



Convention on Biological Diversity

Distr.
GENERAL

UNEP/CBD/COP/DEC/VIII/6
15 June 2006

ORIGINAL: ENGLISH

CONFERENCE OF THE PARTIES TO THE
CONVENTION ON BIOLOGICAL DIVERSITY

Eighth meeting
Curitiba, Brazil, 20-31 March 2006
Agenda item 19

DECISION ADOPTED BY THE CONFERENCE OF THE PARTIES TO THE CONVENTION ON BIOLOGICAL DIVERSITY AT ITS EIGHTH MEETING

**VIII/6. *Global Initiative on Communication, Education and Public Awareness:
overview of implementation of the programme of work and options to advance
future work***

The Conference of the Parties,

Noting with appreciation the review and further development of the programme of work for the Global Initiative on Communication, Education and Public Awareness (CEPA), prepared by the Executive Secretary with the support of the CEPA Informal Advisory Committee convened in response to decision VII/24 and, in particular, their efforts to identify a short-list of priority activities in the CEPA programme of work to serve as the focus for the implementation of the initiative in the short term, and in particular in the upcoming biennium, as well as a plan for the implementation of the identified activities, and drawing from the programme of work for the Global Initiative for CEPA in the annex to decision VI/19 comprising the CEPA dimensions of the ongoing programmes of work of the Convention,

1. *Adopts*, for implementation, as appropriate, by Parties and by the Executive Secretary, the short-list of priority activities and the implementation plan for the Global Initiative on CEPA ^{1/} comprising the communication, education and public awareness dimensions of the ongoing programmes of work of the Convention in the thematic areas and cross-cutting issues, including the programme of work for the Global Initiative on Communication, Education and Public Awareness annexed to decision VI/19;

2. *Requests* the Executive Secretary, with the support of the Informal Advisory Committee for Communication, Education and Public Awareness, to further develop the goals, targets, actors and tasks for training activities at the International level, to be developed in component 3 of part II of the plan of implementation in annex III to the present decision, to ensure that the elements of this component are carried out in accordance with the established time frame;

3. *Urges* the Global Environment Facility and other bilateral and multilateral institutions to make available the necessary financial resources especially for developing countries, particularly the least developed and small island developing States amongst them, and countries with economies in

^{1/} See annexes II and III to the present decision.

transition, to implement the identified CEPA priority activities at national and regional levels in support of biodiversity strategies and action plans and any other information, education, and communication awareness strategies;

4. *Invites* Parties, international organizations and other partners, including representatives of indigenous and local communities and non-governmental organizations to fully participate in, and contribute to, the implementation of the programme of work for communication, education and public awareness, including the short-list of priority activities identified in annex II below;

5. *Further invites* Parties to coordinate their CEPA activities with the corresponding activities of other biodiversity-related conventions and other relevant multilateral environmental agreements, at national and regional levels as appropriate;

6. *Requests* the Executive Secretary to enhance communication, education, and public awareness activities on all issues related to the realization of the three objectives of the Convention and in particular the achievement of the 2010 biodiversity target and to explore linkages with other global initiatives that are particularly relevant to the work of CEPA, *inter alia*, the IUCN Countdown 2010 Initiative, the Millennium Development Goals, the Millennium Ecosystem Assessment and the United Nations Decade of Education for Sustainable Development;

7. *Requests* the Executive Secretary to work with other partners, such as the biodiversity-related conventions and other relevant multilateral environmental agreements, in particular through the Biodiversity Liaison Group, in implementing the tasks in the short-list of priority activities with a view to realizing synergy and avoiding duplication;

8. *Requests* the Executive Secretary to ensure adequate support of the Secretariat to the programme of work on communication, education and public awareness;

9. *Decides* to establish the informal advisory committee as a broader expert group on communication, education and public awareness, including representatives from indigenous and local communities, and provide for regular meetings of this group and *calls upon* donors to provide the necessary funds;

10. *Invites* the General Assembly at its sixty-first ordinary session to consider adopting the draft resolution on the proclamation of 2010 as the International Year of Biodiversity contained in annex I below.

Annex I

DRAFT RESOLUTION OF THE GENERAL ASSEMBLY ON THE PROCLAMATION OF 2010 AS THE INTERNATIONAL YEAR ON BIODIVERSITY

The General Assembly,

Recalling chapter 15 of Agenda 21 on the Conservation of Biological Diversity adopted by the United Nations Conference on Environment and Development,

Recalling also the United Nations Convention on Biological Diversity and the Cartagena Protocol on Biosafety,

Further recalling the commitment to a more effective and coherent implementation of the three objectives of the Convention, and the target “to achieve by 2010 a significant reduction of the current rate of biodiversity loss at global, regional and national levels as a contribution to poverty alleviation and

to the benefit of all life on earth”, adopted by the sixth meeting of the Conference of the Parties, held in The Hague in 2002 and endorsed by the The Hague Ministerial Declaration as well as the Johannesburg Plan of Implementation adopted by the World Summit on Sustainable Development,

Recalling also the Declaration adopted by the 2005 World Summit, held in New York in September 2005, calling on State Parties to support the Johannesburg commitment for a significant reduction in the rate of biodiversity loss by 2010,

Recalling also the need to expedite the implementation of the Global Initiative on Communication, Education and Public Awareness of the Convention on Biological Diversity,

Deeply concerned by the continued loss of biodiversity and its social, economic and cultural implications, including negative impacts on the achievement of the Millennium Development Goals,

Noting the findings of the Millennium Ecosystem Assessment and its conclusion that to “attain the 2010 biodiversity target of a substantial reduction in the rate of loss of biological diversity, will require an unprecedented effort”,

Conscious of the need for effective education to raise public awareness for achieving the threefold objective of the Convention and the 2010 biodiversity target,

1. *Declares* 2010 the International Year of Biodiversity;
2. *Invites* relevant international organizations as well as relevant global and regional environmental conventions to communicate efforts made towards the successful implementation of the objective of the International Year of Biodiversity;
3. *Requests* the Secretary-General to designate a special representative for the International Year of Biodiversity;
4. *Decides* to consider the report on the International Year of Biodiversity as its sixty-sixth session with a view of reporting on the implementation of the 2010 Johannesburg target on biodiversity;
5. *Invites* all countries concerned to establish national committees and to celebrate the International Year on Biodiversity by arranging appropriate activities;
6. *Calls upon* all relevant international organizations and developed countries in a position to do so, to support the activities to be organized by affected countries, in particular African countries, and developing countries, particularly the least developed and small island developing States amongst them, and countries with economies in transition.

