



**POLICY INFLUENCING STRATEGY
FOR THE CONVENTION ON BIOLOGICAL
DIVERSITY (CBD) DURING
THE INTERNATIONAL YEAR OF BIODIVERSITY
2010**

Version June 2010

Background

Conserving biodiversity is at the heart of IUCN's work as shown in its long-term goals¹:

Extinction crisis alleviated – The extinction crisis and the massive loss in biodiversity are universally adopted as a shared responsibility, resulting in action to reduce this loss of diversity within species, between species and of ecosystems.

Ecosystem integrity – Ecosystems are maintained and where necessary restored, and any use of natural resources is sustainable and equitable.

In an effort to deliver on these goals as approved by IUCN members, the IUCN Programme 2009-2012 includes a focus on ensuring that: *Biodiversity-related policies and governance systems enable action towards the achievement of biodiversity conservation.*

The year 2010 provides a vital opportunity for IUCN to make progress towards delivering on these goals as it is not only the UN International Year of Biodiversity (IYB), but also the year in which the Parties to the Convention on Biological Diversity (CBD) aim to finalize negotiations and agree on a post-2010 biodiversity target framework and a revised Strategic Plan.

This Strategy focuses on the ***biodiversity policy changes at the global level*** that IUCN wishes to achieve in the International Year of Biodiversity and specifically, concentrates on actions that fall within the scope of or are targeting the Convention on Biological Diversity (CBD) and its processes.

Who is this paper for?

This strategy is a “living” document that will evolve over time in accordance with the status of negotiations, technical findings and on-going discussions within IUCN. The audience of this paper is **IUCN's Secretariat staff and Commission members who are involved in delivering IUCN's policy messages** during the International Year of Biodiversity. It aims to provide strategic direction and identify the global policy result(s) to be achieved in a determined period of time, the theory of change, the targeted audience and events, the planned products, capacity building and resource needs (as appropriate); with the view to frame IUCN's collective actions towards the established expected result.²

The people identified above are expected to make use of the information in this guiding document, including through its dissemination within their networks and constituencies, in order to help achieve the policy changes within the Convention on Biological Diversity that we have set out to achieve. This document is designed to guide IUCN's key global policy messages and their accompanying advocacy strategy in 2010.

All IUCN's *policy work* related to the CBD during the IYB will thus align with this strategy.

¹ IUCN Programme 2009-2012 “Shaping a Sustainable Future”, p.26.

² See definition of influencing strategy in Secretariat Procedures for IUCN Policy Work, May 2010

Our biodiversity goals in 2010

In 2010 IUCN aims to promote the following:

In general,

- 1. Biodiversity-related policies and governance systems that, on the one hand, better reflect the vital role of biodiversity (species and ecosystems) for sustaining life on earth; and on the other, include action towards building resilience of people and nature.***

Specifically within the CBD,

- 2. Our main policy objective is to support and contribute to the adoption of an effective, time bound and clear post-2010 target framework by Parties to the Convention on Biological Diversity (CBD) at its tenth meeting of the Conference of the Parties (COP10).***

Other issues identified as priorities for the policy work that IUCN does within the CBD and that are intimately related to the objective above are:

- The CBD Programme of Work on Protected Areas is strengthened and reflects current priorities for protected area systems***
- The CBD Global Strategy for Plant Conservation provides an effective platform for action***
- An International Regime on Access and Benefit Sharing is agreed by Parties to the Convention at COP10 (or at least a clear roadmap is established for its agreement soon after)***

Rationale

The International Year of Biodiversity (IYB)³ presents an important opportunity to increase understanding of the vital role that biodiversity plays in sustaining life on Earth. Although the 2010 biodiversity targets will not be achieved, their adoption did create a policy momentum that provides a sound base to promote more concerted and urgent action for biodiversity conservation.

Targeted activities and policy interventions have been planned to support the achievements of the objectives stated above. These will focus on:

- Promoting **increased awareness about the vital role of biodiversity and ecosystem services** for sustaining life in this planet using IYB activities and communication mechanisms as the vehicle to promote policy messages.**
- Promoting action towards **maintaining and improving resilience of ecosystems and the people** that depend on these ecosystems for their livelihoods and well-being.**

³ 2010 was declared, by the United Nations, the International Year of Biodiversity.

Specific strategies related to the International Year of Biodiversity (communications and policy) directly related to the above are under implementation and development separately from this strategy.

This strategy is thus focused on the following issues within the scope of the Convention on Biological Diversity:

- Contributing to the **adoption of a post-2010 biodiversity target framework and Strategic Plan** at the 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP10) that will take place in Nagoya, Japan, in October this year.

It is expected that the adoption of a strong biodiversity conservation framework through the revised Strategic Plan of the CBD will provide a good baseline for the Parties to the Convention to reach out to other processes in an effort to mainstream the post-2010 target(s) framework into multilateral environmental agreements and development processes alike.

