

## CBD CoP-11 Logo



## 11<sup>th</sup> COP

### Background

The **Convention on Biological Diversity (CBD)** is an international treaty to sustain the diversity of life on earth. At the tenth Conference of Parties (CoP-10), in Nagoya, Japan, a new global plan to help protect the natural environment was reached. This ten year 'Strategic Plan' includes 20 headline targets – called the 'Aichi Targets', and is organized under five goals. Some key targets include: at least halving the rate of loss of natural ecosystems; preserving at least 17 percent of terrestrial and inland waters and 10 percent of marine coastal areas; restoring at least 15 percent of degraded areas; and making special efforts to reduce pressure on coral reefs.

The United Nations General Assembly has declared 2011 to 2020 as the **UN Decade on Biodiversity** (UNDB) with a view of raising awareness about the importance of biodiversity (or the variety of life on earth), and achieving the Aichi Targets.

**India will host the eleventh Conference of Parties to the Convention on Biodiversity in October 2012 – the first CoP under the UNDB.** The sixth Conference of the Parties serving as Meeting of the Parties (CoP/MoP-6) to the Cartagena Protocol on Bio-safety will also be hosted by India. The year 2012 is significant because it marks the **40th anniversary of the Stockholm Conference**, the **20th anniversary of the historic Rio Earth Summit**, and the **10th anniversary of the Johannesburg Summit**.

### The CBD logo

The CBD logo consists of three major motifs, the Royal Bengal Tiger on the upper part, a woman with a bird and a leaf at the centre and a dolphin on the lower part of the circle.

The **Royal Bengal tiger** represents all the terrestrial animals. It also represents Indian wild life. The Royal Bengal Tiger is an endangered species, and one of the main aims of CBD, is to reduce biodiversity loss. Thus, it conveys the distinctive character of the origination and its activities.

The **Dolphin** represents the ocean. The family Delphinidae is the largest in the Cetacean order, they are found all over the world, and thus it represents the world aquatic life.

The **Woman** represents The Mother Earth, who provides us with food, shelter and every basic necessity of human and other living creatures. The woman in the logo is winnowing grain in a typical Indian style representing Indian culture.

There are 22 official and 398 living languages in India. Amidst this lingual diversity, Sanskrit holds the thread of oneness as many of these languages are derived from Sanskrit. The English translation is placed circling the lower rim.

The logo forms a circle. The circle represents our planet earth. Also it represents the circle of life, the dogma of our nature. In Indian philosophy, a circle is a bindu, a metaphysical term, which is proposed to be the point of origin of all the creation. A circle has no beginning or end thus symbolising the universe in itself.

The logo consist of three colours: Saffron, Dark olive green and Denim blue. The colour palette is inspired from the Indian tricolour flag.

The Royal Bengal Tiger, is in Saffron. It is the colour of the upper band of the Indian national flag. It stands for sacrifice and salvation.

The Woman, bird, leaf and the typography is in Dark olive green colour. It is the colour of the lower band of the Indian National Flag. It stands for prosperity and it represents the mother nature and the fertile soil.

The dolphin is in Denim blue. In the Indian flag the Ashoka chakra is in blue, which stands for peace. In the logo it represents the ocean, thus it represents all life forms and its fine balance in nature.