

*On Saturday the 15th of September 2012, thousands of citizens around the world will attend citizen consultations to express their views of global biodiversity policies and actions. The results will be presented at COP11 in India, October 2012.*



**Theme: Report from the World Wide Views project launch 28<sup>th</sup>-30<sup>th</sup> March in Copenhagen**

**Overview**

In this newsletter you can read about the World Wide Views project, the project launch in Copenhagen and about this innovative method for the involvement of citizens in the design of global environmental policies. You can see photos from the event and read interviews with some of the participating project managers. Finally, you can watch a presentation video of the World Wide Views project made by the coordination team at Danish Board of Technology.



**An address to WWViews from the CBD Secretariat**

Since the United Nations Conference in Rio 1992, the Convention on Biological Diversity (CBD) has been the framework for global discussion about how to protect, conserve and use biodiversity in a fair and sustainable way.

Braulio Ferreira de Souza Dias, Executive Secretary to the CBD:  
 "I have great hopes for this novel way of mobilising citizens' views in the discussions about global biodiversity policies and the Strategic Plan for Biodiversity. This method could be extremely useful to the Secretariat and to governments as a means to facilitate the exchange of views between citizens and policymakers on how to build a future of life in harmony with nature."



**Ida Auken, the Danish Minister for the Environment**

"Many countries have shown great interest in carrying out Citizen Summits on biodiversity and have thrown themselves vigorously into the work. I look forward to seeing the results and to deliver the message to the great conference on biodiversity, COP11, so that the politicians will have something to be inspired by".

**WWViews**

C/o The Danish Board of Technology  
 Toldbodgade 12  
 DK-1253 Copenhagen K  
 Denmark  
 Tel +45 3332 0503  
 www.wwviews.org

**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



## Project Presentation

World Wide Views on Biodiversity aims to involve citizens around the world in the design of global biodiversity policy and get opinions on biodiversity from young and adults from all over the world. Biodiversity is defined as the nature's diversity in ecosystems, species and genetic material. The World Wide Views on Biodiversity is performed as citizens' consultations with all together 2500-3000 citizens in 25 countries around the world on September 15<sup>th</sup> 2012. The citizens will be informed beforehand with material on biodiversity and at the meetings they will discuss in groups how to deal with the decline in biodiversity and vote on predefined questions.

## Results

The results from the citizens' voting will be collected on [the WWViews website](#) where it will be possible to compare the results from one country and continent to those of others. Furthermore, the results will be presented at COP11 in India in October 2012 and will give the decision-makers a unique opportunity to get a unique insight into the views of citizens worldwide of biodiversity policies.

## Sponsors

The project is sponsored by the VILLUM Foundation, The Danish Ministry of the Environment and the Japan Biodiversity Fund. National and Regional Partners are responsible for financing the WWViews meetings in their country or region.

## Countries involved in the WWViews project

Australia, Bangladesh, Bolivia, Brazil, Cameroon, Canada, Costa Rica, Denmark, Democratic Republic of Congo, Dominican Republic, Germany, India, Indonesia, Japan, Maldives, Nepal, Nigeria, Palestinian Territory, People's Republic of China, Philippines, Saint Lucia, South Africa, St. Vincent and the Grenadines, Uganda, United States, Vietnam, Wales, Zambia.



WWViews Project Managers at the project launch  
Photo: Cecilie Neumann Hansen, DBT.

## World Wide Views project launch 28th-30th March in Copenhagen

On March 28th, 2012 World Wide Views on Biodiversity was officially launched at the Danish Ministry of Environment, where Project Managers from 25 countries from all parts of the world as well as ambassadors and representatives from many of the participating countries were gathered. The project launch was hosted by the Danish Minister for the Environment, Ms. Ida Auken, who also gave the opening speech, in which she addressed the need to give citizens of the world a voice if the decline of the world's biodiversity is to be halted. She was followed by Mr. Lars Klüver, Director of the Danish Board of Technology and one of the initiators of World Wide Views, who spoke about the underlying ideas of the project.

The project launch took place during a three day training seminar in Copenhagen for Project Managers. At the seminar, they were trained in the WWViews method for the selection of citizens, the preparations and the practical arrangements for the WWViews meetings. The common methodological approach will ensure comparability of results.

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Bjørn Bedsted, Project Manager from the Danish Board of Technology, gives a warm welcome to project managers at the training seminar.



The participants introduced themselves. From the left: Marina Ramalho e Silva from Brazil and Ingrid Prikken from the United Kingdom.



Ida Auken, Danish minister for the Environment talks to Lars Klüver, Director of the DBT before the minister's speech to the project managers and ambassadors at the Danish Ministry for the Environment.



From the left: Ayobami Oyewale, Nigeria and Naoyuki Mikami, Japan



The five Canadian participants with the Canadian Ambassador in Denmark. From the left: Ambassador H. E. Peter Lundy, Edna Einseidel, Teigan Kopec, Lor Shirley Tran, Jasmin Adams and John Coombs.



Eva Patzschke and Sebastian Tilch from Germany talks to the representative from the German Embassy in Denmark.



Marie Louise Jørgensen, Project Manager from the Danish Board of Technology with Michel Takam from Cameroon



The two participants from Bangladesh A. K. M. Mustaque and Kazi Maruful Islam and the two participants from Indonesia Ruzka Radwamina and Heri Tabedepu talks to one of the ambassadors.

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### Timeline

September 15<sup>th</sup> 2012: Global citizen consultations in all participating countries.

October 2012: Presentation and debate about the project results at COP11 in India.

### World Wide Views presentation video

The DBT team has made a presentation video of the project. Get a quick insight on the project and meet the coordination team [here](#).

### Upcoming

The DBT will provide photos, videos and articles royalty free and encourage participating countries to do the same. The photos will be available in an online photo album coming soon.