

Convention on Biological Diversity, 11th Conference of the Parties, Hyderabad, India

Rod Abson, Knowledge Management Officer and CEC Focal Point

Agenda items 3 Implementation of the Strategic Plan 2011-2020 and progress towards the Aichi Biodiversity Targets and 5 Cooperation, outreach and the United Nations Decade on Biodiversity

In the lead up to CBD COP 11 I contributed content to IUCN's position papers on items 3 (Implementation of the Strategic Plan 2011-2020 and progress towards the Aichi Biodiversity Targets) and 5 (Cooperation, outreach and the United Nations Decade on Biodiversity) (http://www.iucn.org/news_homepage/events/cbd/meetings/hyderabad_2012/position_papers/).

During the meeting, these items were a 'mixed bag' of quite diverse issues and the statements that came from the floor were equally diverse in the subjects they covered. There was general support for the work of the International Year of Biodiversity and countries were keen to showcase what they had done. There is still work to be done to look at the lessons learned and development of more specific action plans for the UN Decade on Biodiversity, which will quickly pass as we are almost in to 2013 already. One recurring point was that there needs to be greater integration and collaboration amongst the various conventions and multilateral environmental agreements, though not overstepping into the domain of responsibility of another convention (e.g. matters best dealt with by UNFCCC should not be decided by the CBD).

Aichi Target 1

'By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably' is the text of the Aichi Target 1 and if you consider that there is around 7 billion people on the planet, that's a lot of 'people' that we may be wanting to make sure they are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably. IUCN's approach to Target 1 is to point out the need to be more specific about who are the 'people' that can most help or hinder the achievement of the other targets and then to develop appropriate communication and knowledge sharing strategies to reach out to these people. In that way, Target 1 can be more focused and integrated into the work being undertaken for each of the other targets.

I presented at the IUCN side event on IUCN's contribution to the Aichi Targets and drew on this approach, as well as promoting the work that IUCN has done in collaboration with the CBD Secretariat, such as the creation of the CEPA Toolkit for National Biodiversity Strategy and Action Plan (NBSAP) coordinators, strategic communication training at regional NBSAP capacity building events and the ongoing Love Not Loss campaign to help shape the way the conservation community communicates about nature.

UNEP, UNDP, GEF and the CBD Secretariat have launched an NBSAP Forum (<http://nbsapforum.net/>) which is being designed as a platform to bring together the people working on the development, updating and implementation of NBSAPs to provide support, information and capacity building. IUCN has already been involved in the development of this platform and there is potentially a larger role that could be played for CEC in support for Target 1. A capacity building platform was promoted by IPBES as well and could also provide a place for IUCN's capacity building experience to be utilized.

Communication, Education and Public Awareness (CEPA) CEPA Fair and IUCN Booth

The Communication, Education and Public Awareness (CEPA) Fair (<http://www.cbd.int/cepa/fair/2012/>) provided a space for organisations to showcase the work they are doing in this field with posters and exhibition areas, as well as two-hour side event slots.

Whilst there were many exhibitors and presenters at the CEPA Fair talking about the work they are doing to educate the public or particular constituents of society, there were few that were focusing on how to help the conservation community to effectively communicate about biodiversity. The IUCN CEC booth and side event 'Communicating Biodiversity: How to Tell a Love Story' were one of the only ones that took this approach and there is a role to be played in helping the Parties to the CBD and the wider conservation community to continually improve the way in which we communicate about nature so that it is meaningful, effective and helps to achieve conservation results. The side event we held was moderated by Nancy Colleton, CEC Deputy-chair, with presentations by David Ainsworth of CBD Secretariat, Britta Garfield of Rare and Rod Abson of IUCN. It was attended by about 30 people who reacted positively about the content being presented and many expressed interest in joining CEC as a result and using the materials in their own work. It is evident that CEC is well placed as a global network, with well established relationships with the CBD Secretariat, to play a lead role in communication capacity building and demonstrating good examples and practices of positive, effective biodiversity communications, particularly within the context of Aichi Target 1.

I spent time both at the CEPA Fair booth and the IUCN Booth in the main exhibition hall. The short funny animal films, 'Love. Not Loss.' and 'How to Tell a Love Story' were played on loop at both of these display areas and at in between events in the side event room of the CEPA Fair. People seemed to resonate with the idea of focusing on positive biodiversity communication and to demonstrate solutions to challenges, articulate what we want to conserve about nature and communicate positive messages.

One organisation that demonstrated the results of effective communication to achieve conservation outcomes was Rare Conservation (<http://rareconservation.org/>), who had several events promoting their 'Rare Pride' and 'Bright Spots' approaches. There is opportunity for further connection between Rare and IUCN and CEC in particular.

I had the opportunity to attend a side event ran by the IUCN Japan Committee that demonstrated their CEPA approach to engaging Japanese citizens in support of the Aichi Targets (<http://cepajapan.org/>). In follow up discussions I advised them that they could focus on using Tokyo as an example of how citizens in cities can be involved in learning about and conserving nature. As the world's largest city, they could play a lead role in engaging with leaders of other cities to better connect their citizens to nature.

Side events attended

- IUCN's contribution to the Aichi Targets
- IPBES capacity building initiatives and networks – How could they also support implementation of the convention on biological diversity?
- Launch of an explanatory guide to the Nagoya Protocol on ABS and experiences from ABS implementation in Latin America and the Caribbean
- Biodiversity and ecosystem services benefits of climate change mitigation and adaptation projects
- Launch of NBSAP support partnership
- Communicating Biodiversity: How To Tell a Love Story
- Take Action for Aichi Targets - Show you the way to engage multi-stakeholder
- Highlighting CEPA Bright Spots Around the World

Follow up relevant for IUCN

Ongoing discussions with the CBD Secretariat on support for the UN Decade on Biodiversity, the CEPA work and practical support for Aichi Target 1, particularly through the Commission on Education and Communication.

Utilise the network of Rare fellows for cross-collaboration with CEC to promote examples of positive conservation change through effective communication programmes. Discuss with the Equator Initiative how CEC could collaborate more with their work.

Engage with the NBSAP Forum and IPBES Capacity Building network as mechanisms to apply the expertise and knowledge of the IUCN networks in ways that can provide cross-cutting and tailored support for Parties in their NBSAP development and implementation and other work.

Other Links

CBD COP 11 webpage: <http://www.cbd.int/cop11/>

‘Sharing Love Stories at the UN Biodiversity Conference’ article about the side event ‘Communicating Biodiversity: How to Tell a Love Story’:

<http://www.iucn.org/about/union/commissions/cec/?11255/Sharing-Love-Stories-at-the-UN-biodiversity-conference>

Webcast video of the side event ‘Communicating Biodiversity: How to Tell a Love Story’:

<http://vimeo.com/51266345>

A CBD COP 11 participant took particular attention to our Love Story event flyer:

<http://www.flickr.com/photos/planeta/8066367761>

Love Not Loss Campaign:

www.iucn.org/lovenotloss

Following pages, Photographs from CBD COP 11



In the CBD COP 11 Working Group II



Indian performers welcome guests at the opening dinner



The launch of the IUCN Guide to the ABS Protocol side event



The IUCN ABS team after the launch of the guide



Nancy Colleton discusses communication in Nigeria as part of IUCN CEC Side event, Communicating Biodiversity: How to Tell a Love Story



Rod Abson and Nancy Colleton at the IUCN booth