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# **EC Communication Strategy for Nature & Biodiversity**

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# Biodiversity: What do we mean?

## Definition

"the variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes **diversity within species, between species and of ecosystems**" (CBD, 1992)

**Biological diversity or biodiversity is LIFE**  
(Greenweek, 2006)



# Diversity of 2010 Targets

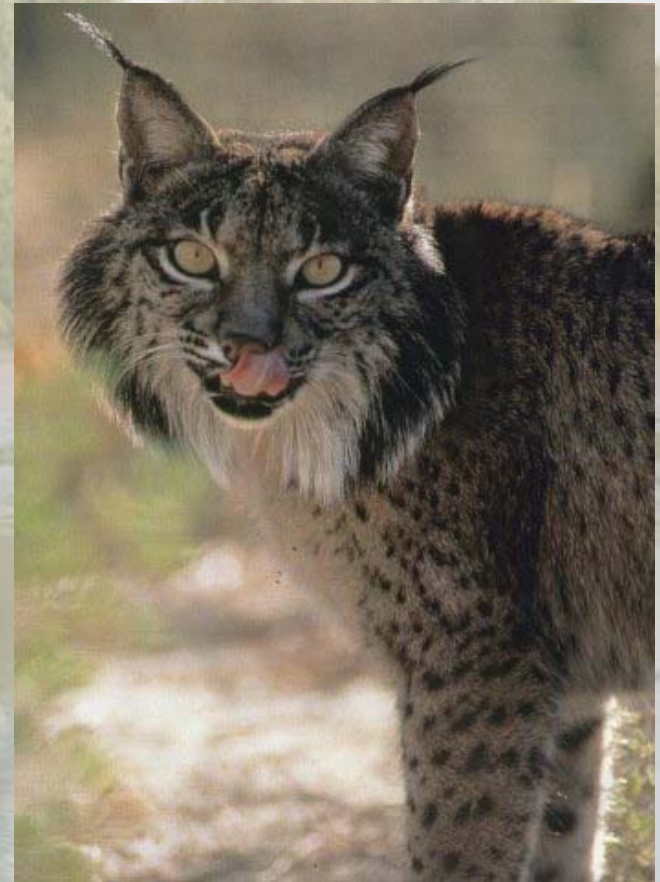
2001 EC	Halt the loss of biodiversity in EU by 2010 (SDS, Goteborg)
2002 Global	Significantly reduce rate of biodiversity loss by 2010 (World Summit, Johannesburg)
2006 EC	Halting the loss of biodiversity in EU by 2010, and contributing to a significant reduction in the worldwide rate of biodiversity loss by 2010 (Review EU SDS, Brussels)



# What is happening to biodiversity in Europe ?

- **18%** of Europe's territory is covered by **Natura 2000 sites**
- **45 %** of Europe's **butterflies** threatened
- **38%** of Europe's **birds** threatened
- **40%** **coastal dunes** lost since 1900 (1/3rd - 1977)
- **12%** loss of **grasslands** in EUR 9 (1975-95)
- loss of **natural forest** (now **4%** of forest area)

(European Environment Agency)





