



United Nations Decade for Deserts and the Fight against Desertification

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## Media Alert

### Launch of the UN Decade for Deserts and the Fight Against Desertification

**Congresso das Convenções  
Fortaleza, Brazil  
Monday, 16 August 2010**

**United Nations Environment Programme  
Nairobi, Kenya  
Monday, 16 August 2010**

**Fortaleza, 12 August 2010.** On Monday, 16 August 2010, the city of Fortaleza in the dryland State of Ceará, Brazil, will host the global launch of the United Nations Decade for Deserts and the Fight against Desertification (UNDDD). The launch will be complemented by regional launches. The launch for Africa Region will take place in Nairobi, Kenya, also on 16 August.

The global launch, in Brazil, will take place during the opening ceremony of the Second International Conference on Climate, Variability and Sustainable Development in the semi-Arid Regions (ICID 2010), taking place from 16-20 August 2010. Luc Gnacadja, Executive Secretary of UNCCD, is heading the Convention's delegation to the launch in Brazil.

Other regional launches will take place in the following months. North America's regional launch will take place in September, in New York City, on the occasion of the Summit on the Millennium Development Goals. The Asian Regional launch is planned in October in Seoul, Republic of Korea. And the launch in Europe will take place in November at a place and venue to be determined. The events mark the official start of the annual observance of the Decade declared in 2007 by the United Nations General Assembly.

A complete press kit on the event is available online at:  
[http://www.unep.org/downloads/UNDDD\\_PressKit.zip](http://www.unep.org/downloads/UNDDD_PressKit.zip)

The Decade to Combat Desertification is spearheaded by United Nations agencies. They include the United Nations Environment Programme, the United Nations Development Programme, the International Fund for Agricultural Development and other relevant bodies of the United Nations, including the Department of Public Information of the United Nations Secretariat. The United Nations Convention to Combat Desertification is the focal point of this inter-agency task force.

**For more information, including interviews with experts, contact:**

Ms. Cadija Tissiani, (+55) 61 9988 9852 or 618220 3406, Email: [cadija@gmail.com](mailto:cadija@gmail.com)

Ms. Wagaki Mwangi, Tel: (+55) 85 9605 0833, Email: [wmwangi@unccd.int](mailto:wmwangi@unccd.int).

Ms. Yukie Hori, (+49) 228 815 2829, Email: [yhori@unccd.int](mailto:yhori@unccd.int)

**Launch in Nairobi**

Mr. Waiganjo Njoroge, (+254) 723 857270 or (+254) 20 762 5261, E-mail:

[Waiganjo.njoroge@unep.org](mailto:Waiganjo.njoroge@unep.org)

Ms. Mia Turner, (+254) 20 762 5211 or (+254) 710 620495, E-mail: [mia.turner@unep.org](mailto:mia.turner@unep.org)

Ms. Sarah Anyoti, (+254) 20 762 2300, E-mail: [sarah.anyoti@undp.org](mailto:sarah.anyoti@undp.org)

