustainably. IFSA as student organization in platform forestry is challenging to participate in any kind of effort to promote sustainable use of biodiversity through mainstreaming biodiversity into education. There will be explanations correlated with some questions about youth participation in this issue.

Info (see kiosk): Ms. Dorin Lida Kusumawardan, dorin.ifsa@gmail.com, www.ifsa.net

Tuesday 7 October 2014 starts at 19.00

SPECIAL EVENT



**Cultural performance
presented by Gangwon Province**

Wednesday 8 October 2014

Wednesday 8 October 2014 10.00-13.00



Conserving the mudflats of Seocheon County, Republic of Korea, through sustainable development and ecotourism

Geum Estuary is considered the most important site for migratory birds in the Republic of Korea. We showcase how public education and awareness on the conservation of globally threatened migratory birds can be delivered through tourism. We thus demonstrate the ways and means through which Seocheon County Government, BirdLife International and UN World Tourism Organization (UNWTO) are working to deliver Aichi Biodiversity Targets 1 and 12 through a range of CEPA initiatives. In recognition of the environmental values of their county, the Seocheon County Government has been prioritising sustainability and nature conservation for over a decade.

Info (see kiosk): Ms. Becky Rush, becky.rush@birdlife.org, www.birdlife.org

Wednesday 8 October 2014 13.00-15.00



Framework on estimating expected benefits through facilitating the Nagoya Protocol on Access and Benefit-Sharing: Interim report – An attempt of estimation of non-monetary benefits

This session focuses on non-monetary benefits that are expected to be obtained through ABS related activities. While non-monetary benefits are important in ABS, they could hardly be calculated. This session explains interim research results on simulation of non-monetary benefits for the whole economy of the country. Benefits of facilitation of the Nagoya Protocol are described as well.

Info: Mr. Mikihiko Watanabe, mikihikow@yamanashi.ac.jp, www2.yamanashi.ac.jp
Mr. Kiyoshi Fujikawa, fujikawa@gsid.nagoya-u.ac.jp, www.gsid.nagoya-u.ac.jp/global/index-en.html

Wednesday 8 October 2014 15.00-17.00



Youth awareness on biodiversity and the status of youth participation in biodiversity-related decision-making processes

This presentation provides a platform to discuss progress towards the achievement of Aichi Biodiversity Target 1 with a special focus on youth. We present existing studies and survey results on children and youth awareness about Biodiversity, and discuss what indicators can be used to measure awareness among children and youth, and identify further needs for research. We also showcase existing initiatives and best practice examples from the national and international level to engage youth on Biodiversity issues, and we discuss how young people are involved in Biodiversity-related decision making processes as well as what obstacles they are facing.

Info: Mr. Christian Schwarzer, christian.schwarzer@gmail.com, <http://gybn.org>

Wednesday 8 October 2014 starts at 19.00

SPECIAL EVENT



**Cultural performance
presented by Gangwon Province**

Thursday 9 October 2014

Thursday 9 October 2014 10.00-12.00



Film Launch:

“What is Synthetic Biology? – a critical introduction”

Join us for the premiere of a new animated short, “What is Synthetic Biology?” by international award-winning animator Marie-Josée St-Pierre. This 10-minute animation introduces the topic of Synthetic Biology and the social and environmental issues raised by this world-changing technology. The launch features writer and co-producer, Jim Thomas of ETC Group, speakers from Friends of the Earth and Econexus, and invites you to an open discussion about Synthetic Biology and the themes of the film in the context of the current negotiations at COP 12.

Info: Mr. Jim Thomas, jim@etcgroup.org, www.etcgroup.org

Thursday 9 October 2014 12.00-13.00



Conserving Migratory Birds: The challenge of CEPA across the diverse cultures and capacities of Flyway countries

Migratory bird species are a shared natural heritage of many countries of the Flyway during their annual life cycles. Their conservation requires cooperation and participation from a wide range of countries and stakeholders, with varying background, knowledge, capacity and understanding. This session outlines the challenges and identifies mechanisms and processes for improving information sharing, awareness raising and international cooperation to improve global conservation outcomes. It also introduces some of the unique CEPA approaches regarding the conservation of the migratory waterbird species – Participatory animation production, musical, multi-language website, etc.

