



# 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**

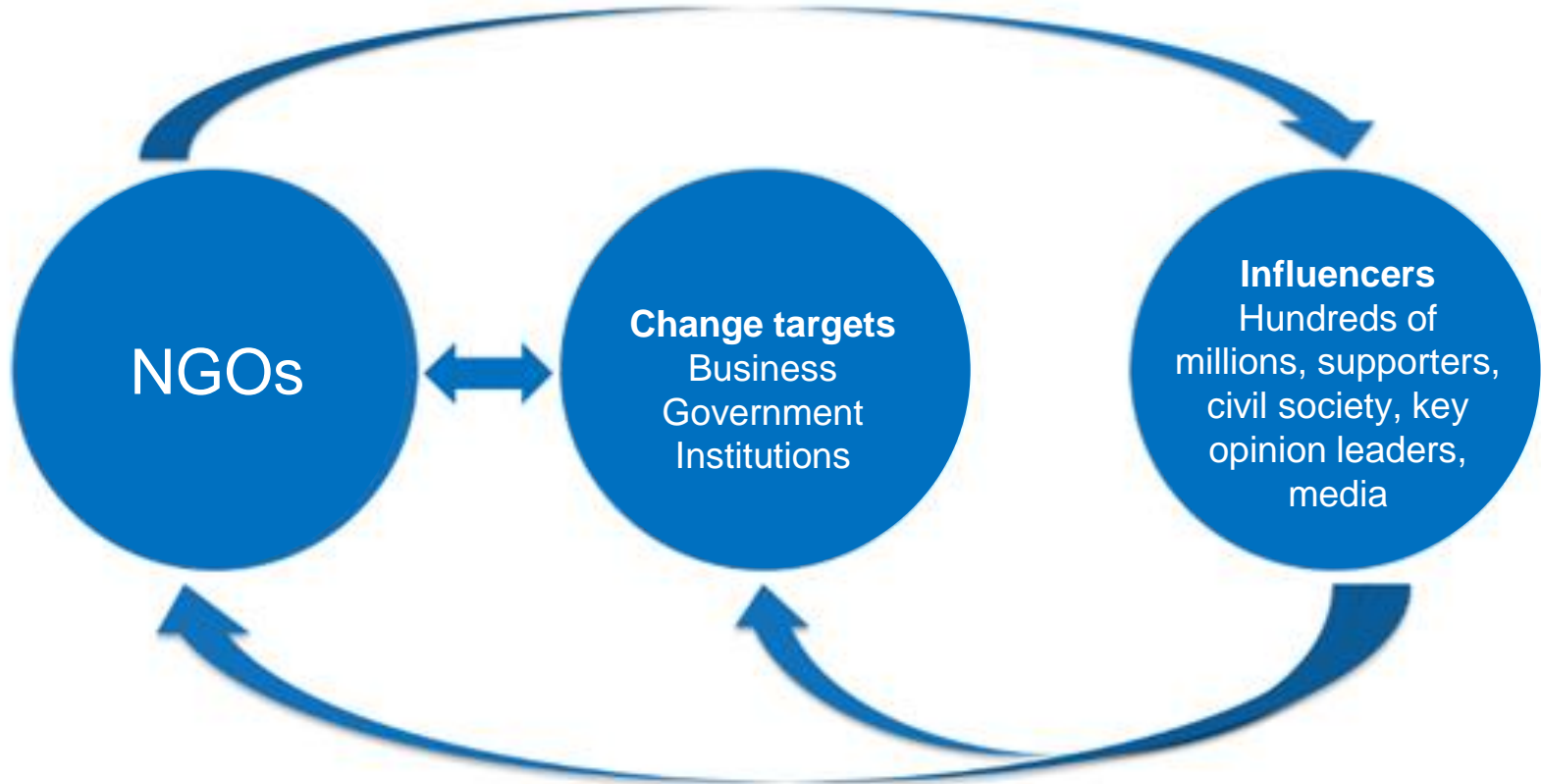


**Convening and  
collaborating**



# Our Theory of Change

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# Objectives toward 2020 - 2030

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Ultimate  
conservation  
and policy goal

**Halting the loss of biodiversity by 2030**

**Secure New Deal for Nature and People in 2020**

Comms strategy  
and goal for 2020

**Engage 1 billion people  
across the world**

**Engage decision-makers  
(business/gov/institutions)**

Make nature matter

Move nature up  
the global agenda

Inspire the world to act in 2020

Move nature up  
the national agenda



Hall & Partners

# Baseline Study on Biodiversity Awareness in 10 countries

Prepared for WWF

With funding from International Climate Initiative (IKI)

April 2018

Confidential & Proprietary. Not For Public Distribution. Do Not Copy.

