

Critical Ecosystem Partnership Fund

Fifteenth Meeting of the Donor Council
World Bank Headquarters, Washington, DC
9 September 2009
9 a.m. – 11:30 a.m. EST

Time and Place for the Next Meeting of the Donor Council

Recommended Action Item:

The Donor Council is asked to **take note** of the previously agreed date of 15 January 2010 for the next meeting. The Council is also asked to **identify** potential venues or opportunities for this meeting or a second one expected to be scheduled in mid-2010 to enrich outreach being planned as part of CEPF's tenth anniversary.

Background:

The year 2010 will mark the 10-year anniversary of CEPF. Launched in August 2000, CEPF has become a global program enabling hundreds of civil society groups to help protect critical ecosystems in ways that benefit people and nature.

Designated as the International Year for Biological Diversity, 2010 also marks the target for the Parties to the Convention on Biological Diversity (CBD) to achieve “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.” This target was subsequently endorsed by the World Summit on Sustainable Development and the U.N. General Assembly and was incorporated as a new target under the Millennium Development Goals. The tenth CBD meeting will be hosted by the government of Japan in October of this milestone year.

The CEPF anniversary and importance of the year to the international community represents an excellent opportunity for the program to design and implement a special communications and outreach plan to demonstrate:

- The impact of CEPF and the many partners it supports, including the contribution toward the CBD 2010 biodiversity target
- The important role of civil society in conserving critical ecosystems for local and global benefits
- Good practices and key lessons learned by the global program and its partners

The Donor Council agreed provisional activities for this communications and outreach plan during its 10 November 2008 meeting. The plan is now being refined and expanded together with the partners' communications and outreach teams.

The Donor Council meetings to take place in 2010 may present opportunities to enrich particular elements of the plan, such as hosting special CEPF forums and conducting targeted media outreach for placement of key stories about the program's unique approach and success.