



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 International Year has 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 Pacific theme/slogan for the Year is: ***Value Pacific 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.

Objectives for the Pacific

1. To promote Pacific Biodiversity Value (ecosystem, cultural, economic) to Pacific Leaders, regional agencies and stakeholders and mobilise regional commitment and urgent action to sustainably manage Pacific biodiversity and natural resources for regional economic and human well-being.

Outcomes:

- At least two case studies prepared on successes in biodiversity conservation in the region.
 - “ Report cards” developed on the state of biodiversity for PICTs
 - Identify national achievements and barriers towards meeting the 2010 targets (percentage of land and marine area under formal protection)
 - National level campaigns aimed at motivating people for biodiversity conservation
2. To highlight the links between biodiversity protection and building resilience to impacts of climate change

Outcomes:

- A report on the value of biodiversity in building resilience to CC impacts (including examples or case studies)
 - Ongoing partnerships developed between key regional organisations involved in CC adaptation (eg. FAO, SPC, SPREP)
 - At least three countries climate proofing their NBSAPs
3. To promote and support National Biodiversity Strategies and Action Plans (NBSAPs) as the key tool for biodiversity conservation in the Pacific

Outcomes:

- At least four countries actively implementing their NBSAPs
- Gaps identified in NBSAP implementation and solutions developed to address these in at least two countries.

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, an image depicting Pacific Biodiversity has been developed for use in conjunction with the International logo.

This image highlights different aspects of the value of Pacific island biodiversity across the different Pacific geographical regions. The image attempts to convey the idea of the region’s unique and rich biodiversity.

The image will be used widely on documents and correspondence and has been designed so that it can be used in different sizes and for different purposes.

The agreed slogan is ***Value Island Biodiversity – It’s Our Life.***

The logo is as follows:



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.

Possible regional messages, derived from the International Strategy, are outlined here with some suggestions for communicating the messages:

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

Biodiversity is money. It provides 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:

In the Pacific islands alone, xxx species of [plants][animals/birds] have disappeared in the last 100 years.

Species loss is forever.

Humans are the main cause of the rapid loss of the rich diversity of life in the Pacific islands.

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

Loss of a nation's living natural resources will weaken the economy.

Action by nations now can help halt biodiversity loss and secure long term economic stability.

(d) A message highlighting the importance of traditional knowledge of biodiversity.

(e) A message highlighting opportunities for linking biodiversity and climate change.

Climate change threatens to have long-term negative impacts on our islands, especially the coastal areas

Strengthening the health of Pacific island biodiversity and reducing current threats such as invasive species, can help reduce our vulnerability to climate change

Products/resources/Activities

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

Note: different organisations/agencies will have responsibility for different products and/or activities, depending on their interest and current programmes. At the national level, these products will serve to enhance national programmes and initiatives.

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 of the percentage of marine ecosystems under protection** (the studies have been conducted 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, including country commitments and actions.
- **Country Species Profiles** – develop listing of key national flora or fauna highlighting their significance to the people, the scientific name, etc. This would be in the form of a poster or small booklet
- **Biodiversity in Motion** – This is a low-cost but high-impact multimedia initiative that engages taxonomists and citizen scientists to highlight a species and what it means to the individual. Through the BioNET-International network, over 2000 individuals and organisations will participate by providing species images, with scientific, common and vernacular names and a short statement of why this species is of interest to the individual. The product of ‘Biodiversity in Motion’ will be a multi-media DVD with high quality images of unique biodiversity of the Pacific islands region, presented as a continuous show. **[BioNet]**
- **Banking on Biodiversity** – the biodiversity that is being traded at local markets will be documented and attempts will be made to calculate the value of the products being traded. The product of the *Banking on our Biodiversity* will be a report (with images) on the various species and products being traded, as well as the value of biodiversity being traded **[BioNet]**
- **Biodiversity Back-Yard Blitz** - This activity will engage communities to take an image of at least 20 species found in their back-yard and to send them to a dedicated site. The images will be identified by taxonomists and experts and will be part of the Asia-Pacific Biodiversity Observation Network. The product will be a website with images of common biodiversity that lives in people’s back-yard. **[BioNet]**
- **Web guide of the Marine Plants of the South-West Pacific Islands** - an interactive visually appealing field-guide on the marine plants of the south-west Pacific will be produced to provide researchers, managers, citizen scientists and indigenous communities with visual guides and information on the identification of marine plants. **[BioNet]**
- Biodiversity Slide Show featuring the 2010 targets? **[SPREP with IUCN]**
- Exhibit for COP – nature of exhibit to be determined.
- Stickers with the Pacific Slogan
- Poster conveying the message of urgency for action
- Webpage for the Year
- 5 minute filler spots for use on Radio and TV

- Reusable bags with a biodiversity-related message
- Reflector arm bands with a biodiversity message/PYBD Slogan (could be used as giveaways during sports events, etc)

Regional and National Activities

Note: not all activities are confirmed. Where confirmed, the responsible agency is identified in parantheses. It is expected that many more activities will be identified and will occur as the Year progresses. These will be included in monthly updates on the Year.

