A Public Force for Action

The role of the NGOs
The role of the NGO

Creating a public force for action

Championing development of society and communities and promoting equality

Facilitating citizen participation

Convening and collaborating
Our Theory of Change

NGOs

Change targets
Business
Government
Institutions

Influencers
Hundreds of millions, supporters, civil society, key opinion leaders, media
<table>
<thead>
<tr>
<th>Ultimate conservation and policy goal</th>
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<tbody>
<tr>
<td><strong>Halting the loss of biodiversity by 2030</strong></td>
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<table>
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<tr>
<th>Secure New Deal for Nature and People in 2020</th>
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<tr>
<td><strong>Engage 1 billion people across the world</strong></td>
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<tr>
<td><strong>Make nature matter</strong></td>
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<tr>
<td><strong>Inspire the world to act in 2020</strong></td>
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<tr>
<td><strong>Engage decision-makers</strong> (business/gov/institutions)</td>
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<tr>
<td><strong>Move nature up the global agenda</strong></td>
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<td><strong>Move nature up the national agenda</strong></td>
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**Comms strategy and goal for 2020**
Baseline Study on Biodiversity Awareness in 10 countries

Prepared for WWF
With funding from International Climate Initiative (IKI)

April 2018

Research methodology and coverage

**WHAT**

25 minute online quantitative survey
Fieldwork period: 3rd -13th March 2018

**WHO**

A total of 10,328 respondents (non-rejecters of environmental issues) across 10 countries.

Surveys were conducted in the local language among the representative of online population (18+) for each country.
Understanding the value of nature

1 IN 2 (49%) PEOPLE
are ‘very convinced’ that biodiversity on Earth is in decline.

Only 40%
see biodiversity and nature as important sources of raw materials for the economy

Across all 10 countries,
just over one in three people
associate the benefits of biodiversity with necessities of life such as food, water and fresh air
WHAT COULD IT MEAN FOR COMMUNICATION GOING FORWARD

Broaden the understanding of ‘biodiversity’ to go beyond diversity of living organisms to include habitats

→ Messaging can be focussed on different types of habitats and their critical role for human well-being

The benefits of biodiversity and nature need to be associated clearly with resources, food, air, water and overall well-being

→ Showing real-life examples of the impact of declining biodiversity on peoples’ well-being

Recognizing current efforts with a view to adopting significant lifestyle changes over the years should be the intended aim

→ Capitalize on existing positive behaviours (no food waste, energy saving, recycling etc.) to draw the connection with the values of biodiversity and nature
Our role, our ambition

Mobilizing society and businesses

Society
- 60 Earth Hour
- People's Climate March
- Fridays for Future

Partnerships
- World Economic Forum
- Netflix

Business Coalitions
- WE MEAN BUSINESS
- WE ARE STILL IN
Mass Communications, Mobilization
The Power of Open-source: #EarthHour

EARTH HOUR 2018 HIGHLIGHTS

- 188 COUNTRIES & TERRITORIES
- 17,900+ LANDMARKS & MONUMENTS SWITCHED OFF THEIR LIGHTS
- 250+ AMBASSADORS & INFLUENCERS JOINED THE MOVEMENT
- 3.5 BILLION+ IMPRESSIONS FOR EARTH HOUR AND CONNECT2EARTH (JAN - MAR 2018)
- 33 COUNTRIES SAW #EARTHOUR, #CONNECT2EARTH TREND

EARTH HOUR 2019

Thanks for an amazing Earth Hour!

Individuals, businesses and cities in over 180 countries and territories spoke up for nature to inspire urgent action for the environment.

ESTIMATES AS OF PAW OUT ON 31 MARCH 2019

#EarthHour, #Connect2Earth
The Power of Open-source: #Connect2Earth

Downloadable toolkits on connect2earth.org to share the message

Achieved 5.5 billion global impressions
(March 2018 - May 2019)

World Wildlife Day
March 3, 2019
View more

Earth Hour
March 30, 2019
View more

World Health Day
April 7, 2019
View more

Earth Day
April 22, 2019
View more

World Migratory Bird Day (Spring)
May 11, 2019
View more

International Day for Biodiversity
May 22, 2019
View more
NATURE IS NOT JUST...

FEATURING 9 DIFFERENT LANGUAGES
The Power of Emotive Storytelling – Our Planet

Over 100 million watched on Netflix, and it is tracking to be Netflix’s most successful global documentary series yet!

https://www.youtube.com/watch?v=aETNYyrqNYE
Activist Group Movements
The Timeline to 2020

- 24 March 2018: HLPF SDGs
- 2018: WWF Living Planet Report '18
- 2018: CBD COP-14, Egypt
- 2018: UNFCCC COP-24, Poland
- 30 March 2019: Netflix 'Our Planet' Global Series Release
- 2019: UN Heads of State HLPF SDGs Climate summit
- 2019: UNFCCC COP-25
- 2020: 28 March 2020
- 2020: UN HLPF SDGs
- 2020: WWF Living Planet Report '20
- 2020: UN 75th anniversary UNFCCC COP-26
- 2020: CBD 2020, COP-15, China
Partnerships
Youth Partnerships

- Enabling a people-first grassroots movement
- Offering young people hope, and a sense of belonging and purpose
- Making the benefits of nature personal - and worth caring for
Corporate partnerships

The multiplying benefits of partnerships

Maintain communications with existing “green” audiences (A)

Reach the new audiences through partnerships (B)

Engage a billion and help raise the issues up the agenda – growing the larger environment market (C)
Business Coalitions
The Impacts of Business Voices

Convening groups to urge governments to change the operating framework for business.

Businesses play a key role in bringing about change.

United business voice and demonstrating and incentivising business actions.
The impact of the business community
The NGO community and 2020

Pulling together

Pooling resources

Making nature matter to individuals

Enabling grassroots movements

Encouraging a sense of belonging and purpose

Collaborating and sharing

Showcasing the benefits of nature to peoples lives

Telling emotive stories

Inspiring hope