

Biodiversity
is a fragile balance

COUNTDOWN

2010

SAVE BIODIVERSITY

It's time to measure
the weight
of your acts



The 2010 biodiversity target



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 in 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 more are joining every day. The Secretariat is hosted by the IUCN Regional Office for Europe in Brussels; Countdown 2010 regional hubs are also spreading in Africa, Asia and the Americas.

About IUCN

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN supports scientific research; manages field projects all over the world and brings governments, non-government organizations, United Nations agencies, companies and local communities together to develop and implement policy, laws and best practice.

IUCN is the world’s oldest and largest global environmental network. IUCN is a democratic membership union with more than 1,000 government and NGO member organizations, and some 10,000 volunteer scientists in more than 160 countries.



Our mission

Governments alone will not achieve the 2010 target. Countdown 2010 is a unique and time-bound platform that brings together governments, NGOs, international institutions and agencies, companies and local communities, which commit to taking additional steps in order to move closer towards the 2010 biodiversity target. Countdown 2010 catalyzes and facilitates actions of its partners, creating a joint momentum to achieve the 2010 biodiversity target. The Secretariat initiates and supports actions of its partners to:

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- **AMPLIFY** the signal: to reach the 2010 biodiversity target we need to gain maximum public attention and communicate to a wide audience that biodiversity is essential to our life and it is endangered.
- **STIMULATE**, encourage and support the full implementation of all the existing international commitments to save biodiversity and make sure that biodiversity conservation is high on the political agenda at all levels.
- **LIAISE** with partners to share information and work together effectively. Each partner commits to carrying out specific actions, in order to scale up good practices to save biodiversity.
- **ASSESS** if States are making progress towards the 2010 biodiversity target – are we going in the right direction? A clear picture of the situation towards 2010 is essential to plan the way forward.

Targeted actions through a diverse partnership

Countdown 2010 brings together different partners from all walks of life to collaborate and develop a coherent approach to reach the 2010 biodiversity target. Joining the Countdown 2010 network enables partners to benefit from a wide range of experiences and to gain international exposure.

Governments and international agencies

The human race depends on resources and services provided by natural ecosystems. Recognising the importance of the richness, diversity and abundance of life on earth, governments formally promised to take measures to reduce biodiversity loss by 2010 in order to protect it for generations to come.

Countdown 2010 makes the case for biodiversity conservation, focuses efforts towards the 2010 biodiversity target and fosters interaction and engagement through a multitude of activities. For instance, Countdown 2010 works closely with each EU Presidency for additional commitments at the national, European and international level. The German EU Presidency focused on advancing the marine agenda and including biodiversity for the first time in the G8 Summit. During the Portuguese EU Presidency, Countdown 2010 with the European Commission co-organized the Lisbon Conference on Business and Biodiversity, which paved the way to enhance dialogue and partnerships with the private sector, including the establishment of an EU business and biodiversity platform. Finally, Countdown 2010 works in close collaboration with international organizations through mechanisms such as the 2010 Heads of Agency Taskforce.

It's time to turn it upside-down



Targeted actions through a diverse partnership

Local and regional authorities

Local authorities, whether they are a large city, a region or a small municipality, are responsible for many of the decisions that shape people's daily life. By considering biodiversity conservation in their land management and infrastructure development strategies, local authorities guarantee that their region, city or municipality welcomes the diversity of life forms. This in turn ensures that citizens enjoy a good quality of life and are able to access the resources they need.

Cities partnering with Countdown 2010 have committed for example to planting more trees, creating green areas and restoring urban environment in order to reduce CO₂ and improve the quality of the landscape. Countdown 2010 supported the inclusion of biodiversity in the World Mayors Council for Climate Change and is collaborating with its network to establish a global partnership for cities and biodiversity. On a regional level, commitments include projects aimed at the establishment of ecological networks, protection of local species, or forest management.



Business and Biodiversity

Countdown 2010 provides a unique mechanism to engage stakeholders, also beyond the conservation community, on the 2010 biodiversity target. In its engagement with the business community, Countdown 2010 builds on the experience gathered by IUCN over the last decade and it closely follows the IUCN *Guidelines for the Private Sector Engagement*. Countdown 2010 promotes the business case for biodiversity and supports the private sector in mainstreaming biodiversity into their operations.

"There is no business to be made on a dead planet" (David Bower).

Businesses are more and more interested in improving their triple bottom line ("People, Planet and Profit"). This requires an increased focus on managing biodiversity in order to secure ecosystem goods and services, which are vital to the economy.

A broad spectrum of businesses of all sizes have joined forces under the Countdown 2010 umbrella by committing themselves to additional actions for saving biodiversity. For instance, the aggregate sector is working towards net positive biodiversity impact in all their operations. In addition, Countdown 2010 business partners regularly inform their employees of the 2010 biodiversity target.

Civil Society and Research

A great number of stakeholders have already been working to conserve and study the environment for many years. NGOs, science centres, museums, research groups and other organizations are at the core of Countdown 2010, actively promoting and communicating the importance of biodiversity conservation and the 2010 biodiversity target.

Partners contribute to the effort through concrete actions, such as stimulating policy makers and providing them with reliable scientific information. They also organize, host and participate in events about biodiversity to ensure a widespread communication.

The 2010 Readiness assessment

In order to measure progress towards the 2010 biodiversity target, Countdown 2010 has launched the 2010 Readiness Assessment. The study will measure national policy response in a number of countries, to integrate biodiversity concerns and awareness-raising across sectors and decision making processes. The first results of this policy response assessment were published at the Pan European Environment Ministers Meeting in Belgrade in 2006.



The information collected will complement that of other existing processes, such as the 2010 Biodiversity Indicators Partnership (2010BIP), the Global Biodiversity Outlook, or SEBI2010; and serve as an early snapshot of the state of affairs in 2010. Thus, it provides essential input to the discussion on the way towards 2010 and beyond.

Biodiversity Ambassadors

Countdown 2010 Ambassadors are individuals who are committed to the 2010 biodiversity target. They operate in the realms of policy making, social activism, sports and entertainment in several countries. In their personal capacity, they act to communicate the target to a wide audience and to advocate actions to stop the loss of biodiversity.

Make a difference.
Join the network now!

The Countdown 2010 Declaration

Countdown 2010 partners are governments, local authorities, civil society and private sector organizations that demonstrate a clear commitment to contribute towards achieving the 2010 biodiversity target.

To join the network, partners sign the Countdown 2010 Declaration, endorsing Countdown 2010 principles and objectives and stating their own tailor-made specific commitments.

All 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.



Countdown 2010 Secretariat

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