



South African National Biodiversity Institute, Private Bag X101, Pretoria, 0001, South Africa
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5 June 2009

Dear Partners

**Thank you for your support in the 2009 campaign for
International Biodiversity Day**

Your participation in making the International Biodiversity Day campaign a success is greatly appreciated. The knowledge and insight you provided as part of this process has been invaluable to us as a Programme as well as to the South African public in raising awareness around issues related to invasive alien species and biodiversity.

Attached to this email are clippings of stories that were picked up in the media and which helped to raise awareness about “biodiversity and invasive alien species”. Please take the time to view these clippings. Additional tools for this campaign were: the exhibition and presentation at the AgriSA Mpumalanga Congress to farmers in Mpumalanga. Street posters were also displayed around 12 grassland priority sites in Gauteng.

Although there were a few hiccups, the message was widely distributed in the following media: Mail and Guardian, Engineering News, Radio 702, Radio Sonder Grense and inspired an insert on Morning Live (SABC2). The article circulated by the South African Press Association (SAPA) to independent newspapers misrepresented our view of the forestry sector. We apologise to the sector for this and maintain that the Programme’s approach is to work closely with production sectors including plantation growers to protect and conserve grasslands. We are especially encouraged by the forestry sector’s setting aside of 37 sites of forestry unplanted land for the conservation of grasslands biodiversity. These and other initiatives that the sector has taken are a clear indication that forestry is a committed partner in conservation.



In going forward, we have designed the webpage for International Biodiversity Day (IBD) to be a link on our webpage. This ongoing link will be updated with information related to the theme for Biodiversity Day every year. The theme for 2010 is “biodiversity and development.” 2010 was also set aside as the year for reviewing global biodiversity targets. We will keep in touch with regards to plans for next year’s celebrations and we also warmly welcome any suggestions that you might have for marking 2010’s IBD and the Year of Biodiversity.

We will be in touch with you in connection with your initiatives raised at the initial IBD meeting as well as cooperation and aligning plans for future campaigns.

Kind regards

A handwritten signature in black ink, appearing to read 'Anthea Stephens', written in a cursive style.

Anthea Stephens
Grasslands Programme Manager