

Official opening of the exhibition “Biodiversity is life, Biodiversity is our life”

Come join us in a celebration of diversity of life on earth at the official opening of the exhibition “Biodiversity is life, Biodiversity is our life” attended by **Her Royal Highness Princess Marie, Patron of the Danish National Commission for UNESCO**, on Monday September 6th, at 4pm at **the Botanical Museum**, Gothersgade 130, 1353 Copenhagen.

The United Nations declared 2010 the International Year of Biodiversity, and to mark this occasion, the Botanical Museum will host the exhibition from September 7th to October 24th, opened daily, Monday to Sunday from 10am to 4pm (Closed on Saturdays).

The exhibition is a partnership between the Global Biodiversity Information Facility (GBIF), the European Environment Agency and the French Embassy to Denmark, in collaboration with the Natural History Museum of Denmark, Copenhagen University and the Danish National Commission for UNESCO.

“We are familiar with biodiversity through appealing images of animal and plants. However, we are less familiar with the vital role biodiversity plays in human well-being and in maintaining the life support system on Earth. If we want to conserve and exploit nature in a proper manner, we need to know how it works. We need to know about the many species of animals and plants,” underlines Linda Nielsen, chairman of the Danish National Commission for UNESCO.

“It is therefore essential to increase public awareness on the threats to biodiversity and on the importance of its conservation. To reach a broader audience, we chose to exhibit 18 posters selected from the UNESCO travel exhibition by the French Ministry of Foreign and European Affairs. The use of simple language and attractive visual elements contribute to making the exhibition widely accessible,” explains H.E Bérengère Quincy, Ambassador of France to Denmark.

“As a result, the exhibition explores the multiple aspects of biodiversity contributing to human well-being, describes the direct and indirect factors contributing to biodiversity loss and illustrates how the global community is working to ensure its conservation and sustainable use now and in the future”, adds Nicholas King, Executive Secretary of GBIF.

“We need to mobilise the public and the policymakers to address the causes of biodiversity loss and ultimately to reverse it. This can only be achieved by broadening the understanding of biodiversity’s irreplaceable role in sustaining our societies and economies”, concludes Prof. Jacqueline McGlade, Executive Director of the European Environment Agency.

The official inauguration will be followed by a reception at the French Embassy to Denmark, in presence of Her Royal Highness Princess Marie, at 5pm, at Kongens Nytorv 4, 1050 Copenhagen. The press is kindly asked to contact Jens Astrup, Communication Officer, jastrup@snm.ku.dk, Tel. 35 32 44 48 regarding the opening at the Botanical Museum and Bénédicte Hausmann, Communication Officer, benedicte.hausmann@diplomatie.gouv.fr, Tel.33 67 01 18, regarding the reception at the French Embassy.