Biodiversity is life

Bob Bloomfield – November 2010

Convention on Biological Diversity

NATURAL HISTORY MUSEUM

defra
Department for Environment Food and Rural Affairs

2010 Biodiversity Target

IYB established by UN General assembly and aligned to COP10 of the CBD (October 2010 Nagoya)

"To achieve, by 2010, a significant reduction of the current rate of biodiversity loss at the global, regional and national level, as a contribution to poverty alleviation and to the benefit of all life on Earth"

Main messages of IYB

- Stress the importance of biodiversity for our well-being.
- Reflect on our achievements to safeguard biodiversity so far.
- Encourage a redoubling of our efforts to reduce the rate of biodiversity loss.

Citizens and the IYB

- Learn:
  - about biodiversity in your city, region and country
  - how your consumption patterns impact on biodiversity
- Act:
  - Make responsible consumption choices
  - Support activities and organizations that conserve biodiversity
- Speak:
  - Make your views known to government and the private sector

IYB-UK partnership

- Led by Natural History Museum
- Supported by Defra - England Biodiversity Group (but has partners from across the UK 4 countries)
- 450+ UK partners involved over course of year

IYB-UK

- Wide – multi-sector partners
- Shared ‘endorsement’ identity
- Forum for networking
- Web hub & media plan
- No contract, no core funds
- Mutual interest
- Media and communications networking

