



**Media Release**

## **Establishment of “Friends of the CBD” Association to Support Canada’s Efforts in Protecting Biodiversity**

### **New multi-stakeholder association will be hosted by the Canadian Environmental Network**

(Ottawa ON, June 23, 2010) The Canadian Environmental Network (RCEN) announced today that it will play host to a Canadian Friends of the Convention on Biological Diversity (CBD) Association—the first of its kind worldwide.

To be developed in partnership with the Secretariat of the CBD, the new association will bring together stakeholders from academia, industry, municipalities, non-governmental organisations and other sectors to play an active role in meeting Canada's commitments to the CBD and safeguarding biodiversity globally.

“The RCEN is proud of its strong partnership with the Secretariat of the CBD. The Friends of the CBD will not only promote greater awareness of the Convention amongst different sectors of Canadian society, it will also support the Convention’s implementation” said Susan Tanner, Executive Director of the RCEN.

The cross-sectoral association will translate the goals of the new 10-year Strategic Plan of the CBD into actions that can be implemented within the context of current domestic needs and priorities. Through strategic collaborations, the Friends of the CBD will support the work of reaching the objectives of the Convention in Canada.

“By creating new opportunities for collaboration, the association will serve as a catalyst for projects and partnerships that can ultimately support Canada’s efforts to protect biodiversity at home and internationally”, said Sarah Heiberg, Coordinator for the RCEN’s Biodiversity Caucus.

The RCEN will also connect with and encourage the establishment of similar organisations in other countries around the world.

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Learn more about the Canadian Environmental Network at: [www.cen-rce.org](http://www.cen-rce.org).