

Convention on Biological Diversity, 11th Conference of the Parties, Hyderabad, India

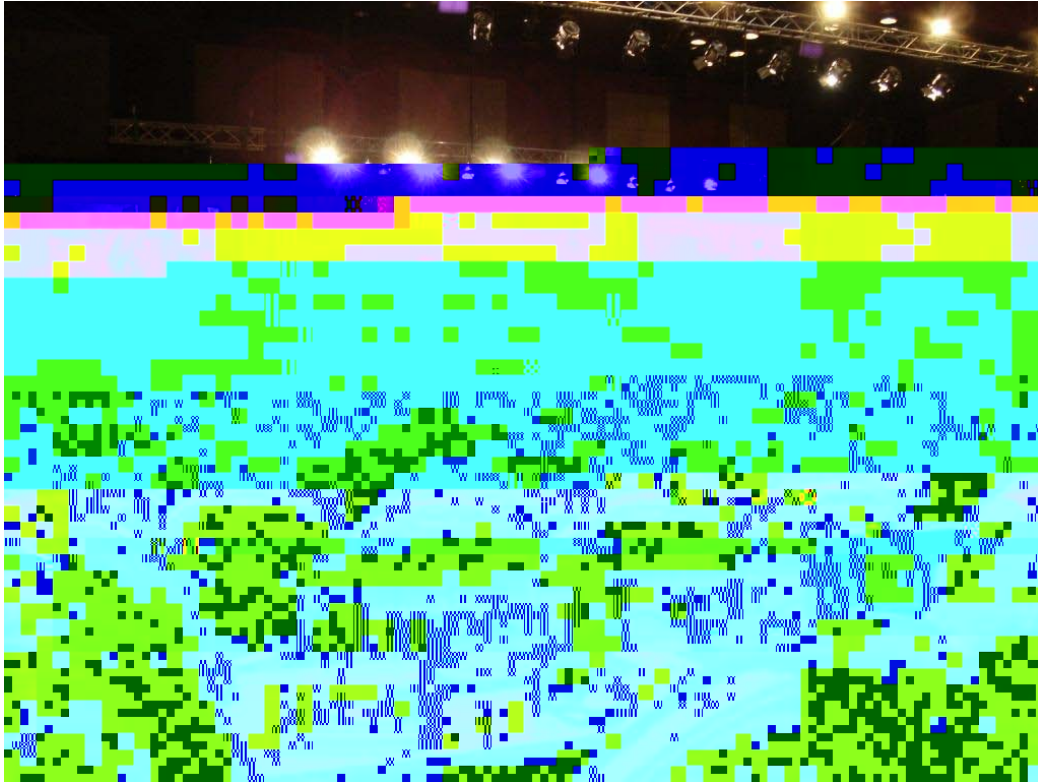
Rod Abson, Knowledge Management Officer and CEC Focal Point

Agenda items 3 Implementation of the Strategic Plan 2011-2020 and progress towards the Aichi Biodiversity Targets and 5 Cooperation, outreach and the United Nations Decade on Biodiversity

In the lead up to CBD COP 11 I contributed content to IUCN's position papers on items 3

(Implementation of the Strategic Plan 2011-2020 and progress towards the Aichi Biodiversity Targets)

Whilst there were many exhibitors and presenters at the CEPA Fair talking about the work they are doing to educate the public or particular constituents of society, there were few that were focusing on how to help the conservation community to effectively communicate about biodiversity. The IUCN CEC booth and side event 'Communicating Biodiversity: How to Tell a Love Story' were one of the only ones that took this approach and there is a role to be played in helping the Parties to the CBD and the wider conservation community to continually improve the way in which we communicate about nature so that it is meaningful, effective and helps to achieve conservation results. The side event we held was moderated by Nancy Colleton, CEC Deputy-chair, with presentations by David Ainsworth of CBD Secretariat, Britta Garfield of Rare and Rod Abson of IUCN. It was attended by about 30 people who reacted positively about the content being presented and many expressed interest in joining CEC as a



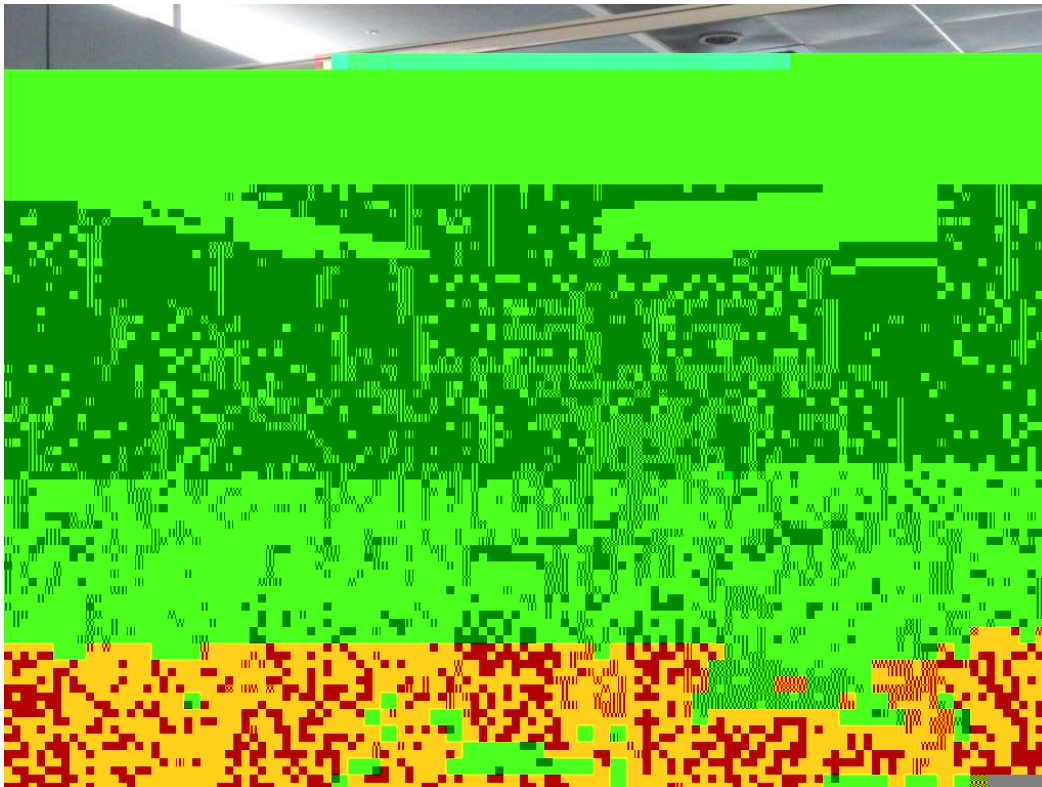
In the CBD COP 11 Working Group II

Indian performers welcome guests at the opening dinner

The launch of the IUCN Guide to the ABS Protocol side event

The IUCN ABS team after the launch of the guide

Rod Abson presenting on IUCN's contribution to Aichi Target 1



Nancy Colleton discusses communication in Nigeria as part of IUCN CEC Side event, Communicating Biodiversity: How to Tell a Love Story



Rod Abson and Nancy Colleton at the IUCN booth