



UN Decade on Biodiversity - *Implementation in Germany*



United Nations Decade on Biodiversity

Awareness



- Outcome of COP10
- 2011-2020 designated as UN Decade on Biodiversity
- Two main goals:
 - raising awareness for Biodiversity
 - enhancing engagement for Biodiversity

Aichi Target 1: By 2020, People are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably



Rationale

- UN Decade on Biodiversity complements measures under the German National Biodiversity Strategy
- UN Decade Programme in Germany aims to raise public awareness for these activities
- **Focus:** Outreach activities, communication, networking



UN Decade on Biodiversity

UN Decade Project
Competition
Weekly-, Monthly-Projects,
Annualproject

UN Decade Photo
Competition/Photo
Exhibition

UN Decade
Ambassadors
VIPs
youth

Webpage
Overview of
projects, event
calendar, Blog

Media
Outreach
Press Releases,
Newsletter

Social Media:
Facebook, Twitter,
Google+,

Annual
Themes



UN Decade Annual Themes

2013/2014: **Using Diversity – Utilizing what Nature offers**

Target groups: **Landusers, Businesses, Consumers**



Production



Processing, Transport, Commerce



Purchase



UN Decade

- **UN Decade Project Competition**
 - organization of nationwide competition to award best-practice projects as official projects of the UN Decade
 - 173 projects awarded since 2011



UN Decade Project Competition

- ongoing nation-wide call for submissions of projects
- Independent jury of experts evaluates projects
- Awarded projects are being widely communicated, extensive support of PR activities for projects



UN Decade on Biodiversity

- Selection of “UN Decade Project of the Year” 2014: “Understanding Forest Ecosystems - Nature Education for and with handicapped people”



UN Decade Conferences

- three 1 day-events
- lectures by experts, workshops, advice on project development, networking opportunities
- First Event on May 29 – 50 participants
- Next conferences: October 1 (Leipzig), November 11 (Stuttgart) 2014



UN Decade on Biodiversity

- **UN Decade Ambassadors**
 - VIPs and youth ambassadors
 - each for a specific target group
 - Promote the UN Decade in all over Germany
 - represent UN Decade at events



Anja Backhaus
(Foto: WDR Annika Fußwinkel)



Matto Barfuß
(Foto: Matto Barfuß)



Ralph Caspers



Maren Eggert
(Foto: Stefan Klüter)



Janus Fröhlich
(Foto: Manfred Esser)



Arved Fuchs



Cornelia Funke
(Foto: Gillian Crane 2010)



Peter Maffay
(Foto: Margaretha Olschewski)



Florian Möllers
(Foto: Staffan Widstrand)



Shary Reeves
(Foto: Stefan Maria Rother)



Norbert Rosing



Nina Ruge
(Foto: Jacqueline Krause-Burberg, krabu@burberg.de)



Sabine Spitz
(Foto: Daniel Geiger)



Cassandra Steen
(Foto: Alexander Gnaedinger/Universal Music Peta Foto: Olaf Heine)



Fürstin Gabriela zu Sayn-Wittgenstein-Sayn
(Foto: Sayn-Wittgenstein Archiv)



Willi Weitzel



Sarah Wiener



Stand 02/2014

UN Decade on Biodiversity

- **Photo competition**
 - Call to the public, 404 pictures submitted
 - selection of best 30 pictures by professional photographers
 - Monetary prize for the best pictures



UN Decade

- **UN Decade Photo Exhibition**
„Capturing Diversity“
 - Presentation in all over Germany
 - Information and Tips on how to conserve Biodiversity
 - Exhibition of awarded pictures from 2013 and 2014



***Thank you very much for your
kind attention!***

