

# German initiative for the UN Decade on Biodiversity

---



# Background

---

Outcome of COP10, 2011-2020 designated as United Nations Decade on Biodiversity (UNDB)

- UNDB complements measures under the German National Biodiversity Strategy
- UN Decade Programme in Germany aims to raise public awareness for these activities since 2011



# Focus

---

- Outreach activities
- Communication
- Networking



© Julia Bilgenroth

# UN Decade on biodiversity in Germany

---

Project  
awards

Local award  
events

Biennial  
themes

Website, Social  
Media and  
Newsletter

UN Decade  
ambassadors

Touring  
exhibition



© Carsten Riedl

# Project awards (Good practice)

---

1. Biodiversity: conservation, communication, sustainable use (since 2011)
2. Social nature – nature for all (since 2017)



# Local award events

**550** awarded UN-Decade model projects (since 2011)

**150** local award events in 2018



# Biennial themes and extra topic

---

2017/2018: “Healthy - With the diversity of Nature”

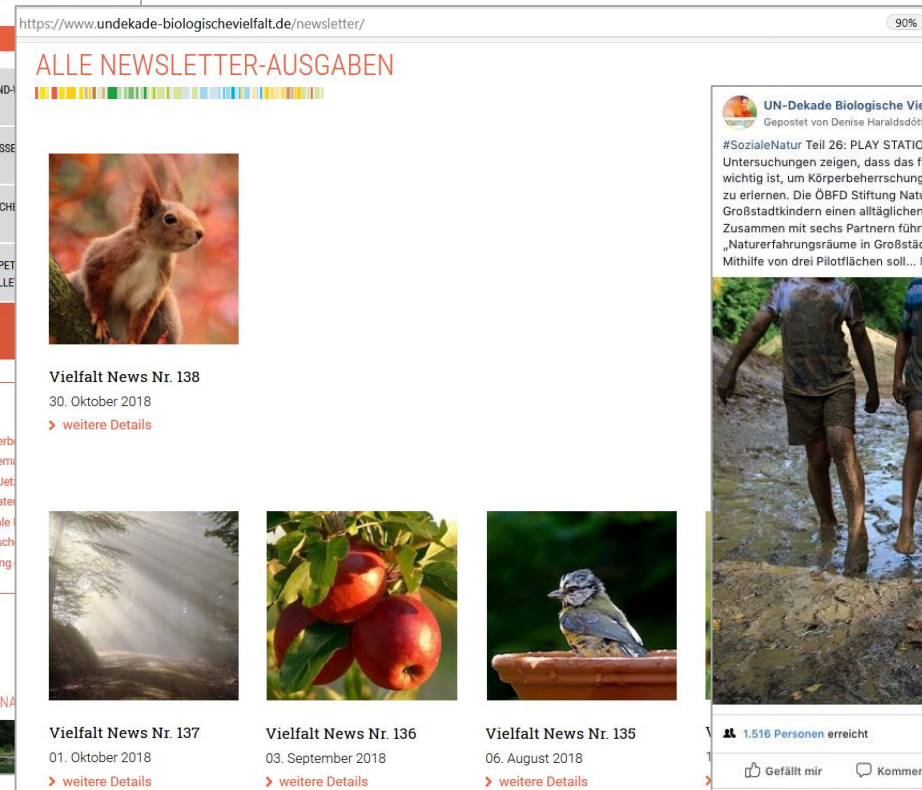
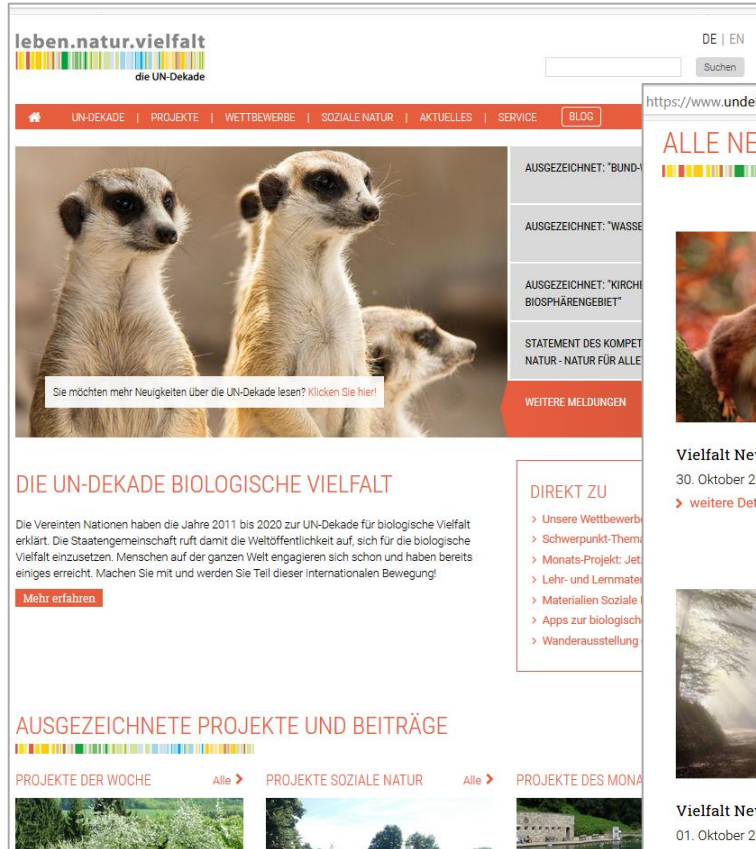
2019/2020: „Protecting Insects – together for Nature Diversity“.

