



Convention on Biological Diversity

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**Conference of the Parties to the
Convention on Biological Diversity
Sixteenth meeting**
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Agenda item 15
Communication, education and public awareness

Decision adopted by the Conference of the Parties to the Convention on Biological Diversity on 1 November 2024

16/10. Communication, education and public awareness

The Conference of the Parties,

Recalling its decision [15/14](#) of 19 December 2022,

Recognizing the importance of linking revisions to the programme of work on communication, education and public awareness for the Convention on Biological Diversity¹ with the Kunming-Montreal Global Biodiversity Framework,²

Noting that many activities associated with communication, education and public awareness are outlined in the communications strategy to support the implementation of the Framework,³

Recalling its decision [15/11](#) of 19 December 2022 on the Gender Plan of Action, in which the Conference of the Parties requested capacity-building and development activities to support the implementation of the Gender Plan of Action,

Noting the continued relevance of activities arising from its decisions [VIII/6](#) of 31 March 2006, [IX/32](#) of 30 May 2008, [X/18](#) of 29 October 2010, [XIII/22](#) of 17 December 2016 and 15/14,

Recognizing that, despite progress in communication and public awareness, insufficient work has been undertaken on strengthening education to support transformative actions to implement the Framework and recognizing also the need for capacity-building and development in that area,

Recognizing also that developing countries face significant challenges in the implementation of the Framework and the development of actions for communication, education and public awareness and that adequate resourcing is necessary to support these actions in accordance with Article 20 of the Convention,

1. *Encourages* the Executive Secretary, Parties, indigenous peoples and local communities, women and youth organizations and other relevant organizations and stakeholders to continue to implement activities arising from its decisions VIII/6, IX/32, X/18 and 15/14, as relevant;

¹ United Nations, *Treaty Series*, vol. 1760, No. 30619.

² Decision 15/4, annex.

³ Decision 15/14, annex.

2. *Welcomes* the suggested actions as a flexible voluntary framework, to align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework, as set out in the annex to the present decision;

3. *Encourages* Parties to develop and implement actions at the national level, as appropriate, in accordance with national circumstances and priorities, to align the programme of work on communication, education and public awareness with the Framework, as set out in the annex to the present decision, including the global plan of action on education, and to include information in this regard in their national reports;

4. *Invites* the United Nations Educational, Scientific and Cultural Organization, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services the Global Youth Biodiversity Network and other relevant organizations to collaborate together to develop a global plan of action for education on biodiversity, encompassing formal and informal education, in order to support transformative actions needed to implement the Framework;

5. *Invites* Parties and relevant international organizations in a position to do so to provide resources, as appropriate, including to support capacity-building and development, for communication, education and public awareness activities at all levels;

6. *Requests* the Executive Secretary, subject to the availability of resources:

(a) To collaborate with the United Nations Educational, Scientific and Cultural Organization, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, other relevant organizations, indigenous peoples and local communities and women and youth representatives on developing a global plan of action for education on biodiversity, encompassing formal and informal education, as referred to in paragraph 4 above, and to submit such a plan for consideration by the Subsidiary Body on Implementation at a meeting to be held before the seventeenth meeting of the Conference of the Parties and by the Conference of the Parties at its seventeenth meeting;

(b) To implement, in consultation with the Informal Advisory Committee on Communication, Education and Public Awareness, the actions to align the programme of work on communication, education and public awareness with the Framework, as contained in the annex to the present decision;

(c) To submit a progress report on the implementation of the actions to align the programme of work with the Framework, for consideration by the Subsidiary Body on Implementation at a meeting to be held before the seventeenth meeting of the Conference of the Parties and by the Conference of the Parties at its seventeenth meeting; and to keep this topic under review at the eighteenth and nineteenth meetings of the Conference of the Parties;

(d) To continue to implement the communications strategy to support the implementation of the Framework and facilitate the mobilization of the resources required;

7. *Invites* Parties and relevant organizations in a position to do so to provide support, including financial support, to the Executive Secretary and Parties for the continued implementation of the communications strategy.

