

Biodiversity is life

www.biodiversityislife.net

The UK partnership supporting the International Year of Biodiversity 2010



How does your organisation aim to engage with and support the goals of the International Year of biodiversity?

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.



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International Year of Biodiversity 2010

The United Nations General Assembly has declared that 2010 will be the International Year of Biodiversity (IYB), and will help raise awareness of the importance of biodiversity all over the world. It is an opportunity to:

- 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.

Saving biodiversity requires effort from everyone. Through activities around the world, the global community will work together to ensure a sustainable future for us all.

A global target to significantly reduce the rate of loss of biodiversity by 2010 which was agreed by nearly 200 countries back in 2002. The International year of Biodiversity is planned to align with the next conference of the Convention on Biological Diversity in Nagoya, Japan in October 2010 will assess international progress towards this target.

Goals of the International Year of Biodiversity 2010

Through the International Year of Biodiversity 2010 we hope to reflect the goals of organisations working all over the world to safeguard biodiversity. As such, the objectives of the International Year of Biodiversity 2010 are as follows:

- Enhance public awareness of the importance of safeguarding biodiversity and of the underlying threats to biodiversity.
- Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments.
- Encourage individuals, organisations and governments to take the immediate steps needed to halt the loss of biodiversity.
- Promote innovative solutions to reduce the threats to biodiversity.



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- Start dialogue between stakeholders for the steps to be taken in the post-2010 period.

As part of the International Year of Biodiversity, the Convention of Biological Diversity (CBD) based in Montreal Canada, has called for countries around the world to raise the profile of the year by encouraging diverse organisations to engage with the issues and celebrate the importance of biological resources.

International Year of Biodiversity – UK partnership (IYB-UK)

As was noted in the Westminster House of Commons report on biodiversity, issues and responses cut across all aspects of human activity – hence the aim for wide engagement. IYB-UK has been formed as a part of the response. IYB-UK is an informal partnership of many organisations from diverse sectors who share a common concern to conserve our biodiversity, and who wish to raise awareness and encourage active participation around the issues that affect biodiversity loss. The secretariat is hosted by the Natural History Museum in London, and supported in England by the Department of Environment, Food and Rural Affairs (Defra), the department responsible for biodiversity, and by the Museum's sponsoring department the Department for Culture Media and Sport (DCMS).

The www.iyb-uk.net peer-to-peer website was launched on International Biodiversity day 22 May 2009 and since then the number of participant organisations has grown in number, diversity and regional representation. The partnership will support the global campaign, using its identity and working under its slogan **Biodiversity is Life**, while adapting the messaging to meet UK audiences. The **UK Biodiversity of Life Partnership** (www.biodiversityislife.net) will be launched publicly on 25 November 2009 at an event at the Natural History Museum.

The partnership is supported by a small secretariat based at the Natural History Museum, which will support the informal, wide cross-sector



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partnership of organisations aiming to engage in the International Year of Biodiversity 2010 in the United Kingdom and its territories.

Among the events planned for the year will be:

- Inter-academy Panel Meeting on biodiversity hosted by the Royal Society in January
- Major partner event programme for 22 May International Biodiversity Day
- Programmes across broadcast, published and interactive media
- Education resources developed for UK schools
- Major international exhibitions on Deep Ocean biodiversity; Imaging Biodiversity; and others
- A UK wide programme of events and activities in libraries, museums, colleges and arts organisations
- Launch within the Darwin Centre at the Natural History Museum, of the Angela Marmont Centre for UK Biodiversity

The IYB-UK secretariat is now active building the partner base and sharing the identity information with partners. As you consider your response do join the partnership and benefit from its secretariat support and communication capability.

Next steps – for you

Over the next weeks and months the secretariat will be engaging with partners, working with them to develop media plans, helping support their programme plans for public engagement and helping build the diverse partnership of organisations around the UK that will help make the IYB a success. To do this the secretariat will need your help and hear your voices, to begin with here are some key steps for your organisations to take:

Spread the news

The partners working with IYB-UK will aim to reach diverse audiences in all sectors of UK life. This will depend on the engagement of diverse partners who share the common goal of promoting greater understand of biodiversity.



