

"Biodiversity and Development"

Harnessing International Biodiversity Day 2010

Summary

2010 marks a milestone year for the conservation and sustainable use of Biodiversity. The **International Biodiversity Day on 22 May** provides an important opportunity to draw public attention to "Biodiversity and Development". The proposal at hand invites partners in up to 50 countries to promote related activities, to be covered by national and international media. The goal is to **increase public awareness** of the importance of biological diversity and make the concept of ecosystem services more tangible and understandable for a broad audience.

2010 – International Year of Biodiversity

2010 has been proclaimed by the United Nations as the **International Year of Biodiversity (IYB)** to increase awareness of the importance of biodiversity for sustainable development, and to bring international attention to the causes and consequences of its continued loss. **All governments are requested to promote activities** that highlight the importance of ecosystems and show examples of successful sustainable use of biodiversity.

2010 also marks a **year of key targets under the Convention for Biological Diversity (CBD)**. At the 2002 World Summit for Sustainable Development (WSSD), the international community committed itself to significantly reduce the current rate of biodiversity loss. A high-level meeting at the UN General Assembly in September 2010 will assess progress made.

2010 will also see the **presentation of final results of "The Economics of Ecosystems and Biodiversity" (TEEB)**, a study to demonstrate the impact of the loss of biodiversity and ecosystems on the world economy. Similar to the "Stern Report" on Climate Change, TEEB will provide a framework for governments, businesses and consumers to better evaluate the economic value of biodiversity and make the correct choices.

Finally, 2010 marks the **culmination of the German Presidency of the CBD**, during which the roadmap and goals for the Convention beyond 2010 will be set and linked to national actions in support of sustainable development around the world. At the 10th Conference of the Parties (COP 10) in October 2010, the CBD Presidency will be handed over to Japan.

22 May – International Biodiversity Day

Every year, 22 May is a day of national and international attention for Biodiversity and its links to human concerns. **In 2010, the International Biodiversity Day (IBD) is devoted to "Biodiversity and Development"**.

Since 2001, the German Ministries for Economic Co-operation and Development (BMZ/GTZ) and for Environment, Nature Protection and Nuclear Safety (BMU) have been partnering with GEO Magazine to organize "**B-Days**" in developing countries. Local communities, key media and political decision makers have been co-operating to **raise public awareness of the links between biodiversity and sustainable development**. The related events - for example, 2007 in Viet Nam on "Biodiversity and Climate Change" - saw the participation of up to 1000 people and received **broad media coverage**, both in Germany and the respective countries. So far "B-Days" contributed to agenda setting and mainstreaming of Biodiversity at policy and implementation level in more than 10 countries.

22 May 2010 – The Opportunity for Scaling Up a Successful Approach

The key day in this key year provides enormous potential for drawing public attention at all levels – local, regional, national and global – **to biodiversity and the services that ecosystems provide to humankind**. This is why BMU, BMZ and GEO are inviting to scale up the successful approach and organize simultaneous "B-Day" events in up to 40 industrialized and developing countries.

The idea is to demonstrate the importance of conserving biodiversity and its value for human well-being **in a very practical way that is easy to understand by everybody**. Around 2-4 weeks around 22 May, a variety of people in each country – communities, schools, museums, environmental groups, businesses, politicians etc. – will be invited to **jointly analyze a previously defined ecosystem**.

All national activities will be **covered in print, audio and/or film**. GEO International will support events in up to 20 countries and publish reports in the German and international GEO editions. Other media, e.g., the French-German TV channel ARTE, Deutsche Welle and BBC World have been approached for partnership. In addition, all events will be featured on www.biodiversity-day.info. The co-operation of national media will also be sought.

Complementary to the TEEB study, the **global mosaic of national experiences** will contribute to a more complete and understandable picture of the contributions of biodiversity and ecosystems to human development. Hence it is planned that a **customized film** and **photo publication**, which include reports of all participating countries will be presented at the **special Biodiversity session at the UN General Assembly (UNGA)** in New York in September 2010 as well as at **CBD COP 10** in Nagoya, Japan.

