



NOTIFICATION

Communication update on the branding of the Kunming-Montreal Global Biodiversity Framework

Dear Sir or Madam,

Reference is made to notification [2023-137](#) issued on 18 December 2023, announcing the launch of The Biodiversity Plan campaign. The campaign supported decision [15/14](#) and the Communications strategy to promote the implementation of the Kunming-Montreal Global Biodiversity Framework.

To enhance clear communication of the brand of the Kunming-Montreal Global Biodiversity Framework, the name “The Biodiversity Plan,” is discontinued, with immediate effect.

Parties and stakeholders are encouraged to use “Kunming-Montreal Global Biodiversity Framework,” or alternatively “Global Biodiversity Framework” in their communications.

The Secretariat will continue to use the graphic representation of the Kunming-Montreal Global Biodiversity Framework logo and invites Parties and stakeholders to use it on its own, or in conjunction with its official denomination or its shorter form referred to above. Parties and stakeholders may write to the Secretariat to obtain the necessary graphic files, if necessary.

A revised branding package is being updated [here](#).

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

(Signed) Astrid Schomaker
Executive Secretary

To: CBD national focal points, Cartagena Protocol focal points, ABS focal points, indigenous peoples and local communities, and relevant organizations