

Special appeal to South Asian Zoos, GO's, NGO's, institutions...

Note from Editor Emeritus

Hello Readers ! Last issue, Oct 08, we had an article about Countdown 2010 which seemed to be a classy way of promoting conservation projects and aligning with the Convention on Biodiversity. We made a calendar poster for two years 2009-2010 as a means of promoting the commitment many nations made "to halt or significantly reduce the current rate of biodiversity loss by 2010". Some of these commitments are included in this article as well as ZOOS.

In rummaging around the excellent website for Countdown 2010 (hereinafter called CD 2010), I found wonderful tools for promoting biodiversity conservation, for challenging individuals and institutions to step up their efforts to save a species, a habitat, a niche, a taxon group, etc by taking on a deadline. Deadlines can be great motivators and I know of no better than a high profile, high prestige deadline by the CBD itself.

CD 2010 is open for membership to any size of organisation, institution, government, etc. anywhere in the world. All you have to do is think of some ways that your organisation will **"halt or significantly reduce the current rate of biodiversity loss by 2010"**. There is no restriction in size of project ... you could even reduce the current rate of biodiversity loss in the flora and fauna of your office premises to contribute, although we hope your aspirations would be a bit wider than that.

My organisation is a member of the World Association of Zoos and Aquariums, as you know, and on their website for perhaps more than a year (maybe much more than a year) has been this very attractive logo which I ignored until last month ! Since then I have been asking everyone I know if they were aware of COUNTDOWN 2010. Nobody was very familiar with it and most people had never heard of it. I wondered why and mostly why I myself had heard of it but never investigated. What I concluded for myself was that the CBD itself is too much for me. This was associated with the CBD so it also was too much. I respond best when presented with something "do-able". I don't like unachievable and I think maybe many people are like that. Somehow CD 2010 gives new means to "think globally, act locally". We can act VERY locally and still contribute to the CBD and CD 2010.

On the website www.countdown2010.net, I found only 1 member from South Asia, an NGO from Kerala ! Now there are 2 one of which is ZOO. I request you to see the website and consider encouraging your organisation, school, government ... to join. I have included joining forms in this which you can xerox and fill out. There is no obligation except to yourself.



From www.countdown2010.net By signing the Countdown 2010 Declaration, an organisation becomes a partner of Countdown 2010. Partnership is open to organisations from all sectors and levels that can demonstrate their commitment to the 2010 biodiversity target.

To join Countdown 2010, please print (or xerox or tear out) the Declaration, sign it and send it to

Countdown 2010 Secretariat
IUCN Regional Office for Europe (ROfE)
Boulevard Louis Schmidt 64
1040 Brussels, Belgium
or
Fax: +32 2 732 94 99
Email: info@countdown2010.net

As a partner of Countdown 2010, you take direct action to save biodiversity. It is the actions of all organisations involved that will generate the momentum to reach the 2010 biodiversity target.

The 2010 biodiversity target provides a unique opportunity, both in its ambition and in the diversity of issues it touches upon. But just as biodiversity in itself depends on the variety of ecosystems, of species and genes, the success of Countdown 2010 rests to a large extent on the diversity of its partners and their work.

Our claim is broad and simple, providing the space for organisations to continue their work with the tools and issues that are closest to their own core capacity and objectives. Zoos might focus on environmental education, forestry enterprises on how to reduce their own impact on biodiversity, and some non-governmental organisations will campaign for better implementation of nature legislation worldwide. Even if your core competencies are not linked to nature conservation, there is plenty of room for your organisation to do the same – we just ask that you tie in your usual activities and possibly more under the Countdown 2010 banner.

Why become a partner of Countdown 2010?

Public institutions of all kinds, from national, regional and local governments and municipalities to international business and local NGOs, are joining the Countdown 2010 network. Aside from linking your organization with other similar organizations by becoming part of the growing network, partners also enjoy:

- The usage of a persuasive communications platform, useful for not only spreading knowledge of the 2010 biodiversity target, but also for your own efforts.
- Links to Countdown 2010 Partner initiatives in other countries, regions and cities.
- The benefits of the many projects that the Countdown 2010 Secretariat is undertaking, such as

"Mainstreaming Biodiversity into Regional and Local Action Planning".