CBD ask of National Committees for multi-partner response

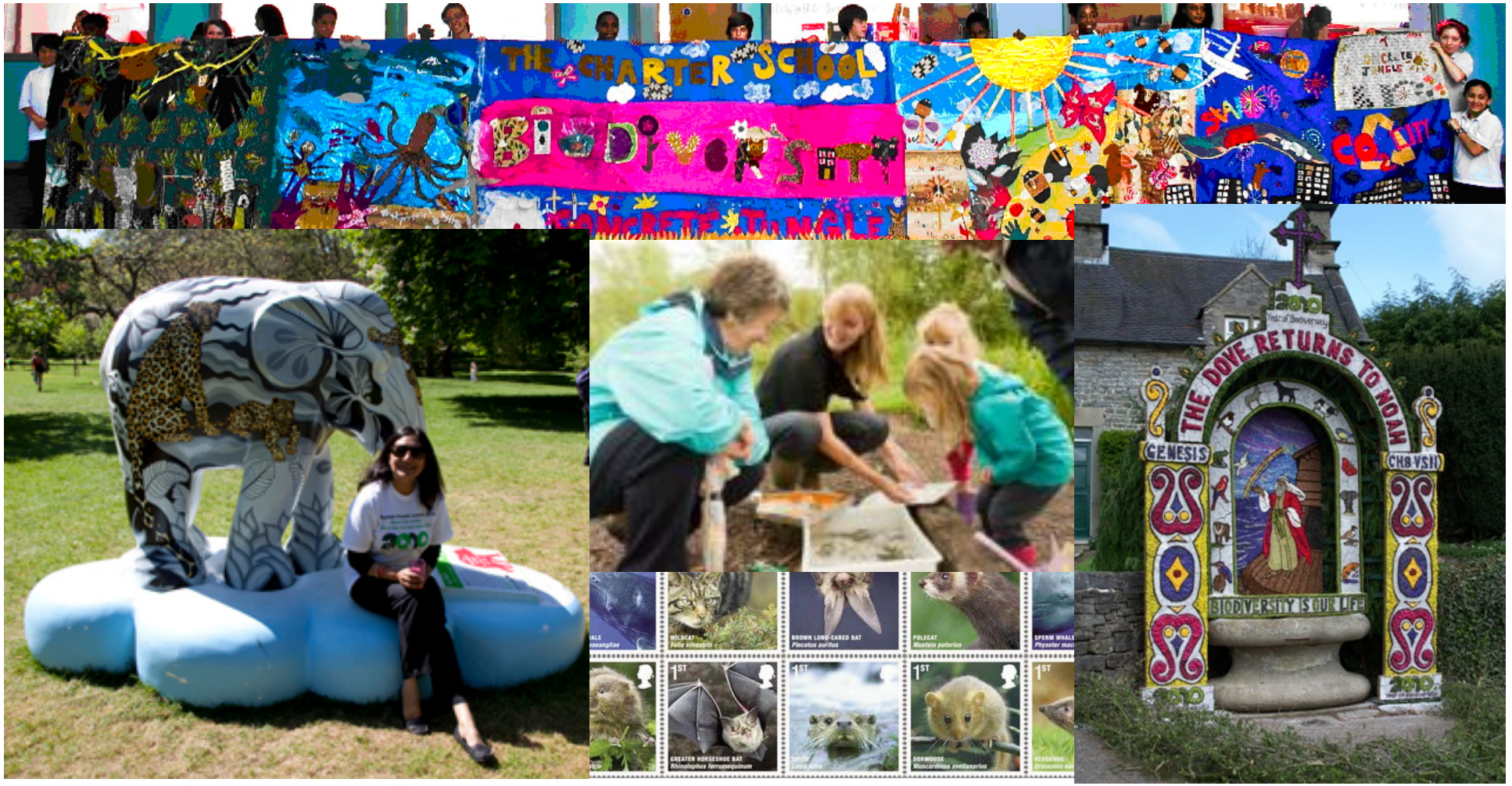
CBD ask of Nat Govs for IYB

- Ministries
- Municipalities
- Business & Key economic sectors
- Educators
- Indigenous and Local Communities
- NGOs
- Scientific groups
- National Clearing-House Mechanisms
- The media
- Youth groups

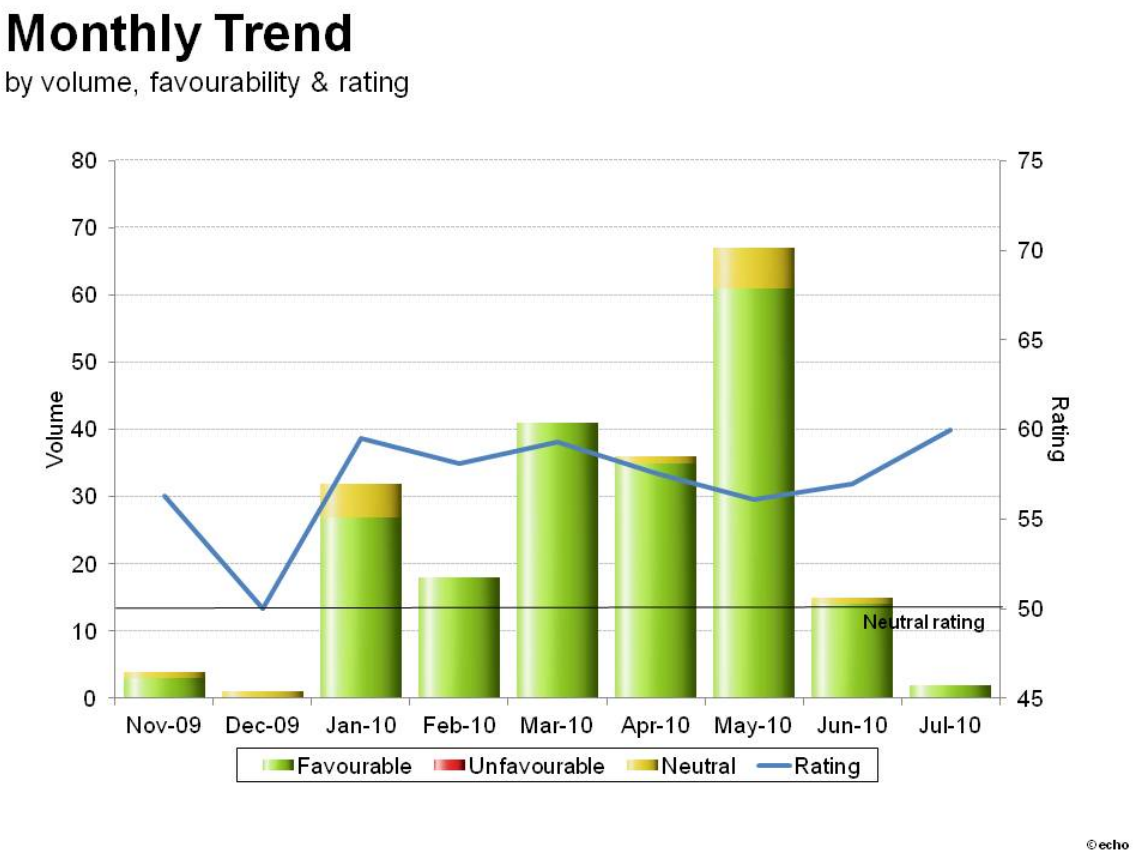
UK Partner response:

- National or local government
- International Organizations and UN Agencies
- Private businesses
- Education/Higher Education
- Conservation (NGOs) – Trusts & Societies
- Scientific Societies and Institutes
- Private Trusts and Foundations
- Museums, Science Centers
- Gardens, Zoos, Aquaria
- Arts, Media and Film
- Other

