



25
YEARS



Convention on Biological Diversity

25TH ANNIVERSARY OF THE INTERNATIONAL POLLINATORS INITIATIVE (IPI 25)



CAMPAIGN REPORT

IPI 25 CAMPAIGN

Pollination is a vital ecosystem service that maintains biodiversity and life on Earth. The functioning and health of agricultural and natural ecosystems, as well as people's well-being, livelihoods and access to food depend on pollinators. Yet, habitat loss, misuse of pesticides, parasites and pathogens, invasive alien species, climate change, among others, are putting their survival, and ours, at risk.

In response to the urgent need to halt and reverse pollinator diversity loss, the International Initiative for the Conservation and Sustainable Use of Pollinators (IPI) was established at COP 5, which took place in May 2000 in Nairobi, by [decision V/5](#). Subsequently, the updated [Plan of Action 2018-2030](#) for the IPI, prepared jointly by the Food and Agriculture Organization of the United Nations (FAO) and the Secretariat of the Convention on Biological Diversity (CBD), was adopted by [decision 14/6](#). The Plan of Action is aligned with the [Kunming-Montreal Global Biodiversity Framework](#), the world's master plan to halt and reverse biodiversity loss.

This year marks the 25th anniversary of the IPI. To celebrate, the CBD Secretariat launched a campaign to highlight the milestones collectively achieved and promote global action to shape a brighter future for pollinators. The present report covers the first two weeks of the campaign, from 16 to 28 October 2025.

IPI LOGO

25 years of coordinated action worldwide to safeguard pollinators deserves recognition. To commemorate this milestone, the CBD Secretariat created a logo that captures the essence of the IPI. This new visual identity is designed to raise the profile of the initiative.



Logomark



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Logotype



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IPI 25

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[Discover the design process of the IPI logo.](#)

IPI WEBSITE

As part of the campaign, the CBD Secretariat launched an official IPI website. It features tools and guidance shared by Parties and other stakeholders, a list of related events and inspiring videos on the conservation, restoration and sustainable use of pollinators.

 [Visit the IPI website.](#)

Statements

Parties and other stakeholders were invited to share a compelling message to celebrate the 25th anniversary of the IPI. At this time, the CBD Secretariat has received 36 video messages/written statements, including 17 from Parties.

 [All statement are available on the IPI website.](#)



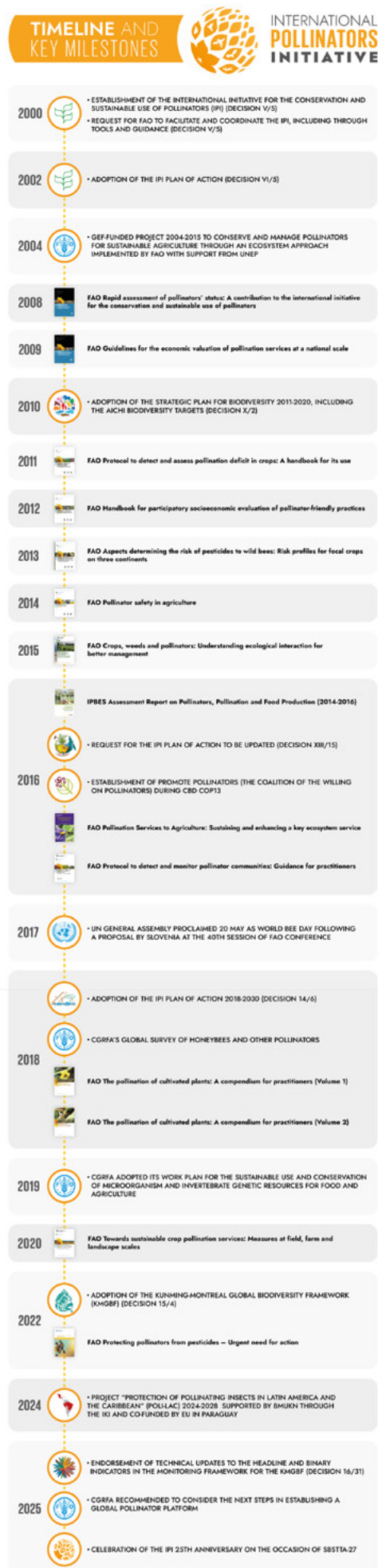
[Video message from Astrid Schomaker,
Executive Secretary, CBD](#)



[Video message from H.E. Hambardzum
Matevosyan, Minister of Environment of
the Republic of Armenia](#)



[Video message from H.E. Lena Yanina
Estrada Asito, COP 16 President,
Minister of Environment and Sustainable
Development of the Republic of Colombia](#)



Statements from Parties



Statements from other stakeholders



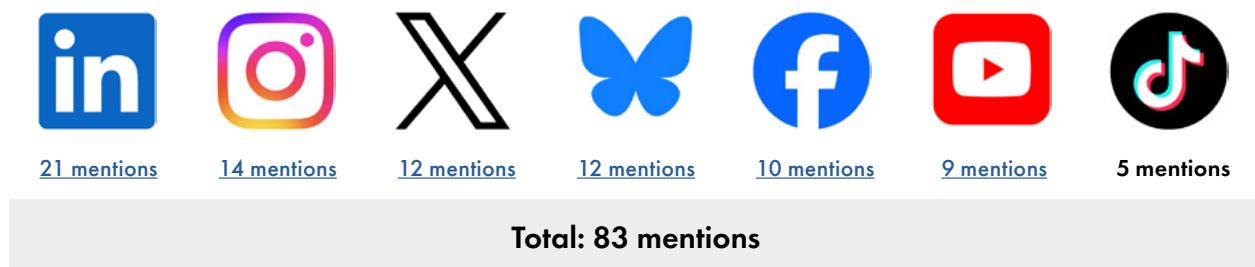
SOCIAL MEDIA

The CBD Secretariat prepared assets to help raise awareness on the importance of pollinators and to prompt the public to participate in the global digital campaign. All assets for the campaign can be downloaded through the dedicated Trello Board.