Annex II

SHORT-LIST OF PRIORITY ACTIVITIES FOR THE PROGRAMME OF WORK ON COMMUNICATION, EDUCATION AND PUBLIC AWARENESS

I. Main features of the short-list of priority activities

1. The short-list of priority activities has been formulated to provide a coherent framework to guide implementation of the programme of work for CEPA in the short term, and in particular the upcoming biennium. The list addresses activities drawn from the CEPA programme of work in the annex to decision VI/19 as well as the CEPA dimensions in the programmes of work of the Convention in the thematic areas and cross-cutting issues to ensure that there is an integrated and coordinated approach in the delivery of CEPA messages and outputs to the intended target audiences.

2. CEPA strategies should be developed and implemented, wherever possible, as components of national biodiversity strategies and action plans. Where countries have yet to develop national biodiversity strategies and action plans, any CEPA strategies should take the potential of this into account.
3. In addition, the short-list of priority activities has taken into consideration the related ongoing CEPA work of other organizations and the need to build on the success and strengths of these efforts whilst providing a focused framework for the implementation of the identified activities at national, regional and international levels. This approach recognizes the value of strategic alignments and partnerships, networking, harmonization of related activities, and capacity building to ensure consistency in the generation and delivery of the envisaged outputs including key biodiversity messages.
4. In this respect, the short-list also recognizes the need to address some of the priority global initiatives in sustainable development, including the 2010 biodiversity target, the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and other relevant initiatives. This approach is consistent with the requirement for the Convention process to provide substantial inputs and guidance in the ongoing efforts to address these global policy initiatives.
5. The purpose of the short-list of priority activities is to provide support for the rapid and immediate implementation of pilot project efforts in support of the programme of work on CEPA, taking into account national and regional needs and resources. The aim is to use outputs from this process to better refine the key elements of the longer-term implementation process and thus help reorient the overall approach for more detailed longer-term programme activities. The CEPA dimensions of the programmes of work on thematic areas and cross-cutting issues will serve as a basis for the identification and implementation of appropriate pilot projects in accordance with the specific needs and circumstances of the individual Parties.
6. The implementation of the priority activities in this list will be guided by the need to undertake detailed needs assessments, particularly at the national level in order to better identify and elaborate the interventions required to meet the expressed needs in the longer term.
7. The formulation of the short-list of priority activities has recognized the need to keep the implementation process broad in scope and approach in order to allow parties and other partners make the necessary modifications to customize it to their specific requirements and situations. This aspect will no doubt continue to evolve as the parties provide feedback on the progress and impacts of the implementation process and thus the need to continuously re-orient programme activities to conform to the evolving nature of the user needs at various levels.
8. Implementation of the short-list of priority activities is intended to provide guidance for the refinement of the plan of implementation leading up to 2010.

**II. Short-list of priority activities for the programme of work on
Communication, Education and Public Awareness**

Priority activity 1: Establish implementation structure or process for CEPA activities	
<ul style="list-style-type: none"> - Where appropriate, and taking into account existing institutional arrangements and other processes, establish focal points and implementation bodies for CEPA activities, including the list of priority activities, at national, regional and global level. - Promote participation of relevant actors in national advisory bodies, including, as appropriate representatives from: <ul style="list-style-type: none"> o Media o Education o Business Sectors o Youth o Science Community o Indigenous and local communities o Other actors - Promote communication and collaboration between these implementation bodies and the Executive Secretary - Utilize national and regional structures for implementation of priority activities for the programme of work on CEPA, including as components of national biodiversity strategies and action plans. 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish electronic infrastructure, including enhancement of the CEPA Portal to facilitate communication on CEPA with national and regional CEPA networks - disseminate information, advice and materials on CEPA activities among these networks. - Ensure that implementation bodies are informed of activities at the international level 	<ul style="list-style-type: none"> - Establish implementation structure or process and advise the Executive Secretary. - Promote participation of relevant actors in advisory bodies. - Formulate implementation strategy and plans for the priority activities for the Programme of work on CEPA. - Establish patterns of bilateral and regional assistance as necessary
Programme elements (decision VI/19)	
Programme elements 1, 2, and 3	
Priority activity 2: Assess the state of knowledge and awareness on biodiversity and determine capacity for communication	
<ul style="list-style-type: none"> - Establish a baseline understanding of the state of awareness among key audiences through a variety of research tools. Wherever possible, use existing data and tools at the national and international level, and those created by international organizations such as IUCN, UNESCO, FAO, World Bank and OECD. Assessment tools may include <i>inter alia</i>: <ul style="list-style-type: none"> o Focus group research and interviews with key stakeholders o Survey research o Press clipping reviews - Determine key publics to be surveyed by the assessment, including, <i>inter alia</i>, and as appropriate: <ul style="list-style-type: none"> o Media o General public o Youth and Children o Scientific Community o Indigenous and local communities o Business Sector including key sectors identified in the Strategic Plan, such as: Agriculture, Forestry and Fisheries o Decision-makers - Assessment should address the following elements, <i>inter alia</i>: <ul style="list-style-type: none"> o Awareness of Biodiversity and its relationship to human well-being o Awareness of the 2010 biodiversity target and CBD processes o Capacity of Parties to communicate biodiversity messages 	

<ul style="list-style-type: none"> - Synthesize information for its use in implementation strategies of all priority activities, including Activity 3 below. 	
Tasks for the Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Drawing upon input from the Informal Advisory Committee on CEPA , create template of assessment and assessment methodology and disseminate to the Parties - Conduct pilot assessment amongst actors who have regular interactions with the Secretariat - Provide advice on best way to integrate assessment to future national reporting processes. 	<ul style="list-style-type: none"> - Where appropriate, adapt knowledge and awareness template developed by the Executive Secretary for use at national level. - Where tools already exist, adapt for use in assessment process. - Conduct assessment and collate results for use by implementation body. - Transmit results of this assessment process before the end of the biennium to the Executive Secretary for dissemination through the Clearing-House Mechanism.
Programme elements (Decision VI/19)	
Programme elements 2 and 3	
Priority activity 3: Develop key messages	
<ul style="list-style-type: none"> - Draw upon knowledge and awareness assessment for basic data on information gaps and needs among target audiences - Develop messages to overcome these gaps and to provide information on the following, <i>inter alia</i>: <ul style="list-style-type: none"> o The role of biodiversity in supporting human well-being, poverty alleviation and achieving the Millennium Development Goals o The 2010 biodiversity target and its focal areas o The unique nature and achievements of the Convention o Linkages with the UNESCO Decade of Education for Sustainable Development o Examples of conservation, sustainable use and equitable benefit sharing relevant to specific target audiences determined in Priority Activity 2, including the media o The relevance of taxonomy for nature conservation supporting sustainable development o The relevance of the ecosystem approach - Draw upon additional resources in message development, including, <i>inter alia</i> the following: <ul style="list-style-type: none"> o The first and second editions of the Global Biodiversity Outlook o Key messages from the Biodiversity Synthesis Report of the Millennium Ecosystem Assessment o Elements from the Programmes of Work of the Convention - Produce a short (i.e. under 10 pages) graphic summary for decision-makers of the Second Global Biodiversity Outlook, which profiles some of the headline indicators and key actions needed to attain the 2010 target. 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish key messages for some of the target audiences identified in priority activity 2 above. - Disseminate list to national implementation bodies 	<ul style="list-style-type: none"> - Use existing resources to communicate key messages to target groups identified in priority activity 2 above. - Elaborate key messages for national audiences including indigenous and local communities. - Transmit messages to Executive Secretary for further dissemination to Parties as example of best practices.

