



# 2010 International Year of Biodiversity: a Strategic Framework for the Pacific

## **Background**

Following a recommendation of the Conference of the Parties to the Convention on Biological Diversity at its eighth meeting, the United Nations General Assembly declared 2010 the International Year of Biodiversity (IYB). The Secretariat of the Convention on Biological Diversity was designated focal point for the Year.

The theme for the International Year is: ***Biodiversity Is Life; Biodiversity is Our Life***

The celebrations for the International Year have two key objectives: (i) raising awareness about the importance of biodiversity, including for human well-being, and the role of the Convention in ensuring its conservation and sustainable use and the equitable sharing of the benefits from its use; and (ii) promoting implementation of the Convention and the engagement of all actors and stakeholders in cooperative efforts to achieve the three goals of the Convention.

The IYB coincides with the 2010 biodiversity target adopted by the Johannesburg World Summit on Sustainable Development in 2002, aimed at achieving a significant reduction in the rate of loss of biodiversity by 2010. The target was reaffirmed at the United Nations Millennium + 5 Summit in New York in 2005 and integrated as part of the Millennium Development Goals (MDGs).

For the Pacific, IYB presents an opportunity to raise awareness at all levels of the seriousness of biodiversity loss and its threats to the livelihoods of Pacific peoples. The Pacific focus on the IYB will also aim to mobilise action to identify and address barriers to mitigating this loss.

The proposed Pacific theme/slogan for the Year is: ***Value Island Biodiversity – It's Our Life.***

## **How will this Strategy be Used?**

The purpose of this Strategy is to provide a regional guiding framework under which Pacific island countries and territories and participating organisations and agencies can develop their programmes for the International Year of Biodiversity.

The Strategy outlines the objectives for the Year and possible activities/initiatives that could be developed to support these objectives. It is intended that countries will be able to use the regional framework to develop their own national activities in line with their identified priorities (for example, under the National Biodiversity Strategies and Action Plans – NBSAPs).

A key component of the Strategy is the roll out of a *communications campaign* targeted at different levels. The second component, supported by the communications campaign, is promotion of *implementation of NBSAPs* and related national biodiversity conservation strategies. It contains some campaigns for the Year.

## Purpose/Objectives of the Year

Specific Objectives include:

- To celebrate the biodiversity of the Pacific;
- To raise, at the highest levels of decision-making, the urgency of immediate action to halt and reverse biodiversity loss;
- To promote a common understanding among Pacific island people of the vital role of biodiversity for human well-being;
- To highlight the links between biodiversity conservation and adapting to climate change;
- To promote and support National Biodiversity Strategies and Action Plans (NBSAPs) as the key tool for biodiversity conservation in the Pacific;
- To highlight the 2010 targets (of the CBD), what has been done to meet them and how we plan to meet the targets post-2010.

## Branding

*The CBD unveiled the logo for the International Year and the slogan “Biodiversity is Life; Biodiversity is OUR life” on 8 September 2008. Note that conditions for use of the IYB logo are governed by a set of communication guidelines available at <https://www.cbd.int/2010/logo/>.*



To give the IYB ownership in the Pacific islands region, a specific Pacific Biodiversity logo will be developed and used alongside the International logo.

One idea is to use a representation of a six-segmented flower as the main image for the Year. Each petal of the flower will be drawn to represent a different aspect of biodiversity (ie. Cultural, marine, terrestrial, etc) and representing different geographical Pacific regions. The central part of the flower would be a cross-section of a spiral shell.

Good use will be made of colours to ensure a bright and eye-catching image that effectively conveys the idea of the region's unique and rich biodiversity.

The image will be used widely on documents and correspondence and will be designed so that it can be cropped to allow aspects of it to be used in different sizes and for different purposes.

The text will read “Pacific Year of Biodiversity” possibly with the agreed slogan ***Value Island Biodiversity – It’s Our Life*** below it.

A specific font will be identified/created for the text. The font will be maintained in all use of the slogan to enable visual recognition.

## Audiences

The PYBD will have a number of key audiences (countries will identify which specific audience they wish to focus on). Specifically, the following have been identified in relation to the overall objective:

- **Political Leaders**
  - Through the Forum Process – an effective way to get high level commitment but requires good coordination with PIFS and key government advisors

