

Article 6 Workshop Education, Training and P.A., UNFCCC

Bonn, Germany, 2-3 June, 2002

***Biological Diversity Communication,
Education
and Public Awareness***



Secretariat of the Convention on Biological Diversity
United Nations Environment Programme

Convention on Biological Diversity

Contents

- 1. Intro
- 2. Analysis
- 3. Actions
- 4. Conclusion



Rationale

- *Article 13*
- *Decisions IV/13 & Decision V/17*
- *EPA - 1, UNESCO, Paris, July 2000*
- *EPA - 2, Bergen, November, 2000*
- *EPA - 3, Bilbao, November 2001*

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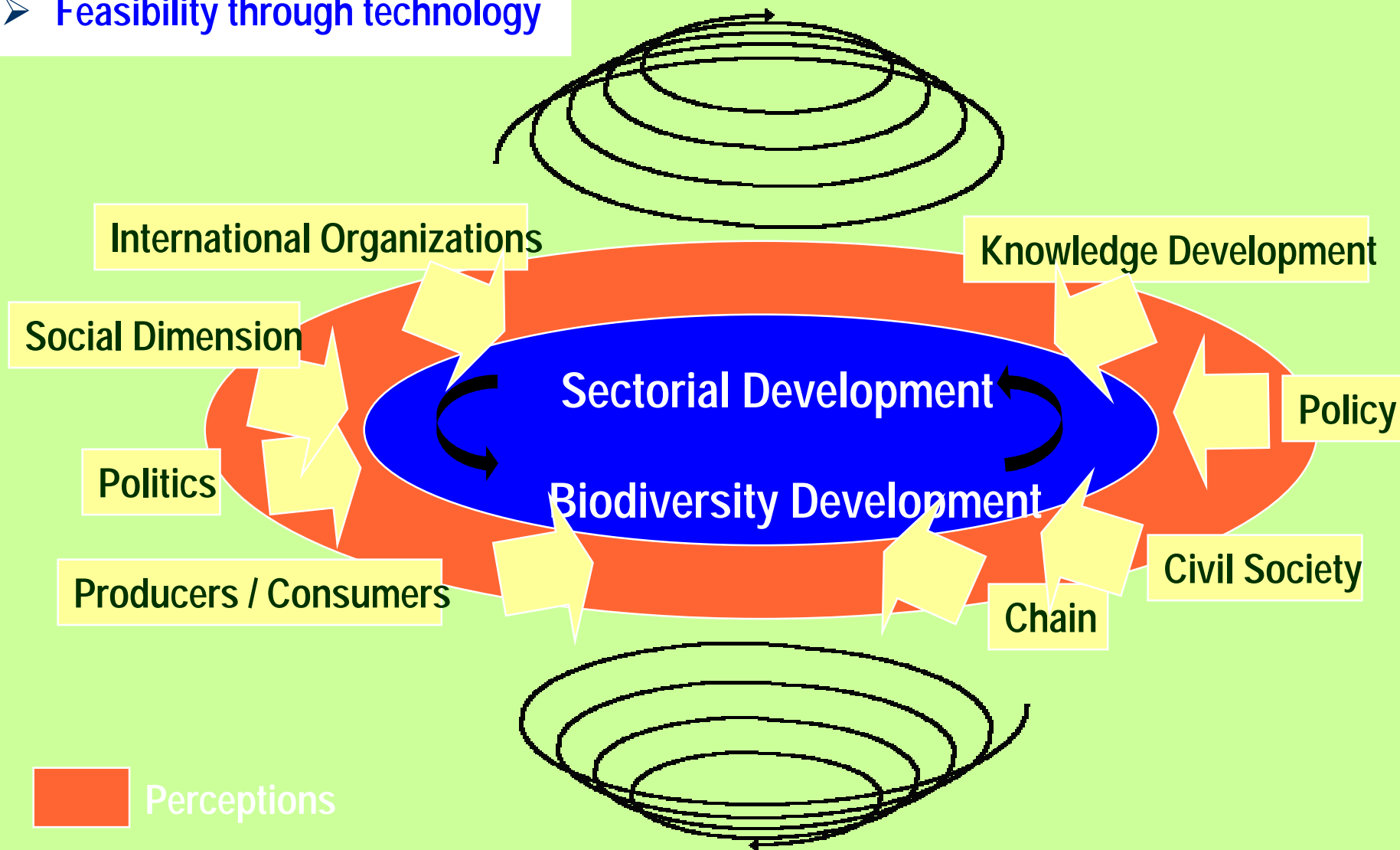
Mission

- *Promotion Article 13 --> V/ 17 & VI/19*
- *Education and communication basic*
- *Education same priority as legal and economic instruments*
- *PA = Interactive communication*

Strategic Analysis

Underlying Mechanisms

- Ecology/Economy as incentive
- Feasibility through technology



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Analysis (2)

Challenge to:

- *Weigh priorities*
- *Identify long term goals*
- *Using joint approaches*
- *Encourage implementation*
- *React proactively*

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Actions (1)

1. Explaining Biodiversity concept

2. Marketing Plan Profile SCBD

*3. Promotion CEPA as tools for
implementation of CBD's
Work Programmes*

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Actions (2)

➤ 3 Programme elements:

1 networks

2 level of knowledge

3 capacity building

➤ *Targets and other expected results*

➤ *Costs and time - frames*

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Actions (3)

How to involve the Parties ?

- *Give practical projects and models on CEPA*
- *Facilitate access to expertise*
- *Integrate communication and education in CBD's Work Programmes*
- *Emphasize CEPA in Strategic Plan Cycle*
- *Allocate necessary funding*

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Actions (4)

Presenting Results:

- *Recommendation at COP 6*
- *Projects and models*
- *Brochures*
- *Websites*
- *Side event at COP 6 on 10 April*
- *Synergy with in other Conventions*

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Communicative Interaction

CBD's objectives should result in:

- *Change in attitudes*
- *Creativity in activities*
- *Complementarity in actions*
- *Catalizing various commitments*
- *Community's involvement*
- *Consumer's responsibility*

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Conclusion

A. Draft Decision VI/... with Annex

B. 3 Programme elements:

1. Towards a global CEPA network
2. Exchange of knowledge and expertise
3. Capacity building for CEPA

C. Interactive Communication

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***Biological Diversity Education
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Thank you for your attention



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10 steps B.D. Education and P.A. Strategy

1. Determine S.T. and L.T. Objectives
2. Analyze challenges and opportunities
3. Prioritize and link them with S.T. goals
4. Identify target groups and define our audiences
5. Develop timelines and deadlines

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10 steps B.D. Education and P.A. Strategy

6. Formulate themes and items
7. Choose methods
8. Develop system for implementing activities 5,6,7
9. Present budget proposal
10. Develop monitoring process