

UNITED NATIONS



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Message / Granted

21/04/09

THE SECRETARY-GENERAL

MESSAGE ON THE LAUNCH OF THE AIRBUS-NATIONAL GEOGRAPHIC
PARTNERSHIP FOR "THE GREEN WAVE"

June 2009

I thank the many partners that have launched and supported *The Green Wave* for making possible this valuable effort to teach young people about the importance of biodiversity.

Unique ecosystems such as oceans, rainforests, wetlands and deserts, as well as a remarkable variety of plants, animals and microorganisms, contribute immeasurably to our survival and well-being. But biodiversity faces grave and growing risks. Industrial and agricultural production, the expansion of human settlements and the search for natural resources all threaten the ecological foundation of sustainable development.

The 1992 Convention on Biological Diversity, with 191 parties, enjoys nearly universal participation. But while there is much that governments, international organizations, civil society and the private sector can do to advance environmental stewardship, individuals also have responsibilities, too. There is no better place to start raising awareness and inspiring action than in schools and families.

I commend Airbus and National Geographic for their support, and I encourage students, parents and teachers to ride *The Green Wave* and spread the word. Even small contributions can make a big difference. Protecting our planet's biodiversity is crucial if we are to ensure the health of people and planet alike.



29-03332

Sebastien Lawson/NY/UNO

03/04/2009 07:49 PM

To Georg Kell/NY/UNO@UNHQ

cc Yeocheol Yoon/NY/UNO@UNHQ, Kaori
Minami/NY/UNO@UNHQ, Richard Amdur/NY/UNO@UNHQ,
Gelila Terrefe/NY/UNO@UNHQ, Ruxandra

bcc

Subject FOR ADVICE PLSE: Airbus and National Geographic
Society Partnership, May 2009 in Washington DC

Dear Georg,

I attach an invitation from Airbus for the Secretary-General to attend the launch of a partnership between Airbus and National Geographic Society, aimed at supporting the UN in tackling the world's loss of biodiversity. The event is foreseen to take place between 12 and 21 May. Organizers are flexible on the date.

Your Office is requested to kindly advise whether SG should consider or on any appropriate course of action. Thank you.

Best,

SL



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AIRBUS

TOM ENDERS
PRESIDENT AND CHIEF EXECUTIVE OFFICER

Scanned
MAR 25 2009
29-03332

His Excellency
Mr. Ban Ki-moon
Secretary-General of the United Nations
United Nations,
New York, N.Y. 10017
U.S.A.

Blagnac, March 24th, 2009

Excellency:

At the World Economic Forum in Davos this year, you issued a rallying call to global business and industry to join a new phase of the Global Compact in order to address the global environment challenges. Airbus has heard your call and is ready to respond with our contribution.

Last month, Airbus and the non-profit National Geographic Society established a partnership aimed to support the United Nations in tackling one such global challenge – the world's loss of biodiversity.

As a long-term commitment supporting *The Green Wave* educational project of the *Convention on Biological Diversity (CBD)* and supporting the UN-designated *International Year of Biodiversity 2010*, our partnership aims to increase knowledge and understanding of biodiversity amongst children and youth – the decision-makers of tomorrow.

Through a major global multi-media campaign involving the National Geographic Magazine published in 32 languages in 150 countries, National Geographic's Kids magazine, its TV broadcast and its online media, the partnership wants to develop the world's largest and most far-reaching biodiversity outreach programme to children and families.

In close coordination with the secretariat of the CBD, elements already in place include a global biodiversity photography contest that will open in June; the appointment of National Geographic's world-renowned photographer, Joel Sartore, to guide the program through a series of engaging events; and a programme among Airbus staff of some 50,000 people worldwide to champion *The Green Wave* in schools and communities. Both Airbus and National Geographic are fully committed to promoting sustainable development and supporting the CBD in reaching its goals.

In order to get this ambitious programme off to a flying start and to inspire other organizations to answer your call for action, we plan to publicly launch this partnership through a dedicated event in New York or Washington, DC in May 2009.

I would be very honoured to have you join us at this event.

AN EADS COMPANY

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Knowing how busy your schedule must be, we have not yet fixed an exact date or location. Our preference would be to hold it in New York between 12 and 21 May – most preferably coinciding with the 17th Session of the Commission on Sustainable Development. However, we are willing to arrange it in way that may best suit your schedule and travel plans.

Your involvement would send an extraordinarily strong and positive message about the importance of this issue as we begin the countdown towards the *International Year of Biodiversity* in 2010, as well as on the power of cross-sectoral partnerships to tackle global issues.

With my best regards,

A handwritten signature in black ink, appearing to be "H." followed by a horizontal line and a comma.