IYB-UK partnership



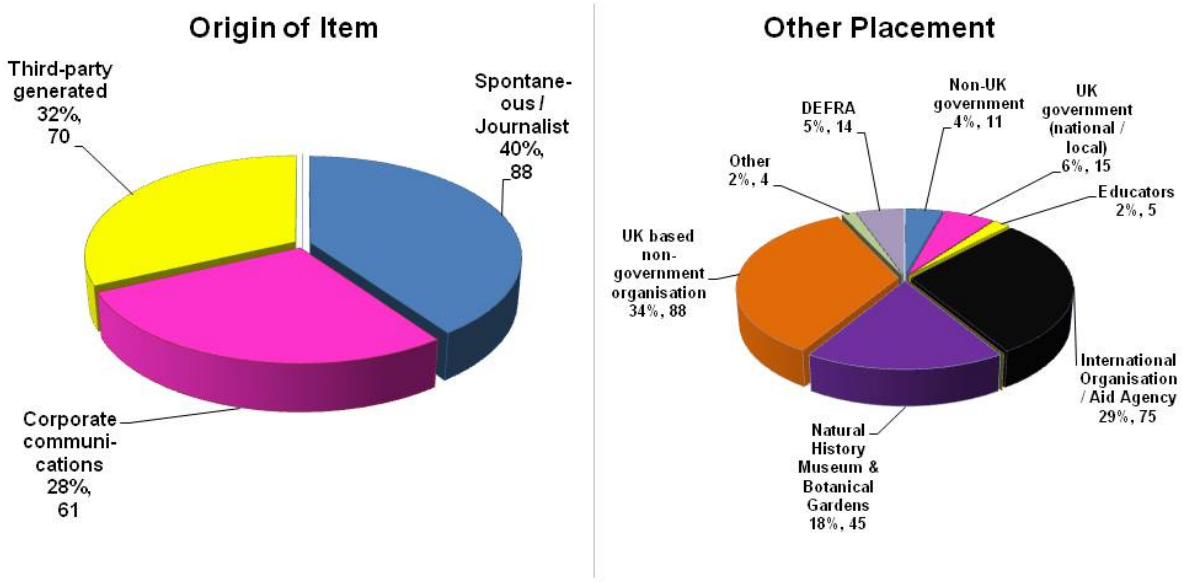
Activity in first half of year



Visibility of organisations

Comparison pie

by percentage & volume



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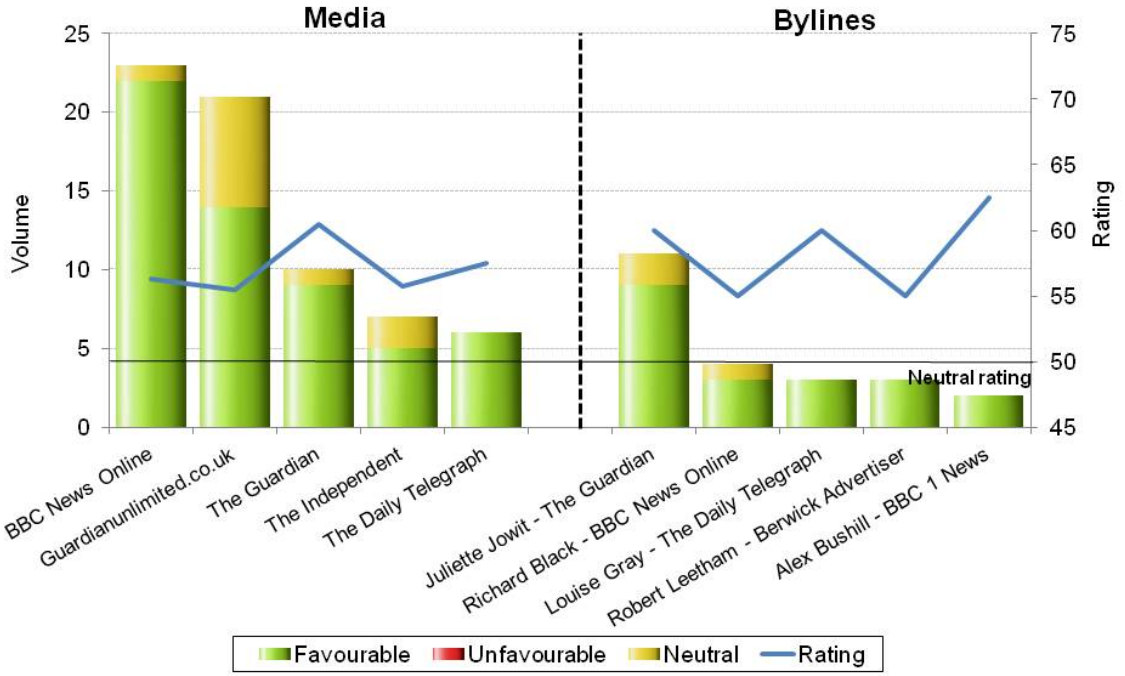
Quality of communications

