



Convention on  
Biological Diversity



## PRESS RELEASE

### Biodiversity Convention and WWF champion biodiversity awareness

#### Sign MOU in support of Aichi Biodiversity Target 1

- *MoU facilitates bringing together CBD Parties, organizations, communications platforms and initiatives that demonstrate the values of biodiversity and build engagement*
- *Parties to the MoU will convene a task force on creating and implementing communications strategy for ABT1 by 2020*
- *Joint initiatives begin as early as 2017.*

**14 December 2016** -The Secretariat of the Convention on Biodiversity (SCBD) and WWF International have signed an MoU to collaborate in implementing CBD's Global Communications Strategy together with CBD Parties, partners and the broader conservation community to achieve Aichi Biodiversity Target 1 (ABT1) by 2020.

The Memorandum of Understanding, signed by CBD's Executive Secretary Braulio de Souza Dias and WWF International's Director General Marco Lambertini, will see WWF working to champion Aichi Biodiversity Target 1 (ABT1) to ensure people understand the value of biodiversity and take the steps necessary for its sustainable use. This partnership intends to drive CBD's Global Communication Strategy as a matter of urgency to make progress in achieving that target by 2020.

"We need to make greater efforts to promote and raise awareness of the values of biodiversity to people around the world," said Braulio Ferreira de Souza Dias.

"This partnership will allow us to work together with WWF to do this, and to bring together other important actors in this same regard"

"As biodiversity decreases, we are weakening nature's ability to provide the vital services we require—clean water, fresh air, food and a stable climate. These are all essential for human survival. Biodiversity



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health is an indicator of our relationship with the planet, and the foundation for functioning ecosystems,” said Marco Lambertini.

“I am delighted that we will be working with SCBD and the environmental community to raise awareness and build a strong case for conserving earth's diversity of life, for us and the planet.”

The MoU will be implemented in collaboration with the members of the Informal Advisory Committee (IAC) on Communication, Education and Public Awareness (CEPA). WWF and SCBD will work to facilitate the activities of an IAC Task Force that will engage with CBD Parties and the broader conservation community to achieve ABT1.

The partnership allows for leverage of important products such as the WWF's Living Planet Report, Our Planet and Earth Hour as well as the International Day for Biodiversity of the CBD amongst other projects in support of the Global Communications Strategy.

Work will be carried out through social media platforms such as Facebook, Twitter and YouTube, and through the use of public environmental campaign activities, engagement with environmental education programmes including Education and Sustainable Development (EDS).

The MoU was recognised in a ceremonial signing session at COP 13, where representatives of CBD Parties discussed the way they would contribute to the Global Communications Strategy.

The Hon. Rafael Pacchiano Alamán, Minister of the Environment and Natural Resources of Mexico and President of CBD COP 13 witnessed the signing of the MoU.

## **NOTE FOR EDITORS**

### **The Convention on Biological Diversity (CBD)**

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 196 Parties so far, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 170 Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 92 Parties. For more information visit: [www.cbd.int](http://www.cbd.int). For additional information, please contact: David Ainsworth on +1 514 287 7025 or at [david.ainsworth@cbd.int](mailto:david.ainsworth@cbd.int); or Johan Hedlund on +1 514 287 6670 or at [johan.hedlund@cbd.int](mailto:johan.hedlund@cbd.int).

### **About WWF**

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the

degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. [www.panda.org/news](http://www.panda.org/news) for latest news and media resources. For additional information, please contact: Jatziri Perez, WWF-Mexico: +525552865631 extn 223; Mobile: +52(0)445526990591; Email: [jperez@wwfmex.org](mailto:jperez@wwfmex.org); Kate Cooke, WWF International: +41223649041; Email: [kcooke@wwfint.org](mailto:kcooke@wwfint.org).

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