



**Global  
Environment  
Facility**



*Noé*  
INSTITUTE

**For immediate release**

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## **MEDIA ADVISORY**

### **PRESS CONFERENCE: GEF, World Bank and IUCN Launch Partnership to Protect Globally Threatened Species**

Businesses that have built their brands on the back of threatened species should invest more in the preservation of their natural habitats according to a new conservation campaign to be launched tomorrow. The Global Environment Facility (GEF), together with the World Bank and IUCN, the International Union for the Conservation of Nature will present this innovative new partnership to protect globally threatened species at the World Conservation Congress of IUCN in Barcelona, in cooperation with the Belgian NGO Noe Institute. It will include a *Save Your Logo* campaign to attract private sector involvement and build broad public support to sustain biodiversity on this planet.

**When:** Tuesday, October 7, 2008, 10am – 11am

**Where:** Media Lounge, Press Center IUCN World Conservation Congress Barcelona

**Who:** Monique Barbut, CEO and Chairperson, the Global Environment Facility (GEF)  
Warren Evans, Director, Environment Department, World Bank  
IUCN, TBC  
Olivier Chiabodo, President, Noe Institute

A reception to launch the initiative will be held on the same day in the evening from 8.30pm to 9.30pm in the Conservation Cinema at the Congress Center. Media are invited to attend.

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