



Secretariat of the Convention on Biological Diversity



Ref.: SCBD/ITS/OMG/DA/fd/64784

18 September 2008

NOTIFICATION

Workshop on Communication, Education and Public Awareness (CEPA) for the Caribbean region

Dear Madam/Sir,

I am pleased to inform you that a regional workshop for countries of the Caribbean region on Communication, Education and Public Awareness (CEPA), including media training, will be held in **Trinidad and Tobago from 3 to 6 November 2008**. Thanks to the generous financial support of the government of the Netherlands, this workshop is being organized by the Secretariat of the United Nations Convention on Biological Diversity (UNCBD) with the support of the Cropper Foundation in collaboration with the Trinidad and Tobago Environmental Management Authority.

In line with the Agenda for Action on Communication, Education and Public Awareness (CEPA) adopted in COP decision IX/32, the workshop will contribute to the creation of national CEPA strategies by Parties, including celebrations for the United Nations International Year of Biodiversity (IYB) in 2010, as well as the development of better media relations. They will do so by providing training in the following areas:

- a) the creation of CEPA strategies, including the use of strategic communication for implementation of the Convention, including NBSAPs and National Reporting;
- b) plans for national preparations for IYB 2010; and
- c) best practices in media relations.

I am pleased to invite you to nominate a representative of your government to participate in this workshop. Please provide the name and coordinates of your nomination through an official letter addressed to the UNCBD Executive Secretary, which should reach the Secretariat **no later than 3 October 2008** (either faxed to: +1 (514) 288-6588 or scanned and attached to an email addressed to: secretariat@cbd.int). Participants from eligible Parties will be provided with air travel, accommodation, meals and an allowance for incidental costs.

To: CBD National Focal Points – Caribbean

cc: CHM Focal Points



ONE NATURE · ONE WORLD · OUR FUTURE
COP 9 MOP 4 Bonn Germany 2008



United Nations
Environment Programme

413 Saint-Jacques Street, Suite 800
Montreal, QC H2Y 1N9, Canada

Tel : +1 514 288 2220
Fax : +1 514 288 6588

<http://www.cbd.int>
secretariat@cbd.int

The workshop aims to bring together individuals responsible for communicating to the general public issues pertaining to biodiversity and the work of the Convention. In submitting nominations for the CEPA workshops, Parties are kindly requested to note that the representative should be responsible for CEPA within their region. Nominated representatives should also be in a position to prepare and develop the basis for a national CEPA strategy and the IYB strategy for the country. The focal point for the Clearing-House Mechanism (CHM) is a suitable representative, should this person be responsible for CEPA activities and planning. Please note that the workshop is being organized in conjunction with the parallel capacity building workshop on national biodiversity strategies and action plans, biodiversity mainstreaming and the integration of climate change, being held at the same venue. However, each Party should nominate different representatives for the two workshops.

The CEPA Toolkit, produced in partnership with the Commission on Education and Communication (CEC) of the IUCN (<http://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>) will be one of the official working documents for these workshops, which will be conducted in English.

In addition to country representatives, a limited number of members of the media, including reporters and editors responsible for environmental reporting, will be selected to participate in the workshop. Accordingly, you may also wish to recommend such representatives from your local media networks.

We look forward to receiving your nomination of the government representative and recommendation of media experts, and I thank you in advance for your support and cooperation.

Please accept, Madam/Sir, the assurances of my highest consideration.

Ahmed Djoghlaif
Executive Secretary