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

Based on a decision of the German Bundestag

# 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

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**1 IN 2 (49%)  
PEOPLE**

are 'very convinced' that biodiversity on Earth is in decline.

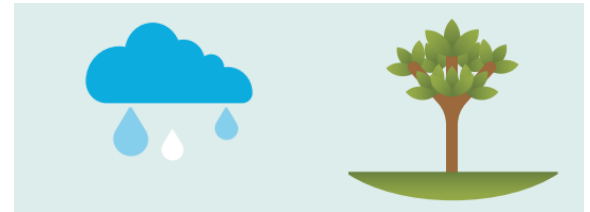


**Only 40%**

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





# BIODIVERSITY

Why variety in nature is so vital

## 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

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## Mobilizing society and businesses

### Society



### Partnerships



### Business Coalitions





# 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



**3.5BILLION+**  
IMPRESSIONS FOR EARTH HOUR AND CONNECT2EARTH (JAN - MAR 2018)



**33**  
COUNTRIES SAW #EARTHHOUR, #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.



**26** COUNTRIES SAW #EARTHHOUR, #CONNECT2EARTH, AND RELATED HASHTAGS TREND



**2+** BILLION IMPRESSIONS FOR #EARTHHOUR & #CONNECT2EARTH\*



**188** COUNTRIES & TERRITORIES

# The Power of Open-source: #Connect2Earth

Downloadable toolkits on [connect2earth.org](https://connect2earth.org) to share the message

**Achieved 5.5 billion global impressions**

(March 2018 - May 2019)