Info (see kiosk): Ms. Tomoko Ichikawa, communication@eaaflyway.net, www.eaaflyway.net

Thursday 9 October 2014 13.00-15.00



Implementation of NBSAP2 and the Aichi Biodiversity Targets in Namibia

The National Biodiversity Strategy and Action Plan is an important instrument, which highlights key areas in which Namibia should focus to promote sustainable use of biological resources. This presentation shares experiences and best practices on how the NBSAP2 in Namibia was developed, the lessons learned from NBSAP1, the involvement of key institutions and stakeholders, and the implementation of activities on the Aichi Biodiversity Targets under NBSAP2.

Info (see kiosk): Ms. Ndapanda Kanime, nahenda2010@gmail.com, www.met.gov.na

Thursday 9 October 2014 - continued

Thursday 9 October 2014 15.00-17.00



Please listen to the voice of 11-year-old environmentalist and artist boy

Please listen to the voice of 11-year-old Rock Lee, who's an environmental artist and founder of the student group 'Earth Kids Foundation' to save the Earth; he participates in many other activities organized by both NGOs and school. His presentation about '[Environmental crisis in Kiribati](#)' is on UNEP's website. Rock will present environmental activities done by himself and biodiversity in Korean wetlands. This presentation is organised by Earth Kids Foundation, in association with Korea Greenfoundation and UNEP Tunza.

Info (see kiosk): Ms. Jungmin Park, earthkids@icloud.com, <http://earthkidsfoundation.org>

Thursday 9 October 2014 starts at 19.00

SPECIAL EVENT



**Cultural performance
presented by Gangwon Province**



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Friday 10 October 2014

Friday 10 October 2014 10.00-12.00



PML | Plymouth Marine Laboratory

Getting to the heart of the matter: communicating ocean acidification

A series of short movies on the topic of ocean acidification, ranging from animations made by school children to a coral film narrated by Sir David Attenborough, will be showcased along with a critique by experts Carol Turley, Sebastian Hennige and Nina Bednaršek, of how each movie was involved in connecting science, policy, industry and the public.

Info: Ms. Carol Turley, ct@pml.ac.uk, www.pml.ac.uk,
Mr. Sebastian Hennige, s.hennige@hw.ac.uk, www.hw.ac.uk,
Ms. Nina Bednaršek, nina.bednarsek@noaa.gov, www.noaa.gov

Friday 10 October 2014 13.00-15.00



Communication makes the value of ecosystem services visible
(in order to reach the Aichi Biodiversity Targets)

This event aims to highlight and exemplify the role of communication to make the value of ecosystem services visible. In the first part representatives from the European Commission, Brazil and Sweden share their work that focuses on communication. In the second part invited speakers from different continents share their practical communication work from international as well as local scale. Some keys to success is broad participation and to account for the importance of being context specific. [Read more >](#)

Info (see kiosk): Ms. Karolina Hedenmo, karolina.hedenmo@naturvardsverket.se, www.swedishepa.se

Friday 10 October 2014 starts at 19.00

SPECIAL EVENT



Cultural performance
presented by Gangwon Province



Monday 13 October 2014

Monday 13 October 2014 10.00-13.00



**Citizen-based monitoring methods in marine areas
– especially for endangered species**

Monitoring of marine areas is important to detect change in marine environments. However, there are not enough marine scientists to obtain the necessary scientific data. Therefore NGOs and citizens should be able to do monitoring. Citizen-based monitoring methods of coral reef areas, soft coral areas, seagrass areas are discussed, including the cases of endangered species of Okinawa and Korea. We invite guests from all countries!

Info (see kiosk): Ms. Mariko Abe, shark@xc4.so-net.ne.jp, <http://okinawabd.ti-da.net>,
<http://green-korea.tistory.com>

Monday 13 October 2014 13.00-15.00



**Behavioural psychology as a conservation
tool for behaviour change**

Two presentations, followed by a discussion in four buzz groups.

Part 1: Stanley Asah, University of Washington, introduces the concept of the human and social dimensions of biodiversity conservation, with a specific focus on promoting pro-biodiversity conservation behaviours.