Programme elements (Decision VI/19)	
Programme element 3	
Priority activity 4: Implement media relations strategy	
<ul style="list-style-type: none"> - Identify relevant media organizations including general and specialized media. - Establish and maintain media contact lists for general media, and specialized media segments drawing upon existing national and international lists, including that maintained by UNEP, IUCN and international organizations of environmental journalists. - Foster good working relationships with international and national media, including independent journalists through any of the following methods <i>inter alia</i>: <ul style="list-style-type: none"> o Direct contacts via face-to-face meetings, telephone communication or e-mail correspondence. o Host familiarization workshops and present key messages. o Participate in environmental journalism conferences. o Sponsor Annual Media Awards. - Provide tailored, issue-based information relating to the key messages developed in Activity 3 above. - Encourage publication and production of stories for press, radio and television. - Work with the advertising community to increase their awareness and seek their support for spreading the message of the importance of biodiversity 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Establish standards for media lists. - In cooperation with UNEP, Parties and international organizations, elaborate and maintain international and regional media lists, disseminate through the clearing-house mechanism. - In partnership with UNESCO, provide template for media familiarization workshops. - Provide information on key biodiversity issues to the international media and disseminate this to Parties - Participate in key international environmental journalism conferences. - Host media familiarization workshops. - Develop media relations strategy for COP and SBSTTA meetings, as indicated under priority activity 9 below. 	<ul style="list-style-type: none"> - On the basis of the standards provided by the Executive Secretary, create and disseminate national media lists to the Executive Secretary - On the basis of template provided by the Secretariat, host familiarization workshops - Adapt, translate and disseminate information on biodiversity issues to national media. - Host local media familiarization workshops. - Participate in national journalism conferences.
Programme elements (decision VI/19)	
Programme Element 1	
Priority activity 5: Elaborate toolkits for development and implementation of CEPA strategies	
<ul style="list-style-type: none"> - Drawing upon existing initiatives and resources, including case-studies and best practices, and the expertise of partner organizations such as UNESCO, IUCN, FAO, World Bank and other relevant conventions, elaborate and diffuse a toolkit for the elaboration and implementation of national CEPA strategies, including as components of NBSAPs, using data from activities 2 through 4 above, and including, as appropriate, the following elements: <ul style="list-style-type: none"> o Explanation of CEPA and the goals for implementation of the programme of work <ul style="list-style-type: none"> ▪ The role of communication, education and public awareness in the CBD ▪ The importance of biodiversity to human well-being ▪ Inspiring action and cooperation by and among key sectors. o Techniques to identify target audiences and conduct knowledge assessments <ul style="list-style-type: none"> ▪ Identifying important audiences and sectors for the work of the Convention; ▪ Methodologies for awareness assessments ▪ The role of media relations ▪ Reaching out to the education sector o Building key messages for the target audiences 	

<ul style="list-style-type: none"> ▪ Sources of material <ul style="list-style-type: none"> • CBD documents: Global Biodiversity Outlook, Programmes of Work, 2010 Target and the Strategic Plan • Millennium Ecosystem Assessment and other external documents ▪ How to customize messages for target audiences. ▪ Delivering messages. ○ Building and implementing campaigns to reach out to target audiences <ul style="list-style-type: none"> ▪ Building a campaign and the national plan ▪ Partnerships and funding ▪ Events, including the International Day for Biological Diversity ▪ Maintaining activities in the long term ○ Templates for CEPA Materials <ul style="list-style-type: none"> ▪ Media and stakeholders lists ; ▪ Samples of Key messages; ▪ Case-studies & best practices; ▪ Educational videos/materials; ▪ Kits for Media, Stakeholders, Education 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - In consultation with the Informal Advisory Committee for CEPA, and relevant international organizations, elaborate and draft a pilot version of the toolkit based on a review of existing materials and resources. - Subject to the availability of funds, publish in United Nations languages and distribute to Parties, relevant international organizations. - Provide support to Parties who wish to use the kit for their national strategies. 	<ul style="list-style-type: none"> - Where appropriate and subject to available resources translate toolkit into local languages - Distribute toolkit to stakeholders as part of capacity-building strategies related to activity 6 below.
Programme elements (decision VI/19)	
Programme Elements 1, 2, and 3	
Priority Activity 6: Organize workshops for the articulation of CEPA strategies	
<ul style="list-style-type: none"> - Using toolkits, such as that elaborated in Activity 5 above, and subject to the availability of resources, convene and host workshops to facilitate the implementation of National CEPA strategies, including as components of NBSAPs. - Workshops will serve the following purposes <ul style="list-style-type: none"> ○ Facilitate the sharing of experiences and stimulate bilateral and regional cooperation for CEPA ○ Build capacity for applying the elements of such toolkits to NBSAPs ○ Include the participation of key actors required for the implementation of national CEPA strategies as components of NBSAPs ○ Produce templates for national implementation of CEPA Strategies as components of NBSAPs. ○ Initiate process of formulating and implementing national CEPA strategies as components of NBSAPs. 	

Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - In consultation with Parties, relevant international organizations, elaborate draft structure of workshops, including goals, actors and agendas. - Convene regional workshops, with the participation of relevant countries, international organizations, subject to funding. - In cooperation with funding agencies, assist in the mobilization of funds for workshops. - Participate in regional workshops. 	<ul style="list-style-type: none"> - Collaborate with the Executive Secretary, and other regional actors to host regional workshops on CEPA. - Assist as appropriate in the mobilization of funds for the holding of such workshops. - Provide follow-up and reporting on the state of implementation of the results of workshops
Programme elements (decision VI/19)	
Programme Element 1, 2, and 3	
Priority Activity 7: Develop infrastructure and support for a global network	
<ul style="list-style-type: none"> - Provide communication tools to enable the sharing of experiences on implementation of CEPA at national, regional and global levels. - Facilitate communication between partner organizations and parties on best practices in Communication, Education and Public Awareness 	

Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Continue to develop the CEPA electronic portal on the website of the CBD and maintain alternative information dissemination mechanisms in support of the establishment of a global support network on CEPA building on, where possible, existing initiatives, including the following: <ul style="list-style-type: none"> o Provide Links to the following: <ul style="list-style-type: none"> ▪ other networks and websites on communication and education, for example, those of IUCN, the Convention on Wetlands (Ramsar), the United Nations Framework Convention on Climate Change, CITES, UNESCO, etc. ▪ established learning institutions and centres of excellence ▪ Provide access to relevant projects, publications, NFPs briefing kits and updates o Through the creation of an online forum, stimulate and provide means for experts and others to find those working on similar projects, problems or issues; o Building upon the work conducted under activity 4, create a media network and disseminate the following information: <ul style="list-style-type: none"> ▪ activities by regions, ▪ backgrounders, ▪ archives of news releases by the Executive Secretary a ▪ archives of speeches o Develop a “Children’s” website in all United Nations languages, subject to the availability of funding, that includes: <ul style="list-style-type: none"> ▪ background information on biodiversity and the Convention, contest announcements, quizzes, maps; ▪ an “educators corner” with background information on the Convention and biodiversity, downloadable teachers aids, and possibly a forum where classrooms could share findings and achievements 	<ul style="list-style-type: none"> - Where appropriate, provide information resources to the Executive Secretary for inclusion on the CEPA Electronic Portal. - Where appropriate, provide support for alternative information dissemination mechanisms - Promote, through existing networks, the CEPA electronic portal as a source of materials. - Work actively to interconnect national and regional educational networks to share resources and expertise; - Promote and encourage the development of open learning and distance education programmes by establishing partnerships among universities, centres of excellence in teaching, Parties and Governments and other stakeholders.
Programme elements (decision VI/19)	
Programme elements 1, 2 and 3	
Priority activity 8: The International Day for Biological Diversity	
<ul style="list-style-type: none"> - Create the infrastructure for the celebration of the International Day for Biological Diversity at the Secretariat and in all Parties to the Convention - Create communication and outreach strategies 	

Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Develop overarching communication strategy for the International Day for Biological Diversity each year. <ul style="list-style-type: none"> o Develop slogan/theme o Designate “Ambassador Country” o Organize contests as appropriate, including: media awards; poster contests, etc. o Ensure coordination with relevant international organizations o Organize key events in Montreal for the day, including, as appropriate: <ul style="list-style-type: none"> ▪ Exhibitions ▪ Media coverage ▪ Editorial coverage - Develop communication tools that streamline, facilitate and harmonize the organization of events to mark the International Day for Biological Diversity by Parties <ul style="list-style-type: none"> o Slogan/theme o Press kits o Press releases o Create templates of promotional material to be used by the Parties 	<ul style="list-style-type: none"> - Based on the communication tools developed by the Executive Secretary, create plans for national celebrations of the International Day for Biological Diversity - Create and implement communication strategies to promote the day. - Pursuant to availability of resources, develop local materials based on communication tools developed by the Executive Secretary - Inform Executive Secretary of the results

Programme elements (decision VI/19)	
Programme elements 2 and 3	
Priority activity 9: Raise profile of meetings of the Conference of the Parties and the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA)	
<ul style="list-style-type: none"> - Increase visibility of meetings of the Convention to international and national media 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - Increase media coverage opportunities during COP & SBSTTA event through development and implementation of a media stimulation campaign: <ul style="list-style-type: none"> o Encourage publication of advance stories, advance registration to facilitate media participation. o Develop Media Conference Kit including special edition of the CBD newsletter o Establish and manage Media Centre at COP, include support for press, television and radio journalists o Host press briefings/bulletins, press conferences, o Provide one on one interviews o Provide web based simulcast of key plenary sessions o Through the CBD website, provide daily electronic briefings to generate coverage among non attending media. Post all speeches and releases on the CBD website. - Facilitate the participation of communities (poster display, photo gallery, stage performances, etc.) - Organise and host "CEPA Fair" at COP <ul style="list-style-type: none"> o Encourage participation of Parties, international organizations and others 	<ul style="list-style-type: none"> - Participate in "CEPA Fair" and sponsor participation of national CEPA actors - Transmit CBD press releases to national media during COP and SBSTTA - Create national media strategy for COP
Programme elements (decision VI/19)	
Programme element 2	
Priority activity 10: Strengthen formal and informal education on Biodiversity	
<ul style="list-style-type: none"> - Taking into account the importance of both formal and informal education, initiate programmes to strengthen formal and informal education on biodiversity - Ensure that these programmes are informed by and linked with the UNESCO Decade of Education for Sustainable Development - Identify best practices in biodiversity education, including those initiated by indigenous and local communities, and seek to disseminate these for further adoption. - Education on biodiversity should seek to communicate, in language and methods suitable to a variety of age groups and communities: <ul style="list-style-type: none"> o Biological Diversity and its role in sustaining human well-being. o The importance of the interlinkage between conservation, sustainable use and equitable sharing of the benefits from the use of biological resources. o Ways that people can identify and monitor biodiversity in the ecosystems in which they live o Local and traditional knowledge about biodiversity. 	
Tasks for Executive Secretary	Tasks for Parties
<ul style="list-style-type: none"> - In liaison with UNESCO, disseminate information, methodologies and best practices relating to the Decade for Education for 	<ul style="list-style-type: none"> - Taking into account the best practices at the international and national level, and drawing upon local experiences, initiate pilot projects for the

Sustainable Development to the Parties -	strengthening of biodiversity education; - Encourage partnerships among Parties, Governments and stakeholders for the development of generic K-university biodiversity-related curricula for use at the national and regional levels; - Share best practices with parties through the CEPA portal. - Evaluate pilot projects with a view to extend implementation as specified in the plan of implementation for CEPA
Programme Elements (decision VI/19)	
Programme elements 2 and 3	

