



United Nations Decade on Biodiversity



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Outline

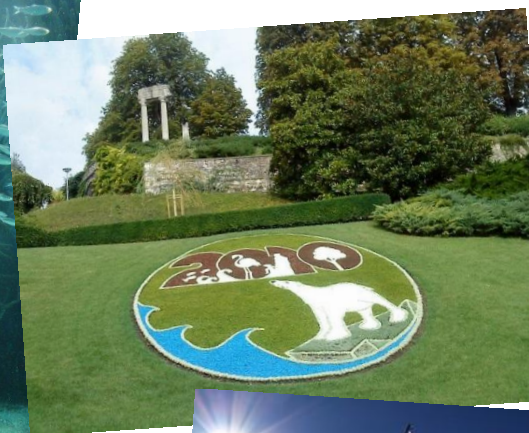
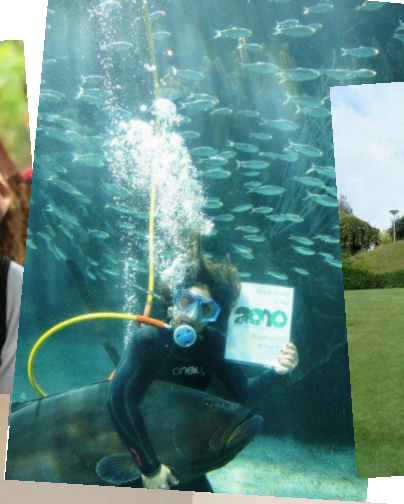
- Introduction of the UNDB and its purposes
- Raising awareness, supporting the Strategic Plan and mainstreaming
- The new strategy for the UNDB
- The way forward

a short story

**on how the
United Nations Decade on Biodiversity
came to be**

a short story

**It all started in 2010 – the International Year of Biodiversity
and the adoption of the Strategic Plan for Biodiversity 2011-2020**



**The IYB campaign was very successful at raising awareness
and mobilising people around the world**

Worldwide celebrations:

192 countries

389 partner organisations

+1138 events

+55000 facebook friends





22 December 2010, Resolution 65/161

The 65th UN General Assembly
declared 2011-2020 the United
Nations Decade on Biodiversity





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Purposes of the United Nations Decade on Biodiversity

- Raise awareness on the value of biodiversity for human well-being
- Support the Strategic Plan for Biodiversity
- Contribute to Mainstreaming Biodiversity into other sectors

Report on all of this to the United Nations General Assembly



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Living in harmony with nature across all sectors of society

Goal A: Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society

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





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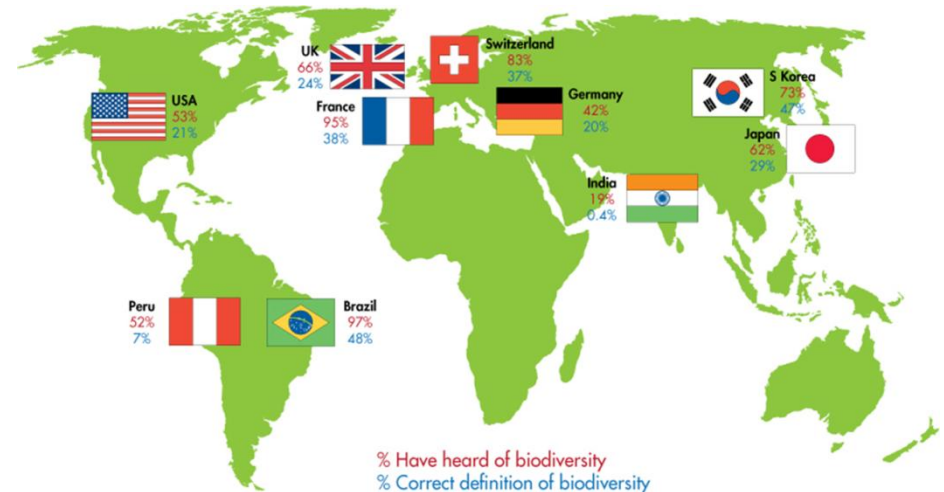
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Raising awareness - successes