Part 2: Isabel Renner, GIZ, provides feedback on the results of a study and discussion process on dominant narratives of biodiversity and its link to human well-being. [Read more >](#)

Info: Ms. Louisa Nakanuku-Diggs, louisa.diggs@gmail.com,
<http://iucn.org/about/union/commissions/cec>, www.giz.de

Monday 13 October 2014 18.00-20.00



**Plenary Discussion: ABS Key Players in Communication – Challenges,
Experiences, Solutions**

Solid ABS mechanisms on a national level can only be obtained through effective communication to and between actors that are providing, using, or regulating genetic resources. Key players concerned are local communities, research institutions, academia, traders, corporate business and government and administration. Particularly the Ministries of Environment are facing substantial challenges in bringing the “ABS message” across.

Representatives from the research and business associations, as well as from SCBD and the ABS Initiative, will share their experiences in addressing ABS key players. A focus will be put on communication strategies and formats, best practices in that regard – and remaining challenges.

The audience is invited to provide feedback to the CEPA approaches and experiences shared by the panellists. The event will provide guidance to the ABS Initiative, SCBD and Partner institutions on strategic support and new tools/products needed for CEPA on ABS in the light of the entry into force of the Nagoya Protocol.

Info (see kiosk): Mr. Suhel al-Janabi, s.aljanabi@geo-media.de, www.abs-initiative.info
Mr. Tobias Dierks, tobias.dierks@giz.de

Tuesday 14 October 2014



The Japan Committee for the United Nations Decade on Biodiversity (UNDB-J), the Secretariat of the CBD and other Partners celebrate “UNDB Day” to focus and showcase the utilization and promotion of the UNDB at the global and national levels. UNDB Day aims to contribute to scale up the implementation of the Aichi Biodiversity Targets, and it aims to contribute to further elaboration of the PyeongChang Roadmap 2020.

Info (see kiosk): Mr. Teppei Dohke, iucnj@nacsj.or.jp, <http://undb.jp>

Overview of the schedule

10.00 – 12.30	<p>UNDB Promotion and Roadmap to 2020 on Aichi Biodiversity Target 1</p> <p>Introduction “About UNDB and its global strategy, and success stories on utilization of UNDB in national level(presented by Japan, Germany, China)</p> <p>Panel discussion “ Roadmap to 2020 on Aichi target 1- UNDB and key actions to enhance implementation”</p>
12.30 – 13.30	Lunch
13.30 – 17.05	<p>Showcasing sector engagement initiative and corroboration beyond sector</p> <p>Presented by Youth, Civil Society, Local Government, and Business (including coffee break)</p>
17.30 – 19.00	<p>UNDB High level event and networking cocktail (at Convention Centre)</p> <p>Celebrating Biodiversity Champions and taking action for a future of life in harmony with nature</p> <p>Programme -></p>



Wednesday 15 October 2014

Wednesday 15 October 2014 10.00-13.00

Aichi Bio-region Working Group

Mid-term review for the implementation of Aichi Biodiversity Targets from Civil Society

Case study and floor discussion: civil society's contribution to implementation of Aichi Biodiversity Targets from local level with sharing civil practices in the Aichi region as in COP 10 hosted area, in India as in COP 11 host country, and in Korea as in COP12 host country.

Info (see kiosk): Ms. Akemi Mitsuishi, akemi3214@gmail.com

Wednesday 15 October 2014 13.00-15.00



The status of biodiversity in Seoul and Seoul citizens' awareness of biodiversity

Encouraging people to take heightened interest in biodiversity through the evaluation of CEPA (Communication, Education, Public awareness) activities and the way people view biodiversity

Info (see kiosk): Ms. Hye Yun Park, coffeemaster@naver.com, www.nibr.go.kr
Mr. Byoung Hee Lee, dpt510@korea.kr, www.nibr.go.kr
Ms. Ha Jeong Lee, levis506@seoul.go.kr, www.seoul.go.kr

Wednesday 15 October 2014 15.00-17.00



Biodiversity Is Us

The presentation focuses on the tools WAZA has developed in order to fascinate and get people to act and change their behaviour in favour of biodiversity. WAZA wants to showcase the project in support of the United Nations Decade on Biodiversity, focusing on modern technology aimed at the younger generation such as a social media campaign and a smart phone/tablet application in five languages. Films and the use of the app will be shown as short movies.