Annex

Suggested actions to align the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework

1. The actions set out below are designed to contribute to the alignment of the programme of work on communication, education and public awareness with the Kunming-Montreal Global Biodiversity Framework. They are to be implemented in a manner consistent with and complementary to:

(a) The activities in the programme of work on communication, education and public awareness, as outlined in decisions [VIII/6](#), [IX/32](#), [X/18](#) and [XIII/22](#) of the Conference of the Parties to the Convention on Biological Diversity;

(b) The communications strategy to support the implementation of the Kunming-Montreal Global Biodiversity Framework, adopted by the Conference of the Parties in its decision [15/14](#).

I. Section C of the Kunming-Montreal Global Biodiversity Framework (considerations for the implementation of the Framework)

Formal and informal education

2. Paragraph 7 (o) of section C reads as follows:

Implementation of the Framework requires transformative, innovative and transdisciplinary education, formal and informal, at all levels, including science-policy interface studies and lifelong learning processes, recognizing diverse world views, values and knowledge systems of indigenous peoples and local communities.

3. As paragraph 7 (o) of section C and paragraph 22 (f) of section K of the Framework contain similar provisions, the actions associated with those provisions are identical and have been set out in paragraphs 43 to 45 below.

II. Section K of the Kunming-Montreal Global Biodiversity Framework (communication, education, awareness and uptake)

1. Section K, paragraph 22 (a)

4. Paragraph 22 (a) of section K reads as follows:

Increasing awareness, understanding and appreciation of the knowledge systems, diverse values of biodiversity and nature's contributions to people, including ecosystem functions and services and traditional knowledge and world views of indigenous peoples and local communities as well as of biodiversity's contribution to sustainable development.

(a) Rationale and explanation

5. The implementation of the Framework requires awareness, understanding and appreciation of multiple knowledge systems, as well as the diverse values of biodiversity across society. The knowledge and world views of indigenous peoples and local communities are crucial.

6. Explaining the role of biodiversity and the Framework in supporting both the intrinsic value of biodiversity and the wide range of nature's contributions to people, including ecosystem services, which are also critical to achieving sustainable development, is key to advancing the Framework and the 2030 Agenda for Sustainable Development⁴ and its Sustainable Development Goals in a synergetic manner.

(b) Actions by the Executive Secretary

7. The Executive Secretary is to work with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the United Nations Educational, Scientific and Cultural Organization and the International Indigenous Forum on Biodiversity and its associated organizations, among other entities, to develop open-source knowledge products that explain the relationship and variety of knowledge systems that capture the diverse values of biodiversity.

8. The Executive Secretary is to work with the United Nations Development Programme, the United Nations Environment Programme, the Department of Economic and Social Affairs of the United Nations Secretariat, the Education Sector of the United Nations Educational, Scientific and

⁴ General Assembly resolution 70/1.

Cultural Organization and other actors involved in the implementation of the Sustainable Development Goals on developing products that outline the relationship between sustainable development and biodiversity, while taking into account any relevant findings of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, and report on those products at the seventeenth meeting of the Conference of the Parties.

9. The Executive Secretary is to facilitate the translation of those products into the six official languages of the United Nations and disseminate them through the clearing-house mechanism, thereby informing Parties and stakeholder about their availability.

(c) Actions by Parties

10. Parties may consider using the products created with the support of the Executive Secretary, among others, as appropriate and according to national circumstances, to engage with:

(a) Departments of education to promote the incorporation of those products in educational curricula, as appropriate, and work with universities and other educational institutions to mainstream the core ideas into relevant post-secondary educational programmes, which would include integration with the activities listed under section 6 below;

(b) Media and other actors, using the platforms developed through actions described in section 5 below, to create products and media works that promote the knowledge systems and diverse values of biodiversity.

11. Parties may wish to report on these outputs in their national reports.

(d) Actions by stakeholders

12. Stakeholders are encouraged to produce information products and initiatives that support relevant actions at the national level.

2. Section K, paragraph 22 (b)

13. Paragraph 22 (b) of section K reads as follows:

Increasing awareness on the importance of conservation and sustainable use of biodiversity and of the fair and equitable sharing of the benefits arising from the utilization of genetic resources for sustainable development, including improving sustainable livelihoods and poverty eradication efforts, and its overall contribution to global and/or national sustainable development strategies.

(a) Rationale and explanation

14. The Framework was developed in complementarity with existing work on the Sustainable Development Goals and highlights the contribution of actions taken to meet the three objectives of the Convention to the achievement of the 2030 Agenda. An increased awareness of those linkages will therefore be beneficial to actions in all spheres.