- This should include a revised Strategic Plan that:
 - Is short, focused and action-oriented;
 - Includes a Vision (for 2050); a revised biodiversity target (Mission) for 2020; short term targets (ambitious, realistic and measurable) with *milestones* for 2015; and indicators to measure progress against these targets;
 - Highlights the importance of biodiversity for eradication of poverty and the achievement of the Millennium Development Goals;
 - Addresses the drivers of biodiversity loss (direct and indirect) and integrate biodiversity considerations into relevant sectoral and cross-sectoral policies;
 - Addresses the need for new and additional financial resources;
 - Draws upon, and is consistent with available scientific evidence including the third edition of the Global Biodiversity Outlook (GBO-3);
 - Includes priorities for private sector engagement;
 - Includes a clear logic linking the vision, mission and targets, and comprise a more effective framework for national implementation including through national targets;
 - Integrates the outcomes from the climate change negotiations on ecosystem-based adaptation within the post-2010 biodiversity target framework.

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| <ul style="list-style-type: none">• This strategy is based on the following assumptions:• Clear, time bound commitments (targets) at the global policy level foster action on the ground towards the achievement of biodiversity conservation.• Specific policy targets (that are measureable, monitored and rigorous) attract increased funding for biodiversity conservation projects and programmes and are catalysts for further action as they can be used for awareness raising and reaching out to non-traditional audiences.• IUCN's convening role and expertise places the organization in a unique position to promote the adoption of new target(s) and promote policy changes to favor biodiversity conservation priorities. |
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In addition, within the framework of the CBD, and to complement efforts aimed at supporting the adoption of a clear Strategic Plan for the post-2010 period, IUCN will also aim to achieve:

- **A strengthened CBD Programme of Work on Protected Areas** (linked to the Strategic Plan and the post-2010 targets);

IUCN's Barcelona World Conservation Congress adopted 42 resolutions and recommendations (31% of the total) directly or indirectly related to protected areas and to the World Commission on Protected Areas (WCPA). WCC4 gave clearer direction and prioritized those areas which IUCN/WCPA have worked on over a number of years. These include work which continues to focus on supporting the implementation of the CBD Programme of Work on Protected Areas. In the IUCN Programme 2009-2012 IUCN recognizes it has a major role to play in global environmental governance, for example, with the implementation of the Convention on Biological Diversity's Programme of Work on Protected Areas. In addition, decisions from the CBD Conferences of the Parties have continuously called on IUCN and WCPA to support the further implementation of the CBD PoW on Protected Areas.

IUCN promotes for in situ conservation of diverse ecosystems, species and genes, increased global coverage of effectively managed protected areas. Connectivity has been highlighted in IUCN policy recommendations, using effectively managed networks of protected area systems in order to prioritize areas of importance for biodiversity. Particular emphasis has been given to incorporating inland water and marine ecosystems integrated into wider landscape and seascape.

IUCN will thus keep on pushing for the improvement of the PoWPA, its better understanding and implementation at the local level, and will recommend specific follow up actions and policies to strengthen its implementation on the ground (i.e. through adequate and timely funding, innovative funding mechanisms, whilst ensuring that PA plans and strategies are integrated into national economic and development plans, etc).

- A clear and reinforced updated **CBD Global Strategy for Plant Conservation** (which relays to the CBD Strategic Plan);

IUCN's species work was recognized in the CBD decisions and processes (at the CBD SBSTTA12 for instance, throughout the discussions of the in-depth review of the GSPC, Parties made reference to IUCN's data and information). IUCN has thus commended parties for the work carried out in delivering the 16 targets of the GSPC and highlighted IUCN's efforts to facilitate their implementation as agreed in CBD decisions. Contributions to the strategy from IUCN have involved the successful development of an International Standard for Sustainable Collection of Medicinal and Aromatic Plants by the union's SSC Medicinal Plant Specialist Group, working with TRAFFIC. This work will be followed up and continued through the IYB.

- An internationally relevant mechanism to respond to the third objective of the Convention, i.e. **Access and Benefit Sharing** (equally linked to the new CBD Strategic Plan).

The IUCN Programme has also recognized that within new challenges ahead in terms of governance changes needed is the ongoing negotiation of an international regime on

access and benefit sharing, as well as forest governance and high seas governance beyond national jurisdiction in the context of the UN General Assembly.

IUCN has supported the ABS negotiations and will continue this support in order to contribute to the adoption of an international regime on ABS, ideally by COP10. ABS is considered as an essential matter to developing countries. Because of IUCN expertise, the Union (and specially through its regional offices) is seen as a key platform to provide technical advice and support to activities related to traditional knowledge associated with genetic resources and ABS as a whole. More discussion is needed within IUCN on several key issues including the scope of the ABS protocol/instrument the Union would like to see adopted and that would fully respond to the Convention's objectives, issues of legal certainty, compliance, and traditional knowledge associated with genetic resources (and biological resources). The ABS position paper that IUCN will prepare for the Nagoya COP will reflect on these and other relevant issues for the negotiations. Progress made on these key issues at the regional and national level is imperative.

In order to undertake the above-mentioned discussions, a policy sub-group on ABS was established towards the end of 2009. The group is formed by staff from the Regional Offices for South America (SUR) and Asia (ARO), the Environmental Law Programme, the Senior Social Policy Advisor and the Global Policy Unit. It provides advice on issues related to IUCN's participation at the ABS Working Group meetings, strategizes on IUCN's direction in this matter, and is consulted on matters pertaining to the linkages between ABS and IUCN's Programme.