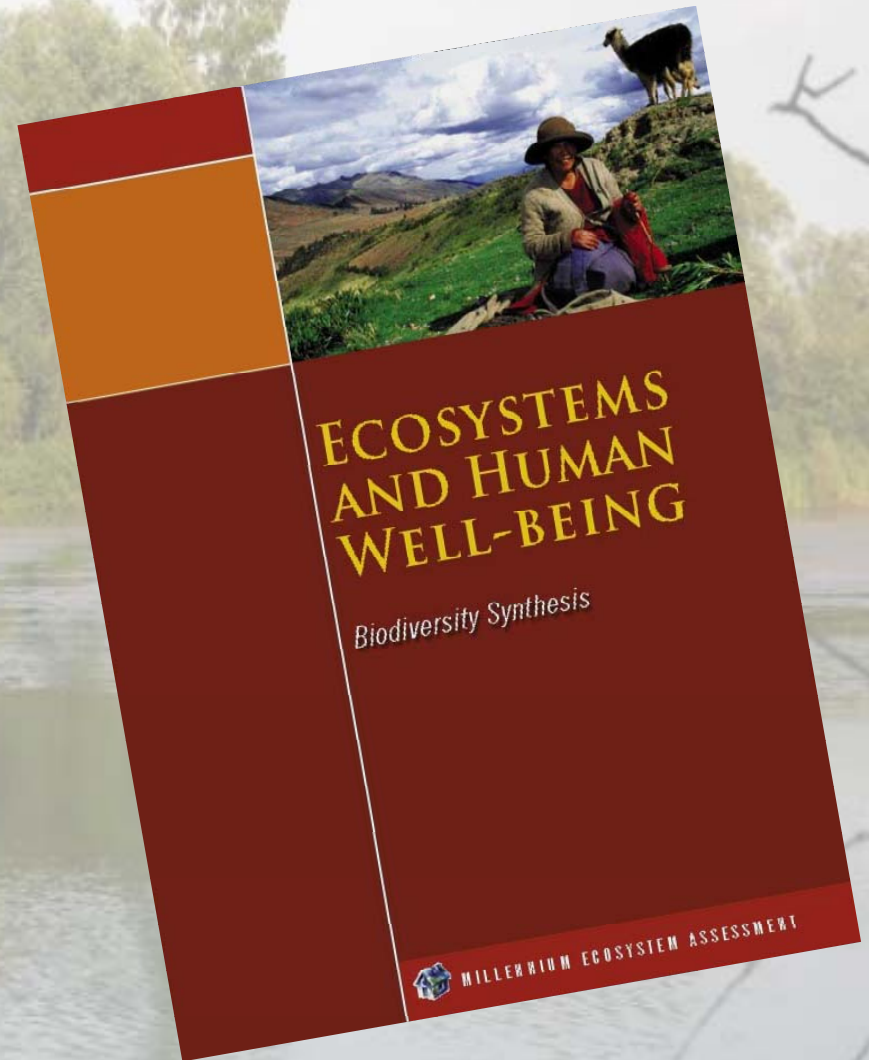
# Why is biodiversity important?

- Does it matter if we drive more and more species to extinction?
- Cannot human ingenuity and technology substitute for lost ecosystem services?



# Biodiversity loss – importance of ecosystem goods & services

2005 UN Millennium  
Ecosystem assessment  
highlighted importance of  
'ecosystem services' :





# Biodiversity provides Ecosystem goods & services:

- **Towards 6th extinction** (extinction rate x 100 last 1000 years)
- **Provision of vital goods** – food, fibre, fuel and medicines
- **Regulation** of the air we breathe and the quality of our waters
- **Provision of services** - Soil fertility, pollination, carbon storage and other essential support services
- **Cultural/ethical benefits** – from aesthetic enjoyment to spiritual solace

**Ultimately, humanity cannot survive without its  
life support system.**



# What are the causes?

- **Habitat fragmentation**
- **Invasive Alien Species**
- **Population growth & growing *per capita* consumption**
- **Pollution**
- **Overexploitation of natural resources**
- **Climate change**