(b) Actions by the Executive Secretary

15. In collaboration with the Department of Economic and Social Affairs of the United Nations Secretariat, the United Nations Development Programme, the United Nations Environment Programme, the World Bank Group and other actors that are working towards the achievement of the 2030 Agenda and poverty eradication, the Executive Secretary is to facilitate an exchange of information on relevant communication campaigns in order to reinforce mutual messages, including for the International Day for Biological Diversity, meant to increase understanding and awareness of biodiversity issues.

(c) Actions by Parties

16. Parties are encouraged to participate in the communications campaign organized at the international level with the goal of highlighting how activities under national biodiversity strategies

and action plans and other actions would support sustainable development, including through the presentation of examples of the contribution of biodiversity to poverty alleviation efforts and sustainable livelihoods at the national level.

17. Communications efforts should include the contribution of sustainable development practices, poverty alleviation strategies and improvement of livelihoods and sustainable development.

18. Parties are encouraged to take actions at the national level consistent with national biodiversity strategies and action plans.

(d) Actions by stakeholders

19. Stakeholders are invited to participate in the communications campaign at the national and international levels, including by organizing events and producing information materials.

3. Section K, paragraph 22 (c)

20. Paragraph 22 (c) of section K reads as follows:

Raising awareness among all sectors and actors of the need for urgent action to implement the Framework, while enabling their active engagement in the implementation and monitoring of progress towards the achievement of its goals and targets.

(a) Rationale and explanation

21. Paragraph 22 (c) of section K provides the variety of actors involved in the achievement of goals and targets with a justification for the development of communications-related actions and products.

22. Communications efforts are linked with behavioural change.

23. The actions to be taken provide a rationale for the development of tools that communicate the status of national biodiversity strategies and action plans and national targets, which are to be aligned with the Framework.

(b) Actions by the Executive Secretary

24. The Executive Secretary, working with relevant international organizations, indigenous peoples and local communities and women and youth organizations, is to develop communications guidelines for each of the goals and targets. With regard to the goals, the Executive Secretary is to create overall messages to provide a communications matrix for the variety of groups involved in achieving the goals. With regard to each of the targets, the Executive Secretary is to develop communications guidelines that indicate the groups that are to be engaged and establish indicative messaging for each group.

25. The Executive Secretary is to facilitate the translation of the communications guidelines into the six official languages of the United Nations and their posting on the clearing-house mechanism, thereby informing Parties and stakeholders about their availability. The Executive Secretary is to report on this subject at the seventeenth meeting of the Conference of the Parties.

(c) Actions by Parties

26. Parties are encouraged to develop national communications plans for raising awareness of the need to implement and monitor the Framework with the inclusion of indigenous peoples and local communities, women and youth. Parties should disseminate the plans to relevant stakeholders.

(d) Actions by stakeholders

27. Stakeholders are invited to use the communications guidelines developed by the Executive Secretary and those developed as part of national communications plans in the context of their own

activities and campaigns and in their engagement, as appropriate, in the creation and implementation of national biodiversity strategies and action plans.

4. Section K, paragraph 22 (d)

28. Paragraph 22 (d) of section K reads as follows:

Facilitating understanding of the Framework, including by targeted communication, adapting the language used, level of complexity and thematic content to relevant groups of actors, considering their socioeconomic and cultural context, including by developing material that can be translated into indigenous and local languages.

(a) Rationale and explanation

29. The provision cited above reflects a recognition of the need for communication to be tailored and suited to specific groups and the importance of the languages of indigenous peoples and local communities.

30. The present section reflects the actions and activities under the communications strategy to support the implementation of the Framework, as outlined in the annex to decision 15/14.

(b) Actions by the Executive Secretary

31. The Executive Secretary is to continue to implement the communications strategy and produce information products and initiatives, including messages and branding, communications channels and partnerships.

(c) Actions by Parties

32. Parties are encouraged to implement, as appropriate, national communications strategies aligned with their national biodiversity strategies and action plans and provide information thereon to the Executive Secretary.

(d) Actions by stakeholders

33. The messages, branding and communications materials created by the Executive Secretary, as outlined in decision 15/14, will be used to support national communications-related actions by stakeholders and relevant reporting mechanisms.