To contribute to the above, IUCN will also:

- Communicate its knowledge on biodiversity to inform decision-making at all levels of governance;
- Support the discussions on the development of an Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES)⁴;
- Promote action towards building resilience of ecosystems and the people who depend on these ecosystems for their livelihoods and well-being;
- Promote cross-reference and harmonization between agreements relating to natural resource management and conservation, to support biodiversity conservation at the global level (CBD, UNFCCC CITES, CMS, UNCCD, UNCLOS, IMO, UNFSA, UN Watercourses Convention) and regional level (RFMOs, Regional Seas, Groupe de Travail sur la Biodiversité d'Afrique Centrale, etc), as well as supporting High Seas governance.

IUCN's engagement with CBD processes

IUCN's approach for the CBD during the IYB emphasizes five linked components:

- 1. Support and mobilize IUCN's Secretariat, members and Commissions to take messages into the CBD processes during IYB at national, regional and international levels***

⁴ A separate influencing strategy has been developed for this issue. See www.iucn.org/ipbes

IUCN aims to help set the agenda for the IYB and to influence the CBD outcomes through the involvement of IUCN Members and Commissions. The IUCN Secretariat, and specially the Regional Offices, will play a catalytic role by encouraging members and commissions to use and profile IUCN's policy positions in developing their inputs and positions to the IYB and CBD processes at different levels. This will include information exchange on key lessons learned as well as opportunities, issues, official events and other aspects of the CBD processes in the IYB.

IUCN will add value to its members and commissions work by **a)** drawing on their knowledge to inform IUCN's positions as well as by **b)** better engaging members and Commissions (as well as partners) to disseminate and advocate for IUCN's positions –early enough and often so as to influence policy decision making.

2. Provide a platform for action to challenge actors from different sectors

Business as usual is not good enough. IUCN will go beyond its engagement with traditional audiences and challenge a wide range of actors, including the private sector, to translate lessons they have learned into key messages for the IYB and as a basis to commit to real and sustained action within the CBD.

3. Stimulate dialogue through credible and useful scientific and technical advice on issues relevant to CBD processes in particular and IYB discussions in general

IUCN will continue to collaborate with the scientific and technical community on biodiversity conservation and ecosystem management (including with IUCN's Commissions), drawing upon its expertise in a wide range of thematic areas and issues including species (including invasive species), protected areas, marine and coastal areas (including ocean governance beyond national jurisdiction and MPAs), access and benefit sharing, inland waters, forests, arid zones, islands and mountains.

4. Building momentum to influence CBD decisions

Several interventions throughout this IYB have been already planned (including communications activities) in order to support increased awareness and specific calls for action for increased and improved biodiversity conservation. In preparation for the CBD COP 10, IUCN will seek the support of its Members through our Regional Offices, Regional and National Committees, Commissions and the IUCN Council to take main IUCN messages into the negotiations in order to influence the final decisions at COP.

5. Provide effective coordination and collaboration within the IUCN network and organize global events

Plans are being made for events to be sponsored or co-sponsored by IUCN, including side events (at CBD meetings such as SBSTTA, WGRI and COP and also at the UNGA), panels of experts, and special events (e.g. Business and Ecosystems at COP10). A well-focused communications strategy has been developed including press events and publications and is linked to this influencing strategy. Position Documents with IUCN's policy recommendations and other documents (e.g. information papers and briefs) will be prepared prior to key events to support this influencing strategy.

Delivering our policy influence through IUCN's Biodiversity network structure

To deliver IUCN's Programme, networks have been created for Core and Thematic Programme Areas to improve collaboration and bring out added-value for IUCN Members as well as to engage more effectively the Commissions and IUCN partners in Programme delivery. The

networks comprise a Core Group, an Implementation Group and a Stakeholder Group. Each network is coordinated by a Network Coordinator (Josephine Langley for Core Programme Area 1 on Biodiversity), under the direction of a Thematic Director (Jane Smart for CPA1).

CPA 1 has an interim core group involving people from regional and global thematic programmes and Commissions and which actively advises and guides the CPA in terms of planning, learning, communicating, monitoring, fundraising, reporting and ensuring engagement with IUCN's constituency and beyond. The core group provides advice and guidance on both programmatic and policy work.

The Core Group is accountable and provides recommendations to a Global Thematic Director, and is coordinated and facilitated by the Network Coordinator.

The delivery of IUCN's international biodiversity policy priorities is undertaken through the implementation group that includes a series of "sub networks" or communities of practice on specific thematic or other issues.

In terms of the Biodiversity Policy Influencing Strategy for the International Year of Biodiversity 2010 the primary implementation sub-network is the **2010 Policy Group** which currently includes:

- Jane Smart: focal point for oversight of delivery of IUCN's work on 2010 and post-2010
- Sonia Peña: focal point for all policy-related activity in support of 2010 and post-2010 and focal point for the Convention on Biological Diversity
- Josephine Langley: focal point for coordinating the network (including IUCN Members, Commissions, Partners and Secretariat); supporting the 2010 and post-2010 strategy implementation.
- Simon Stuart and Tom Brooks (SSC), Jeff McNeely, Pedro Rosabal, Joshua Bishop, Neville Ash, Julie Griffin, Kaori Yasuda, Constanza Martinez, Arturo Mora and Naoya Furuta.

The group plays a key role in developing and delivering IUCN's policy engagement in the CBD discussions during the IYB, and more specifically on the revised Strategic Plan of the Convention and the proposed post-2010 targets to be approved at COP 10 in Nagoya. The group will be the main coordination body for all of IUCN's policy work related to CBD in 2010. The group members are committed to closely following the CBD policy processes throughout 2010 and participating in CBD talks on a regular basis.