2017 – 2020: Extra Topic: “Social Nature - Nature for all”.



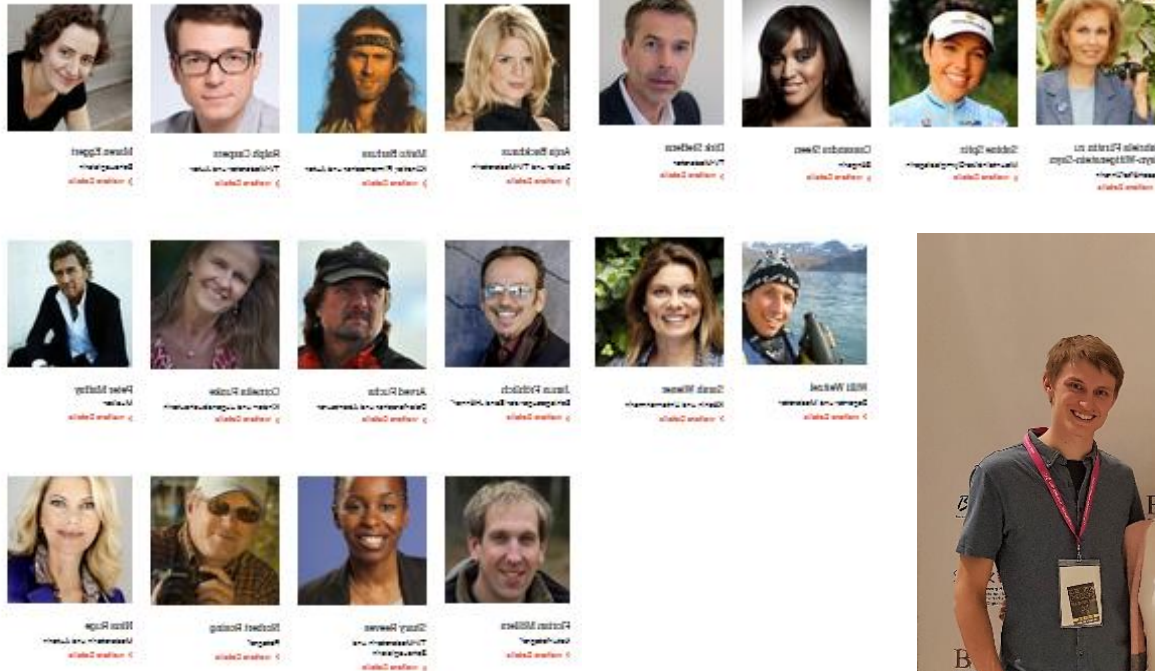
# Website, Social media, Newsletter

- Facebook
- Twitter



# UN Decade ambassadors

18 VIP and 8 Youth ambassadors



# Touring exhibition

Touring exhibition in triplicate and 18 exhibition places per year  
(about 10.000 visitors per year)



# Thank you very much for your attention

---



© Dag-Olaf Göpfert

Adina Arth / Gerrit Öhm

Youth ambassadors for UNDB in Germany

[a.arth@gmx.de](mailto:a.arth@gmx.de) / [gerrit.oehm@gmail.com](mailto:gerrit.oehm@gmail.com)