

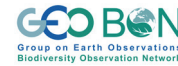
## HOW WILL CONNECT ACHIEVE ITS AIMS?

- CONNECT will mobilise both biodiversity data producers and decision-makers from government, civil society, and business. Each country will have a small, representative Steering Committee.
- The project will map who currently uses biodiversity information for development decision-making and why (data demand), and who creates this information and how (supply-side).
- Over four years to 2020, CONNECT will make existing biodiversity information more relevant and accessible to decision-makers, trialling new interpretation and delivery approaches so that it is more policy-relevant, timely and in useful formats.
- There will also be four international meetings, one per year. All three countries and project partners will come together to share lessons on analysing and improving biodiversity information, on what this can do for sustainable development, and on the barriers.



## WHO WILL CONNECT WORK WITH GLOBALLY?

- CONNECT will take advantage of considerable work and contacts at national and international levels. Best practices in decision-centred data provision will be used.
- Global Project Partners include:



## HOW CAN I FIND OUT MORE ABOUT CONNECT?

- Contact us at [connect@unep-wcmc.org](mailto:connect@unep-wcmc.org)
- Website: [www.connectbiodiversity.com](http://www.connectbiodiversity.com)



## CONNECT:

Mainstreaming biodiversity information into the heart of government decision-making



This communication material was prepared within the framework of the GEF project 'Mainstreaming biodiversity information into the heart of government decision making' implemented by UN Environment





## WHAT IS CONNECT'S AIM?

- The project aims to connect biodiversity experts with policy-makers. It will help to deliver biodiversity information in ways that improve development decisions.

## WHY DO WE NEED CONNECT?

- Most countries are now committed to sustainable development, to greening economies and energy systems, and to inclusion of poor people and their needs. These major policy shifts embrace the economy, society and the environment. They present exciting opportunities to integrate biodiversity potentials and risks into government decision-making.
- There is a sense of urgency. New aspirations e.g. for national implementation of the Sustainable Development Goals (SDGs) and for (foreign) investment in land urgently needs to respond to biodiversity's values and risks.
- But there is a big disconnect between providers of biodiversity information and potential users. Decision-makers are not getting compelling, timely information on how biodiversity contributes to national objectives and aspirations such as economic growth and poverty reduction. Neither do they have data on how biodiversity loss harms people's well-being and economic performance, especially in natural resource sectors.

## WHERE WILL CONNECT WORK?

- CONNECT will work with the Governments of Ghana, Mozambique and Uganda, to improve both the quality of biodiversity information and its use in critical development decisions.
- CONNECT will also work globally, sharing findings and innovations with other countries and with intergovernmental bodies in environment and development.



## CONNECT PROJECT ACTIVITIES IN EACH COUNTRY