The group is to liaise closely with the CPA core group and the networks, Regional Offices, Commissions, Members and the Council. The group will maintain regular contact via e-mail and is expected to convene via meetings / teleconferences.

The group will draw heavily on the science, expertise and information from IUCN's Commissions –SSC, WCPA, CEM, CEL, CEESP and CEC. More specifically it will draw on the IUCN Red List of Threatened Species; the 2010 Biodiversity Indicators Partnership; CD2010 Readiness assessments; GBO3; SEBI2010, 4th National Biodiversity Reports and The Economics of Ecosystems and Biodiversity (TEEB), among others. It will also tap into experiences and case studies at the regional level through regular contact with Regional Directors or their designated "biodiversity policy focal points".

Other sub-networks are expected to evolve over time.

The third key element of the network approach is the Stakeholder Group which includes the communities of practice and the target groups for the Programme Area. This is the primary point where Commissions and the Secretariat engage with IUCN Members and partners.

In general terms, IUCN's policy work aims to engage stakeholders and in particular Members in three key ways:

- As sources of information, case studies and inspiration for the development of IUCN's policy messages
- As the means for promoting, advocating and disseminating IUCN's policy recommendations
- As targets for IUCN's influence

This approach is designed to add value to IUCN Members and fully engage them in the delivery of IUCN's mission.

A key part of the policy implementation strategy is the lobbying of delegates, governments and organizations on IUCN's positions. Collaboration and inputs from regional staff of IUCN is essential in identifying strategic target countries and organizations. Council members are another essential player in this key effort.

Staff with contacts and engagement with national governments working on biodiversity policy and the CBD process are kindly requested to liaise with the 2010 Policy Group to ensure IUCN's policy delivery and lobbying under the CBD is coherent and efficient, thus enabling greater policy impact.

Advocacy strategy

In order to deliver our biodiversity policy messages within the CBD during the IYB, a number of targeted interventions, activities and products have been planned. In general, the type of actions that this implies can be characterized as follows:

- Development of policy positions. These are developed in accordance to the priorities established in the present strategy and following the Secretariat Procedures for IUCN Policy Work, May 2010.
- Proactive dissemination of our **policy positions** and key messages by:
 - o Sending our position papers to key meetings to all CBD focal points
 - o Regular exchange of information with Regional Offices and colleagues (including on regional policy priority issues, strategies and contacts)
 - o Sending our position papers to key meetings to IUCN members, National and Regional Committees
 - o Sending regular updates and information about policy priority and messages to our members through the Constituency Support Unit and the Membership Focal Points
 - o Posting them online through dedicated websites and pages
 - o Ensuring that Communications' materials, press releases, and all outreach materials including technical and scientific articles convey our policy messages in accordance to the audience

- Intelligence gathering: as much as possible and in accordance with countries identified as influential in the process, the regional offices will contribute by maintaining regular contact with governments and other actors and gather information on the status and changes in national positions.
- Send better and more efficient **IUCN delegations** to key meetings
 - o According to the new Secretariat Procedures for IUCN's Policy Work, the Thematic Director is responsible for defining the delegation and appointing its head. This should be done with sufficient time in advance of the meeting so as to ensure that delegates are well briefed, have participated in the development of position papers in the areas of expertise, have been influencing governments and gathering information, convey our policy positions and messages, and follow the delegation rules.
 - o Members of IUCN delegations may include staff, Commission members, Councillors, National Committee staff and IUCN member organization provided they agree to follow the rules of the delegation.
 - o To the extent possible, IUCN staff can form part of country delegations.
- Make sure that **products** (policy documents, communications and outreach materials, briefings, etc) are made according to the **target audience** and contribute to deliver our policy messages.

The specific plans for a selected number of events and meetings contributing to the implementation of this strategy are included in the **Annexes**.

The Road to Nagoya – after SBSTTA and WGRI

The 14th meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA14) covered a number of issues of particular relevance to IUCN including the launching of the third edition of the Global Biodiversity Outlook, the revision of the Strategic Plan of the Convention and its 20 targets for 2020, protected areas, marine and coastal issues among others. SBSTTA14 adopted 18 recommendations that will be taken to COP 10 in Nagoya, Japan. In general, and in spite of the now common discussions around what “scientific and technical advice” means as opposed to “policy advice” the balance at SBSTTA14 is a positive one. SBSTTA14 managed to air in a constructive way a good number of issues and provide its advice based on the science available. It was also clear that many discussions in Nairobi during the two weeks were permeated by questions about the relationship between climate change and biodiversity and more specifically between the CBD and UNFCCC. The emphasis at SBSTTA was placed not only on how to mainstream climate change into CBD and the importance of mitigation and adaptation within the Convention, but also on integrating biodiversity into non-biodiversity processes, in particular UNFCCC.

The third meeting of the Working Group on Review of Implementation (WGRI3) on the other hand, focused on discussions around the proposed Strategic Plan and targets for the post-2010 period and the resources needed to implement it and implement the CBD itself. The glass is half-full after WGRI: very important issues were discussed under each of the proposed 20 targets and the mission statement and Parties highlighted the key points for them on the urgency of addressing biodiversity loss. At the same time, the meeting came to an end with a Strategic Plan completely in between brackets but brought forward a much

needed discussion about the reality behind setting SMART targets. Developing countries lined up after Brazil, called for deciding on the necessary funding to “halt” biodiversity loss by 2020 as proposed by developed countries headed by the EU, before adopting an ambitious Strategic Plan that the majority of the world would not be able to implement because of lack of resources.

