



International Biodiversity Day celebrations at CBD COP 9: Plenary watching a film on the South African Biodiversity Day 2008

National and international coverage

All activities are to be **covered in print, in audio form and/or in film** for national publication.

There will be a film with reports from most of the participating countries and a (photo) presentation, both of which are to be shown in the margins of the special session on biodiversity of the **UN General Assembly and the CBD Conference of the Parties** in 2010.



Biodiversity Day goes UN: GEO and German Development Cooperation showcased links between Biodiversity and Development. Photo exhibition **Focus on Nature**, UN Headquarters New York, 2004

GEO will publish reports in the **German and international editions of GEO**. In addition, all events will be showcased on the website **www.biodiversity-day.info**. Other **national and international media** are being approached and invited to collaborate.

The resulting **global mosaic of national experiences** will help furnish a more complete picture of the contributions eco-systems make to human development.

This, in turn, will help increase **public commitment** to the conservation and the sustainable use of biodiversity.

Scaling up a successful approach

Since 2001, the German Ministries for Economic Cooperation and Development (BMZ) and for Environment, Nature Conservation and Nuclear Safety (BMU) have been partnering with GEO Magazine to organize **"Biodiversity Days"** in Germany and in various developing countries.

Local leaders, political decision makers, biodiversity experts and key media have worked with ordinary people to carry out these **national action days**.

Related events have been organized with up to 1,000 people taking part. They have received broad media coverage in Germany and the countries in which they were held. In 2007, for example, an event exploring "Biodiversity and Climate Change" took place at Tam Dao National Park in Viet Nam.

"Biodiversity Days" have thus contributed – like in Viet Nam to **political agenda setting** and promoted the **conservation of biodiversity** in more than 10 countries.

Building on these successful experiences, the two German Ministries and GEO Magazine are now inviting new partners to organize **simultaneous "Biodiversity Days" around the globe**.



"You only respect what you know" - the unifying motto of Biodiversity Days in Germany and in developing countries.



Learning and exchanging: Healers and botanists are analyzing the local Arcidocarpus shrub which is used to cure malaria in the Dogon country. Since the Mali Biodiversity Day 2006 aspects of protecting traditional knowledge and endemic plants are on the national political agenda.



Shifting the perspective: With games and exercises students from Hanoi University are getting a different view of Biodiversity and what it provides for humans (Tam Dao National Park, Viet Nam in 2007)



Giving the population a voice: During Biodiversity Day in the UNESCO Biosphere of Rio Platano a villager explains the role of women in the management of the Reserve (Honduras 2005).

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More information on previous Biodiversity Days:
www.biodiversity-day.info

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Title: International Biodiversity Day 2008 in the Kruger2Canyons Biosphere Reserve, South Africa: Stakeholders assessing seven natural and agricultural ecosystems in 24 hrs



22 May 2010

International Biodiversity Day

A Global Action Day and Media Event

in partnership with:



a joint project of



in cooperation with



International Biodiversity Day
22 May 2010 focusing on
“Biodiversity and Development”

2010 is the United Nations' **International Year of Biodiversity**. It represents a milestone for preserving the diversity of life on earth.

What is biological diversity? Why is it important? Why do we keep losing species, genes and ecosystems at unprecedented speed? What will be the consequences? What are the costs? And how can we reverse this trend?



Service providers of biodiversity: the annual value of bee pollination within the European Union is estimated at 4.3 billion Euros – roughly twice the current Gross National Product of the African country of Rwanda

These and similar questions will be widely discussed throughout 2010. The goal is to help people understand how important biodiversity is for healthy and sustainable development on earth.

"Biological diversity represents the natural wealth of the Earth, and provides the basis for life and prosperity for the whole of mankind.

However, biodiversity is currently vanishing at an alarming rate, all over the world. We are, so to speak, erasing nature's hard drive without even knowing what data it contains." Stavros Dimas, EU Environment Commissioner



International Action Day 2002 in Yunnan Province, China: Useful plants and management of traditional knowledge attract major interest with the local population and TV teams – which helped to better integrate these issues in national and provincial politics

22 May is a special day in this regard: every year the world celebrates **International Biodiversity Day** on that date. This is a great opportunity to draw public attention to the issues at stake.



Establishing inventories of wild plants describing what they are used for: food, medicine, color, glue, forage, construction – and of course spiritual purposes (China 2003).

The German Ministries for Environment, Nature Conservation and Nuclear Safety (**BMU**) and for Economic Cooperation and Development (**BMZ**), together with **CEO Magazine**, are inviting countries all over the world to join in a global project designed to promote public understanding of **“Biodiversity and Development”** – the theme for 22 May 2010.

A key year...

2010 marks a year of key targets under the Convention for Biological Diversity (CBD).



Biodiversity Day 2005: Biomonitoring at the cliffs of Bandiagara in Mali and presentation of the event by Malian Ambassador H.E. Fatoumata Siré Diakité in Berlin to the international press



The UN General Assembly in September and the Conference of the Parties (COP) to the CBD in October 2010 will assess progress made. Scientific input for these evaluations will come from “The Economics of Ecosystems and Biodiversity (TEEB)”, a study to demonstrate how biodiversity and ecosystems impact on the world economy.

Furthermore, all countries are being asked to **promote public awareness** of the importance of biological diversity.



Discovering rare species at Biodiversity Day in Viet Nam, 2007: the endangered Tam Dao Salamander

... providing great opportunities

International Biodiversity Day is a public event that serves to highlight the importance of ecosystems for human wellbeing.



First International Biodiversity Day in Villa de Leyva, Columbia 2001: school groups monitoring species that allow the self purification of a river providing drinking water for downstream communities

For 2 to 4 weeks around 22 May, a broad range of people in the participating countries will be invited to jointly explore and analyze a local ecosystem. The idea is to **evaluate and demonstrate the value of this ecosystem and its biodiversity in a way that is easily understood by everybody**. In co-operation with the TEEB team the "value" of exemplary ecosystems will be assessed.

Governments, foundations, companies, non-governmental organizations, the media and other partners are invited to **join in and contribute to** their local event.

With joint efforts from all individual partners a global picture of what biodiversity provides for human beings will be drawn.



Action Day in Rio Platano Biosphere Reserve 2005: Ms. Mejia, at that time Honduran Minister of the Environment opening the monitoring in the village of Brus Laguna where marine biodiversity provides the livelihood for the local people