5. Section K, paragraph 22 (e)

34. Paragraph 22 (e) of section K reads as follows:

Promoting or developing platforms, partnerships and action agendas, including with media, civil society and educational institutions, including academia, to share information on successes, lessons learned and experiences and to allow for adaptive learning and participation in acting for biodiversity.

(a) Rationale and explanation

35. The actions to be carried out pursuant to paragraph 22 (e) are meant to be carried out by multiple actors, which would require partnerships and work across various networks.

(b) Actions by the Executive Secretary

36. The Executive Secretary is to further develop the communications actions related to the Sharm El-Sheikh to Kunming and Montreal Action Agenda for Nature and People and, to the extent possible, other tools and instruments that record and track stakeholder commitments and link those actions to overall communications objectives.

37. The Executive Secretary is to continue to develop the partnerships needed to implement the communications strategy, including through media partnerships, the Department of Global Communications of the United Nations Secretariat and the United Nations Environment Programme.

(c) Actions by Parties

38. Using the principles for partnership outlined in decision 15/14 and linking them to activities carried out by the Executive Secretary, Parties are encouraged to implement communications partnerships for communication at the national level, linking them to national biodiversity strategies and action plans.

(d) Actions by stakeholders

39. Stakeholders, including indigenous peoples and local communities and women and youth organizations, are invited to participate at the international level, including through initiatives organized by the Executive Secretary, and at the national level.

6. Section K, paragraph 22 (f)

40. Paragraph 22 (f) of section K reads as follows:

Integrating transformative education on biodiversity into formal, non-formal and informal educational programmes, promoting curriculum on biodiversity conservation and sustainable use in educational institutions, and promoting knowledge, attitudes, values, behaviours and lifestyles that are consistent with living in harmony with nature.

(a) Rationale and explanation

41. The Framework requires a transformation of education through the incorporation of biodiversity and its sustainable use and the promotion of the knowledge, attitudes, values, behaviours and lifestyles needed to achieve the vision of living in harmony with nature by 2050.

(b) Actions by the Executive Secretary

42. The Executive Secretary is to collaborate on the development of a global plan of action for education on biodiversity, encompassing formal and informal education, as described in paragraph 4 of decision 16/10, and to submit the plan at a meeting of the Subsidiary Body on Implementation, to be held before the seventeenth meeting of the Conference of the Parties.

(c) Actions by Parties

43. Parties may wish to adapt and incorporate the action plan, as appropriate, into national planning, including into overall educational strategies.

(d) Actions by stakeholders

44. Relevant actors in the spheres of formal, non-formal and informal education, indigenous peoples and local communities and women and youth organizations are invited to adapt the concepts presented in the action plan and incorporate them in their own work.

7. Section K, paragraph 22 (g)

45. Paragraph 22 (g) of section K reads as follows:

Raising awareness on the critical role of science, technology and innovation to strengthen scientific and technical capacities to monitor biodiversity, address knowledge gaps and develop innovative solutions to improve the conservation and sustainable use of biodiversity.

(a) Rationale and explanation

46. The Framework demands a mobilization of science and technology and data in the service of better outcomes for the conservation and sustainable use of biodiversity. Greater awareness of the role of and the possibilities offered by science and technology is needed.

(b) Actions by the Executive Secretary

47. The Executive Secretary is to work with the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, the United Nations Development Programme, the United Nations Educational, Scientific and Cultural Organization, the United Nations Environment Programme and other relevant actors active in the science and technology sphere to identify the key science and technology developments that will contribute to better biodiversity outcomes. The Executive Secretary is to create a communications campaign that highlights and promotes those developments to media and other knowledge entities.

(c) Actions by Parties

48. Parties are encouraged to participate, as appropriate, in the communications campaign through the presentation of national examples of science and technology that contribute to better biodiversity outcomes, including examples from the social sciences. They are also encouraged to mobilize the ministries responsible for science and technology to promote those examples and to collaborate with the ministries responsible for the environment and natural resources and other relevant ministries.

(d) Actions by stakeholders

49. Stakeholders are invited to support international and national communications campaigns through the promotion of examples of science and technology that contribute to better biodiversity outcomes. Stakeholders should collaborate with ministries of science and technology and ministries responsible for the environment and natural resources.
