

Little is known about the functions and values of biodiversity, and much of it is hidden from view. As a result there is a lack of adequate support for the biodiversity policy and for a change of behaviour among governments, companies and consumers.



What are the Dutch government's priorities?

- *To increase the awareness and visibility of the vital functions and important values of biodiversity for people. This will be the basic principle when formulating, implementing and supporting communication and educational activities, requiring the government to communicate the priorities of this policy programme as well as to promote education through a policy paper on Nature and Environmental Education (NME), develop a follow-up programme Learning for Sustainability and implement the Regeling Draagvlak Natuur [Support for Nature Regulation] (RDN), as well as communication deriving from the long-term goals of biodiversity policy.*
- *To provide inspiring examples of specific actions, through The VROM manual 'Biodiversity Works!', that everyone can take to foster the conservation and sustainable use of biodiversity and fair distribution of its benefits.*
- *To actively support the CEPA working programme under the UN Biodiversity Convention.*

On what themes and activities will the Dutch government seek to cooperate with partners in civil society?

- *Improving communication about the functions and important values of biodiversity for people and making them more visible, using the channels of non-governmental organisations, economic sectors, etc.*
- *Supporting participation by other tiers of government and companies in biodiversity communication campaign 'Countdown 2010'.*