Partners to Date

The German Federal Ministry for Environment, Nature Protection and Nuclear Safety (**BMU**) and the German Federal Ministry for Economic Development and Cooperation (**BMZ**) will be **the lead partners** for the project. Both ministries will provide support for the overall co-ordination and the organisation of International Biodiversity Day 2010 in selected countries.

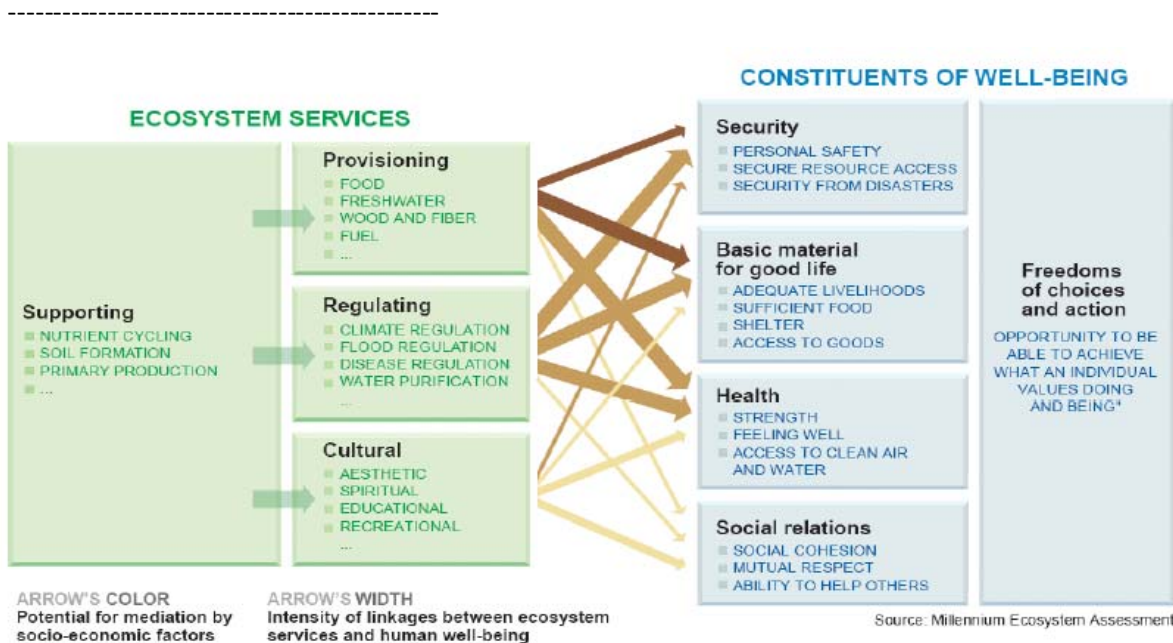
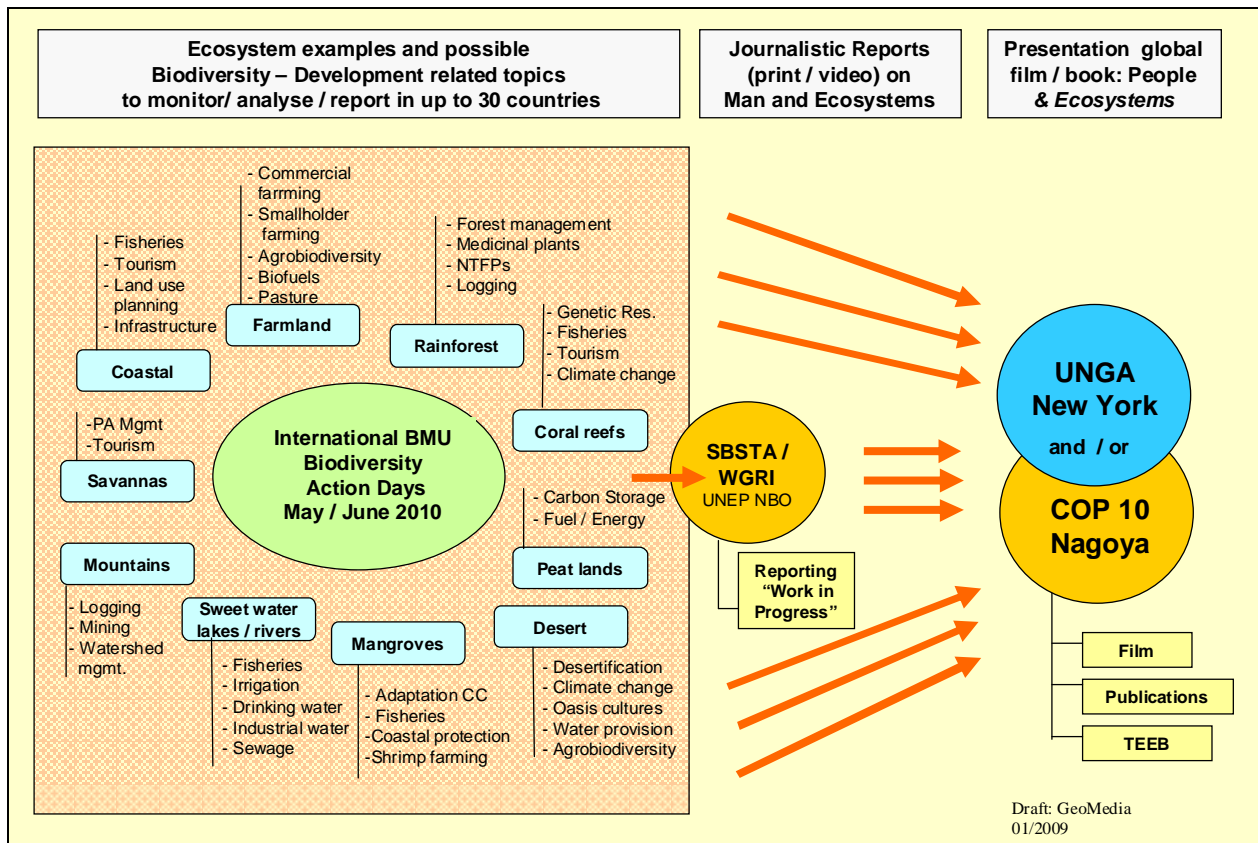
The **Secretariat of the CBD (SCBD)** will provide support to mobilize the national CBD Focal Points. Besides providing technical backstopping for the activities, the SCBD will also facilitate contact to the international press as well as ensure that the project receives adequate attention among the parties of the convention and during UNGA and COP10.