Info (see kiosk): Mr. Gerald Dick, gerald.dick@waza.org, www.waza.org
Mr. Tiago Pinto-Pereira, tiago.pintopereira@waza.org

Wednesday 15 October 2014 19.00-20.30

SPECIAL EVENT



INTERNATIONAL COUNCIL FOR
GAME AND WILDLIFE CONSERVATION
CIC - For the sustainable use of wildlife.

CIC - Markhor Award for outstanding conservation performance

Thursday 16 October 2014

Thursday 16 October 2014 10.00-13.00



Belgium-Benin cooperation to achieve Aichi Biodiversity Target 1

A collaborative initiative of the Royal Belgian Institute for Natural Sciences, Belgian Development Cooperation and the Direction Générale des Forêts et des Ressources Naturelles (Bénin): Part 1 (Belgium): Development of national indicators and baseline studies for public awareness Aichi Target 1, projects under the Belgian capacity building for biodiversity programme. Part 2 (Bénin): 12 actions for biodiversity, as well as campaigns and initiatives of the DGFRN, with particular focus on water and forests.

Info: Belgium - Mr. Han De Koeijer, hdekoeijer@naturalsciences.be, www.naturalsciences.be
Benin - Mr. Hugues Akpona, akpona@gmail.com, <http://bit.ly/1ph96ps>

Thursday 16 October 2014 13.00-15.00



inspiring change



Announcing tvebiomovies winners!

tvebiomovies is a film competition now in its fifth year, and open to everyone around the world with access to a camera. The premiere of the [shortlisted films](#) will be featured at this event. The International Network for Bamboo and Rattan sponsors the Bamboo and Rattan category in the competition.

Info: Ms. Cheryl Campbell, cheryl.campbell@tve.org.uk, <http://tve.org/biomovies>
Mr. Hans Friederich, hfriederich@inbar.int, www.inbar.int

Thursday 16 October 2014 15.00-16.30



Living in Harmony with Nature: Applied sustainable yogic agriculture and reviving the community forest

To bring about sustained change in any social or environmental system, awareness grounded in ethical choices, universal values, and personal transformation is essential. Sustainable Yogic Agriculture, practiced in local communities in India and Italy, and reviving the community forest in Myanmar are examples of germane and pertinent change, based on spiritual values and traditional knowledge.

Info (see kiosk): Ms. Sonja Ohlsson, copenhagen@dk.brahmakumaris.org, www.environment.brahmakumaris.org

Thursday 16 October 2014 - continued

Thursday 16 October 2014 17.00-18.00



**Preservation and Development of Native Plants in Arriyadh:
Wadi Hanifah as Inspiring Story**

The High Commission for Development of Arriyadh (ADA) presents its experience in Wadi Hanifah Development and Environmental Rehabilitation as a leading environmental project in the Middle East and a Three Times Winner for international Prizes. [Read more \(PDF\) >](#) or [online >](#)

Info: Mr. Badr Al Tamimi, bmt@arriyadh.net, <http://bit.ly/1p4jpK6>

Thursday 16 October 2014 starts at 19.00

SPECIAL EVENT



Reception offered by Mexico



United Nations Decade on Biodiversity

CEPA Fair Exhibition

Entire duration of COP 12



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

Biodiversity related communication in the framework of Germany's International Cooperation on implementing the CBD

National focus showcasing Germany's biodiversity projects under the International Climate Initiative (IKI), and actions for Biodiversity in support of the implementation of the Strategic Plan for Biological Diversity 2011-2020.

Info: Ms. Hildegard Kaiser, hildegard.kaiser@bmu.bund.de, www.bmub.bund.de
Ms. Nicola Breier, Head of Division, Ministry of Environment, nicola.breier@bmub.bund.de

Entire duration of COP 12



Seoul's biodiversity-related CEPA activities

Seoul Metropolitan Government engages in activities designed to grasp the status of biodiversity in the city, including various CEPA activities. Seoul Metropolitan Government also issues reports on biodiversity-related CEPA activities, exchanges information on biodiversity using brochures and films with those concerned, and strives to discuss how to help people raise their awareness of biodiversity.