- The support and usage of the Countdown 2010 Assessment Tools, as applicable.
- Access and support to other Countdown 2010 products, including best practice examples.

Partnership Procedure

Partnership of Countdown 2010 is open to governments, local authorities, civil society, and private sector organizations which demonstrate a clear commitment to contribute toward the achievement of the 2010 biodiversity target.

To join Countdown 2010, partners are requested to undersign the Countdown 2010 declaration stating their own specific commitments and the endorsement of Countdown 2010 principles and objectives. The declaration asks three steps from your organisation:

Support the 2010 biodiversity target;

Encourage decision makers to take action;

Commit yourself to reducing biodiversity loss.

As all organisations are different, Countdown 2010 has no one-size-fits-all recipe how you can reduce biodiversity loss within the capacity of your organisation. However, we encourage you to define some specific commitments for your organisation. These commitments will be public, and the best projects will be featured on the website and in print. Here are some ideas for Countdown 2010 activities in your organisation:

Suggestions for organisations' commitments Contribute to Countdown 2010

- Tell everyone that you've joined Countdown 2010: Place an article in your newsletter, issue a media release, use the logo on your homepage or in publications.
- Encourage your members and partners to join as well: Ask them personally, bring the issue up in meetings, refer to Countdown 2010 in your presentations.
- Tell us about your activities: Send us links, articles and newsletters on Countdown 2010 and let us know what you are up to.
- Take part in Countdown 2010: Come to meetings of the Partners' Assembly, contribute your expertise to thematic working groups or link up with others in your national platform.

Take action to save biodiversity

- Is there a Biodiversity Strategy for the area you are working in? If yes: Does it have holes? What are the greatest obstacles for its implementation? What can you do to help **overcome them?**
- Maybe you even want to apply the Countdown 2010 Assessment Tool and find out how your area is doing in respect to Biodiversity?
- You might be communicating with a lot of people through your work. How can you make them aware of

the importance of biodiversity? Can they take action towards the 2010 Biodiversity Target? Why don't you look at the ecological footprint of your organisation and take steps to reduce it?

Countdown 2010 Newsletter: The Countdown 2010 Newsletter appears bi-monthly to inform and engage partners and other interested organizations on action around the 2010 biodiversity target. Sign on or browse the latest issues **www.countdown2010.net/article/newsletter**

Much more on the website : facts, figures, tools, instructions, a slide show that you can download. Check it out.



More from me :

We are promoting this campaigns also by email and offering materials which we will develop from time to time. If you don't get anything, maybe your address is out of date so update your details with us if you are a member or subscriber.

As a result of our campaign on behalf of this important campaign, we hope to look up Asia in the near future and see more members from South Asian countries than ourselves and People's Association for Rural Development NGO, Tamilnadu. We are also joining in the name of SAZARC and perhaps some of the networks if they permit. Please get your organisation to join and make some commitments.

The commitments pledged by ZOO to CD 2010 are :

- ZOO will publicise CD 2010 via email to over 1000 academic associates in South Asia
- ZOO will include write-ups about CD 2010 in our monthly magazine ZOOS' PRINT (already one article available in Oct 08 issue at www.zoosprint.org)
- ZOO will select a few particularly troubled species (one already is Western Hoolock Gibbon) and use CD 2010 to encourage speedy effective action steps to significantly improve its chances of survival by end of 2010.
- ZOO will use our 200+ strong educator network of active zoo, ngo, natural history museums, forest depts., educators, to promote CD 2010
- ZOO will encourage members of our taxon networks to take up one project that will significantly improve the probability of survival of one or more of species in their specialty. (our taxon networks are neglected taxa ... invertebrates (with pollinator and a fresh water inverts sub-networks), amphibians, reptiles, bats, rodents & insectivores and primates.

See forms in next two pages. Let's join the world by joining CD 2010.