On a national level a wide range of partners will be identified including the **CBD national Focal points** and the **national IYB committees**.

UNEP will support the B-Day activities from headquarters as well as from their regional offices and help facilitate global outreach of the project as well as communication with governments and other stakeholders.

Through the **Business and Biodiversity platform** private sector companies shall be approached as partners for B-Day project.

GEO International will support the organization of the activities in countries where it has national representations. GEO International will provide support and backstopping to the organization and the activities of the day and ensure media coverage.



Out of the "box": A comparison with the Stern Report:

Its success based on convincing macro economic calculation of "cheap" mitigation compared to "expensive" negative impacts of climate change - and costly adaptation measures. Unfortunately Biodiversity is much broader than climate change. TEEB will likely focus on calculating provisioning services - and less or only hardly on regulating, cultural and supporting services. In this regard *Global Biodiversity-Day* can deliver hands-on examples how those "soft"- services are linked to the elements of human well-being: Security, Basic Material for Good Life, Health / Good Social Relation – and Freedom of Choice (see graph above). All these linkages can be made obvious in reports and stories describing the life of individual protagonists and their diverse relations to ecosystems and their services. Only jointly with (Biodiversity -Day) case compilations "abstract" TEEB calculations can lead to a comparable break trough in policy and public opinion – as the Stern report did.