



Convention on Biological Diversity

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SUBSIDIARY BODY ON IMPLEMENTATION

Third meeting

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Geneva, Switzerland, 14-29 March 2022

Agenda item 7

RECOMMENDATION ADOPTED BY THE SUBSIDIARY BODY ON IMPLEMENTATION

3/18. Communication

The Subsidiary Body on Implementation,

Welcoming with appreciation the work of the Executive Secretary in support of the Framework for a Global Communications Strategy,¹ as outlined in the note by the Executive Secretary,²

Recommends that the Conference of the Parties at its fifteenth meeting adopt a decision along the following lines:

[The Conference of the Parties,

1. *Decides* to renew the mandate of the Informal Advisory Committee on Communication, Education and Public Awareness³ until 2030, and extend its membership, [in consultation with the Bureau of the Conference of the Parties,] to representatives nominated by Parties, considering regional balance, to indigenous peoples and local communities and ensure continued representation of youth organizations [and participants in the “Communications Flotilla”];⁴

2. *Also decides* that the Informal Advisory Committee on Communication, Education and Public Awareness, subject to the availability of resources, will hold at least one [in-person] meeting during the biennium[, as well as virtual meetings, when needed];

3. *Requests* the [Executive Secretary, with the support of the] Informal Advisory Committee on Communication Education and Public Awareness to [promote the use of] [draft] action-oriented key messages to inform and mobilize action from all actors, private and public for consideration by the Subsidiary Body on Implementation at its fourth meeting and the Conference of the Parties at its sixteenth meeting;]

4. *[Encourages] [Invites]* Parties and invites all stakeholders to use/share the communications messages through relevant [national]media channels and social media, especially action-oriented messages, in order to inform and mobilize action from all actors, private and public,

¹ Decision [XIII/22](#).

² CBD/SBI/3/9.

³ Decision VII/24, paragraph 4(ii); decision VIII/6, para. 9.

⁴ The “Communications Flotilla” is understood to be an ad hoc informal group encompassing Parties to the Convention, United Nations agencies, secretariats of multilateral environmental agreements, civil society organizations, youth, women and indigenous peoples and local communities that meets to share information and coordinate on communication and outreach issues relating to biodiversity and the Convention. Participation is open and voluntary, and discussions do not produce formal binding decisions.

and [to mobilize sufficient and predictable human and financial resources to carry out these tasks [in accordance with [national circumstances and]Article 20 of the Convention]];

[5. *Welcomes* the efforts by Parties, other Governments, indigenous peoples and local communities and stakeholders to foster wide public support for a strong post-2020 global biodiversity framework, including through the global coalition of organizations, museums, zoos, aquariums, botanical gardens, national parks and protected areas, research centres and universities from around the world under the banner “United For Biodiversity;”]

[6. *Requests* the Executive Secretary to continue to work on the activities listed in the note by the Executive Secretary,² in particular the annual celebrations of the International Day for Biological Diversity, the CEPA Fair, development of social media, and communication platforms for engagement with stakeholders and partners, and further develop these activities, in consultation with the Informal Advisory Committee on Communication, Education and Public Awareness, in particular to support the implementation of the post-2020 global biodiversity framework;]

[7. *Also requests* the Executive Secretary to develop additional communication activities in coordination and complementarity with the programme of work on communication, education and public awareness, the outreach and awareness-raising provisions of the post-2020 global biodiversity framework, the United Nations Decade on Restoration⁵ the United Nations Decade of Ocean Science for Sustainable Development⁶ and the 2030 Agenda for Sustainable Development, among other things;⁷]

8. *Further requests* the Executive Secretary, within available resources, in coordination with Parties and stakeholders, to support the range of communications activities needed for the following initiatives in the upcoming biennium:

(a) Implementation of the communications strategy, which is accompanying the post-2020 global biodiversity framework, developed pursuant to decision 14/34, as contained in [decision CBD/COP/15/--] [in particular key messages agreed by Parties];

(b) Update of the programme of work on communication, education and public awareness for the Convention on Biological Diversity in collaboration with the Informal Advisory Committee for Communication, Education and Public Awareness, and submit it to the Subsidiary Body on Implementation at its fourth meeting and the Conference of the Parties at its sixteenth meeting;

(c) Corporate communications for the Secretariat, including resources to support a dynamic and growing use of social media, support for traditional media outreach, the continued work to redesign the website, and development of new and ongoing communications campaigns;

[9. *Requests* the Executive Secretary, subject to the availability of resources, to work with partners such as those in the “Communications Flotilla” and the Informal Advisory Committee on Communication, Education and Public Awareness, stakeholders, relevant United Nations programmes and agencies, and multilateral environmental agreements, in view of awareness-raising and action-oriented communication, among other things;]

10. *Also requests* the Executive Secretary to submit a progress report on all these activities for consideration by the Subsidiary Body on Implementation at its fourth meeting and for subsequent consideration by the Conference of the Parties at its sixteenth meeting.]

⁵ See General Assembly resolution [73/284](#).

⁶ See General Assembly resolution [72/73](#).

⁷ See General Assembly resolution [70/1](#).