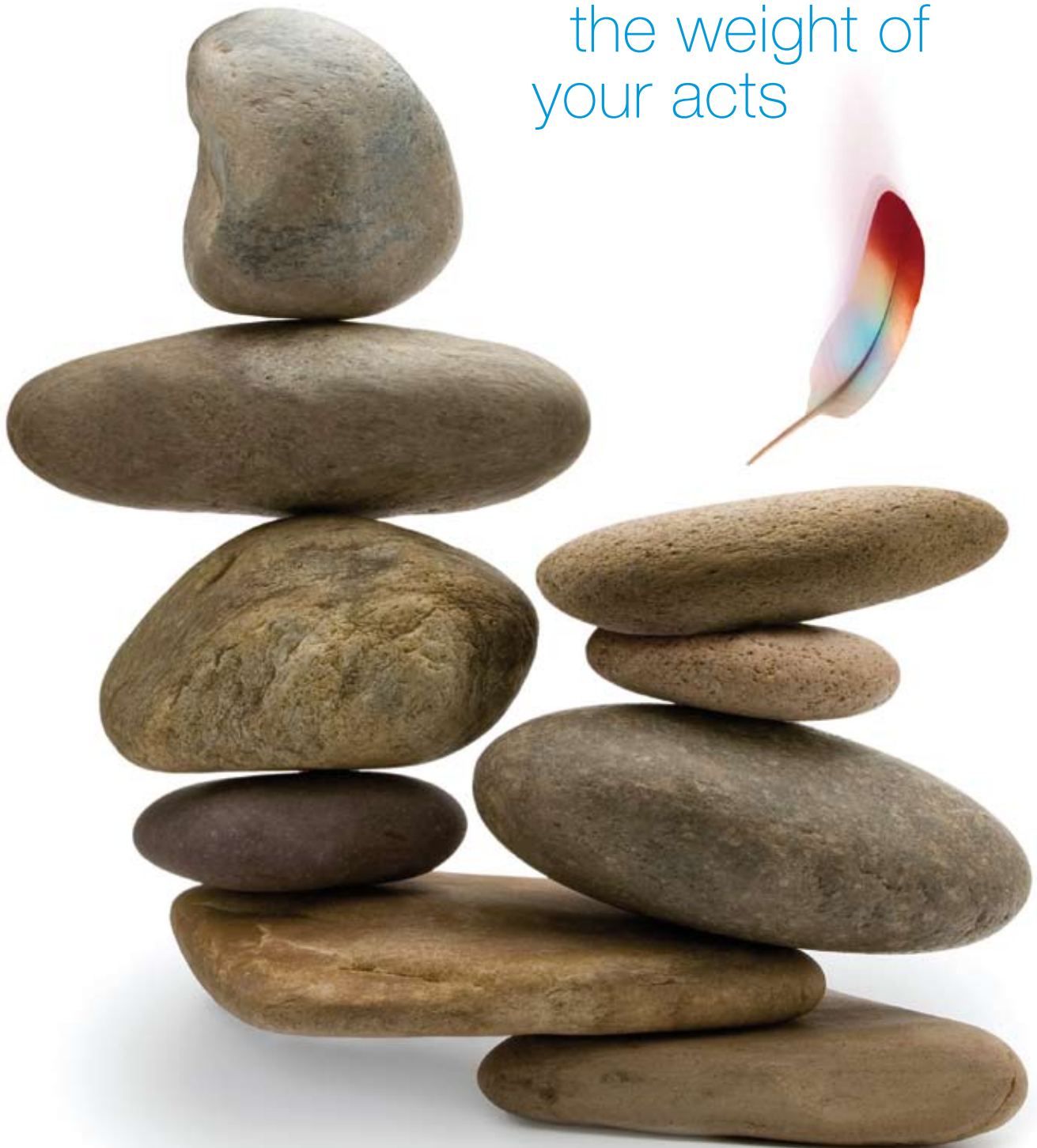


Biodiversity  
is a fragile balance

**COUNTDOWN**  
**2010**  
**SAVE BIODIVERSITY**

It's time to measure  
the weight of  
your acts



# Our mission

Countdown 2010 is a unique time-bound initiative that brings together governments, NGOs, international institutions and agencies, companies, and local communities who commit to taking direct action for biodiversity conservation. Countdown 2010 catalyzes and facilitates the actions of its partners, thus creating a joint momentum to achieve the target of reducing the loss of biodiversity by 2010. Countdown 2010 initiates and supports the actions of its partners to:

**S**upport and encourage the full implementation of governments' commitments to the 2010 Biodiversity Target

**A**mplify the signal to increase awareness of the importance of biodiversity for human well-being

**V**erify if governments are taking measures towards their promise of saving biodiversity by 2010

**E**mpower partners to share information, mobilize action and ensure effective cooperation





**COUNTDOWN**

**2010**

**SAVE BIODIVERSITY**





# The 2010 Biodiversity Target

Biodiversity is an all-encompassing term used to describe the variety of life and natural processes on Earth. It is a fundamental part of the Earth's life support system, and is crucial for social, economic and spiritual well-being. However, biodiversity is in decline.