Many Parties also voiced their concerns about the lack of progress regarding the access and benefit sharing (ABS) discussions and including it as part of the same “package” for the Nagoya COP. The Strategic Plan post-2010, the Resource Mobilization Strategy and the ABS regime/protocol were, for many Parties, part of the same deal. If one does not move forward, then the other two would not be agreed upon. This is the view of many developing countries and voiced strongly by Brazil.

Nagoya will thus bring more of this strategic discussion about biodiversity governance to the forefront. Consensus has been reached on important issues around the setting of the next biodiversity targets; the challenge will be to find an agreement on the means to achieve the proposed goals and targets and their magnitude.

Before arriving in Nagoya, several things need to happen including fine tuning the Strategic Plan, its mission and targets, further building momentum and political will towards adopting a strong Strategic Plan for the next 10 years, airing contentious issues and easing tensions, and linking what needs to be linked!

The +2010 Policy Group has thus discussed the possible ways to build on the technical rationale behind the targets and to substantiate the discussion around the necessary financial resources to fund conservation sufficient to halt biodiversity loss. Many agree that what is missing at the moment is recent analysis on the exact figures of what governments are spending/investing in conservation, and what it costs. IUCN is well placed to work on some analytical piece to backup the rationale to offer to governments at Nagoya (and before) in order for them to make an informed decision on this matter. The possibility of writing an opinion piece on this is also being considered.

The Group has discussed the list of proposed 2020 biodiversity targets and identified key targets for IUCN, and possible leads for each of them in order to further build the technical rationale behind them and be able to work with “friendly delegations” in the months to come before Nagoya. Action points have thus been identified for the month of June.

Josh Bishop, working closely with and supported by Josephine Langley, will look into preparing a short analytical piece using TEEB and other relevant material to substantiate the rationale behind the funding needed for biodiversity conservation.

The following staff/programmes were identified to work with Jane Smart (supported by Josephine Langley and Sonia Peña) on selected targets. For each target, a short rationale is required to build up our COP10 positions and specifically on the revised position paper on the post-2010 Strategic Plan. Note that we will not necessarily be suggesting word changes to the post WGR1 versions of these targets as there are many advantages in supporting existing wording. For each, however, a short rationale is needed and is going to be submitted to the CBD Secretariat in the month of June.

Identified Targets ⁵	Leads
Target 2: By 2020, at the latest, the values of biodiversity are integrated into [national accounts], national and local development and poverty reduction strategies and planning processes.	Josh Bishop – to consider once funding analysis is completed.
Target 3: By 2020, at the latest, incentives [, including subsidies,] harmful to biodiversity are eliminated, phased out or reformed in order to minimize or avoid negative impacts [and positive incentives for the conservation and sustainable use of biodiversity are developed and applied, [consistent with relevant international obligations]] , taking into account national socio-economic conditions.	Josh Bishop
Target 5: By 2020, the rate of loss and degradation, and fragmentation, of natural habitats, [including forests], is [at least halved][brought close to zero].	Forest Programme (Carole Saint Laurent, Stewart Maginnis)
Target 6: [By 2020, overfishing is ended, destructive fishing practices are eliminated, and all fisheries are managed sustainably.] or [By 2020, all exploited fish stocks and other living marine and aquatic resources are harvested sustainably [and restored], and the impact of fisheries on threatened species and vulnerable ecosystems are within safe ecological limits]	Global Marine Programme (Jerker Tamelander, Harlan Cohen, Francois Simard)
Target 9: By 2020, invasive alien species are identified, prioritized and controlled or eradicated and measures are in place to control pathways for the introduction and establishment of invasive alien species.	Geoffrey Howard
Target 10: By [2020][2015], to have minimized the multiple pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification, so as to maintain their integrity and functioning.	Neville Ash liaising with the Commission on Ecosystem Management, the Species Survival Commission including Tom Brooks on local pressures, the Marine Programme
Target 11: By 2020, at least [15%][20%] of terrestrial, inland-water and [X%] of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through comprehensive, ecologically representative and well-connected systems of effectively managed protected areas and other means, and integrated into the wider land- and seascape.	Jane Smart, Tom Brooks (SSC), Programme on Protected Areas, world Commission on Protected Areas
Target 12: By 2020 the extinction and decline of known threatened species has been prevented and improvement in the conservation status [for at least 10% of them] has been achieved.	Species Programme, Species Survival Commission (through Simon Stuart and Tom Brooks)
Target 13: By 2020, the loss of genetic diversity of cultivated plants and domestic farm animals in agricultural ecosystems and of wild relatives is halted and strategies have been developed and implemented for safeguarding the genetic diversity of other priority socio-economically valuable species as well as selected wild species of plants and animals.	Simon Stuart
Target 14: By 2020 ecosystems that provide essential services and contribute to health, livelihoods and well-being, are safeguarded and/or restored and equitable access to ecosystem services is ensured for all, taking into account the needs of women, indigenous and local communities and the poor and vulnerable.	Neville Ash
Target 15: By 2020, ecosystem resilience and the contribution of biodiversity to carbon stocks has been enhanced, through conservation and restoration, including restoration of at least 15% of degraded ecosystems, thereby contributing to climate	Forest Programme