Info: Ms. Ha Jeong Lee, levis506@seoul.go.kr, www.seoul.go.kr

Entire duration of COP 12



Citizen-based monitoring methods in marine areas – especially for endangered species

Okinawa ReefCheck Research Group, Green Korea Unites and Citizens' Network for Biodiversity in Okinawa display their communication materials as their contribution to implementing the Strategic Plan for Biological Diversity 2011-2020.

Info: Ms. Mariko Abe, shark@xc4.so-net.ne.jp, <http://okinawabd.ti-da.net>, <http://green-korea.tistory.com>

Entire duration of COP 12



SWEDISH
ENVIRONMENTAL
PROTECTION
AGENCY

Communication makes the value of ecosystem services visible

The Swedish Environmental Protection Agency (SEPA) displays its communication materials as Sweden's contribution to implementing the Strategic Plan for Biological Diversity 2011-2020.

Info: Ms. Karolina Hedenmo, karolina.hedenmo@Naturvardsverket.se, www.swedishepa.se

Entire duration of COP 12



BirdLife's contribution to achieving Aichi Biodiversity Target 1

Using ecotourism as a key tool for the conservation of intertidal areas along the East Asian-Australasian Flyway.

Info: Ms. Becky Rush, becky.rush@birdlife.org, www.birdlife.org

Entire duration of COP 12



Compendium of Good CEPA Practices in the ASEAN Region

The main material is a compendium of *Good CEPA Practices in the ASEAN Region*. This booklet features a collection of information about the CEPA tools produced and activities implemented by ASEAN Member States to help generate awareness of the values of biodiversity. A number of the stories collected are also featured in posters.

Various CEPA materials from ACB, GIZ and the 10 ASEAN Member States (videos, books, posters, brochures, etc.) are likewise displayed.

Info: Mr. Rolando A. Inciong, rainciong@aseanbiodiversity.org, www.aseanbiodiversity.org
Ms. Angela Metin, arcametin@aseanbiodiversity.org

Entire duration of COP 12



Pacific Island Natural Solutions for Island Resilience

The Pacific Islands showcase conservation measures actioned under the theme of *Natural Solutions for Island Resilience*. Our booth highlights work from all corners of our Pacific - Parties to the CBD - displaying initiatives and work undertaken to conserve our Pacific island biodiversity.

Info: Ms. Nanette Woonton, nanettew@sprep.org, <http://sprep.org>

Entire duration of COP 12



EAAFP's contribution to achieving Aichi Biodiversity Target 1

The East Asian-Australasian Flyway Partnership Secretariat (EAAFP) showcases its outreach materials on cross-country conservation works in multi-languages environment. The materials illustrate the Partnership, Flyway Site Network and current activities of the EAAFP such as the World Migratory Bird Day and the collaborative campaign 'Destination Flyways – migratory birds and tourism' with UNWTO.

Info: Ms. Tomoko Ichikawa, communication@eaaflyway.net, www.eaaflyway.net



2nd week of COP 12 only (13-17 October)



World Association of
Zoos and Aquariums
WAZA | United for
Conservation

WAZA's *Biodiversity Is Us* campaign

As part of the World Association of Zoos and Aquariums (WAZA) Decade on Biodiversity campaign, “Biodiversity Is Us” WAZA showcases the toolkit and its various components such as posters, short movies, app. In order to be as paperless as possible, we do plan to reduce take away material to a minimum.

Info: Mr. Tiago Pinto-Pereira, tiago.pintopereira@waza.org, www.waza.org

Entire duration of COP 12



環境省
Ministry of the Environment
Government of Japan



国連生物多様性の10年日本委員会
Japan Committee for UNDB



Japan's contribution to achieving Aichi Biodiversity Target 1

The Government of Japan and other Partners display their communication materials as their contribution to implementing the Strategic Plan for Biological Diversity 2011-2020.

