

### IBD 2010 Roadmap

Time frame	Action	Responsible
By 16.11.2009	Notify Project Coordination unit ( <a href="mailto:bday@geo-media.de">bday@geo-media.de</a> ) about <ul style="list-style-type: none"> <li>- Country participation (statement of intent)</li> <li>- National Implementation Team and contact person(s) for implementation of the Action Day in the country</li> </ul>	CBD National Focal Point
By 31.12.2009	Identify a suitable ecosystem / site for the national Action Day, taking into consideration the following criteria: <ul style="list-style-type: none"> <li>- The ecosystem should be 'typical' / representative for the country.</li> <li>- The ecosystem should already be part of national environmental and political debate.</li> <li>- The ecosystem should provide one or several known services to humans, and there should be some indication of who the direct or indirect beneficiaries of these services are or might be.</li> <li>- During the Action Day, the site will need to be accessible for the participating stakeholder groups, including international scientists, political representatives and the media.</li> <li>- Ecologists, taxonomists, resource economists and other scientists need to be available, to guide the bio-monitoring activities during the Action Day and help participants assess the ecosystem's intactness.</li> <li>- Individual protagonists will be required during the Action Day to tell the 'story' of the ecosystem and its impacts on human well-being to the media.</li> </ul> <p>For questions and guidance on site selection, pls. feel free to contact the Helpdesk: <a href="mailto:bday@geo-media.de">bday@geo-media.de</a></p>	National Implementation Team
By 06.01.2010	Propose selected site to Project Coordination unit: <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>	National Implementation Team
11.01.2010	Overall project presentation and briefing of participating countries' Embassies in the context of the official opening of International Year of Biodiversity in Berlin, Germany (tentative)	Steering Committee; Project Coordination unit
By 31.01.2010	Confirm the selected site to Project Coordination unit, including a brief description of the specific value / importance of the ecosystem for human well-being: <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>	National Implementation Team
By 28.02.2010	Draft national implementation concept including <ul style="list-style-type: none"> <li>- Process for assessing the ecosystem and its value to human well-being before, during and in follow-up of the national Action Day</li> <li>- Participating scientists (ecologists, taxonomists, resource economists and/or others)</li> <li>- Stakeholders to be invited to participate in the national Action Day</li> <li>- Media to be invited to report on national Action Day</li> <li>- Budgetary calculation and budget breakdown</li> <li>- Media outline and story lines for GEO and other media</li> </ul>	National Implementation Team, with support from Helpdesk <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>

**(IBD 2010 Roadmap cont'd.)**

<b>Time frame</b>	<b>Action</b>	<b>Responsible</b>
By 31.03.2010	Fix date for the national Action Day	National Implementation Team, together with Project Coordination unit: <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>
By 30.04.2010	Final organization of national Action Day (further guidance from Helpdesk will follow in due time) <ul style="list-style-type: none"><li>- Invitations to scientists, policy makers, media, local communities and further stakeholders</li><li>- Preparation of media concept at country level</li><li>- Preparation of press material for national media</li></ul>	National Implementation Team, with support from Helpdesk <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>
	Coordination of overall coverage including international media: <ul style="list-style-type: none"><li>- International media concept, including selection of sites to be reflected in global film and/or print</li><li>- Contacts to international media</li><li>- Preparation of press material for international media</li></ul>	Steering Committee and Project Coordination unit, together with National Implementation Team
01.05.- 05.06.2010	<ul style="list-style-type: none"><li>- Implementation of Action Days in participating countries</li><li>- Ensure national media coverage</li></ul>	National Implementation Team, with support from Helpdesk <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>
	<ul style="list-style-type: none"><li>- Coordinate overall national and global coverage of the Action Days</li></ul>	Project Coordination unit <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>
22.05.2010	International Biodiversity Day in Nairobi	Government of Kenya, UNEP, SCBD, in consultation w/ Project Coordination unit
	Interim presentation of the overall / global project at UNEP, Nairobi (tentative)	Steering committee, UNEP, SCBD, Project Coordination unit
By 30.06.2010	Refine and send selected results of national Action Day (media reports, press articles, films and other coverage) to Project Coordination unit <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>	National Implementation Team, in consultation with Project Coordination unit
By 15.08.2010	Compile mosaic of national results and prepare overall project presentations at international level	Project Coordination unit <a href="mailto:bday@geo-media.de">bday@geo-media.de</a>
20.09.2010	Presentation of global project and mosaic of results in the context of UN General Assembly in New York, at Special Session on Biodiversity and/or Side event (tentative)	tbd by Steering Committee
October 2010	Presentation of global project and mosaic of results in the context of CBD COP 10 in Nagoya, Japan (print, film, slide show and/or similar)	tbd by Steering Committee