Leading Media & Bylines

by volume, favourability & rating



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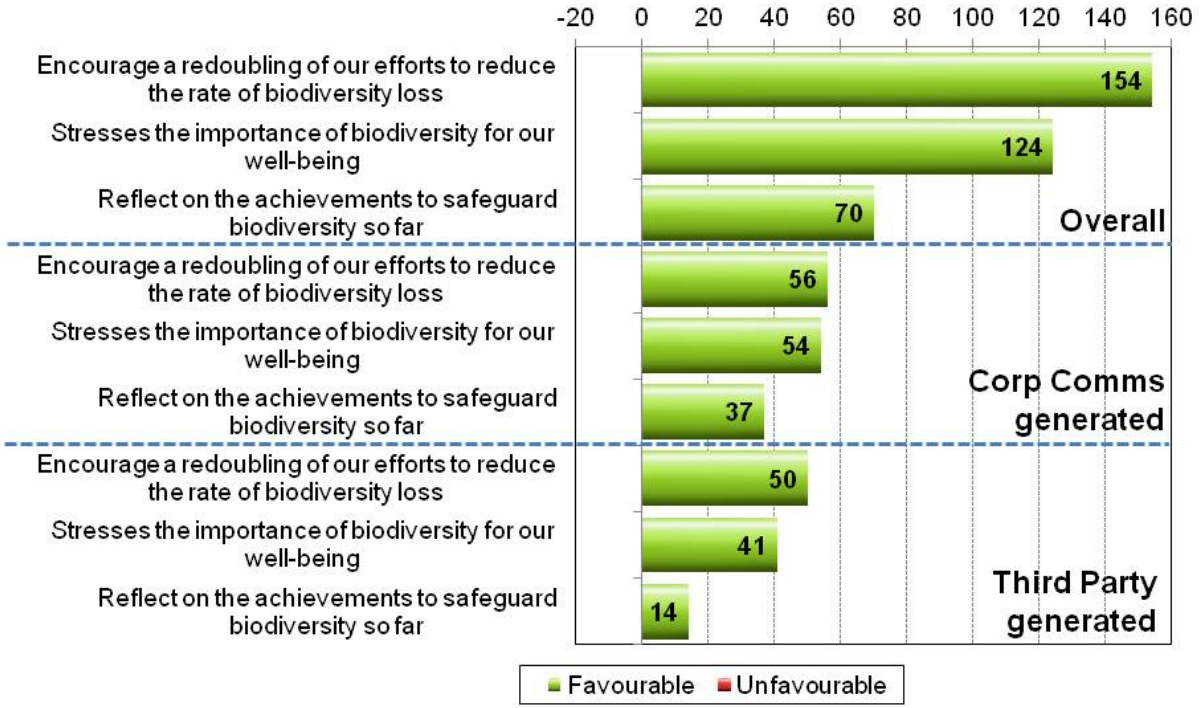
Messages against original aims

