

**BirdLife International at the 12th Conference of the Parties to the
Convention on Biological Diversity
Pyeongchang, Republic of Korea, 6-17 October 2014**

ADVOCACY AND COMMUNICATION PLAN SUMMARY

Background

The importance of this 12th Conference of the Parties to the Convention of Biological Diversity (CBD COP12) lies mainly on the mid-way review of progress towards the Aichi Biodiversity Targets since adoption of the Strategic Plan for Biodiversity 2011-2020. At COP12, Parties will be presented with the Global Biodiversity Outlook 4, a flagship publication of the Convention, which will bring information on the level of implementation of each Target and suggested key actions that should ensure progress in implementation of the Strategic Plan. (GBO4 will be launched by the Exec. Sec. on the first day of the COP).

Since the adoption of the Strategic Plan for Biodiversity 2011-2020, the Convention is investing efforts in guiding Parties towards stronger implementation and in streamlining its processes, looking at a more effective Convention operation. Therefore, no major new commitment is expected at this COP. The content of negotiations on various topics will be a follow up and/or further development of previous agreements.

BirdLife objectives

To promote BirdLife's work on key aspects of biodiversity conservation, demonstrating the clear value and contribution of our data, policy expertise, Partnership support to governments, and conservation achievements – linked to key agenda items being discussed at the COP. This will be demonstrated through:

- Birdlife's contribution to Global Biodiversity Outlook 4
- 15 side events which BirdLife and the Partnership are leading/presenting
- Reception on data and decision support tools produced by BirdLife

To influence outcomes – both in terms of strengthening text decisions and ensuring existing text is not weakened. We will focus on the draft resolutions concerning:

- The mobilisation of financial resources for biodiversity
- Marine areas important for biodiversity
- Ecosystem restoration (particularly wetlands and forests)
- Updating and implementing National Biodiversity Strategies and Action Plans
- Climate change mitigation and adaptation

BirdLife positions related to specific agenda items are available on the BirdLife Extranet: <http://partnership.birdlife.org/display/CBD/Policy+positions>. These include:

- Resource Mobilization, a joint position by BirdLife International, Conservation International, The Nature Conservancy and WWF
- Ecologically or Biologically Significant marine Areas (EBSAs)
- A 'health check' position covering: biodiversity and sustainable development, ecosystem restoration, invasive alien species, climate change, progress in updating and implementing NBSAPs, cooperation with other Conventions, business and biodiversity and milestones for Aichi Target 3.

Planned communication and news

Topic	Date	Purpose
Science Journal Paper 'A mid-term analysis of progress toward international biodiversity targets'. This paper provides a comprehensive	Media embargo 7 pm, 2 nd October.	Some progress in meeting the Aichi Targets but far short of what is needed for

mid-term assessment of progress toward the global targets using 55 indicators data sets. Associated press release is led by the main author of the paper. Stuart Butchart is one of the authors.		most targets. Uses Birdlife datasets.
Press release on resource mobilisation. This will be developed jointly with WWF, CI and TNC, based on the jointly developed policy position (http://partnership.birdlife.org/display/CBD/Policy+positions)	6-8 Oct (tbc)	Call for increased priority by all Parties in financing biodiversity conservation and the developed country Parties to fulfil financial commitments made at COP11.
BirdLife news story reflecting and linking to consortia press release on Resource mobilization (as above)	6-8 Oct	
Ecologically and Biologically Significant marine Areas.	13-15 Oct (tbc)	Focus on BirdLife's contribution to the description of EBSAS, the values of the marine IBA data, the lack of commitment of some countries, mainly EU, on progressing on this matter.
BirdLife support tools for Parties in implementing the Strategic Plan.	This should coincide with the Rio Pavilion side event "Unveiling the implementation toolbox: support tools and methodologies to achieve objectives of the Rio Conventions", with WWF, TNC, CI and Rare. Date tbc, as Pavilion organisers have not yet announced the approval/date of event.	This story will focus on the Science paper and the list of tools developed by BirdLife and how this can contribute to achieve the Aichi Targets. It will include the information on the GBO4 results and the indicators BirdLife provided for the assessments of progress on Targets.
Post COP analysis	22 Oct	This post will report the main achievements and an analysis of the COP outcomes

Short updates (blogs) on developments at the COP - negotiations, participation at side events, etc, will be uploaded on the 'Biodiversity policy' workspace throughout the COP at <http://partnership.birdlife.org/pages/viewrecentblogposts.action?key=CBD>

In addition regular tweets can be followed via the Birdlife Policy Twitter account @BirdLife_Policy #COP12