⁵ As adopted after the last WGRI plenary on 28 May.

change mitigation and adaptation and to combating desertification.	
Target 16: By 2020, access to genetic resources is [promoted] [facilitated] [enhanced], and benefits are shared consistent with national legislation [and the international [regime][protocol] on access and benefit sharing, and the regime is in force and operational [and an access and benefit sharing fund providing timely, adequate and predictable funds to developing countries, in particular the least developed among them, small island developing States and countries with economies in transition as a precondition for the fulfilment of their commitments under the protocol]]. (Footnote: final formulation of this target is pending final agreement on the international regime at COP-10, noting that there is consensus that the Strategic Plan will include a target on access and benefit sharing).	Sonia Peña liaising with the Environmental Law Center (Thomas Greiber)
Target 18: By [2020], [[have [<i>sui generis</i> legal] systems in place to protect] traditional knowledge, innovations and practices of indigenous and local communities that are relevant to biodiversity and their customary sustainable use of biodiversity are respected, preserved and maintained, and their contribution to the conservation and sustainable use of biodiversity is recognized and enhanced.] [The traditional knowledge and customary sustainable use relevant to biodiversity of indigenous and local communities are fully recognized and mainstreamed in the implementation of the Convention on Biological Diversity, its programmes of work and cross-cutting issues, at all levels.]	Gonzalo Oviedo liaising with the Commission on Environmental, Economic and Social Policy (CEESP)
Target 20: By 2020, capacity (human resources and financing) for implementing the Convention has increased [tenfold].	Josh Bishop

It was also agreed that a table of targets and known strong opinions of the Parties as well as “IUCN friends” who can be called upon to influence the delegations will be prepared and will be included in this strategy.

A document with initial plans for the IUCN delegation to CBD COP10 will be circulated and discussed widely during the month of June. The document includes a “call for contributions and expressions of interest, identifies key issues for IUCN in the agenda of COP as well as thematic leads for follow up and for the preparation of position papers and other input, key deadlines, and other important information including logistics.

An event during the High-Level segment on biodiversity at the UN General Assembly in September will also contribute to advance IUCN’s proposals vis a vis the targets above (as well as the mission statement) and help to build momentum towards Nagoya. Details about plans for this event are included in **Annex 2**.

Communications Strategy

A communications strategy for IUCN’s work in the International Year of Biodiversity (IYB) 2010 has been developed and is available from the Communications Department. The objectives of the communications strategy for the IYB are:

- Contribute to influencing the final decisions and outcomes of the CBD COP in 2010
- Increase awareness of the crisis in biodiversity loss – explain what happens if we do nothing and thus why it is so important to save biodiversity now

- Build awareness of biodiversity and the important role of ecosystems/nature in economic development, human well-being and poverty reduction
- Spell out the link between climate change and the biodiversity crisis
- Position IUCN as a centre of expertise on biodiversity with national focal points, the informed general public, and the media
- Encourage IUCN's regional and thematic programmes, Commissions and members to collaborate and work on the links between "investing in nature" and "conserving the diversity of life"

Monthly meetings (or as often as appropriate) will be undertaken between the Communications Team, the Global Policy Focal Point for CPA1 and the Network Coordinator to further refine and discuss communications plans for CBD processes during IYB and further developing and implementing the Communications Strategy in 2010.

Communications web based products

IYB Portal – A 2010 IYB page has been created by Communications where main issues are displayed and information is flagged in relation to IYB celebrations, events, news, etc. Its content is coordinated with the Conserving Biodiversity, the Global Policy Unit's and the CBD COP10 websites/pages. It can be accessed at <http://www.iucn.org/iyb/>

COP10 dedicated webpage – An IUCN COP10 webpage has been developed and has been launched. It will contain information about the issues that are going to be discussed at COP10 of interest to IUCN and its members, the agenda of the meeting, side events, as well as logistical information as it becomes available. It can be accessed at <http://www.iucn.org/cbd/>

GPU's website – The Global Policy Unit's website displays information related to CBD on a constant basis including IUCN's policy documents presented at CBD meetings and events (position and information papers). It can be accessed at http://www.iucn.org/about/work/programmes/global_policy/

IYB/CBD e-Information Bulletin – The development of an information bulletin (to be distributed by email) containing important information about CBD COP10 this year is being planned. This type of bulletin has been used in the past (COP8, COP9) and has been very successful in supporting the organization and participation of IUCN at targeted events and meetings.

IUCN's IYB Communication Messages⁶

- ***Biodiversity is the backbone of all life on Earth.*** Biodiversity and the ecosystem services that biodiversity provides are the natural infrastructure that supports our societies, economies and cultures.

⁶ In accordance with the IYB Communications Strategy

- ***We are facing a global extinction crisis.*** Some estimates suggest that the current global rate of species extinction due to human activity is about 1,000 times the natural rate of loss. Once a species becomes extinct there is no way to bring it back. Fortunately, there is still time to reverse this trend.
- ***We need new environmental governance.*** A renewed commitment to implement the Convention on Biological Diversity and support the adoption of a strong post-2010 biodiversity framework is needed...urgently.
- ***Biodiversity is everybody's business.*** It pays to conserve nature, to use it and manage it in a sustainable way. Biodiversity can be a profitable business.
- ***Healthy nature, healthy people.*** We need to feed nature, we need to cure it and protect it if we want to secure a healthy and prosperous future for us and our children.

