



**Guidance for celebration of the  
25th Anniversary of the  
The Convention on Biological Diversity**

In 2018, the Convention on Biological Diversity will celebrate 25 years since its entry into force. On June 5<sup>th</sup> 1992, the Convention on Biological Diversity (CBD) was adopted and opened for signature. On December 29<sup>th</sup> 1993, the Convention entered into force. The following guidance note outlines how this anniversary can be used to celebrate 25 years of action for the conservation and sustainable use of biodiversity and the equitable sharing of benefits from the use of genetic resources. This is a land mark moment in the history of the CBD that could be used to enhance the profile of biodiversity.

**Goals and umbrella concept**

The 25<sup>th</sup> anniversary is an opportunity to celebrate the achievements of the Convention, to communicate to the world the importance of biodiversity, and also to urge strengthened efforts to achieve the Strategic Plan for Biodiversity 2011-2020 and related commitments including the Sustainable Development Goals. The campaign is one major element of the Secretariat's work next year in support of the implementation of the framework for a communications strategy (Decision XIII/22).

**Commemorative logo**

A commemorative logo will be designed, that will be used on all Secretariat products during the year. Such products will include banners, posters and a variety of other products. The host of the UN Biodiversity Conference will also use this logo in all their branding for the Conference. Parties, stakeholders and other important partners to the CBD process, such as members of the Biodiversity Liaison Group will be invited to also use this logo in their communications materials

**National Successes in Implementing the Convention**

The anniversary provides an excellent platform for Parties to show how they have implemented the Convention. Parties are asked to prepare and submit case studies of their achievements and successes under the Convention, for inclusion in a variety of information products for the year. The Case studies to be submitted to the Secretariat should focus on one or more of the following topics:

- Implementation of one of the three objectives of the Convention.
- Achievement of one of the Aichi Biodiversity Targets
- Implementation of the thematic programmes or cross-cutting issues
- Implementation of one of the Protocols.
- Demonstration of the contribution of Biodiversity to achievement of one of the sustainable Development Goals.



Each country should submit one case study to the Secretariat and it should have the following characteristics:

- An executive Summary, including the main points of interest.
- A description of activities of no more than 1500 words
- A summary of the main accomplishments of no more than words
- Links to relevant documents (background papers, media articles, website, etc)
- High resolution photos of the activities (links to these)
- Contact details for further clarification

### **Celebrations at the National level**

The Secretariat will invite parties to the Convention to participate in the 25th anniversary by organizing and hosting local celebrations on 22 May 2018, the International Day for Biodiversity. Parties may also wish to hold activities on the dates that the Convention entered into force in their countries. These celebrations are an opportunity for each country to highlight their achievements and report on the progress made thus far towards the implementation of the Convention. These should involve, where possible and relevant, indigenous peoples and local communities and stakeholders. Parties are also encouraged to engage with local celebrities as biodiversity ambassadors. Organizing events with youth and school children is also encouraged. Announcements of the celebrations and programmes should be submitted to the Secretariat for inclusion on the UNDB website.

### **Celebration in Montreal, Canada**

This event will seek to celebrate the contribution to the CBD by the three levels of government in Canada: Montreal, Quebec and the federal government of Canada. Additional VIPs to include are government officials who were involved at the conception of the Convention, including the Right Honourable Brian Mulroney (Canadian Prime Minister at the time of signing), Elizabeth Dowdeswell (Canadian former Director of UNEP, 1992-1998), and others. The VIP list should also include First Nations, particularly members from the Mohawk communities of Kahnawake and Kanesatake located in the Greater Montreal region. The event will take place at a venue in Montreal that captures urban biodiversity. Venues such as the Chalet du Mont Royal overlooking the city and the Saint Lawrence River are being explored.

### **Event during the High Level Political Forum in New York**

The occasion of the High-Level Political Forum in New York in the summer of 2018 will also be used for holding an event and a reception. The focus of the activities will be on the contribution of the CBD to the sustainable development agenda over the last 25 years. Plans are under development, but the following are envisaged:

- A high level event involving ministers and heads of state on the accomplishments of the Convention
- A series of press events showing the contribution of biodiversity to selected SDGs
- Events co-organized with UN agencies to show coordinated work.
- A press event involving celebrities and biodiversity goodwill ambassadors.

## **Information Products**

The UNDB website (<http://www.cbd.int/2011-2020> ) will be used to highlight the national celebrations as well as the case studies submitted by Parties, and the event in Montreal.

The Instagram account of the Secretariat will be used to highlight the excellent photographs submitted in connection with the case studies.

In partnership with other agencies, the CBD Secretariat will be commissioning a number of short videos that highlight the best success stories submitted above.

A brochure about the role of biodiversity in achieving the Sustainable Development Goals will also be developed for delivery at the High Level Political Forum in New York.

The Secretariat will publish a high quality commemorative publication. This book will include articles and statements from authors such as the current and former CBD executive secretaries and former COP presidents. These will be personal reflections on the past 25 years of the CBD as well as ideas for what the next 25 years should look like. The book will also have pages devoted to the success stories submitted by the Parties as indicated above.

The secretariat will also partner with a number of other organizations for the development of other information products, such as short videos and other multimedia, that show how other organizations have contributed to the implementation of the Convention. Celebrities and other “biodiversity ambassadors” will be mobilized to contribute to these products.

## **UN Biodiversity Conference activities - Egypt**

In November 2018, Egypt will host the UN Biodiversity Conference. The 25<sup>th</sup> Anniversary would be celebrated during the High Level Segment to allow ministers and other high-level representatives to participate. Activities would include:

- Encouraging ministers and other high-level representatives to deliver video statements in support of the celebration
- A reception, hosted by Egypt
- A parallel half-day or one-day event, organized at the CEPA Fair, where the success stories presented by Parties are highlighted.
- Release of the commemorative publication described above.
- Press Conference about the celebrations.

## **Millennial Social Media Campaign**

Millennials (typically understood as those born between the late 1980s and early 2000s) have grown up in a world characterized by instantaneous communications, media and digital technologies. Considering the current global political and environmental landscape, the 25<sup>th</sup> anniversary of the CBD in 2018 is an ideal time to highlight the ideas and contributions of Millennials to the CBD’s future. Many members of this generation were born after the Convention came into force and thus will have a different perception of and perspective on what biodiversity means and the importance of the CBD, while at the same time being the vanguard responsible for the future direction of work to address biodiversity. The social media campaign will expand the discussions and debates on biodiversity to this next generation of leaders. Finally, the use of social media will facilitate a greater reach of events marking the anniversary, given the extensive global membership of platforms such as Facebook, for example. The campaign will also invite a dialogue between generations – asking millennials and people who were involved in the negotiations, to exchange views on how the Convention has developed and where it can go in the years to come.