

# Biodiversity is Life

IYB-UK ([www.iyb-uk.net](http://www.iyb-uk.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?**

## International Year of Biodiversity 2010

The United Nations General Assembly 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 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.



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## Goals of the International Year of Biodiversity 2010

Through the International Year of Biodiversity 2010 we hope to reflect the goals of organizations 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, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.
- Promote innovative solutions to reduce the threats to biodiversity.
- 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.

## IYB-UK [www.iyb-uk.net](http://www.iyb-uk.net)

As was noted in the Westminster House of Commons report on biodiversity, issues and responses cut cross all aspects of human activity – hence the aim for wide engagement. IYB-UK [www.iyb-uk.net](http://www.iyb-uk.net) 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



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biodiversity, and by the Museum's sponsoring department the Department for Culture Media and Sport (DCMS).

The [www.iyb-uk.net](http://www.iyb-uk.net) peer-to-peer website was launched on 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** (IYB-UK) will be launched publicly on 25 November 2009 at a event at the Natural History Museum.

IYB-UK is coordinated via a small secretariat based at the Natural History Museum, which will support the informal, wide cross-sector partnership of organisations aiming to engage in the International Year of Biodiversity 2010 in the United Kingdom and its territories. The secretariat is supported in England by the government department responsible for biodiversity – the Department of Environment, Food and Rural Affairs (Defra) and by the Museum's sponsoring department the Department for Culture Media and Sport (DCMS).

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



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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. Please forward this mail though your peer-networks and cross link your website to the website [www.iyb-uk.net](http://www.iyb-uk.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 [www.iyb-uk.net](http://www.iyb-uk.net) (and attached) to **confirm your partnership**, 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 entitles to use the endorsement materials. Completed registration forms should be returned to [iyb-uk@nhm.ac.uk](mailto:iyb-uk@nhm.ac.uk)



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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.iyb-uk.net](http://www.iyb-uk.net)

Email: [iyb-uk@nhm.ac.uk](mailto: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](mailto: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  
City & County of Swansea  
City of London Festival  
Department for  
Environment Food and  
Agricultural Affairs  
English Heritage/Down  
House  
The Environment Agency  
European Association of  
Zoos and Aquaria (EAZA)  
Field Studies Council  
The Galapagos  
Conservation Trust  
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 Wildlife Trust  
Lyme Regis Fossil  
Festival/Jurassic Coast  
Manchester Museum  
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  
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