Annexes

Annex 1

CBD timeline 2010

Key dates in the CBD calendar in 2010 (February to December) which have been considered important intervention points to deliver policy messages in this influencing strategy are:

- Sixth Trondheim Conference on Biodiversity 1-5 February, 2010
- Ninth meeting of the Ad Hoc Open-ended Working Group on Access and Benefit-sharing (WG ABS 9), 22-28 March, Cali, Colombia
- Fourteenth meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA 14), 10-21 May, Nairobi, Kenya
- Third meeting of the Ad Hoc Open-ended Working Group on Review of Implementation of the Convention (WGRI 3) 24-28 May, Nairobi, Kenya
- Resumed Ninth meeting of the Ad Hoc Open-ended Working Group on Access and Benefit-sharing (WG ABS9 bis), 10-16 July, Montreal, Canada
- United Nations General Assembly Special Session on Biodiversity, 22 September, New York City, USA
- Tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 10), 18-29 October, Nagoya, Japan
- High Level Ministerial Segment, CBD COP 10, 27-29 October, Nagoya, Japan

Note: Other events might be added

Annex 2

2010 calendar of events and IUCN's participation

Plans for IUCN's engagement and participation in key CBD-related events this year is briefly described below. Note that for each event a specific and detailed background document for the delegation has been prepared/is being prepared and discussed. Events below are presented in chronological order.

a) Working Group on Access and Benefit Sharing (WGABS9, 22-28 March, 2010, Cali, Colombia)

Thematic engagement

This was scheduled to be the last meeting of the working group before the COP and when the group had to "finalize" its work in order to present a proposal for an international regime on ABS to be adopted at COP10. This was thus a key meeting for this process and for the convention itself as it is very important that the CBD advances on measures and mechanisms to address ABS, the third objective of the Convention, in a serious and coherent way. After the discussions in Cali were left pending, a resumed WGABS9 is now scheduled to take place in Montreal from 10-16 July. A "big push" is needed if the ABS regime is going to see the light at COP10. Because of the links between this issue and the post-2010 targets, this is a key opportunity for IUCN to keep on building momentum towards Nagoya.

Products

No position paper was prepared for this meeting and IUCN's interventions were based on previous position papers and IUCN's views on specific issues in the agenda. In its intervention from the floor, IUCN reminded Parties of the connection between ABS and biodiversity conservation as well as with sustainable use. Most importantly, IUCN called on Parties to better link this process with the process of revision of the Strategic Plan and the biodiversity targets for the period post-2010.

b) CBD Subsidiary Body on Technical and Technological Advice (SBSTTA14- 10-21 May, 2010, Nairobi, Kenya) and Working Group on Review of Implementation of the Convention (WGRI3- 24-28 May, 2010)⁷

Thematic engagement and follow up

The IUCN delegation mainly focused on:

- Follow up to the revision of the Strategic Plan of the Convention and the post-2010 biodiversity target framework and associated indicators;
- In-depth review of the programmes of work on marine and coastal biodiversity, protected areas and biodiversity and climate change.

⁷ Further details about IUCN's participation at these meetings are found on the document Preparations for SBSTTA14 and WGRI3 and the Delegation Brief distributed before the meetings. A delegation report is being finalized and will be distributed soon.

In addition, IUCN supported the proposals for a consolidated update of the Global Strategy for Plant Conservation, the Global Biodiversity Outlook 3, the intergovernmental platform on biodiversity and ecosystem services (IPBES), incentive measures and financial mechanism, invasive species and agricultural biodiversity including the issue of biofuels, inland waters and mountain biodiversity. IUCN also supported the inclusion of gender mainstreaming in the final recommendation of WGRI on the Strategic Plan post-2010.

Details on the delegation participation at SBSTTA and WGRI can be obtained from the Global Policy Unit.

Products

Position Documents – IUCN presented and distributed Position Documents on the following issues:

- 1) A New Vision for Biodiversity Conservation- IUCN's position on a new and updated Strategic Plan for the CBD (including post-2010 biodiversity targets and its related indicators)
- 2) Global Strategy for Plant Conservation
- 3) Programme of Work on Protected Areas
- 4) Gender mainstreaming
- 5) General position paper covering the following: Inland waters, Marine and coastal biodiversity (including high seas governance), agriculture and biofuels, climate change and biodiversity, invasive species, incentive measures, funding mechanism and resource mobilization strategy, and mountain biodiversity.

Information paper – An information paper on IPBES was prepared.

These papers can be found at:

http://www.iucn.org/about/work/programmes/global_policy/gpu_resources/gpu_position_papers/sbstta14_and_wgri3.cfm.

Through our Regional Offices, IUCN reached out to CBD focal points and national delegations attending SBSTTA/WGRI and distributed our policy documents in advance of the meetings.

Publications- A number of IUCN publications was on display during these events.

Communications products- specific communication products were planned for different target audiences under the IYB communications strategy. In addition, IUCN promotional material (brochures, project briefs, banners, etc) were displayed and distributed on site and through the Members' Pavilion (see below).

Membership engagement – Members, especially from the region, were invited to display their materials and information at several booths that IUCN ESARO secured for that purpose. The IUCN booths were very prominent and IUCN managed to get a lot of exposure through the Members' Pavilion/ Booths.

