



BAN KI-MOON  
United Nations  
Secretary General

### Our lives depend on biological diversity.

Species and ecosystems are disappearing at an unsustainable rate. We humans are the cause.

We stand to lose a wide variety of environmental goods and services that we take for granted. The consequences for economies and people will be profound. Especially for the world's poorest people. Especially for the Millennium Development Goals.

In 2002, world leaders agreed to substantially reduce the rate of biodiversity loss by 2010. We know already that the Biodiversity Target will not be met. We need new vision. And new efforts. Business as usual is not an option.

For this International Year of Biodiversity, I call on every country and each citizen of our planet to join together in a global alliance to protect life on Earth.

[www.cbd.int/2010/multimedia](http://www.cbd.int/2010/multimedia)



AHMED DJOGLAOU  
Executive Secretary  
of the Convention on  
Biological Diversity

**You are an integral part of nature;** your fate is tightly linked with biodiversity, the huge variety of other animals and plants, the places they live and their surrounding environments, all over the world.

You rely on this diversity of life to provide you with the food, fuel, medicine and other essentials you simply cannot live without. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.

2010 is the International Year of Biodiversity, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. This is vital for current and future human wellbeing. We need to do more. Now is the time to act.

[www.cbd.int/2010/messages](http://www.cbd.int/2010/messages)

## Contact us

The Secretariat of the Convention on Biological Diversity is the focal point for the International Year of Biodiversity. For more information, please visit the website or contact us:

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# Biodiversity is life



# Biodiversity is our life



# Main goals

**Enhance** public awareness of the importance of conserving biodiversity and of the underlying threats to biodiversity

**Raise** awareness of accomplishments to save biodiversity realized by communities and governments

**Promote** innovative solutions to reduce the threats to biodiversity

**Encourage** individuals, organizations and governments to take immediate steps to halt biodiversity loss

**Encourage** dialogue between stakeholders for the steps to be taken in post-2010

[www.cbd.int/2010/participate](http://www.cbd.int/2010/participate)

# What can I do?

**Learn about biodiversity and environmental issues** in your area and in your country. You need to know before you can act. The internet is full of ideas and 'green practices' or ask us.

**Participate in the International Year of Biodiversity** at the local level by joining environmental NGOs and volunteering in environmental actions. Saving biodiversity starts with you and your community.

**If you already have an organisation, reach out to people** in your community and collaborate with other organisations.

Many people all over the world are already achieving great things for biodiversity. If you are successfully safeguarding biodiversity, **send us your success stories**. We will share them with the rest of the world to use as a model!

[www.cbd.int/2010/stories](http://www.cbd.int/2010/stories)

# Youth and children

**The Green Wave** is a multi-year global campaign that enables children and youth to make a difference—one school, one tree, one step at a time. The Green Wave brings together children and youth from around the world to raise awareness about biodiversity, and the need to reduce its loss. The Green Wave contributes to the Plant for the Planet Billion Tree Campaign.



[greenwave.cbd.int](http://greenwave.cbd.int)

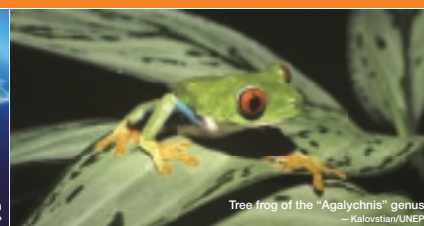
We invite every person in the world to participate, to take action for the environment and to share experiences with others.



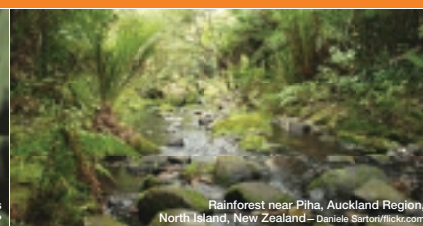
Harvest, South Africa — Gliberry/UNEP



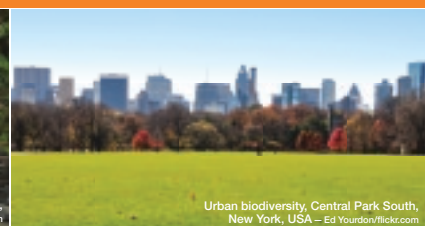
Island ecosystem & sea level rise, French Polynesia, Bora Bora — Truchet/UNEP



Tree frog of the "Agalychnis" genus — Kalovstian/UNEP



Rainforest near Piha, Auckland Region, North Island, New Zealand — Daniele Sartori/ flickr.com



Urban biodiversity, Central Park South, New York, USA — Ed Yourdon/flickr.com

# The 2010 Biodiversity Target

"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"



# Celebrations around the world

Some of the international events happening around the world in 2010

## The launch of the International Year of Biodiversity

Germany, 11 January

## Royal Society, Inter-Academy Panel

United Kingdom, 13–15 January

## UNESCO High-Level Event

France, 21–22 January

## UNESCO Scientific Conference

France, 25–29 January

## Trondheim Conference

Norway, 1–5 February

## North American Launch of IYB

USA, 10 February

## UNEP GMEF

Indonesia, 24–26 February

## Africa Environment Day

Dar Es Salaam, Tanzania, 3 March

## International Day for Biological Diversity

Global celebrations, 22 May

## World Environment Day

Global celebrations, 5 June

## United Nations General Assembly

New York, USA, September

## Nagoya Biodiversity Summit (COP-10)

Japan, 11–29 October

## Closing of the IYB & Contribution to the International Year of Forests

Kanazawa, Japan, 10 December

...and many more, which you can see on [www.cbd.int/2010/calendar](http://www.cbd.int/2010/calendar) or contact us and we'll send you a list.