- Secure Commitments from leaders. Tie in with current commitments made, for example, 2010 commitments for forest
- Mainstream biodiversity considerations into national frameworks
- Major high level events (eg. In coordination with GLISPA) need to be identified so that plans can be made around these.
- **National Policy People**
  - High level personnel who attend CBD COP and need to be cognizant of Pacific needs and priorities and be supported in their position at COP before and during the COP; and in implementing appropriate policy changes at national level.
  - Members of regional committees such as the Pacific Plan Action Committee, which contribute to the Pacific position through the Forum Communiqué, etc.
- **NBSAP Coordinators/Steering Committees**
  - These groups and other individuals require support in advocating for implementation of the NBSAPs – support may include providing resources/material and skills building
- **Communities/Land owners**
  - The groups who are directly responsible for a large portion of Pacific biodiversity through virtue of owning forested land or access to fishing grounds
- **Students at all levels**
  - School students and young people in general are the underlying reason for “futures thinking” and sustainable development. Our aim is to build an informed generation of people who are committed to and capable of living a way of life that can support both humans and nature on the planet.
  - Targets would be primary, secondary and tertiary groups
- **COP itself**
  - The CBD COP provides an excellent opportunity to have the Pacific/island voice heard globally and this particular audience will need to be given adequate attention.
- **Businesses/Business Leaders**
  - Effective engagement of the private sector is necessary for successful implementation of policies and strategies will need to be developed to engage key members of the private sector.

## **Messages**

Specific message wording will be determined at the national level in line with the NBSAP (and other conservation) objectives and with input from communication specialists.

Regional messages, derived from the International Strategy, will include:

- (a) A message highlighting the importance of biodiversity for human well-being:

***Biodiversity, the variety of life on Earth, is essential to sustaining the living networks and systems that provide us all with health, wealth, food, fuel and the vital services our lives depend on.***

- (b) A message outlining the severity of the current rate of biodiversity loss in the Pacific and the consequences for ecosystems, species and human well-being if this continues;

***Human activity is largely responsible for the rapid loss of the rich diversity of life in the Pacific islands. These losses are irreversible, impoverish us all and damage the life support systems we rely on everyday. But we can prevent them.***

(c) A message that highlights the need for governments and policy makers to take action to halt the loss of biodiversity.

***Humans are part of nature's rich biodiversity and have the power to protect or destroy it.***

***2010 is the International Year of Biodiversity. Let's reflect on our achievements to safeguard biodiversity and focus on the urgency of our challenge for the future. Now is the time to act.***

## **Products/resources/Activities**

Although several promotional and educational products will be developed, focus will be on identifying activities and events through which to get across messages.

*Ideas for Products and Activities (some may be selected by certain countries/organisations while others may be more regionally focussed. Some organisations and countries have already planned a number of activities as part of the Year. These will be included as they become available ):*

### **Key Products**

- "10 commandments for protecting our living bank account". A poster or other suitable mechanism will be developed to provide a series of "rules" or "commandments" for good practice in biodiversity conservation.
- A map/atlas depicting the percentage of marine ecosystems under protection (studies are currently being undertaken done through CRISP and ReefBase). A similar activity will be considered for terrestrial areas. These could serve as useful tools for policy makers/governments.
- A Pacific Report on Biodiversity – conduct a snap shot analysis of the status of biodiversity, commitment on what countries have made, etc. This could be done as a publication/report but also shown as a short film. [Note: these reports will require detailed analysis and data availability (such as forest cover for the high islands)]
- Feature film/documentary on the Pacific Biodiversity Crisis<sup>1</sup>
- Exhibit for COP - tbd

### **Promotional Material**

- All countries will receive information material on the IYB and will be kept updated via the Pacific Year of Biodiversity Webpage
- 5 minute filler spots on Radio and TV
- Reusable bags with a message
- Self-mailed postcards with personal commitments
- Reflector arm bands with a biodiversity message/PYBD Slogan

### **Regional Activities [responsible agency in parentheses where identified]**

- Letter from SPREP Director to all Leaders inviting their participation [SPREP]

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<sup>1</sup> May not be feasible due to lack of support personnel .

- Write and promote media stories and feature articles linking biodiversity conservation/loss and natural disasters (damage from and resilience to). A media plan to be drawn up and a key story sent out each month. **[SPREP with partners tbd]**
- Identify national and regional champions for the Year **[SPREP with partners tbd]**
- Promote the theme through key events – eg. Ms South Pacific, National Environment Weeks, World Wetlands Day, Biodiversity Day, Wasawasa Festival (Fiji Arts Council/National Heritage Trust of Fiji), Vaka Eiva (Cook Islands), National Festivals, etc – calendar of events to be developed. **[SPREP with partners tbd]**
- Regional Biodiversity Forum **[IUCN?]**
- National NBSAP workshops/programmes **[Countries]**
- *Re-run the Coral Reef Challenge (schools competition organised under the Year of the Reef)*
- Quiz Events – eg. Samoa (Battle of the Minds through Rotaract), possibility of a “celebrity quiz” event featuring well known personalities on TV **[Countries with SPREP/partner support]**
- Pacific Film Festival on a Biodiversity Theme or a “Pacific Biodiversity Extravaganza” – an exhibition of films, posters, photographs to highlight the Pacific’s unique biodiversity
- Policy briefs and cabinet paper at national level?
- Biodiversity Slide Show featuring the 2010 targets? **[SPREP with IUCN]**
- Organise national “walks for biodiversity” (Nature Clubs, etc) **[Countries with partner support]**
- Golfing/HASH running clubs/Rotaract – organised event on same day across the region to celebrate nature **[Countries with partner support]**