Governments have promised "to achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional and national level, as a contribution to poverty alleviation and to the benefit of all life on Earth". Stated at the 2002 World Summit on Sustainable Development, the ambitious 2010 Biodiversity Target was heralded as a historical step in the right direction.

Halting biodiversity loss by 2010 requires unprecedented efforts by all stakeholders. In Europe and across the globe, hundreds of partners have come together in the Countdown 2010 network to take up this challenge and to jointly make a difference for biodiversity. The celebrations for the UN International Year of Biodiversity in 2010 will intensify commitments and provide a unique opportunity to bring the biodiversity issue to a wider public.





## A common goal with multiple strategies

Partners from all walks of life come together in the Countdown 2010 network to support the efforts made by world leaders. Their combined efforts contribute to biodiversity conservation. The Countdown 2010 network enables partners to communicate their activities to a global audience. There are now regional hubs in Africa, Asia, the Americas and Europe.

### From world leaders...

Governments from all over the world have joined Countdown 2010 to strengthen their commitments to the 2010 Target. Countdown 2010 plays a crucial role in helping leaders move from words to action by jointly developing specific measures for biodiversity conservation. For instance, in Europe, Countdown 2010 works closely with each Presidency of the EU Council to ensure that biodiversity is kept high on the political agenda while in South America it acts through the Andean Community of Nations.

*“No other political issue is more fundamental than biodiversity”*

*Stavros Dimas (Commissioner for Environment, European Union)*



*“Countdown 2010 is the fastest growing network for biodiversity”*

*Julia Marton-Lefèvre (Director General, IUCN)*

### **...to local administrators...**

Although the 2010 Target is a global challenge, the solution and responses will be found through local action. Local governments – from cities to regions and municipalities – are responsible for decisions that shape people’s daily life. Including biodiversity conservation in land management and infrastructure development strategies is key to protecting the diversity of life forms in local regions.

Several international initiatives have been established to enhance the role of local authorities. Countdown 2010 with its partners has launched a Global Partnership for Cities and Biodiversity, and actively collaborates with the International Council for Local Environment Initiatives (ICLEI) in implementing a programme on Local Action for Biodiversity.

### **...to engaging the private sector...**

As drivers of the economy, businesses must be onboard to ensure a real reduction in biodiversity loss. A broad spectrum of businesses have joined forces under the Countdown 2010 umbrella, committing to individual actions for saving biodiversity.

Countdown 2010 supports businesses in mainstreaming biodiversity into their operations to reduce their environmental impact and protect the land on which they work. In addition, Countdown 2010 business partners contribute to raising awareness by spreading the message across their industries.

### **...and civil society.**

Science centres, NGOs, museums, research groups and other civil society organizations are integral to the Countdown 2010 mission. They promote and communicate the importance of biodiversity conservation through stimulating policy action and providing reliable scientific information. They play a unique role in engaging local communities through biodiversity-targeted initiatives, and organize and participate in events to ensure widespread communication.

*“Countdown 2010 Partners’ commitments and actions are what makes the difference”*

*Achim Steiner (Executive Director, UNEP)*



# It's time to turn it upside-down



## Why become a partner?

Countdown 2010 can help you achieve your conservation goals. The team is always ready to advise you on how to implement your objectives and communicate effectively. Partnership is open to anybody wishing to act for biodiversity and it is free of charge.

Countdown 2010 can assist in developing your activities and encourages you to be proactive at both global and local levels. The website provides you with a number of tools which can be used in your outreach efforts. Joining Countdown 2010 can help you build partnerships with other stakeholders.

Through its website and network of partners, Countdown 2010 is your platform to communicate to a global audience. The UN International Year of Biodiversity in 2010 is a unique opportunity to unite all stakeholders' efforts and to involve the public.

Being part of Countdown 2010 is also an opportunity to actively engage in shaping the post-2010 process. Countdown 2010 regularly organizes events and consultations on the post-2010 biodiversity framework. Join us in mobilizing a wider audience around the 2010 Target and in shaping the post-2010 framework!

For a more detailed description of the Countdown 2010 network, please visit our website or read our Handbook on: [www.countdown2010.net/resources](http://www.countdown2010.net/resources).

## The Countdown 2010 Declaration

To become a partner, sign the Countdown 2010 Declaration! Endorse the principles and objectives and specify your own tailor-made commitments to biodiversity conservation.

Partnership is open to organizations from all sectors and levels that can demonstrate a clear commitment to the 2010 Biodiversity Target.

Countdown 2010 partners commit to:

1. Support the 2010 Biodiversity Target;
2. Encourage decision makers to take action;
3. Take specific, targeted actions to reduce their own impact on biodiversity.

*“2010 is a unique opportunity to shape a green future for our planet”*

*Ahmed Djoghlaif (Executive Secretary,  
Convention on Biological Diversity)*



Make a difference.  
Join the network now!

## About IUCN

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environmental and development challenges.

IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.



Countdown 2010 Secretariat  
Hosted by the IUCN Regional Office for Pan-Europe  
Boulevard Louis Schmidt 64 – 1040 Brussels, Belgium  
tel +32 2 739 0320 – fax +32 2 732 9499  
[office@countdown2010.net](mailto:office@countdown2010.net)  
[www.countdown2010.net](http://www.countdown2010.net)



This brochure was produced with the financial support of the European Commission.