- Letter from SPREP Director to all Leaders inviting their participation **[SPREP]**
- 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/Species Forum **[IUCN and SPREP?]**
- National NBSAP workshops/programmes **[Countries]**
- *Re-run the Coral Reef Challenge (schools competition organised under the Year of the Reef)* **[SPREP – tbc]**
- 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 Expo or Extravaganza on a Biodiversity Theme – an exhibition of films, posters, photographs, art to highlight the Pacific’s unique biodiversity **[SPREP with partners tbd]**
- Policy briefs and cabinet paper at national level?
- Organise national “walks for biodiversity” (Nature Clubs, etc) **[Countries with partner support]**
- Golfing/Sports 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. Monthly updates on biodiversity-related activities and initiatives will be compiled by SPREP and partners to provide a picture of the status of action in the region in line with the outlined objectives.

Regional Workplan

[to be completed upon further discussion with partners and governments]

Target deadline	Activity	Resource people/key individuals*	Comments
Regional Groundwork			
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/early February
25 Jan	4. Finalise Strategy	Seema /SPREP Biodiversity Team	
25 Jan 10	5. Circular to countries on IYB	Seema /SPREP Biodiversity Team	
Venue and date tbc	6. Regional Launch of the PYB	SPREP	
	- Samoa	National Focal Points	Launched 22 January?
	- Cook Islands		
	- Fiji?		
	- Solomon Islands?		
	7. [other countries to be added – need Micronesia input]		
15 Feb	8. Website launch	SPREP	
15 Feb	9. Contact key regional event organisers for potential to include BD theme in their programmes	Seema	
19 Feb	10. BD stories/scripts for radio developed/distributed	Nanette with SPREP Biodiversity Team/RT Comms WG	
19 Feb	11. Develop Media Plan		Key press release dates, articles for magazines, press conferences/seminars, etc to be identified in the Plan
22 Feb	12. Regional competitions launched	Seema/RT Comms WG	One schools competition and one targeted at adults
10 Mar	13. Stickers developed and printed	Seema/IUCN	Stickers will be high quality, water/UV resistant to allow outdoor use (eg on boats, cars, etc) and in large sizes to ensure visibility
	14. T-Shirts	Seema/IUCN	T-shirts have proven very popular give-aways in the past and are well used – will produce larger batches than in previous years using good

			<i>quality fabric and in a variety of sizes</i>
	15. Factsheets	Seema/RT Comms WG/SPREP Biodiversity Team	A lot of material already exists so focus will be on making these available rather than production where possible
	16. Regional Biodiversity Forum	IUCN?	
10 Apr	17. Promotion of the 'Biodiversity Expo/Extravaganza/Festival'	SPREP/IUCN/other RT members	<i>This is envisaged to be a week-long exposition on biodiversity. A photo exhibit, film festival, poetry, posters, oratory contests and other highlights will be showcased</i>
	18. Launch theme for the 2010 <i>Vision Pasifika</i> Media Award?	Nanette/PINA?	
22 Apr	19. International Mother Earth Day (Earth Day)		
9-10 May	20. World Migratory Bird Day		
22 May	21. International Day for Biological Biodiversity	National Focal Points	
5 Jun	22. World Environment Day	National Focal Points	
8 Jun	23. World Oceans Day	SOPAC	
8-9 Jun	24. CROP Heads Meeting		Potential for a statement or update to be provided
17 Jun	25. World Day to Combat Desertification and Drought		
13-14 Jul	26. PPAC (Pacific Plan)		Opportunity for regional update
Jul – Aug	27. COP Exhibit developed	SPREP/National Focal Points/IUCN	
Aug[one week]	28. Biodiversity Expo (title to be confirmed)		<i>See 17 above</i>
Sept	29. Samoa Independence Week/Teuila Festival		Discussions with some sports and events organisers to link Year of Biodiversity Theme to some activities and events
16 October	30. World Food Day	FAO/PACC	Opportunity to highlight local/indigenous foods, etc
October	31. Climate Change Roundtable?	SPREP	Opportunity to present on YBD here
October	32. Communications team to COP Nagoya	Nanette Woonton, SPREP Media Officer	
November	33. Cook Islands Vaka Eiva Festival and Telecom 7's Rugby		
Ongoing	34. Ongoing support for national activities		Country visits, support with strategic planning, funding as available, provision of materials to record activities (film, DVDs, etc)
Ongoing	35. COP Preparatory Meetings?		
Ongoing	Evaluation, audits, follow up plans, etc		