

Message from the



For you to understand the need to create

2010 International

Watch the video in Arabic:  
[w.youtube.com/watch?v=wcpqKxpjiMw](http://www.youtube.com/watch?v=wcpqKxpjiMw)

[http://ww](http://www)

Watch the video in English:  
[w.youtube.com/watch?v=V1VYmpTikgw](http://www.youtube.com/watch?v=V1VYmpTikgw)

[http://ww](http://www)

Objectives of IYB

Raise awareness of the importance of conserving biodiversity for human well-being and promote unders

Enhance public knowledge of the threats to biodiversity and means to conserve it

Encourage organizations (and through them individuals) to take direct or indirect biodiversity conservati

Celebrate the achievements of Countdown 2010 partners and other stakeholders

Reporting on the possible failures for not achieving the Target

Prepare the ground for communicating the post-2010 target(s)

By UNEP-IYB