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WWViews

C/o The Danish Board
of Technology

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PROJECT DESCRIPTION

World Wide Views on Biodiversity Awareness and Opinions of Youth and Adult Citizens

WWViews on biodiversity is a global citizen participation project designed to provide policymakers with information about citizens' views on biodiversity issues. It is a project towards the objectives of the Convention on Biological Diversity (CBD) initiated by the Danish Ministry of the Environment to be co-implemented by countries worldwide with coordination support from the Danish Board of Technology and oversight from the Secretariat of the Convention on Biological Diversity

On Saturday September 15th, 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 a hundred citizens in each participating country will attend day-long 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 results comparable and useful for policymakers gathering the following month in India to discuss future policy measures for preserving biological diversity.

Public awareness and support is an essential prerequisite for a successful implementation of the new global biodiversity strategy agreed on at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) in Japan, October 2010. Two groups of citizens are particularly important: (1) The political constituency in general and (2) the part of the constituency made up by young people whose views on biodiversity will shape future policies and actions. This project includes both groups and compares their awareness of and views on biodiversity.

Many communication efforts are already undertaken by the CBD Secretariat and other key players. However, World Wide Views on Biodiversity will lead to a deeper engagement with and understanding of biodiversity issues among the participating citizens and will thus be a unique opportunity to make decision-makers at COP11 acquainted with the informed views of citizens worldwide. Furthermore, World Wide Views on Biodiversity will be a necessary means for reaching the first strategic goal (Target 1) of the Strategic Plan, making people aware of the values of biodiversity. It will also be a vital component of the United Nations Decade on Biodiversity and the CBD Secretariat would like to see a similar project take place at the end of the decade.

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



Japan
Biodiversity
Fund



Following COP10, focus will be on the implementation of the strategy and its translation into national strategies and action plans. COP11 in India in October 2012 can serve as a platform for the involvement of citizens worldwide regarding the overall vision for biodiversity and key issues related to the implementation of the new plan, such as targets for the protection of biodiversity and rules for burden and benefit sharing. These issues are complex and relate not only to biodiversity and ecology but also to economy, development and ethical questions of justice and equity. While these issues are debated among policymakers, industries, NGO's and among organisations for indigenous peoples, it is a challenge to involve the general public in the process.

To learn how citizens view different challenges and solutions to the key issues at stake, citizen consultations will be arranged in as many countries as possible worldwide on the same day. The citizens will learn about biodiversity issues (both in advance and on that day), discuss and vote on a set of predefined questions, and get the opportunity to phrase their own recommendations to policymakers at COP11.

The results will be analyzed and communicated in a policy report and a short documentary video about the process and results. Both will be presented at COP11, thus providing a unique support for and input to the parties. By pointing out concerns and priorities central to the public understanding of biodiversity, the result can inform future policy initiatives. Furthermore, by examining public awareness of biodiversity, the results will also form an important baseline for future awareness raising initiatives.

Participating citizens will be lay people, chosen to reflect the demographic diversity within their country, with regards to age, gender, occupation, education, and geographical zone of residency (i.e. city and countryside). A further criterion is that they should not be experts on biodiversity, neither as scientists nor stakeholders. At least 100 citizens will participate per country. In for example large and ethnically diverse countries more or larger consultations could take place. Results will be reported instantly to a website, where they can be compared across age groups, countries, regions and continents as they are produced.

The project design and cost estimates are based on experience gained through a similar project, World Wide Views on Global Warming (www.wvviews.org), recently presented at the Climate Change COP15 in Copenhagen, and also coordinated by the Danish Board of Technology. 4,000 citizens from 38 countries participated.

Project Organisation – The WWViews Alliance

The project is organised within the World Wide Views (WWViews) Alliance, consisting of national and supportive partners and is coordinated by The Danish Board of Technology.

National Partners

The National Partners are the institutions responsible for organising the citizen consultations in the participating countries. The partners should be practically capable of organising a citizen consultation with the assistance and training offered

by the coordinators. Furthermore, they should be unbiased with regards to biodiversity in the eyes of the policy-makers. National partners can be public councils, parliamentary technology assessment institutions, non-governmental civil society organizations and universities.

Steering Group

The Steering Group is comprised of the UN Secretariat of the Convention on Biological Diversity in Montreal, the Danish Ministry of the Environment (as the project initiator) and the Danish Board of Technology. The Steering Group will assist the coordinators with the project implementation, i.e. identification of partners and the preparation of the questions and briefing material for the citizens. The Steering Group will convene approximately once a month (mostly by video conference). The UN Secretariat of the CBD will ensure that the project results will be disseminated and have an integrated position in the governance procedures connected to COP11 in India.

Coordinators

The day-to-day coordination of the project is managed by the Danish Board of Technology; a non-profit and impartial foundation serving knowledge based decision-making and collaborative democracy. All contracts will be handled by the Board as well. The coordinator will be responsible for the project design, but project partners will be invited to provide input to various project elements, such as the questions and the information material for the citizens (video conferences and email correspondence).

Advisory Board

A scientific Advisory Board with experts on Biodiversity will help to ensure that the information material presented to the citizens is accurate, sufficient and balanced, considering the questions they are asked to deliberate on.

Other *supportive* and *international* partners may join the project to help find more National Partners or financial support. UNESCO, for example, is such a partner in the project.

Funding

The coordination of the project is sponsored by the VILLUM Foundation 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. In addition, the Japan Biodiversity Fund supports the participation of developing countries in the project.

National Partners will finance their own participation in the project. The costs associated with the participation of a National Partner (i.e. one citizen consultation with 100 participants), is expected to range from 30,000 Euro to 100,000 Euro per country. The costs of organising a citizen consultation vary significantly according to the size of the country and its general price level.

The current aim is to secure the participation of at least 15 countries, some of which will be able to pay for their own participation and some of which will require funding from external sources.

Global awareness raising and knowledge generation would be improved with the participation of more than 15 countries. The method used makes it possible to include a practically unlimited number of countries. Fundraising efforts are therefore made by the Danish Board of Technology and other project partners in order to include as many countries in the project as possible.

Fundraising efforts will also be made by the Danish Board of Technology in order to include additional web-based awareness raising activities in the project and to develop a school kit with a mix of role-play and education in biodiversity.

Preliminary Timetable

Jun 11 → Feb 12	Identification of National Partners in as many countries as possible
Jun 11 → Nov 12	Fundraising
Nov 11 → Apr 12	Development of questions for the citizens
Dec 11 → Apr 12	Method development and design of manual to national partners
Jan 12 → Mar 12	Development of web-based reporting system
Jan 12 → Mar 12	Development of media strategy
Jan 12 → May 12	Development of information material for the citizens
Jan 12 → May 12	Production of information video
Mar 12 → Jun 12	Training of national partners
Mar 12	Training workshop for national partners in Copenhagen
Aug 12 → Oct 12	Production of documentary/presentation video for COP11
September 15, 2012	Holding of global citizen consultation in participating countries
Sep 12 → Oct 12	Preparation of a Policy Report with project results
Oct 2012	Presentation of results at COP11

Further Information

For further information, please contact the coordinators at DBT, Bjørn Bedsted (bb@tekno) and Søren Gram (sg@tekno.dk), and Neil Pratt (neil.pratt@cbd.int) at the CBD Secretariat.