[Visit the Trello Board.](#)

#IPI25

As of today, the main hashtag for the campaign #IPI25 sparked 83 mentions across social media platforms. The hashtag was most used on LinkedIn, followed by Instagram.



Top performing posts

A carousel post inviting people to join the buzz through the infographics below recorded strong metrics on LinkedIn. So far, the post received many impressions, appearing on the feed of nearly 16.7 k users. Regarding engagements, a total of 3.3 k users interacted with the post, including 332 reactions and 70 reposts.



[View the post.](#)

Reactions
322

Reposts
70

Engagements
3 299

Impressions
16 662

A carousel post focused on pollinators featuring the infographics below performed remarkably well on X (formerly Twitter). Up to the present, the post generated high impressions, reaching the feed of over 5.7 k users. With respect to engagements, a total of 524 users interacted with the post, including 173 likes and 76 retweets.



[View the post.](#)

Likes

173

Retweets

76

Engagements

524

Impressions

5 723

The statement from Astrid Schomaker, Executive Secretary of the CBD, on the occasion of the 25th anniversary of the IPI was viewed over 2.1 k times on Facebook, and the number keeps on growing. It accumulated 43 reactions and 17 reposts on the social media platform.



Statement from Astrid Schomaker, Executive Secretary, CBD

[Watch the video.](#)

25TH ANNIVERSARY OF THE IPI @ SBSTTA-27

Over the past 25 years, the IPI has catalyzed important progress. Many Parties to the CBD have developed regional, national and subnational initiatives, strategies, action plans and programmes to safeguard pollinators. In addition, indigenous peoples and local communities, NGOs, international organizations, farmers, beekeepers, the private sector as well as civil society have undertaken various actions to protect pollinators worldwide.

To celebrate the 25th anniversary of the IPI, the CBD Secretariat, the Government of Mexico through the Secretaría del Medio Ambiente y Recursos Naturales (SEMARNAT) and the Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO), and FAO organized an event to reflect on the achievements and discuss the next chapter towards the conservation and sustainable use of pollinators. The event took place on 20 October 2025 in Panama City, in Panama City, during the twenty-seventh meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA-27).

The event, moderated by Monica Kobayashi, Programme Management Officer at the CBD, opened with remarks from Astrid Schomaker, Executive Secretary of the CBD, and Manoela Pessoa de Miranda, Secretary of the Commission on Genetic Resources for FAO. The opening remarks were followed by a video unveiling the IPI Story.



The IPI Story



[Watch the video.](#)

Next, Braulio Dias, Director of the Department for the Conservation and Sustainable Use of Biodiversity at the Ministry of Environment and Climate Change of Brazil, delivered a keynote presentation on the inception of the IPI. Kim-Anh Tempelman, Programme Coordinator at FAO, subsequently launched the publication below.



[Download "Protecting pollinators from pesticides: Issues and options to consider when drafting pesticide legislation, beekeeping legislation, and biodiversity legislation".](#)

The event proceeded with a panel on "25 Years of the International Pollinators Initiative: Successes and Challenges". The thematics addressed and panelists are listed below.

Relationship between people and pollinators

Viviana Figueroa, Red de Mujeres Indigenas sobre Biodiversidad, Omaguaca people, LAC

Ramson Karamushu, My Indigenous Knowledge in Action (MIKIA Kenya), Maasai people, Africa

Regional action for enhanced conservation of pollinators in Latin America and the Caribbean

Andreas Gettkant, Director, Project Poli-LAC, GIZ

Conserving and restoring wild pollinators and their habitats in Europe

Anne Theo Seinen, Policy Officer, Biodiversity Integration, Directorate-General for Environment, European Commission

Promoting Pollinators: The need for global cooperation and coordination

Hesiquio Benitez, Director of Biodiversity Cooperation and Implementation at Comisión Nacional para el Conocimiento y Uso de la Biodiversidad, Mexico & Chair, Promote Pollinators



27th meeting of the Subsidiary Body on Scientific, Technical and Technological Advice

Panama City, 20-24 October 2025



An open discussion on “25 Years of the International Pollinators Initiative: Charting the Path Ahead” followed, with all participants encouraged to take the floor. On behalf of Colombia, the Ambassador Pedro León Cortés Ruíz welcomed the anniversary, noting that Colombia is developing its National Strategy for the Conservation of Pollinators, while strengthening research, monitoring and restoration of critical habitats for native bees, bats, butterflies and hummingbirds. He concluded with a message of hope, cooperation and collective action to protect pollinators, and ultimately life on Earth and the common well-being. The event closed with remarks from Michelle Gaelle Bidima, Member of the Global Youth Biodiversity Network.

ACKNOWLEDGMENTS

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Food and Agriculture
Organization of the
United Nations



On behalf of:



Federal Ministry
for the Environment, Climate Action,
Nature Conservation and Nuclear Safety

of the Federal Republic of Germany



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