Annex III

**IMPLEMENTATION PLAN FOR THE PROGRAMME OF WORK ON COMMUNICATION,
EDUCATION AND PUBLIC AWARENESS**

I. BACKGROUND

A. Main features of the draft implementation plan

1. The implementation plan has been formulated to provide a coherent framework to guide the implementation of the identified CEPA priority activities. The plan is intended to address these activities which will be drawn from the CEPA programme of work in the annex to decision VI/19 as well as the CEPA dimensions in the programmes of work of the Convention in the thematic areas and cross-cutting issues to ensure that there is an integrated and coordinated approach in the delivery of CEPA messages and outputs to the intended target audiences. Consequently, the structure of the plan does not correspond directly to the three programme elements of the existing programme of work. Instead the structure of the plan has been formulated to make a clear distinction between the components of CEPA i.e. communication, education and public awareness in addressing the CEPA priority activities.
2. In addition, the plan has taken into consideration the related ongoing CEPA work of other organizations and the need to build on the success and strengths of these efforts whilst providing a focused framework for the implementation of the identified activities at national, regional and international levels. This approach also recognizes the value of strategic alignments and partnerships, networking, harmonization of related activities, and capacity development to ensure consistency in the generation and delivery of the envisaged outputs including key biodiversity messages.
3. The plan also recognizes the need to address some of the priority global initiatives in sustainable development, including the 2010 biodiversity target, the Millennium Development Goals, the Plan of Implementation of the World Summit on Sustainable Development and other relevant initiatives. This approach is consistent with the requirement for the Convention process to provide substantial inputs and guidance in the ongoing efforts to address these global policy initiatives.
4. The formulation of the plan has recognized the need to keep the implementation process broad in scope and approach in order to allow parties and other partners make the necessary modifications to customize it to their specific requirements and situations. This aspect will no doubt continue to evolve as the parties provide feedback on the progress and impacts of the implementation process and thus the need to continuously reorient programme activities to conform to the evolving nature of the user needs at various levels.

B. Structure of the implementation plan

5. As indicated in paragraph 1 above, the structure of the plan does not correspond directly to the structure of the three programme elements in the annex to decision VI/19. The plan has been structured to provide coherence in the implementation of the priority activities within the framework of the key components of CEPA (communication, education and public awareness) at the national, regional and international levels. Consequently, the operational objectives and the proposed actions of the three programme elements of the CEPA Programme of work have been reconfigured to correspond to these key components (communication, education and public awareness) without losing the fundamental intent of the three programme elements.

6. Specifically, the implementation plan comprises two broad categories, identified as part 1 and part 2. Part 1, to be carried out by the Parties and their partners at the national and regional levels, sets forth broad guidelines for the implementation of the priority activities in the three CEPA components in the following order: education, communication and public awareness. Part 1 also addresses training as a separate component specifically with respect to the issue of capacity-building as highlighted by programme element three of the CEPA programme of work. The same broad guidelines set forth in this part of the draft plan may be employed at the regional level in the implementation of the identified priority activities.

7. Part 2 of the plan describes activities to be carried out at the international level by the Secretariat of the Convention on Biological Diversity with the support of key international partners.

8. The implementation plan is intended to guide Parties and the Executive Secretary with the support of the CEPA Informal Advisory Committee to further develop the CEPA programme of work. The CEPA programme of work as formulated in the annex to decision VI/19 does not address in any detail the CEPA components on education or training, and the Informal Advisory Committee may therefore wish to review this issue and provide recommendations to the Executive Secretary on practical approaches for addressing these components as part of the prioritisation exercise in the short-term and implementation at the national level in the longer term.

II. PART 1 – CEPA ACTIVITIES AT NATIONAL AND REGIONAL LEVELS

9. The implementation of the range of activities described in part 1 of the implementation plan is the responsibility of the Parties and other partners at the national and regional levels.

A. Objectives

10. The main objective of the implementation plan as it relates to national and regional levels is to enhance the implementation of the three objectives of the Convention in a coherent and effective manner. The activities outlined in the plan are intended to help Parties to the Convention establish and implement national strategies and action plans for communication, education and public awareness, strengthen the capacities of national institutions and key partners in raising the level awareness about biodiversity conservation and sustainable development; and facilitate the mainstreaming of biodiversity considerations in national sectoral policies and programmes.

B. Scope and participation

11. This component of the plan has a national and regional focus, which is closely linked and tied to the relevant global perspectives in a mutually supportive framework. The entry point for the range of activities outlined in this particular component of the plan is the national focal institutions designated to oversee the management of biodiversity resources at national level working in close collaboration with other relevant partners and stakeholders in the civil society, the scientific and research community, indigenous and local communities, other international organizations and related inter-governmental

mechanisms. At the regional level, the implementation of the identified activities will be carried out through a similar arrangement.

12. The plan will build on existing institutional frameworks as well as the ongoing communication, education and public awareness initiatives and activities of other organizations and institutions active at the national and regional level. The success of the draft plan will depend on, among others, the level of coordination and harmonization with relevant CEPA activities of other conventions and organizations. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

13. It will be necessary for the Parties to designate, as appropriate, implementation mechanisms for CEPA in order to facilitate coordinated implementation of the plan at the national level and act as the point of reference for liaison and linkages with the global perspectives outlined in part 2 of the plan.

C. Key components of the plan of implementation

14. The implementation plan consists of three interlinked components, which are intended to be mutually reinforcing, and cross-cutting in their implementation. These components are broad in scope in order to permit the Parties and key partners at national and regional level to formulate their own activities that are appropriate for their respective circumstances, priorities and requirements. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the programmes of work in the thematic areas and cross-cutting issues under the framework of the Convention.

Component 1 – EDUCATION

Goal

Parties and Governments integrate into curriculum at all levels of education, relevant activities designed to support social and environmental education with a focus on the implementation of the Convention and its three objectives.

Suggested activities: (some of the activities highlighted below will be carried out with the support of the Secretariat and where appropriate, the Secretariat may be called upon to take the lead because of the nature of the task/activity),

- 1.1 Further develop the CEPA portal and global network on communication, education and public awareness, including the development of databases and electronic forums, to serve as the primary mechanism for the exchange of biodiversity-related educational activities, materials and expertise and for communication among Parties, Governments and other stakeholders;
- 1.2 To assist in the searching, locating and retrieving of biodiversity-related educational information, develop a central metadata registry and enhance the controlled vocabulary of the Convention on Biological Diversity with education-related terms to allow for the indexing of materials held by national and regional national focal points, the Secretariat and stakeholders;
- 1.3 Work actively to interconnect national and regional educational networks (such as Education Network Australia, SchoolNet Canada, the Slovenian Education Network, ProInfo Brazil, etc.) to share resources and expertise;
- 1.4 Invite Parties, Governments, international organizations, centers of excellence, research institutions, non-governmental organizations, indigenous and local communities, business/private sector groups and other interested stakeholders to register materials related to biodiversity

- education and activities to assist in the development of K-university curricula at the national and regional levels;
- 1.5 Concurrently with activity 1.2, use the CEPA portal in addition to information contained in national reports and related documentation to conduct an assessment of available biodiversity courses, curriculum, and other educational material for dissemination to and use by Parties, Governments and other stakeholders;
 - 1.6 Encourage partnerships among Parties, Governments and stakeholders for the development of generic K-university biodiversity-related curricula for use at the national and regional levels;
 - 1.7 Promote and encourage the development of open learning and distance education programmes by establishing partnerships among universities, centers of excellence in teaching, Parties and Governments and other stakeholders.
 - 1.8 Encourage and strengthen public policies related to environmental education as a means to promote education for the conservation and sustainable use of biodiversity.