- Awareness is rising around the world
 - Biodiversity Barometer Results
 - WAZA Zoo Survey
 - Biodiversity is included in the discussions of the post-2015 development process in New York





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Raising awareness - challenges

- People still don't really know what they can do to save biodiversity
- People are not yet demanding that different economic sectors act in favour of the sustainable use of biodiversity
- People haven't yet linked biodiversity with other environmental or sustainable development issues





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Supporting the Strategic Plan - successes

NBSAPs revision process now includes more work on target 1 and its role in achievement of the other targets

Draft COP 12 decision incorporates the UNDB and Target 1 into the revision process





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Framework for Action

The [Strategic Plan for Biodiversity](#), including the [Aichi Biodiversity Targets](#), is the overarching framework on biodiversity for the entire United Nations system.



Convention on
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Other goals of the Strategic Plan for Biodiversity 2011-2020

- Goal B:** Reduce the direct pressures on biodiversity and promote sustainable use
- Goal C:** Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity
- Goal D:** Enhance the benefits to all from biodiversity and ecosystem services
- Goal E:** Enhance implementation through participatory planning, knowledge management and capacity building





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Supporting the Strategic Plan - challenges

- UNDB is not yet mainstreamed into all the NBSAP revision processes
- UNDB still is mostly seen as a stand-alone outreach project rather than the communications arm of the Strategic Plan





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The new strategy

- More work on raising awareness
- Mobilizing more National Committees or other structures
- Better linkage with the SP and the ABT
- Working with other sectors
- Biodiversity Champions
- Mainstreaming





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The new strategy - more work on raising awareness

- Working on global campaign and messages
- Working with the Zoo Community – social marketing
- Work with IUCN CEC membership around the world
- Taking advantage of other initiatives and communication projects



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The new strategy - mobilizing more national committees or other structures

- Encouraging national committees
- Encouraging alternative mobilization structures as suggested in the draft COP 12 decision



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The new strategy - better linkage with the SP and the ABT

- Through working with the NBSAP revision process
- Working more closely with other partners:
 - Aichi Biodiversity Targets Task Force (ABTTF)
 - Biodiversity Liaison Group (BLG)
 - Biodiversity Champions



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The new strategy - working with other sectors

- Better engagement with youth
- Business
- Agriculture
- Indigenous and Local Communities
- Education, also with UNESCO



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The new strategy - Biodiversity Champions

- Reviewing and revising the programme
- Promoting the existing Champions
- Reaching out to new ones
- Role of the COP 12 presidency



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The new strategy - mainstreaming

- Identifying main issues for other sectors and then communicating the role of biodiversity as a solution to these challenges
- Food Security – agriculture
- Water Security – cities, forests
- Sustainable Consumption
- Disaster Risk Reduction
- Nagoya Protocol and new opportunities for sustainable use of biodiversity
- Health and Nutrition



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Better communication by the Secretariat

- New website
- Better facebook and social media work
- Better linkages with national groups
- More regular communication and action





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New website

www.cbd.int/2011-2020

The screenshot shows the website's layout with a navigation bar, a world map, a video player, and three columns of content: Upcoming Events, What's New, and Highlights. The 'Upcoming Events' column lists dates and locations such as '28 February - 17 June 2012, Azores, France' and '18 March 2012, Brussels, Belgium'. The 'What's New' column includes '23 January 2012 Secretary-General appoints Bráulio Ferreira de Souza Dias' and '23 December 2011 The MIDORI Prize for Biodiversity'. The 'Highlights' column features a 'RED LIST' graphic and 'Amazing Species' images.



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thank you

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COP12 / MOP7 / MOP1
PYEONGCHANG KOREA 2014



XIth Conference of Parties
CONVENTION ON BIOLOGICAL DIVERSITY
HYDERABAD INDIA 2012



Life in harmony, into the future
いのちの共生を、未来へ
COP 10 / MOP 5