Leading Messages

by volume & favourability



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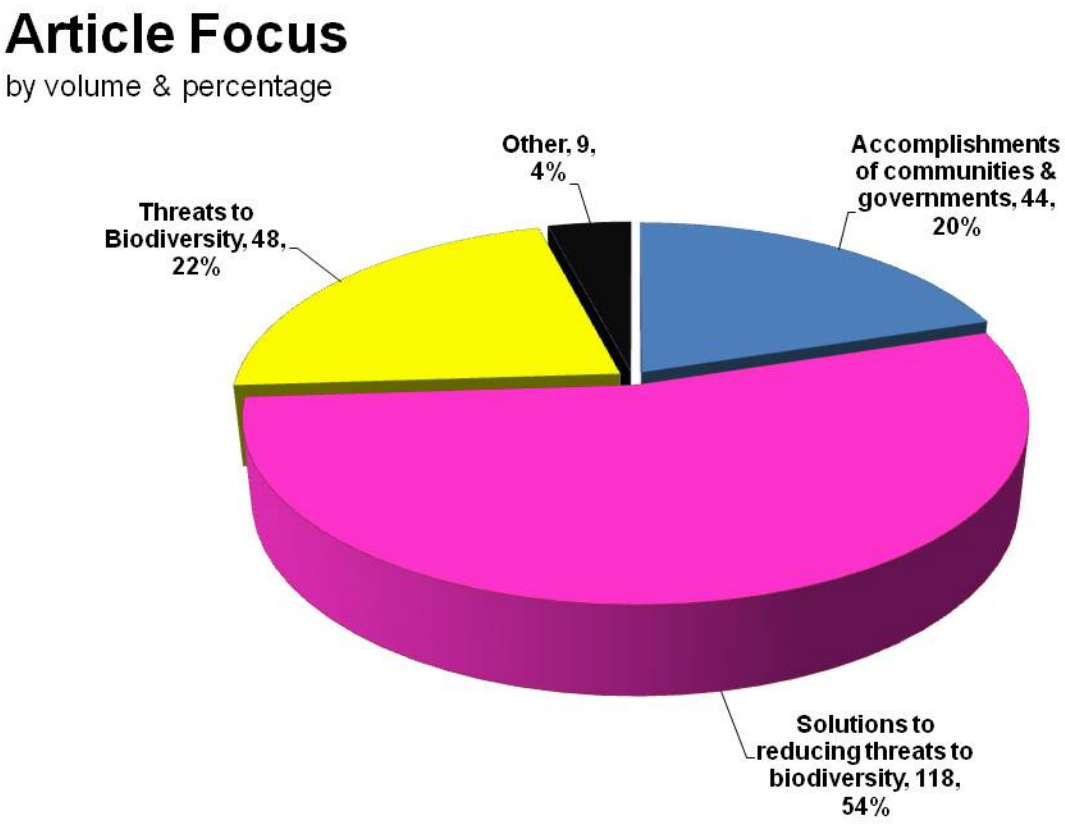
Emphasis of articles



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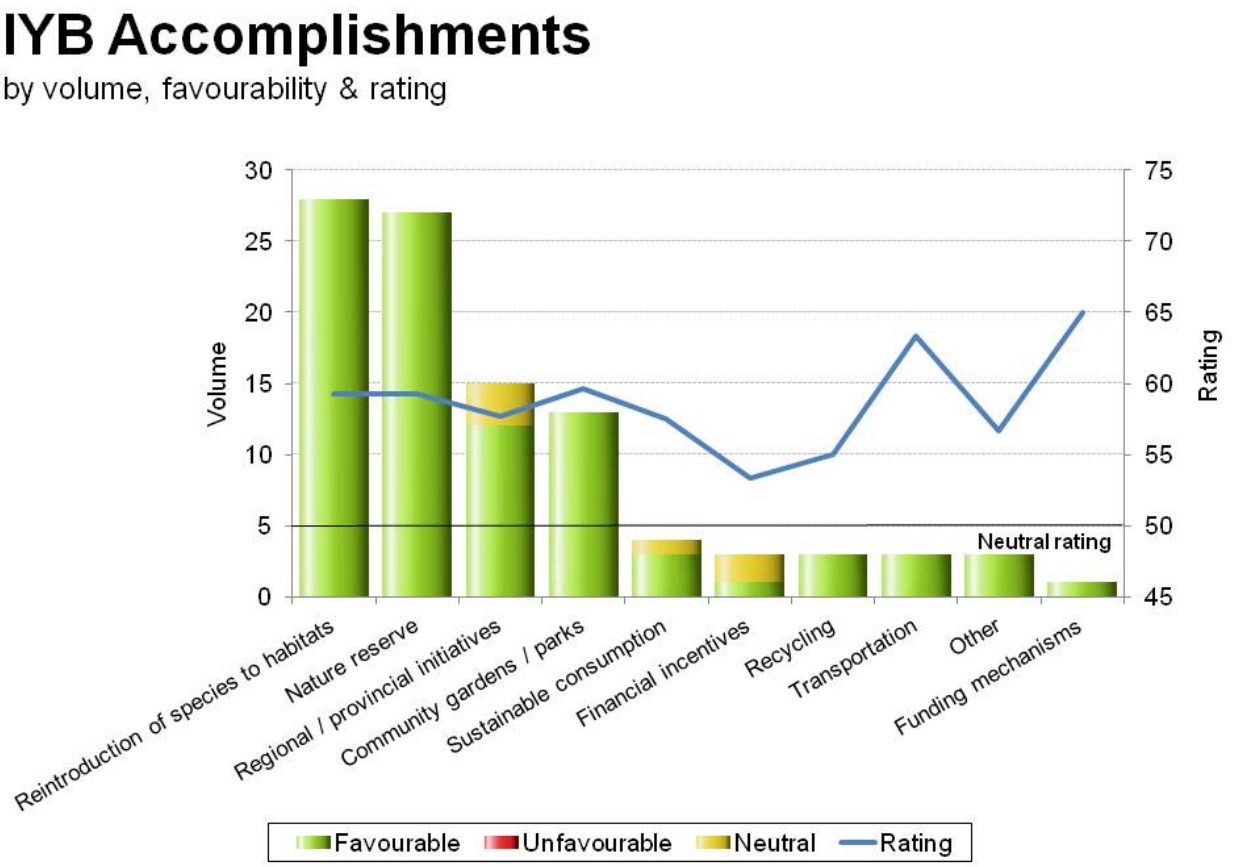
Primary themes picked up