Targets

By 2010, Parties have initiated the development and integration of developed biodiversity-related curricula at the K-university level specifically to support the implementation of the Convention and its three objectives.

Tools

- The clearing-house mechanism of the Convention;
- Materials developed by Parties, Governments and stakeholders;
- Training and education curricula developed by Parties, Governments and stakeholders.

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actors

Parties and Governments, CEPA national focal points once established, universities and centres of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Partners

UNESCO, IUCN, convention secretariats (including Ramsar, WHC, CMS, UNFCCC, etc.)

Component 2 – COMMUNICATION AND PUBLIC AWARENESS

Goal

Parties and Governments articulate the *communication* and *public awareness* components as part of the overall process for developing, establishing and implementing their national biodiversity strategies and action plans.

Suggested activities

- 2.1 In close consultation with other relevant national institutions, non-governmental organizations, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to biodiversity communication and public awareness at national level. The needs assessments, which will among others, draw on information contained in national reports, national biodiversity strategies and action plans and related documents, would include but not be restricted to the following:
 - (a) The need to establish an effective national communication and public awareness network infrastructure operational at horizontal and vertical levels to enhance exchange of knowledge and expertise among professionals, and also to enhance development and motivation in communication and public awareness;
 - (b) The capacity of the network infrastructure to meet the knowledge needs of the various categories of target groups at national and local levels;
 - (c) The establishment and strengthening of national capacities to market biodiversity in the context of national efforts related to sustainable development initiatives, poverty alleviation, and global policy issues (the Millennium Development Goals, etc.) to the identified audiences;
 - (d) The establishment of professional capacity specifically in biodiversity communication and public awareness for various levels of skills and expertise (civil society, government, local and indigenous communities, etc.);
 - (e) Effective and wider stakeholder participation and engagement in biodiversity communication and public awareness (media, indigenous and local communities, science and research communities, government, business/private sector groups, etc.);
 - (f) Priority biodiversity issues that merit increased public awareness and therefore need to be communicated on a regular basis to different target audiences.
- 2.2 On the basis of these assessments, identify the range of interventions required to meet the expressed needs (see 2.1 (a) to (f) above), their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on ongoing activities of other organizations and conventions to avoid duplication and build synergies wherever necessary.
- 2.3 Using the templates and guidelines to be developed at the global level, determine the most appropriate approaches for incorporating the results of activity 2.2 into NBSAPs. Coordination and harmonization with existing initiatives as well as with the other components of NBSAPs will be an essential part of this activity.
- 2.4 Develop national CEPA strategies and action plans as components of NBSAPs if none in existence taking into account the results of parallel activities listed under component 1 (*Education*) and component 3 (*Training*).

- 2.5 Facilitate the adoption and implementation of the newly formulated or revised NBSAPs with a focus on *communication* and *public awareness* components amongst the different levels of the target audiences/stakeholders. This activity is in line with goal 4 and more specifically objective 4.1 of the Strategic Plan of the Convention (i.e. *all Parties are implementing a communication, education, and public awareness strategy and promoting public participation in support of the Convention*). The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity communication and public awareness. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues.
- 2.6 Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of CEPA components of NBSAPs.
- 2.7 On the basis of the outcomes of activities 2.1 to 2.5 as well as the activities listed under programme element 1 (*Education*) and programme element 3 (*Training*), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational national CEPA strategies and action plans as components of their national biodiversity strategies and action plans addressing the priority needs of the various levels of stakeholders. There is a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing CEPA strategies and action plans as components of national biodiversity strategies and action plans
- The clearing-house mechanism
- Other tools (manuals, workshops, case studies, best practices, etc.)

Deadline

June 2010. A schedule of work with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator/partner.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.), and business/private sector groups

Component 3 – TRAINING

Goal

To articulate the **training** component as part of the overall process for developing, establishing and implementing the CEPA components of national biodiversity strategies and action plans.

Suggested activities

In close consultation with other relevant national institutions, NGOs, local and indigenous communities, carry out detailed assessments to identify the priority needs of the various stakeholders with respect to:

- (a) Strengthening capacities to market and mainstream biodiversity into the work of other sectoral programmes and policies;
- (b) Developing and strengthening professional capacities of educators and communicators;
- (c) Enhancing stakeholder participation and community development through communication, education and public awareness.

To the extent possible, relevant information contained in national reports, national biodiversity strategies and action plans and related documentation should be consulted to provide substantive inputs in the needs assessment process.

- 3.1 On the basis of these assessments, identify the range of interventions required to meet the expressed needs, their appropriate formats and delivery mechanisms to the different levels of the target audiences and related stakeholders. It will be necessary to build on ongoing activities of other organizations and conventions to avoid duplication and build synergies wherever necessary. In particular, this activity should also entail the identification of appropriate sources of expert information, training opportunities and the necessary resources to support the expressed capacity-building needs in biodiversity communication and public awareness.
- 3.2 Using the templates and guidelines developed at the global level, determine the most appropriate approaches for incorporating the results of activity 3.2 into NBSAPs. Coordination and harmonization with existing initiatives as well as with the other components of the NBSAPs will be an essential part of this activity.
- 3.3 Develop CEPA strategies and action plans as components of NBSAPs, if there are none in existence, or integrate existing strategies and action plans with NBSAPs, taking into account the results of parallel activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness).
- 3.4 Facilitate the adoption and implementation of the CEPA components of NBSAPs with a focus on the training components amongst the different levels of the target audience and related stakeholders. The initial focus of this activity will be on implementing pilot efforts, whose results will serve to formulate and implement more detailed and longer-term activities in biodiversity training. The pilot efforts will be based on the identified priority areas contained in the programmes of work in the thematic areas and cross cutting issues. Some of the key generic approaches for the implementation of the identified pilot efforts would include but not be restricted to:
 - (a) Creation and delivery of permanent training programmes that integrate a variety of local initiatives, including, workshops, courses help desks, coaching, manuals, checklists, exchange on application of methods, guidelines and case studies to work with stakeholders at the national and/or regional level;

