

Context of the exhibition in terms of contents

An introductory information panel gives the visitor an overview of the Convention on Biological Diversity (CBD) and the seven **focal areas** for the 2010 Biodiversity Target. In addition, it refers to the organisations that made this exhibition possible.

The exhibition then concentrates on illustrating **nature's beauty** and explaining the term biodiversity (species and genetic diversity, diversity of ecosystems). In addition, the loss of biological diversity, which has increased rapidly over the last decades, is addressed as well as the goal of **reducing the loss of biodiversity** by 2010, which is related to the focal areas.

The next part of the exhibition explains how humans depend on nature. Various services that ecosystems provide and whose further existence is only ensured by a high level of biodiversity are presented, and their importance in particular for the poor of our world is highlighted. This gives an overall explanation for the second focal area of the 2010 target: **the conservation of ecosystem integrity**.

The fourth and fifth sections of this exhibition deal with the **causes of the loss of biological diversity**, i.e. the **shrinking of habitats, over-exploitation and pollution**, as well as **global climate change and the increasing spread of invasive species**. Direct responses on the part of the international community are shown to-

gether with measures that each individual can take to mitigate these causes.

However, defensive action is not enough to be successful. It needs to be embedded in the more comprehensive concept of the **sustainable use of natural resources**. This is presented in the sixth section. This part of the exhibition also explains the need to protect local knowledge and wisdom and shows how sustainable resource management can effect more favourable development for the population as a whole.

The seventh section of the exhibition discusses the cross-sectoral **actions** required to achieve the 2010 Biodiversity Target at global, regional and local level. At government level, the exchange of financial and technical assets is required, supported by an international regime providing for an equitable share of the benefits for the guardians of genetic resources. However, these government actions must be combined with solidarity, environmental awareness and changes in consumer behaviour among all individuals.

Offer of service and rental terms

We will provide you with the pictures and text panels **free of charge**. We recommend however that the exhibition **lasts** one to three weeks. Longer periods create problems with availability and the cost of logistics make shorter periods less practical.

Accompanying brochures are provided free-of-charge up to a number of 50. Additional print costs are charged for further copies.

Depending on size, available equipment and location, the cost of services such as consultancy and the compiling of pictures as well as assistance in assembling and dismantling the exhibition and organising transport is between **€ 1,000 and € 3,000**.

The borrower of the exhibition and/or the insurance he has taken out is liable for any damage to exhibition material occurring during transport, assembling or dismantling or during the running of the exhibition.

Additional costs (transport incl. transport insurance, insurance covering the exhibition itself, exhibition system, illumination, travel costs, expenses, possible lodging costs, etc.) are borne by the borrower of the exhibition.

All rights to the picture material are reserved by the partner organisations. If you are interested in any further use, please get in touch with GTZ.



Nature – Our precious Web



GEO



IUCN
The World Conservation Union

COUNTDOWN
2010
SAVE BIODIVERSITY



gtz

Programme implementing
the Ministry of Environment

commissioned by
Andriani Miarinjan
the President of Madagascar
and Development



Dear interested party,

do you work for a company that has committed itself to sustainable development, to acting responsibility when it comes to the Earth's resources?

Are you employed by an institution that campaigns for a halt to the current loss of biological and cultural diversity?

Would you like to demonstrate these attitudes and beliefs to your colleagues or visitors in an eye catching manner? Are you already planning an event for which you need a suitable framework?

We can offer you this framework in the shape of an internationally produced photo exhibition:

»Nature – Our Precious Web«

This leaflet gives you an advance view of the exhibition and a view of the potential viewership you could capture.

Yours sincerely,

Dr. Konrad Uebelhör
Biodiversity Team

Organisations involved

- GEO, the feature magazine
- Secretariat of the Convention on Biological Diversity (SCBD)
- World Conservation Union (IUCN), Initiative Countdown 2010
- UNDP, United Nations Development Programme
- »Deutsche Gesellschaft für Technische Zusammenarbeit« (GTZ) GmbH – German Technical Cooperation, commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ)

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The exhibition's goal and concept



© Claus Meyer

By 2010, the international community has set itself the goal of reducing the rate of current loss of biodiversity – at global, regional and national level. The challenges of achieving this »2010 Biodiversity Target« is what the exhibition »Nature – Our Precious Web« wishes to communicate to a broad audience.

Using images and accessible messages and texts, the exhibition explains the links between the biological diversity of our planet and the well-being of humans around the world. The seven sections illustrate the challenges that the implementation of this goal entails and in this way, explains to a wide public what is at stake when the Ninth meeting of the Conference of the Parties to the Convention on Biological Diversity (»COP 9«) convenes in Germany.

The exhibition »Nature – Our Precious Web« is easily understandable to laypeople interested in environment and development issues. It appeals to them on an emotional and aesthetic level thanks to the high-quality work of world-renowned photographers.

Target groups

- interested laypeople
- students
- scientists
- people working for non-profit organisations
- media representatives



© Marcus Bleasdale



© Frans Laming



© Pascal Marite

Exhibition design

The exhibition is structured as follows:

- An explanatory information panel accompanies every 10 to 18 photos. Each information panel contains both a short text and diagrams, which put the photos into context.
- The exhibition has an overall length of about 90 metres. If images are hung up in groups, this could also reduce the exhibition space.

Planned exhibition venues

- Opening on the 5th June 2007 at the Museum für Naturkunde of the Humboldt University in Berlin, where the exhibition can be visited until the end of August.
- Tour of Germany in 2008, the year of COP 9 (Conference of the States Party to the Convention on Biological Diversity in Bonn)
- World Conservation Congress in Barcelona in October 2008
- 2010: International Year of Biodiversity and COP 10



Example of a board of information