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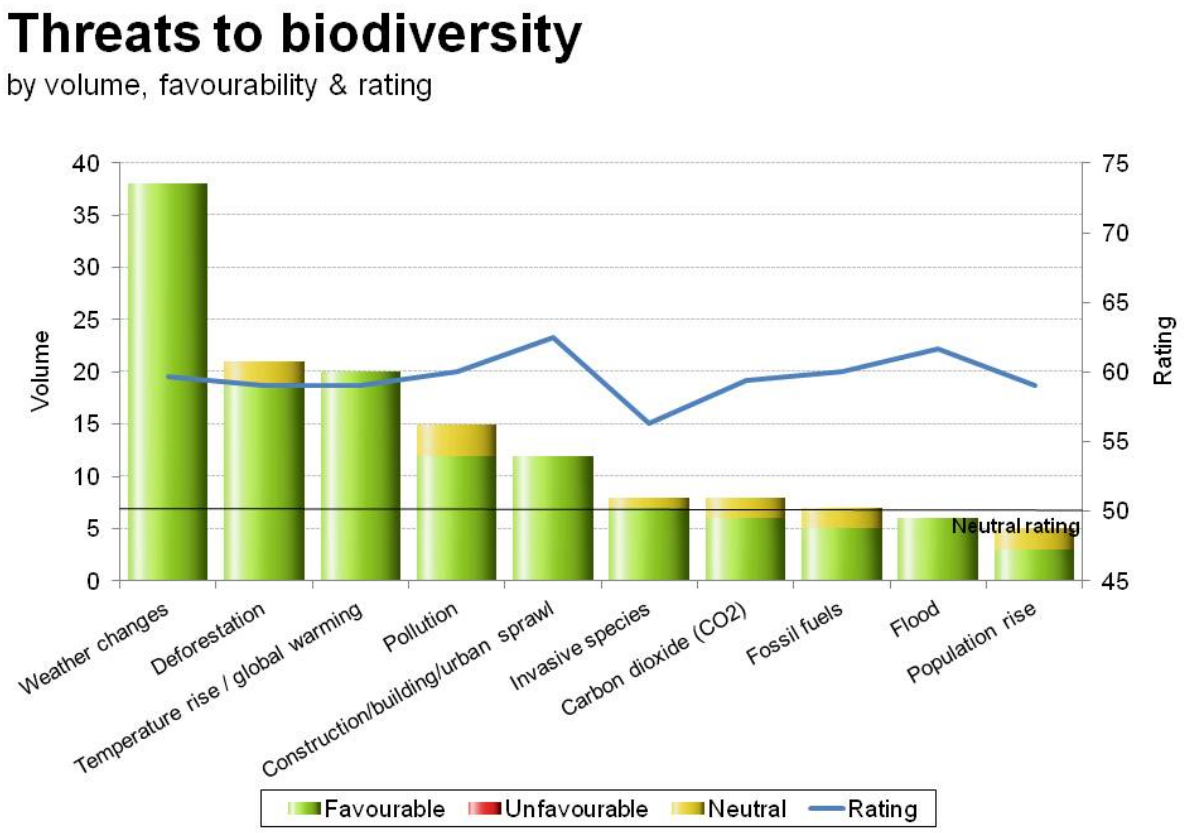
Principal problems