(b) Establishment of a system for professional expertise and knowledge exchanges that accommodates the needs and interests of a wide range of stakeholders including indigenous and local communities;

(c) Promotion of twinning programmes with internal and external partners, organizations and academic and research institutions;

(d) Development of linkages with well-established distance-learning programmes on biodiversity communication, education and public awareness and exploring opportunities for establishing a similar programme tailored to the needs of the local stakeholders;

(e) Improvement of synergies between biodiversity communication, education and public awareness programmes, training courses, workshops and similar activities in the other sectors as well as other conventions and organizations;

(f) Development of capacities to help define principles for the evaluation of good communication, education and public awareness practice in biodiversity conservation and sustainable development;

(g) Development of appropriate sets of tools (templates, outlines, etc.) for communicators on biodiversity at various levels including participation of stakeholders, partners and other audiences. It will be useful to use existing networks and related mechanisms and support this effort with sustained public awareness campaigns;

(h) Establishment of appropriate links with relevant global initiatives (2010 target, the Decade for Environment and Sustainable Development, Millennium Development Goals etc.);

(i) Establishment of partnerships with journalists and broadcasters engaged in communicating biodiversity related issues through the mass media.

3.5 Carry out regular monitoring of the implementation processes to identify gaps and constraints and determine the required appropriate corrective actions including, if deemed necessary the modification and reorientation of programme activities of the CEPA components of national biodiversity strategies and action plans.

3.6 On the basis of the outcomes of activities 3.1 to 3.5, as well as the activities listed under programme element 1 (Education) and programme element 2 (Communication and public awareness), formulate longer-term CEPA support activities for implementation in the medium-term phase. These activities should be costed appropriately and efforts to secure the necessary funding for their implementation should be undertaken.

Targets

By 2010, the Parties have fully operational CEPA strategies and action plans as components of their NBSAPs addressing the priority needs of the various levels of stakeholders. In particular, there exists a range of individuals and institutions with an enhanced understanding of the needs, methods and mechanisms of stakeholder participation; capacity to plan and manage biodiversity communication, education and public awareness; a range of tools and for biodiversity communicators; a variety of operational training programmes and opportunities in biodiversity communication and public awareness; and greater access at the community level to communication, public education and awareness programmes, courses and resources. There is thus a better understanding of the importance of biodiversity and of the Convention and this has led to broader engagement across society in implementation (goal 4 of the Strategic Plan).

Tools

- Generic templates and guidelines for developing CEPA strategies and action plans as components of national biodiversity strategies and action plans
- Clearing-house mechanism
- Wide range of tools to support training in biodiversity communication and public awareness (manuals, checklists, training course and workshop materials, help-desk, case-studies, best practices, etc.).

Deadline

June 2010. A schedule of work for the longer-term implementation phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Main actor

National focal institutions designated to manage biodiversity resources. The Secretariat of the Convention on Biological Diversity will be a key collaborator in the development, creation and implementation of training programmes.

Partners

Other national institutions and organizations, academia, scientific and research community, NGO, indigenous and local communities, international organizations and IGOs (IUCN, Ramsar, etc.)

III. PART 2 – CEPA ACTIVITIES AT INTERNATIONAL LEVEL

The implementation of the range of activities described in part 2 of the implementation plan is the responsibility of the Executive Secretary and will therefore be carried out by the Secretariat with the support of key international partners.

Objectives

The main objective of the implementation for CEPA as it relates to the scope of the proposed activities at the international level is to support the implementation of the Convention and its three objectives through the development of synergies and collaborative activities with the CEPA initiatives of the other biodiversity-related conventions, key inter-governmental organizations, and other United Nations agencies. The activities outlined in the plan are intended to help raise the level of awareness at the global level, about the objectives of the Convention and raise the profile of the work of the Secretariat and the Convention process. In addition, some of the activities are intended to generate a range of templates and guidelines to assist Parties to the Convention and other key national partners and stakeholders in biodiversity communication, education and public awareness and thus provide a vertical link between the global and national processes.

Scope and participation

This component of the implementation plan has a global focus, which is closely linked and tied to the relevant national and regional level efforts. The Secretariat is the central implementation institution for the proposed activities but will work in close collaboration with the CEPA programmes and activities of other partners including other biodiversity-related conventions, other Rio conventions, IUCN, UNESCO, UNEP and other organizations and related inter-governmental mechanisms.

The plan will build on the ongoing CEPA of the Convention on Biological Diversity activities and to the extent possible incorporate relevant elements from the communication, education and public

awareness initiatives of other organizations and institutions. The success of the programme will depend on, among others, the level of coordination and harmonization with the identified partners. In particular, the work and achievements of the CEPA programmes of IUCN and the Ramsar Convention will be particularly instrumental in providing the necessary building blocks for the required coordination and harmonization efforts.

Components of the implementation plan

The implementation plan at the international level consists of two interlinked components, which are intended to be mutually reinforcing, and cross-cutting in their implementation. The activities set forth under each component have been designed to address in an integrated fashion the identified priorities in the CEPA programme of work annexed to decision VI/19 as well as programmes of work of the Convention in the thematic areas and cross-cutting issues.

Component 1 – EDUCATION

Goal

To coordinate a more effective sharing and exchange of resources and expertise among international organizations and international stakeholders to promote development of global initiatives in support of biodiversity education in general and curriculum development in particular.

Suggested activities

- 4.1 Use the clearing-house mechanism to develop a meta-registry of international level programmes and initiatives pertaining to biodiversity education. In particular, the registry should focus more specifically on incorporating programmes that directly address the identified CEPA priority areas in the thematic areas and cross-cutting issues in the programmes of work of the Convention as well as the needs expressed through the assessments conducted on the basis of activities 1.5, 2.1 and 3.1.
- 4.2 Use the communications strategy of the Convention on Biological Diversity (see activities 5.1 to 5.6) to raise awareness of international initiatives and programmes related to biodiversity education and curriculum development taking into consideration the priority needs identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention and also through the assessments conducted in activities 1.5, 2.1 and 3.1.
- 4.3 Promote and facilitate joint activities among international organizations and international stakeholders.
- 4.4 Make available knowledge gained at the national and regional levels to the international level with a view to assist international organizations and stakeholders to more effectively implement educational activities and programmes and to develop more relevant curricula.
- 4.5 Encourage the development of mentorship programmes at the international level with a view to enhancing capacities related to education and curriculum development at the national and regional levels.