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Please forward this mail through your peer-networks and cross link your website to the website www.biodiversityislife.net. By helping share through your networks the news of IYB-UK you will help grow the partnership in the months ahead before its official launch in November 2009.

Sign up now

More than 90 organisations have already indicated their intention to engage. Please now help the secretariat by filling in the contact information form available from the website to confirm your partner details, and to apply for the use of the identity materials to support your International Year of Biodiversity programme of activity. This is to ensure the secretariat has the key contact details we need for future communications, and to ensure you are legally entitled to use the endorsement materials. Completed registration forms should be returned to iyb-uk@nhm.ac.uk

For more information contact:

Biodiversity is Life – UK Partnership (IYB-UK)

c/o

The Natural History Museum

LONDON

SW7 5BD

Tell: 020 7942 5218

Web: www.biodiversityislife.net

Email: iyb-uk@nhm.ac.uk

For International information see:

Secretariat of the Convention on Biological Diversity

Attn: International Year of Biodiversity logo review board

413 Saint-Jacques Street, suite 800

Montreal, QC, Canada

H2Y 1N9

Fax: +1 514 288 6588

Email: IYB2010@cbd.int



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Organisations engaged with IYB-UK

ARKive
ArtsAdmin
Arts Catalyst
Association of Science and
Discovery Centres (ASDC)
Bat Conservation Trust
Beacons of Public Engagement
Beagle Replica Project
Biological Records Centre -
Cheshire
British Broadcasting
Corporation (BBC)
The British Council
British Ecological Society
British Humanist Association
British and Irish Association of
Zoos and Aquariums (BIAZA)
The British Council
The British Science Association
Bristol Nature Consortium
Bromley Borough Council
Butterfly Conservation
The Calouste Gulbenkian
Foundation
Cape Farewell
Centre for Life, Newcastle
Charles Darwin Trust
The Church of England
City & County of Swansea
City of London Festival
The Conservation Foundation
Department for Environment
Food and Agricultural Affairs
Desperate Men Theatre Co
English Heritage/Down House
The Environment Agency
European Association of Zoos
and Aquaria (EAZA)
Field Studies Council
The Galapagos Conservation
Trust
Grant Museum
Groundwork
Hand Drawn Earth Community
Project
Horniman Museum
International Union for
Conservation of Nature (IUCN)
Imperial College London

Kents Cavern, Cornwall
Kent Wildlife Trust
Learning Through Landscapes
The Linnean Society of London
Living Coasts
London Biodiversity Partnership
London Wildlife Trust
Longleat
Lyme Regis Fossil
Festival/Jurassic Coast
Manchester Museum
Merseyside Biobank
National Lottery Fund
National Museums of Liverpool
National Museums of Northern
Ireland
The National Museum of Wales
The National Trust
Natural Capital Initiative
Natural Environment Research
Council
Natural England
The Natural History Museum
Nature Magazine
Norfolk Teacher Science
Network
The Nuffield Foundation
Open Air Laboratories
Partnership (OPAL)
The Open University
People's Trust for Endangered
Species
Performing Arts Lab
Plymouth Art Centre
Royal Agricultural Society of
England
Science Oxford
The Royal Botanic Gardens,
Edinburgh
The Royal Botanic Gardens,
Kew
The Royal Horticultural Society
The Royal Mail
The Royal Society
The Royal Society of Art
The Royal Society for the
Protection of Birds
The Royal Zoological Society of
Scotland

Society for Experimental
Biology
Technique/Welsh Genebank,
Cardiff
Thinktank, Birmingham
Tipping Point
Torbay Coast and Countryside
Trust
UK National Commission for
United Nations Educational,
Scientific and Cultural UK
Organisation (UNESCO)
UNESCO Man and Biosphere
Programme
University of Aberdeen – Nat
Hist Centre
University of Bath (Centre for
Research in Education and
Environment)
University of Birmingham
University of Dundee
University of Lancaster
University of Plymouth
University of West of England
Wetlands and Wildfowl Trust
Wildlife Trust - Beds, Camb,
Northants and Peterbro
Wildlife Trust - Berks, Bucks
and Oxon
Wildscreen
Woodland Trust
Zoological Society of London