Info: Mr. Teppei Dohke, iucnj@nacsj.or.jp, <http://undb.jp>

Entire duration of COP 12



Communicating Access and Benefit-Sharing (ABS) CEPA strategies & tools of the ABS Capacity Development Initiative

The ABS Capacity Development Initiative presents and launches printed materials and audiovisual outreach media on ABS and the Nagoya Protocol: ABS Communication Guide, Infographs, ABS/ABS Initiative poster, brochure and short film explaining the idea, elements and processes of ABS, the role of the ABS Initiative - and more!

Info: Mr. Suhel al-Janabi, s.aljanabi@geo-media.de, www.abs-initiative.info
Mr. Tobias Dierks, tobias.dierks@giz.de

Entire duration of COP 12



Living in Harmony with Nature

Brahma Kumaris World Spiritual University displays its 3-fold best practices under the headline of *Living in Harmony with Nature*:

1. Natural farming and yogic agriculture – communicating traditional knowledge in agriculture.
2. Solar Energy – alternative energy for sustainable development.
3. Biodiversity Consciousness – raising awareness of the importance of personal responsibility in creating greater well-being of both the planet and human beings

Info: Ms. Sonja Ohlsson, environment@brahmakumaris.org, www.environment.brahmakumaris.org

Entire duration of COP 12



SEARICE's communication tools for raising awareness about biodiversity

The Southeast Asia Regional Initiatives for Community Empowerment (SEARICE) showcases communication materials and initiatives aiming at achieving Aichi Biodiversity Target 1: 1) video of SEARICE Radio Programme; 2) video from ITPGRFA Benefit-Sharing Fund Project; 3) infographic on South-East Asian Farmer-Breeders and their Crop Varieties; 4) 2014 International Year of Family Farming campaign materials.

Info: SEARICE, searice@searice.org.ph, <http://searice.org.ph>

Entire duration of COP 12



Namibia's importance of biodiversity and how to conserve it

The Ministry of Environment and Tourism has many programmes to promote sustainable use of biological genetic resources. This exhibition also aims to present various brochure, posters, pamphlets on issues related to biodiversity in Namibia.

Info: Ms. Ndapanda Kanime, nahenda2010@gmail.com, www.met.gov.na

Entire duration of COP 12



IFSA's programmes for promoting sustainable biodiversity

The International Forestry Student's Association (IFSA), a forestry-related youth organization, has many programmes to promote sustainable biodiversity especially in forest ecosystems. This exhibition also aims to present various initiatives, ideas and a youth perspective to achieve sustainable development, as well as the IFSA magazine and brochure.

Info: Ms. Dorin Lida Kusumawardan, dorin.ifsa@gmail.com, www.ifsa.net

Entire duration of COP 12



Rare - Scaling community-led solutions to advance the Aichi Biodiversity Targets

Rather than studying environmental problems, Rare focuses on bright spots — successful efforts worth emulating. The cornerstone of Rare's approach is to seek out those proven, locally-led conservation bright spots that benefit both people and nature and help local communities adapt and replicate them to meet their needs. At COP12, Rare promotes this solution-oriented approach and strives to create an enabling environment for delegates through the organization of "Bright Spots Events" which are designed to facilitate sharing and learning and highlight replicable solutions. [Read more >](#)

Info: Ms. Britta Garfield, bgarfield@rare.org, www.rare.org

Entire duration of COP 12



Earth Kids Foundation's contribution to achieving Aichi Biodiversity Target 1

Earth Kids Foundation displays their communication materials as a contribution to implementing the Strategic Plan for Biological Diversity 2011-2020.

Info: Ms. Jungmin Park, earthkids@icloud.com, <http://earthkidsfoundation.org>

Entire duration of COP 12

Aichi Bio-region Working Group

Contributions of the Aichi Bio-region Working Group to achieving Aichi Biodiversity Target 1

The Aichi Bio-region Working Group displays their communication materials as a contribution to implementing the Strategic Plan for Biological Diversity 2011-2020.

Info: Ms. Akemi Mitsuishi, akemi3214@gmail.com

www.cbd.int/cepa/fair