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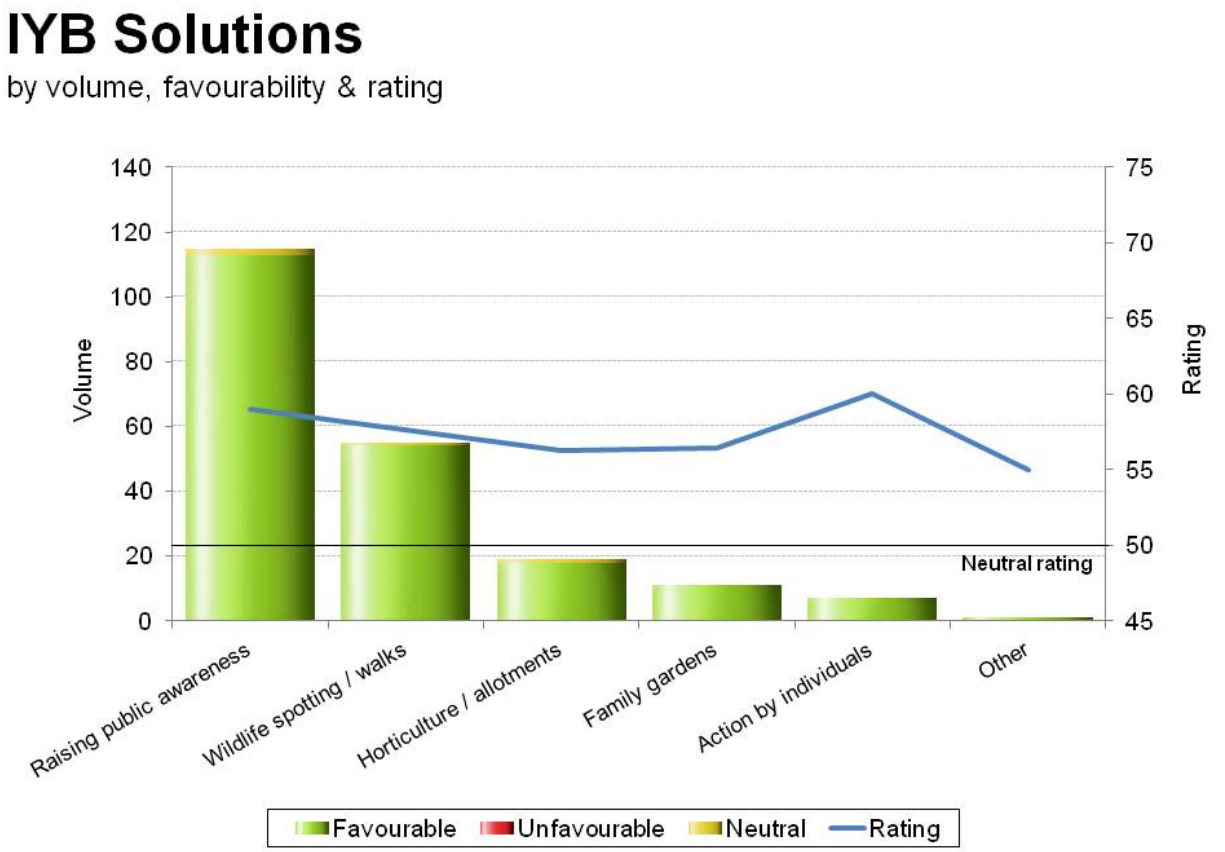
How to get involved



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Just what is biodiversity?

- $\Sigma(Gen^{V} + Sp^{V} + Eco^{V})$
- Life on Earth
- Nature
- Web of life
- Life Support System
- The ‘operating system’ of the planet
- Nature’s insurance system
- But underlying concern appreciated

Old v. New paradigms

- TEEB Economics of Ecosystems & Biodiversity.
- Intangible benefits V. Natural Capital
- Ecosystems service arguments – Value of nature to world and local economy, to peoples health, wealth and wellbeing.

Old v. New paradigms

the formula

love + A (action) = public change

$ (need) + A (action) = policy change

what to say

less loss

Kill the extinction message. Loss generates apathy, not action.

more love

Celebrate our love of nature. It is the most powerful driver of public behaviour.

target need

Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.

add action

Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.

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Old v. New paradigms

- Aesthetic v. Ecosystem Service approaches
- Species v. landscape responses
- Charitable NGO led V. Core Economic business
- Nature pristine v. nature modified
- Gardening the Planet

Nagoya outcomes

- 20 point Strategic Plan in 5 thematic sets of targets (Aichi Targets)
- ABS agreement (Nagoya protocol)
- Resource mobilisation plan (finance plan)

Nagoya protocol on access and benefits

- Approval from the provider must be obtained before a genetic resource is used in a product, and that in each case contracts governing the distribution of benefits should be agreed by provider nations and users.
- User nations are obliged to establish at least one organization to check that proper procedures are followed and prevent the illegal use of genetic resources.
- In some cases, the benefits from derivative products, made with genetic material that has been improved or altered by the user, will also have to be shared with the nation that provided the original genetic resources. Whether such benefits are shared will be decided on a case-by-case basis.
- Developing nations had been seeking to make the protocol retrospective, meaning that genetic resources used before the protocol came into effect would also be covered, but that effort was unsuccessful

Aichi Targets

Strategic goal A. Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society

- ***Target 1*:** By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.
- ***Target 2*:** By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems.
- ***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 and in harmony with the Convention and other relevant international obligations, taking into account national socio-economic conditions.
- ***Target 4*:** By 2020, at the latest, Governments, business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits.