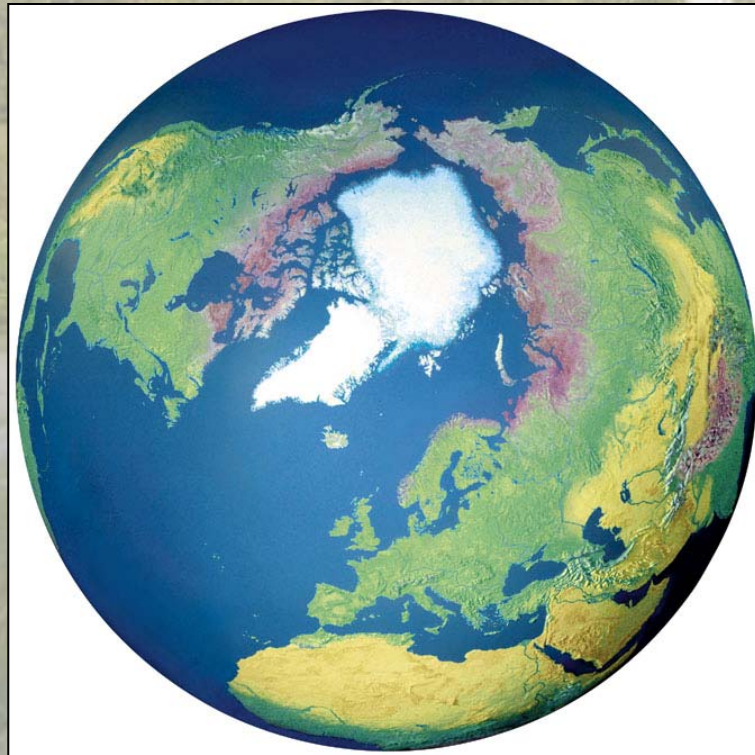
# Raising awareness

- Stakeholder's Conference, Malahide
- Biodiversity Away Day for DG ENV
- Biodiversity Briefing for Dimas
- Greenweek 2006
- Interservice Group on Biodiversity
- EC Strategic response to halt biodiversity loss



# Communication on halting the loss of biodiversity to 2010 – and beyond

Sustaining ecosystem services for human well-being



COM(2006)216 of 22 May 2006



# Biodiversity Action Plan (EC, MS)

## 4 POLICY AREAS

Biodiversity in the EU

The EU and global biodiversity

Biodiversity and climate change

The knowledge base



## 10 KEY OBJECTIVES

+ 4 Supporting Measures

+ Monitoring, Evaluation and Review



## 46 TARGETS

+ 6 Headline Targets



## 150 ACTIONS



# 10 Priority objectives

1. Saveguard **EU's most important habitats & species**
2. To conserve & restore biodiversity in the EU **wider countryside**
3. To conserve & restore biodiversity in the wider EU **marine environment**
4. To reinforce compatibility of **regional & territorial** development with biodiversity in the EU
5. To reduce impact of **IAS**
6. To strengthen **international governance**
7. To strengthen biodiversity in **EU external assistance**
8. To reduce impact of **international trade** on global biodiversity
9. To support biodiversity adaptation to **climate change**
10. To strengthen the **knowledge base** for biodiversity



# Biodiversity Communication & Action Plan

## 4 supporting measures:

- adequate financing
- strengthening **EU decision-making**
- building **partnerships**
- building **public education, awareness and participation**

**Target: 10 million Europeans** actively engaged in biodiversity conservation **by 2010**, 15 million by 2013

- Develop [2006/7] and implement [2007 onwards] an **EU wide communications campaign**
- Strengthen and implement **IUCN Countdown 2010 initiative** [2006 onwards]



# EC Communication Strategy (2006-2010)

- **Biodiversity Communication Campaign**
- **Eurobarometer**: opinion poll on biodiversity
- Attractive and easily understood information material about EU Biodiversity Communication and Action Plan (posters, layman's)
- '**Coffee table book**', the Europe's Nature Book, to celebrate the Natura 2000 Network
- **Natura 2000 Newsletter**, twice a year
- Updated **Nature & Biodiversity website** on Europa
- **Scoreboard and indicator-based assessment** of progress towards the EC 2010 biodiversity target
- Subvention to **Countdown 2010, NGOs,...**
- Projects to be funded under **LIFE+** Information & Communication
- **COP9, IUCN World Conservation Congress,...**



More information available :

## Nature and Biodiversity

[http://ec.europa.eu/environment/nature/index\\_en.htm](http://ec.europa.eu/environment/nature/index_en.htm)

*"The views expressed are purely those of the writer and may not in any circumstances be regarded as stating an official position of the European Commission."*