Targets

By 2010, the Secretariat has facilitated the coordination of joint activities at the international level among international organizations and stakeholders and promoted the development of educational programmes and activities and curricula.

Tools

- The clearing-house mechanism.
- Programmes and activities developed by other international organizations and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actor

The Secretariat of the Convention on Biological Diversity.

Partners

CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), Governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Component 2 – COMMUNICATION AND PUBLIC AWARENESS

Goal

To articulate and implement an effective ***communication*** and ***public awareness*** programme in close collaboration with key global partners specifically to support the implementation of the three objectives of the convention, the strategic plan and related global biodiversity and sustainable development initiatives.

Suggested activities

- 5.1 Pursuant to the provisions of the relevant decisions of the Conference of the Parties, 2/ formulate a comprehensive framework/strategy to guide the implementation of effective communication and public awareness activities at the international level. The initial focus of the strategy will be to guide the establishment of an effective CEPA infrastructure; the establishment of a global support network; leveraging opportunities and events for increased and better focused outreach efforts; the establishment of strategic and operational alliances and partnerships; and the generation of promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders.

2/ To date the following decisions of the Conference of the Parties refer to CEPA or explicitly incorporate CEPA dimensions to be implemented by Parties: II/9, III/11, III/12, IV/4, IV/5, IV/10, V/17, VI/5, VI/8, VI/9, VI/17, VI/19, VI/22, VI/23, VII/2, VII/4, VII/5, VII/10, VII/11, VII/12, VII/13, VII/24, VII/27, VII/28, VII/31.

- 5.2 Establish a comprehensive communication and public awareness infrastructure as part of the overall CEPA infrastructure to support the generation and promotion of biodiversity communication and public awareness information, knowledge and expertise (see also activity 1.1). Key elements of this process could include but not be restricted to the following:
- (a) Definition of communication guidelines and policies;
 - (b) Knowledge and awareness assessment;
 - (c) Development of key global message;
 - (d) Toolkit review;
 - (e) Development of a global media list;
 - (f) Development of a stakeholder and key influencer list;
 - (g) Development of infrastructure tools (Briefing Kits):
 - Master briefing packages for National Focal Points of the Convention on Biological Diversity;
 - Stakeholders kit;
 - Media kit;
 - Educators kit;
 - (h) Development of infrastructure tools - electronic (web)
 - Development of a CEPA portal;
 - Media network;
 - Children and youth;
 - Educators;
 - Stakeholders;
- 5.3 As part of activities 5.2 above, continue to develop an electronic interactive CEPA portal providing access to knowledge, expertise and experiences; act as a discussion forum on relevant aspects of the identified priority CEPA activities in the programmes of work in the thematic areas and cross-cutting issues; and also to serve as a template for the development of similar national CEPA portals (see activity 1.1 also). The portal should, among others:
- (a) Be built on existing initiatives and influence those that are being built;
 - (b) Allow for feedback and be linked to the clearing-house mechanism;
 - (c) Be evaluated for relevance, constantly improved, and its use and impact monitored; and
 - (d) The language in the portal should be simple and accessible.
- 5.4 Establish and strengthen a global communication and public awareness support network composed of new information technologies and traditional communication mechanisms. Ideally, the composition of the global support network would comprise among others, national focal points of the Convention on Biological Diversity, key global-level organizations including other biodiversity-related conventions, relevant United Nations agencies, international organizations, NGOs, academic and research institutions and the media. A key component of this process will entail active promotion of synergy development between existing networks at national and international levels.
- 5.5 Facilitate the generation of a range of appropriate promotional and related public awareness tool kits, templates and guidelines to support communication and outreach efforts of the Parties, other key partners and stakeholders (see activities 2.3, 2.4 and 2.5). To the extent possible, this activity should endeavour to generate products as well as successful case studies that address the

communication and public awareness priorities identified in the thematic areas and cross-cutting issues in the programmes of work of the Convention, particularly the activities that are specifically addressed to the Executive Secretary.

- 5.6 Facilitate the implementation of a comprehensive outreach programme utilizing the established communication infrastructure and global network for effective promotion, dissemination and exchange of information, knowledge and expertise concerning biodiversity, the Convention and the work of the Secretariat.
- 5.7 Explore the need for and opportunities to develop a well-structured stakeholder partnership programme that will facilitate the establishment of strategic alignments with civil society organizations and private sector corporations that could enhance and greatly increase the public profile of the Convention and the work of the Secretariat.

Targets

By 2010, the Convention on Biological Diversity Secretariat has a well-developed communication and public awareness infrastructure, supporting a comprehensive global support network linked to the clearing-house mechanism of the Convention on Biological Diversity and effective outreach programme, increased communication knowledge and expertise exchange and awareness (amongst different levels of targeted groups at the global level) about biodiversity issues, the Convention and the work of the Secretariat.

Tools

- The clearing-house mechanism.
- CEPA portal.
- Promotional materials developed by the Secretariat.
- Generic templates and kits developed by the Secretariat to support the work of the Parties, Governments and stakeholders.

Deadline

June 2010. A schedule of work for the follow-up phase with well-defined outputs and milestones spread over a phased timeframe will be developed. This task should be preceded by a detailed review of the implementation of the above activities to assess and evaluate the effectiveness and impacts of the implementation process, constraints encountered and also to identify the required corrective actions for incorporation in the follow-up phases.

Costs

The indicative cost estimates will be worked out after all the required activities, the expected inputs of key partners, the range of outputs to be generated and the level of effort required to deliver the priority activities have all been identified.

Main actors

The CEPA programmes of other biodiversity-related conventions, international organizations including IUCN, other United Nations agencies (including UNESCO, UNEP, etc.), Governments, the private sector, non-governmental organizations in collaboration with the Secretariat.

Partners

Parties and Governments, universities and centres of excellence, international organizations, the private sector, non-governmental organizations and indigenous and local communities in collaboration with the Secretariat.

Component 3 – TRAINING

The Secretariat of the Convention on Biological Diversity will promote the conduct of training programmes at the international level to provide models and best practices that can be adapted at the national level directly by the Parties in collaboration with key partners and international organizations active at this level. The Secretariat will need to continue close consultations and discussions with the CEPA programmes of other biodiversity-related conventions, IUCN, United Nations programmes and specialized agencies (UNESCO, UNEP) and other relevant organizations to ensure that national level efforts in training for biodiversity communication and public awareness are carried out in a coordinated and harmonized approach.

The modalities of this component will be further developed by the Executive Secretary in consultation with the informal advisory committee for CEPA