Aichi Targets

Strategic goal B. Reduce the direct pressures on biodiversity and promote sustainable use

- ***Target 5*****:** By 2020, the rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero, and degradation and fragmentation is significantly reduced.
- ***Target 6*****:** By 2020 all fish and invertebrate stocks and aquatic plants are managed and harvested sustainably, legally and applying ecosystem based approaches, so that overfishing is avoided, recovery plans and measures are in place for all depleted species, fisheries have no significant adverse impacts on threatened species and vulnerable ecosystems and the impacts of fisheries on stocks, species and ecosystems are within safe ecological limits.
- ***Target 7*****:** By 2020 areas under agriculture, aquaculture and forestry are managed sustainably, ensuring conservation of biodiversity.
- ***Target 8*****:** By 2020, pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.
- ***Target 9*****:** By 2020, invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated, and measures are in place to manage pathways to prevent their introduction and establishment.
- ***Target 10*****:** By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimized, so as to maintain their integrity and functioning.

Aichi Targets

Strategic goal C: To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity

- ***Target 11*****:** By 2020, at least 17 per cent of terrestrial and inland water, and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscape and seascapes.
- ***Target 12*****:** By 2020 the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.
- ***Target 13*****:** By 2020, the genetic diversity of cultivated plants and farmed and domesticated animals and of wild relatives, including other socio-economically as well as culturally valuable species, is maintained, and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.

Aichi Targets

Strategic goal D: Enhance the benefits to all from biodiversity and ecosystem services.

- ***Target 14*: By 2020, ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded, taking into account the needs of women, indigenous and local communities, and the poor and vulnerable.
- ***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 per cent of degraded ecosystems, thereby contributing to climate change mitigation and adaptation and to combating desertification.
- ***Target 16*: By 2015, the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization is in force and operational, consistent with national legislation.

Aichi Targets

Strategic goal E. Enhance implementation through participatory planning, knowledge management and capacity-building

- ***Target 17*****:** By 2015 each Party has developed, adopted as a policy instrument, and has commenced implementing an effective, participatory and updated national biodiversity strategy and action plan.
- ***Target 18*****:** By 2020, the traditional knowledge, innovations and practices of indigenous and local communities relevant for the conservation and sustainable use of biodiversity, and their customary use of biological resources, are respected, subject to national legislation and relevant international obligations, and fully integrated and reflected in the implementation of the Convention with the full and effective participation of indigenous and local communities, at all relevant levels
- ***Target 19*****:** By 2020, knowledge, the science base and technologies relating to biodiversity, its values, functioning, status and trends, and the consequences of its loss, are improved, widely shared and transferred, and applied.
- ***Target 20*****:** By 2020, at the latest, the mobilization of financial resources for effectively implementing the Strategic Plan 2011-2020 from all sources and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilization should increase substantially from the current levels. This target will be subject to changes contingent to resources needs assessments to be developed and reported by Parties.

IPBES – Intergovernmental Science Policy Platform on Biodiversity and Ecosystems Services

- Now likely to emerge in 2011
- How will UK respond – how can UK organisations better collaborate to provide joined up international response?

UK - Big Society and Small Gov

- How will this shape future of UK biodiversity protection?
  - Capacity in formal education at all levels – (failure of implementation on biodiversity emphasis as NC cross cutting theme)
- How can more public engagement be achieved?
  - More public participation in ‘citizen science’ – biodiversity monitoring projects etc.
- How will this stimulate responsible responses from business
  - Greater pressure on Gov for enabling compliancy – standards/frameworks/accreditation/product labelling

UK response to Global Business and Biodiversity opportunities??

- Emerging finance developments – e.g. Inter Gov – Climate change funds - REDD/REDD+;
- Private Sector – PRI, pensions insurance investments into Long-term investments in biodiversity infrastructure forest etc.
- How can UK engage with emerging biodiversity business paradigm (especially in time of small gov?)

– supply chain monitoring

– accreditation systems

– consulting, advices, capacity building

Mainstreaming narratives

- Climate + Biodiversity + Sustainable development
- Not and environmental sector problem – but a societal one
- Wider partnership – wider perspectives wider dissemination – principal lesson from IYB-UK

2010