

**WBP SG9
PAPER TO NOTE D
12th Nov 2009, Wrexham**

Title: International Year of Biodiversity Partnership (IYB-UK 2010)

Produced by Sean McHugh WBP Support team

IYB-UK 2010

Background/Progress

IYB-UK is the UK partnership supporting the International Year of Biodiversity 2010. The partnership is an informal arrangement hosted by The Natural History Museum and is officially launched on the 25th November 2009. The aim is to raise awareness and encourage participation around the issues affecting biodiversity loss. Partners will also be encouraged to submit case studies and where capacity allows, engage with the IYB-UK communication team to shape the communication strategy for the partnership.

Further details and a partner application form are listed in Annexes 1 & 2 and can be downloaded from the IYB-UK partnership website at www.iyb-uk.net. Biodiversity events will take place throughout the year which can be aligned with the campaign. As in previous years, the International Day of Biodiversity will be celebrated on the 22nd May.

Plan/Proposals

Potential partners are encouraged to engage with the campaign and to fill out Part A of the application form to register (Annex 2). To use the identity to brand your programmes and gain the marketing synergy from the partnership, partners are required to sign-up to the terms and conditions listed in part B of the application form.

Action Requested

1. To review the offer and sign up to IYB-UK as appropriate
2. To suggest/host events to mark IYB-UK 2010
3. To circulate the IYB-UK invitation to your networks