



**PAN-EUROPEAN BIOLOGICAL AND LANDSCAPE
DIVERSITY STRATEGY**

Geneva and Strasbourg, 27 April 2004
Agenda Item 3.7

STRA-CO (2004) 3 g REV 2

**COUNCIL FOR THE PAN-EUROPEAN
BIOLOGICAL AND LANDSCAPE DIVERSITY STRATEGY**

**THIRD INTERGOVERNMENTAL CONFERENCE
“BIODIVERSITY IN EUROPE”**

**Eighth Meeting of the Council
for the Pan-European Biological and Landscape Diversity Strategy**

**19-21 January 2004
Palacio de Congressos
Madrid, Spain**

**FOLLOW UP OF THE KYIV BIODIVERSITY RESOLUTION:
PUBLIC PARTICIPATION AND AWARENESS ACTION PLAN PROPOSAL**

*Document prepared by
UNEP and CEEWEB*

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Implementation of the Kyiv Biodiversity Resolution: Public Participation and Awareness

Title of Action Proposal:	Implementation of the public participation and awareness target
Lead Government (s):	To be determined
Co-operating Agency/ Supporting Organization	UNEP, UNESCO, CEEWEB, ECNC, ECOForum, IUCN Commission for Education and Communication, Baltic 21 Education Sector Network and other relevant organizations institutions and networks
Duration of the Action Proposal:	Start: 2004 End: 2008

Strategic Framework of the Action Proposal:

At the international level, the Conference of the Parties to the CBD addressed Article 13 for the first time at its fourth meeting, under the agenda item Measures for Implementing the Convention. At its fourth meeting, the COP decided that public education and awareness issues would be integrated into and become an integral component of all sectoral and thematic items under the programme of work of the Convention; and this approach was reiterated at COP 5.

At its fifth meeting, the COP requested the Executive Secretary, in cooperation with UNESCO, to convene a consultative working group of experts to identify priority activities for the proposed global initiative on biological diversity, public education and awareness. PEBLDS countries have been actively supportive of the development of a global initiative, and the three meetings of the CBD/UNESCO consultative expert group were held in Paris, France; Bergen, Norway and Bilbao, Spain.

As a result of the work of the consultative working group of experts, COP 6 adopted Decision VI/19 on Communication, Education and Public Awareness (CEPA), which contains information on a Global Initiative on CEPA. In addition to requesting the Executive Secretary to develop a communication strategy for the Secretariat, the annex to the decision also contains the programme elements for the Global Initiative.

The main components of this work programme are:

- Programme element 1:
"Towards a global communication, education and public awareness network":
Stimulating and coordinating networks composed of new information technologies and traditional communication mechanisms;
- Programme element 2:
" Exchange of knowledge and expertise":
Exchanging of knowledge and expertise among professionals, enhancing development and innovation on CEPA;
- Programme element 3:
"Capacity building for communication, education and public awareness":
Developing capacity of the Parties to market biodiversity to other sectors, and mainstream biodiversity into the work of other sectors.

IUCN and UNEP are highlighted as partners in the implementation of the activities of the CBD work programme.

At the regional level, at the 5th Environment for Europe Ministerial Conference in Kyiv, Ukraine in May 2003, the European Ministers of Environment and Heads of Delegations of the States participating in the process of the Pan European Biological and Landscape Diversity Strategy, agreed to halt the loss of biological diversity at all levels in the pan European region by the year 2010 and adopted a target on Public Participation and Awareness:

By 2008, at least half of the countries in the region are implementing national Communication, Education and Public Awareness action plans, in order to communicate biodiversity policies and to increase multi-stakeholder participation, particularly indigenous and local communities, in their implementation.

The Environment for Europe Ministerial Conference also issued a statement on education for sustainable development which recommends a number of elements to be taken into consideration during the development of a UNECE strategy on education for sustainable development.

