



Pressrelease  
from the Danish Board of Technology concerning

World Wide Views on Biodiversity

## Successful global project launch for biodiversity

Monday, April 02, 2012

Project managers from 25 countries representing all continents Friday completed a seminar in Copenhagen on how to run citizen's World Wide Views meetings on Biodiversity. On 15<sup>th</sup> September each of the 25 countries will have at least 100 persons informed and prepared for debating and voting about biodiversity on Earth. More countries are expected to join and the views of several thousands citizens worldwide will be presented at the UN COP11 in India in October this year. The World Wide Views Alliance network and method has been developed by the Danish Board of Technology and following the first project about global warming, biodiversity is the new and second topic.

After three days of concentrated work the project managers were ready to leave Denmark loaded with an intricate but important democratic task. The World Wide Views managers are turning back to their home countries eager to identify and invite at least 100 fellow countrymen reflecting the demographic diversity within their country, with regards to age, gender, occupation, education, and geographical zone of residency (i.e. city and countryside).

The World Wide Views managers are going to set up a meeting agenda for the 15<sup>th</sup> September. On this day, participating citizens will be placed at group tables lead by group facilitators. Written information material and information videos will prepare citizens to discuss and vote on alternative future policy measures to stop the decline in biodiversity. The meetings will start at dawn in the Pacific and continue until dusk in the Americas. Results will be available immediately on the World Wide Views website as they are registered throughout the day.

Another important task for the project managers is to spread awareness and information about the project. High profile politicians and negotiators taking part in COP11 are going to be contacted and invited as observers to the meetings. Journalists, TV-stations, newspapers and radio programs will receive press releases and pictures and will be offered interviews about the World Wide Views project from now until the COP11 has ended.

### WWViews

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of Technology

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### WWViews Day:

September 15<sup>th</sup> 2012

- Global citizen consultation on biodiversity
- National citizen meetings around the globe, connected and communicated on the Net
- Up to the UN conference on biodiversity COP11 in India, October 2012
- Coordinated by The Danish Board of Technology
- National citizen meetings coordinated by partners all over the world
- Initiated by the CBD Secretariat, the Danish Ministry of Environment and the Danish Board of Technology



United Nations Decade on Biodiversity

Leaving Copenhagen project manager Peninah Kyamrimpa from Uganda said:  
*"I am looking forward to seeing the World Wide Views Alliance network growing in size and importance when more topics are added to the project list. I think about the 15<sup>th</sup> September when so many people all over the world will be debating and voting about the same theme at the same time".*

**Project launch by Minister Ida Auken**

The Danish Minister for the Environment Ms. Ida Auken launched the World Wide Views on Biodiversity project on the seminar with the words:

*"I hope when you will return from Denmark, you will be fully equipped for collecting the citizens' views on biodiversity in your particular part of the world. When all these views are collected, they will form a powerful voice of the citizens all around the world – World Wide Views on Biodiversity".*

The coordination of the project is sponsored by the VILLUM Foundation, the Japan Biodiversity Fund and The Danish Ministry of the Environment. It is further supported by in-kind contributions from The Danish Board of Technology and the CBD Secretariat.

More information:

[www.biodiversity.wwviews.org](http://www.biodiversity.wwviews.org)

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