



Dear Sir or Madam,

This is an open invitation to organisations with an interest in public participation and/or biodiversity to join the global citizen participation project, "World Wide Views on Biodiversity".

World Wide Views on Biodiversity is an ambitious, global citizen participation project on global biodiversity policies and actions. The project is coordinated by the Danish Board of Technology, and it is our attempt to make citizen participation on a global scale. The project has the full support of and is actively promoted by the UN Secretariat of the Convention on Biological Diversity (CBD), and is partly funded by the Danish Ministry of the Environment.

On Saturday September 15, 2012 thousands of people around the world will take part in a global event: World Wide Views on Biodiversity. The project will engage ordinary citizens in as many countries as possible in the process of policymaking and awareness raising to sustain a living and healthy planet. At least hundred citizens in each participating country will attend daylong meetings to learn about biodiversity issues, make up their minds about them, and express their views.

The meetings will start at dawn in the Pacific and continue until dusk in the Americas. All meetings will have the same agenda and use the same approach in order to make the results comparable. The results will be presented at the Conference of the Parties to the Convention on Biological Diversity (COP11) in India 2012, and the project will provide unique knowledge to policymakers at both the national and the global level about the priorities of ordinary citizens and their assessment of the urgency of preserving biodiversity.

The Danish Board of Technology developed the idea for World Wide Views as a response to the emerging democratic gap between global policy makers and citizens, as more decisions and issues become global in scale. Ordinary people both merit and can have an effective, constructive voice within global political processes.

Public awareness and support is an essential prerequisite for a successful implementation of the new global biodiversity strategy and action plan agreed on at the COP10 in Japan, October 2010. Therefore, the CBD consider World Wide Views on Biodiversity to be a necessary means for reaching the first strategic goal (Target 1) of the Strategic Plan, making people aware of the values of biodiversity. Fundamental to success in raising awareness will be an understanding of the current status of awareness and opinion regarding biodiversity. Not only is this essential to provide a baseline against which to measure improvement, but it will also help to provide a better understanding of public opinion, and so help qualify future policy measures to stop the decline of biodiversity.

WWViews

C/o The Danish Board
of Technology

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WWViews Day:

September 15th 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



The funding of the coordination of the project is secured due to the generosity of the VILLUM FOUNDATION and the Danish Ministry of the Environment. Efforts are made to raise funding for citizen consultations in a limited number of countries. However, most participating partners have to find financial support for their own citizen consultation. We therefore recommend you to start raising funds for the citizen consultation as soon as possible.

The CBD is an official partner in the project, and we encourage you to contact the so-called CBD focal point in your country and ask if they would like to finance your participation or assist you with finding finance elsewhere. Most parties to the convention have designated such a focal point (mostly ministries), and the list is available here:

<http://www.cbd.int/information/nfp.shtml>

We would like to know if you would be interested in participating in this ground-breaking project, provided that you find the necessary funding. This would involve the organisation of a citizen consultation in your country, following the design laid out by the coordinators of the project, The Danish Board of Technology.

If you would like to take part in World Wide Views on Biodiversity as a “National Partner” and arrange a citizen consultation in your country or region, please email Bjørn Bedsted (bb@tekno.dk) and Søren Gram (sg@tekno.dk) with your indication and a short description of your organisation in English no later than January 15 2012.

The indication should state that you are interested and want to become a partner in the project. This indication will not be binding in any way. In late January you will receive a binding contact for you to sign, and the selection of partners will be concluded by February 1, 2012.

To become a partner in the WWViews Alliance an organisation should have the following qualities:

1. Independence of specific interests - may these be stakeholder interests, political parties, social groups etc. - in the issue of biological diversity. Organisations that cannot live up to this must form an alliance with other organisations in their region/country in order balance it out.
2. Have the professional skills necessary to perform a national citizen participation process in a fair and methodologically consistent manner.
3. Based on non-profit – meaning that there are no owners who profit from any kind of overhead. We accept institutions, which may seek an overhead from external funding, if this overhead stays in the institution to support other non-profit activities.
4. A reputation as serious, professional, trust-worthy and effective organisation.

The method used in the project will be similar to the method used for World Wide Views on Global Warming. For information about the method used for the Global Warming project, please consult www.wwviews.org. The major tasks for the

National Partners include; participating in the training seminar in Denmark, selecting citizens for the national meeting, translating information material from English to your local language, and carrying through the citizen consultation in your own country.

As a partner, you will also be joining, “the WWViews Alliance”, the global network of partners that participated in World Wide Views on Global Warming. We would like to expand this network and several partners can easily cooperate about organising one or several citizen consultations in their country.

Please feel free to forward this invitation to other organisations, both inside and outside your own country, who may be interested in and capable of making a citizen consultation.

Please see the [project website](#), for project updates and the latest version of the project description. You can also read an article about the project by the Danish Minister for the Environment then in office in the Satoyama magazine:
<http://www.cbd.int/doc/newsletters/satoyama/cbd-satoyama-2011-en.pdf>

We hope that you have found World Wide Views on Biodiversity interesting, and that you will consider becoming a partner in the project.

We look forward to hear from you.

Yours faithfully,
Bjørn Bedsted and Søren Gram
Coordinators of World Wide Views on Biodiversity