[Communication, education and awareness raising at international regional and national level is important in order to involve the public in implementation of the 2010 target. The CBD Global Initiative on CEPA will be particularly important in this context.] (Denmark)

Action Proposal Summary:

Background:

The Conference of the Parties to the CBD (COP) and the countries involved in the PEBLDS have recognized that to be able to achieve the goals of the Strategic Plan and the PEBLDS target of halting the loss of biological diversity by 2010, a wide range of stakeholders need to participate in the relevant activities for the implementation of the Convention on Biological Diversity and the Kyiv Biodiversity Resolution.

The COP has urged Parties to place special emphasis on Article 13 in the development of their national strategies and action plans. It has also urged Parties to:

- promote education on biodiversity through relevant institutions including NGOs;
- allocate resources for the use of education and communication instruments;
- allocate appropriate resources for the strategic use of education and communication instruments at each phase of policy formulation, planning, implementation and evaluation;
- integrate biodiversity concerns into education strategies; and
- support relevant initiatives by major groups which foster stakeholder participation in biodiversity conservation and sustainable use.

The COP has encouraged Parties to make use of the media to promote public education and awareness about the importance of and appropriate methods for the conservation and sustainable use of biodiversity. Where necessary, provisions of the Convention should be illustrated and translated into local languages.

The COP has also recognized the importance of public awareness and education in relation to each of the thematic work programmes and has urged Parties to strengthen education and awareness programmes in relation to agricultural biological diversity, inland water biological diversity and marine and coastal biological diversity. Although the COP has noted that the implementation of forest conservation and sustainable use policies depends, inter alia, on the level of public awareness and policies outside the forest sector, and that attention needs to be paid to the further raising of public awareness and the understanding of the importance of biological diversity through educational programmes and information, public awareness and education does not appear to be explicitly addressed in the work programme on forest biological diversity adopted in decision IV/7 of the COP. In relation to Article 8(j) and related provisions, the COP has urged Parties, inter alia, to use means

of communication other than Internet, including newspapers, bulletins and radio, and increasing the use of local languages.

In response, at the regional level, the UNEP/ECNC/IUCN/REC Biodiversity Service has supported the preparation of a CD ROM with relevant CBD and PEBLDS documents as well as the translation of the Global Strategy for Plant Conservation in the Russian language. The CEEWEB will help achieve the 2010 target by engaging NGOs in South East Europe (SEE) through a project with the following objectives: enabling NGOs from SEE to implement the Kyiv biodiversity resolution; identifying opportunities for building partnerships among NGOs from the non-accession countries for joint actions in the field of biodiversity conservation; forming an NGO taskforce for long term cooperation in monitoring the Environment for Europe process; identifying capacity needs of NGOs from SEE to become players in the Environment for Europe process and implementation of the CBD; produce concrete materials for training and building capacity for NGOs on nature conservation, CBD and PEBLDS; and linking NGOs from SEE to international activities. IUCN and ECNC are actively involved in the development of biodiversity-relevant communication and public awareness tools as well as efforts to increase media participation and promote the conservation and sustainable use of biological diversity.

The Baltic Sea countries have developed expertise in the area of environmental education through the Baltic 21 Education Sector Network and the Agenda 21 for education for sustainable development in the Baltic Sea region and action programme. Other relevant activities have been carried out by the Interstate Environmental Council of NIS 'Working group on environmental education', and the Association of European Universities. It would be useful to gather the biodiversity related experiences related to public participation and awareness to be able to apply them throughout the pan European region in a concerted manner to satisfy both the global and regional mandates.

Proposal:

Although it is the responsibility of each individual country to develop their own national communication, education and public awareness action plan, the PEBLDS could assist countries at the regional and sub-regional levels by implementing a number of activities related to the programme elements of the CBD Global Initiative. Therefore the activities under this proposal would focus on the development of communication, education and public awareness networks at the regional and sub-regional level; the exchange of knowledge and expertise at the regional and sub-regional level; and capacity building for communication, education and public awareness. Of priority would be to promote an increased participation of indigenous and local communities and stakeholders from other sectors in the conservation and sustainable use of biodiversity, as well as the integration of biodiversity considerations in other economic sectors through the activities under this proposal.