# NATURE IS NOT JUST...



FEATURING  
9 DIFFERENT  
LANGUAGES

# The Power of Emotive Storytelling – Our Planet

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

## OUR PLANET

A partnership to reach a billion people

NETFLIX

SILVERBACK



<https://www.youtube.com/watch?v=aETNYyrqNYE>

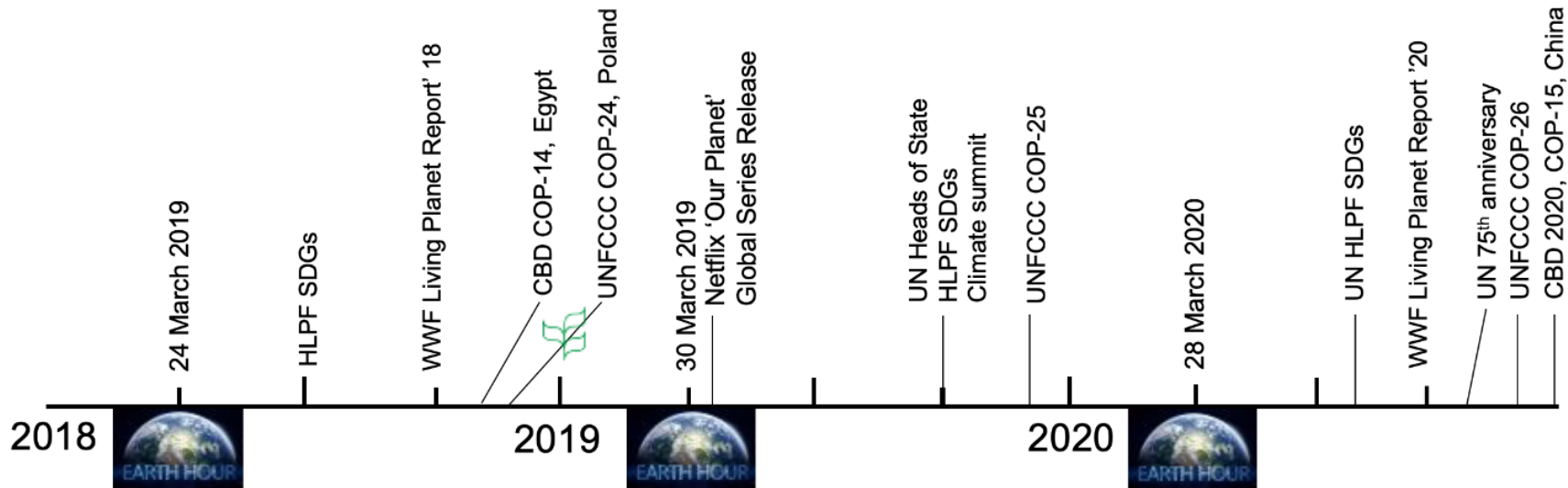


# Activist Group Movements

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# The Timeline to 2020





A photograph of three men in business suits standing on a stage. The man on the left is speaking and gesturing with his hands. The man in the middle is looking towards the speaker. The man on the right is looking towards the man in the middle. Behind them is a large graphic of the Earth from space. A blue horizontal bar is overlaid across the middle of the image, containing the word "Partnerships" in white text.

# Partnerships

# Youth Partnerships

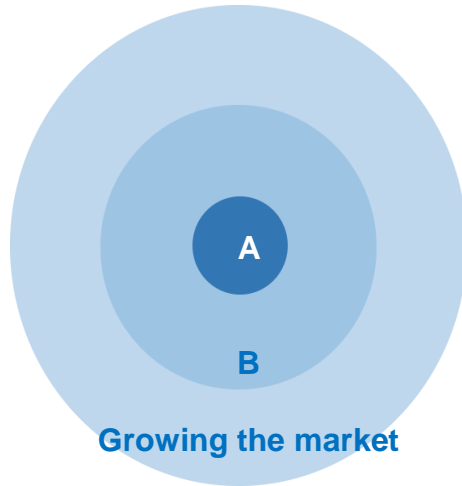
- Enabling a people-first grassroots movement
- Offering young people hope, and a sense of belonging and purpose
- Making the benefits of nature personal - and worth caring for



# Corporate partnerships

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## 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)

A photograph of three individuals standing in front of a long row of international flags on tall poles. The scene is set against a clear blue sky. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text 'Business Coalitions' in white. The three people are holding white signs with purple lettering. The person on the left is a woman wearing a patterned headscarf and a dark jacket. The person in the center is a man in a dark suit and tie. The person on the right is a woman wearing a red top and sunglasses. The signs they are holding together read 'WE'RE STILL IN!'.

# Business Coalitions

WE'RE

STILL

IN!

# The Impacts of Business Voices

**ACCIÓNA: why it makes sense to invest in the planet**

**Forbes**  
**We Are Still In And We're Committed Than Ever**  
Mindy Lubber Contributor  
Green Tech  
With COP23 concluded and my Ceres colleagues home grounded in a renewed affirmation of where we stand...

**YouTube**  
**This Farm of the Future Uses No Soil and 95% Less Water**  
4,999,735 views

**Business**  
**Dubai South picked to host world's largest vertical farm**

**act4nature**  
Les entreprises pour la biodiversité  
Septembre 2018 • Paris  
act4nature.com

**Microsoft**  
Microsoft's AI projects in India are helping reduce energy loss, protect biodiversity

**YouTube**  
**The Ocean Cleanup launches to the Great Pacific Garbage Patch**

**Microsoft**  
**IKEA Plans For Zero-Emission Last-Mile Deliveries**

**Greener China: Using digital technology to advance environmental protection**

**World Economic Forum highlights diversity as a key resilience strategy for future shocks**

**United business voice and demonstrating and incentivising business actions**

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

**Businesses play a key role in bringing about change**

# The impact of the business community

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**WE ARE  
STILL IN**

**WORLD  
ECONOMIC  
FORUM**

**WE MEAN  
BUSINESS**

 **BUSINESS  
FOR NATURE**

# The NGO community and 2020

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Making nature matter to individuals

Enabling grassroots movements

Encouraging a sense of belonging and purpose

# Pulling together

Collaborating and sharing

Pooling resources

Showcasing the benefits of nature to peoples lives

Telling emotive stories

Inspiring hope