Side events- Several side events on priority issues for IUCN were organized in accordance to this strategy.

c) United Nations General Assembly Special Session on Biodiversity

The United Nations General Assembly called for, as a contribution to the International Year on Biodiversity, the convening of a high-level meeting of the Assembly on Biodiversity: Challenges and Responses. The preliminary organization of the meeting proposes three panels: a)

Biodiversity for poverty alleviation and the MDGs, b) Biodiversity and post 2010 biodiversity target and c) Biodiversity and climate change. Each panel is opened by keynote speakers. IUCN will focus on the panel on the post 2010 biodiversity target.

IUCN is discussing the proposal to host an event around the UNGA in September to discuss issues related to the implementation of the Strategic Plan of the Convention, with particular emphasis on the financial aspects of implementing the Plan.

Objectives of the side event include:

- Providing a platform to exchange views and draw a road map on possible ways (procedurally and substantially) to incorporate the emerging framework of biodiversity targets into other processes that have direct and indirect impact on biodiversity and ecosystems.
- Exploring synergies between different UN agencies, bodies and member states on the incorporation and implementation of biodiversity targets.
- Taking a closer look at the financial aspects of implementing the Strategic Plan post-2010.

Details on the concept note and delegation can be obtained from the Global Policy Unit.

Possible Products:

- A set of recommendations to be presented to Parties to the CBD at Nagoya on synergies among MEAs to implement the post-2010 biodiversity targets, highlighting the funding needed to implement them.
- Press release and web articles.

A draft concept note has been prepared and is being reformulated after the Nairobi meetings. Initial plans and ideas have been discussed with the CBD Secretariat and UNEP. Further discussions to complete the modalities and content of the event will take place in July.

d) Conference of the Parties (COP 10- 18-29 October, 2010)

Thematic engagement and follow up

The IUCN delegation will focus mainly on the following issues: follow up to the revision of the Strategic Plan of the Convention and the post-2010 biodiversity target framework and associated indicators, marine and coastal biodiversity, protected areas, biodiversity and climate change, access and benefit sharing (ABS), the Global Strategy for Plant Conservation, incentive measures and the financial mechanism, invasive species, cooperation with other conventions and MEAs and engagement of stakeholders including the private sector, the Global Biodiversity Outlook, and biofuels.

Details on the delegation can be obtained from the Global Policy Unit and will be circulated widely in the month of June.

Products

Position Documents – IUCN will present and distribute Position Documents at least on the following issues:

- A New Vision for Biodiversity Conservation- IUCN's position on a new and updated Strategic Plan for the CBD (including post-2010 biodiversity targets and its related indicators)

- Marine and coastal biodiversity and marine governance beyond national jurisdiction
- Protected Areas
- Sustainable Use
- Access and Benefit Sharing
- IPBES (in accordance with the results of the third meeting that will take place in South Korea in early June)
- Gender Mainstreaming
- Consideration is being given to the development of a general position paper with other issues in the agenda including: Biodiversity and Climate Change, Strategy for Resource Mobilization, Global Strategy for Plant Conservation, Biofuels, Invasive Alien Species, Incentive measures, inland waters, mountain biodiversity.

Information Papers – IUCN will prepare information papers on the following issues:

- Business engagement in conjunction with the World Business Council for Sustainable Development
- TEEB
- Others

Publications- A number of IUCN publications will be on display during the COP.

Communications products- specific communication products have been planned for different target audiences under the IYB communications strategy. In addition, IUCN promotional material (brochures, project briefs, banners, etc) will be displayed and distributed on site at IUCN's stand/booth. IUCN is working closely with the IUCN Japan National Committee on Nagoya preparations and including to put up together an IUCN exhibition stand.

Some Side Events/ Special Events

Side events will cover priority issues for IUCN and will be defined in accordance to this strategy and ideally agreed before their registration with the CBD Secretariat.

The organization of side events/special events on the following issues is already planned:

- Side event on Post 2010 targets – IUCN's New Vision for Biodiversity Conservation. Focal points: Jane Smart, Sonia Peña, Josephine Langley.
- Side event on Satoyama: Details are being discussed. Focal Point: Naoya Furuta.
- Business and Ecosystems day/event: planned with coordination with WCBSD and NKCF. Focal points: Juan Marco Alvarez and Maria Ana Borges.
- Ministerial Breakfast on Gender: solicited by the Ministry of Environment of Japan to the Japan Project Office. Focal points for follow-up: Lorena Aguilar and Naoya Furuta.
- Celebration of Countdown 2010: Focal point: John Kidd, Liza Drius, Andras Krolopp, Hans Friederich.
- Climate Change and Ecosystems Pavilion: IUCN has been invited to co-host the Pavilion at the next Rio Convention COPs until 2012, and in particular, to be the lead on putting forward a Protected Areas day as part of the Pavilion. Details are being finalized. Focal Point: Nik Lopoukhine.
- IUCN Constituency Reception: IUCN will host a social gathering and invite CBD Parties, members and partners of IUCN. Focal Points: Enrique Lahmann, Nicole Gooderson

Annex 3

Key Contacts at the Secretariat of the CBD (SCBD)

- Mr. Ahmed Djohglaf - Executive Director: ahmed.djohglaf@cbd.int / secretariat@cbd.int
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