## **Partners and Country Participation**

*Success of the Year in meeting the objectives will depend on country participation and formation of active partnerships. There is also a need to identify funding support for national activities. Participating countries and organisations are encouraged to identify opportunities to link already funded national projects with the Year of Biodiversity.*

*Some key players in the Year are outlined here, however these will vary depending on the country and its priorities.*

### ***Pacific Island Governments***

The outcomes of the Year of Biodiversity will directly benefit Pacific Island countries and territories. It is therefore imperative that PICTs remain actively involved in developing and implementing the Campaign to ensure outcomes that meet national priorities.

### ***Members of the Nature Conservation Roundtable***

Several members of the Roundtable have committed, in principle, to supporting the Year. Exact commitments are yet to be identified. Members of the RT are: SPREP, USP, CI, IUCN, WWF, TNC, RARE, WCS, SOPAC, LMMA, FSPI and Birdlife. Seaweb, not currently a member, has also agreed to support the Year.

### ***Media***

National, regional and international media will play a key role in the success of the Campaign. Experts from radio, television and print media will be identified to assist with development of a media engagement plan for the campaign.

### **UNEP, CBD Secretariat, other UN Organisations**

The United Nations Environment Programme provides support to environment activities in the region and the assistance of UNEP will be sought in activating the PYBD. CBD Secretariat is also tasked with assisting countries with financial and technical support for the IYBD.

### **Private Sector/Business and Industry**

Support from private sector could be in the form of direct funding, provision of technical expertise or public relations and will necessarily, be dependent on the business culture of the country. Early partnerships with tourism and hotel associations, Rotary Clubs, Chambers of Commerce, Banking Institutes, etc can help build strong campaigns that have financial and technical backing while having added impact of reaching an audience group (business sector) that is often challenging to engage.

### **Monitoring and Evaluation**

This is an integral part of the campaign and it envisaged that the Nature Conservation Roundtable will assist with an effective way to monitor and evaluate the campaign at national level as well as regionally.

### **Workplan**

<b>Target deadline</b>	<b>Activity</b>	<b>Resource people/key individuals*</b>	<b>Comments</b>
<b>Regional Groundwork</b>			
Sept 09	1. YBD Committee (RT Comms WG) established	Seema Deo Scott Radway (Sea Web)	Established but currently non-functional
Nov 09	2. Approval for YBD by 20 SM	Seema Deo/SPREP Biodiversity Team	Completed
Dec 09	3. Prepare Pacific logo	Seema /RT Comms WG	This has been delayed to end of January
25 Jan	4. Finalise Strategy	Seema /SPREP Biodiversity Team	
25 Jan 10	5. Circular to countries on IYB	Seema /SPREP Biodiversity Team	
	6. Regional Launch of the PYB		
	- Samoa		
	- Cook Islands		
	- Fiji?		
	- Solomon Islands?		
	7. [other countries to be added – need Micronesia input]		
15 February	8. Website launch		
15 Feb	9. Contact key regional event organisers for potential to include BD theme in their programmes		
19 Feb	10. BD stories/scripts for radio developed/distributed		
19 Feb	11. Develop Media Plan		Key press release dates,

			articles for magazines, press conferences, etc
22 Feb	12. Regional competition launch		
10 March	13. Stickers developed and printed		<i>Stickers will be of high quality and water/UV resistant to allow outdoor use</i>
	14. T-Shirts		<i>T-shirts have proven very popular give-aways in the past and are well used.</i>
	15. Factsheets		
	16. Regional Biodiversity Forum		
10 April	17. Promotion of the "Biodiversity Extravaganza/Festival"		
	18. Launch theme for the 2010 <i>Vision Pasifika</i> Media Award?		
22 April	19. International Mother Earth Day (Earth Day)		
9-10 May	20. World Migratory Bird Day		
22 May	21. International Day for Biological Biodiversity		
5 June	22. World Environment Day		
8 June	23. World Oceans Day		
17 June	24. World Day to Combat Desertification and Drought		
July - August	25. COP Exhibit developed		
August [one week]	26. Biodiversity Extravaganza		<i>This is envisaged to be a week-long exhibition of biodiversity-related material. Concept yet to be finalised but the idea is to have several countries participating in parallel</i>
16 October	27. World Food Day		Opportunity to highlight local/indigenous foods, etc
October	28. Climate Change Roundtable?		Opportunity to present on YBD here
October	29. Communications team to COP Nagoya		
Ongoing	30. Ongoing support for national activities		Country visits, support with strategic planning, funding as available, provision of materials to record activities (film, DVDs, etc)
Ongoing	31. COP Preparatory Meetings?		
Ongoing	Evaluation, audits, follow up plans, etc		