[The CBD Clearing House Mechanism and CBD focal points should be used to disseminate information as well as the UNEP/ECNC/IUCN/REC Biodiversity Service.] (Finland)

Needs/Objectives:

- There is a need to develop national communication, education and public awareness action plans;
- There is a need for effective instruments on communication, education and public awareness to engage major stakeholders and to convey the appropriate messages to mainstream biodiversity;
- There is a need to increase participation of a wider range of stakeholders, [civil society] (ECNC and EcoForum) and indigenous and local communities in the implementation of the Convention [in the PEBLDS] (ECNC and EcoForum).
- [Strategic vision on communication for the objectives of the Kyiv Resolution.] (France)

Results:

- An increase in the development of national communication, education and public awareness action plans in the pan European region;

- Availability of tools and public awareness materials related to the conservation and sustainable use of biological diversity;
- Increased involvement [participation] (ECNC, EcoForum) of a wider range of stakeholders, including indigenous and local communities, [civil society] (ECNC), the media, and stakeholders from other sectors in the implementation of the CBD [and the PEBLDS] (ECNC, EcoForum).
- [The core set of indicators of public participation at all stages of PEBLDS development – from planning to and decision-making up to implementation should be agreed upon by 2006.] (EcoForum)
- Exchange of experience at the regional and sub-regional level on communication, education and public awareness.
- [Increased involvement of a wider range of stakeholders, including indigenous and local communities, the media, and stakeholders from other sectors in the implementation of the CBD, for example establishment of the activist network of ECONET supervisors] (Biodiversity Conservation Centre)

Outputs:

- Education and public awareness materials on the CBD and the PEBLDS [and dissemination of information] (ECNC)
- Communication and education tools for the conservation and sustainable use of biological diversity
- Established networks at the sub-regional level in the pan European region
- Case studies on communication, education and public awareness
- Model demonstration projects for replication

Activities:

Activity	Leading Actors	Timeframe
Preparation of communication, educational and public awareness materials on the CBD and PEBLDS [and dissemination of information] (ECNC)	UNEP, UNESCO, CEEWEB, ECNC, IUCN	2004-2005
Establishment of partnerships with journalists and broadcasters engaged in communicating biodiversity related issues through the mass media and participate in the development of an effective communication strategy for the pan European region	UNEP, ECNC, IUCN	2004-2006
Development of case studies on communication, education and public awareness	CEEWEB, ECOForum	2004-2005
Exchange of experiences of successful initiatives at the regional and subregional levels [demonstration project(s)]	CEEWEB, ECOForum, and subregional initiatives such as the Baltic 21 Education Sector Network, Interstate Environmental Council of NIS 'Working group on environmental education', and the Association of European Universities	2004-2006
Building networks at the regional and sub-regional levels to increase the participation of NGOs, civil	CEEWEB, EcoForum, ECNC, IUCN	2004-2006

- Availability of relevant case studies and demonstration projects for replication in the region;
- Active regional and sub-regional networks of NGOs, indigenous and local communities and major stakeholders;
- An increased number of communication, education and public awareness action proposals are developed in the region, which include the outputs of the project.

Indicative Cost of Project:

Expressed in Euros

Activity	2004	2005	2006	2007	2008	Total
Funding requested from government(s), private sector (to be fundraised):						
<i>Consultants/MOUs with supporting organizations/institutions</i>	100,000	100,000	40,000	40,000	40,000	320,000
<i>Workshops</i>	0	0	50,000	50,000	50,000	150,000
<i>Publication and Dissemination Costs</i>	5,000	5,000	20,000	20,000	20,000	70,000
<i>Travel</i>	10,000	10,000	10,000	10,000	10,000	50,000
Co-financing of supporting organization, institution or NGO (cash and in-kind): Including staff-time, logistical support	25,000	25,000	25,000	25,000	25,000	125,000
Total Cost of the Project	140,000	140,000	145,000	145,000	145,000	715,000