

# Stories to Change the World

Seven tips  
For Conservation  
Communicators



#NATURE  
FOR ALL



pci media •   
tell a story. change the world.

w



**32 years**

**150 campaigns**

**Over 65 countries**

**2 Billion people**

**pci media** ● ))  
*tell a story, change the world.*

# 1. Know your Audience

---

If you don't know who your audience is, or what they care about, you can't reach them effectively.





# SUSTAINABLE DEVELOPMENT GOALS

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

**4** QUALITY EDUCATION

**5** GENDER EQUALITY

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY

**8** DECENT WORK AND ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**14** LIFE BELOW WATER

**15** LIFE ON LAND

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

**17** PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS



# SUSTAINABLE DEVELOPMENT GOAL 6

## Ensure availability and sustainable management of water and sanitation for all



PROGRESS & INFO (2017)

PROGRESS & INFO (2016)

TARGETS & INDICATORS

### PROGRESS OF GOAL 6 IN 2017

Access to safe water and sanitation and sound management of freshwater ecosystems are essential to human health and to environmental sustainability and economic prosperity.

- In 2015, 6.6 billion people (over 90 per cent of the world's population) used improved drinking water sources and 4.9 billion people (over two thirds of the world's population) used improved sanitation facilities. In both cases, people without access live predominantly in rural areas. Achieving universal access to basic sanitation and ending the unsafe practice of open defecation will require substantial acceleration of progress in rural areas of Central and Southern Asia, Eastern and South-Eastern Asia and sub-Saharan Africa.
- Effective water and sanitation management relies on the participation of a range of stakeholders, including local communities. A 2016-2017 survey found that over 80 per cent of 74 responding countries had clearly defined procedures for engaging service users/communities in water and sanitation management.
- More than 2 billion people globally are living in countries with excess water stress, defined as the ratio of total freshwater withdrawn to total renewable freshwater resources above a threshold of 25 per cent. Northern Africa and Western Asia experience water stress levels above 60 per cent, which indicates the strong probability of future water scarcity.

#### REVIEW



HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT

**GOAL 6 WILL BE REVIEWED IN-DEPTH AT THE HIGH-LEVEL POLITICAL FORUM IN 2018**

READ MORE IN RELATED TOPICS



Water and sanitation

The global indicator framework was developed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) and agreed to, as a practical starting point at the 47th session of the UN Statistical Commission held in March 2016. The report of the Commission, which included the global indicator framework, was then taken note of by ECOSOC at its 70th session in June 2016. [More information.](#)

## TARGETS

## INDICATORS

**6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all

**6.1.1** Proportion of population using safely managed drinking water services

**6.2** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

**6.2.1** Proportion of population using safely managed sanitation services, including a hand-washing facility with soap and water

**6.3** By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

**6.3.1** Proportion of wastewater safely treated

**6.3.2** Proportion of bodies of water with good ambient water quality

**6.4** By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

**6.4.1** Change in water-use efficiency over time

**6.4.2** Level of water stress: freshwater withdrawal as a proportion of available freshwater resources

**6.5** By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate

**6.5.1** Degree of integrated water resources management implementation (0-100)

**6.5.2** Proportion of transboundary basin area with an operational arrangement for water cooperation





# Highest-grossing films of 2014

Despite being widely panned by critics, the giant robot sequel "Transformers: Age of Extinction," reigned as the year's top-grossing film worldwide with more than \$1 billion in sales.

**Top 20 films by worldwide box-office earnings** - in million dollars



# U COMICS UNITING NATIONS







THE GLOBAL GOALS  
For Sustainable Development

# THE PLANET



# AND THE 17 GOALS

A COMIC ABOUT  
THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT  
BY MARGREET DE HEER

PART OF THE COMICS UNITING NATIONS INITIATIVE

pci media impact   
Full story, change the world.

READING  
with  
PICTURES



THIS COMIC IS FREE TO REPRODUCE AND SPREAD AROUND THE GLOBE!



BY: MARGREET DE HEER

# A TO DO LIST FOR THE PLANET



**THE GLOBAL GOALS**  
For Sustainable Development



## TO DO LIST FOR THE PLANET

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. INTERNATIONAL COOPERATION

THIS LIST WAS MADE BY:  
**THE UNITED NATIONS**  
AN INTERNATIONAL ORGANIZATION  
THAT COUNTS VIRTUALLY  
EVERY COUNTRY IN THE WORLD  
AS A MEMBER

DECHESER  
MEDIA



SUSTAINABLE  
DEVELOPMENT

GOALS

COMICS  
UNITING  
NATIONS

# NIGHT STARS



2 ZERO  
HUNGER



# The Goats of Anarchy

SUSTAINABLE  
DEVELOPMENT  
GOALS

Leave No One Behind



  
HiPPO WORKS

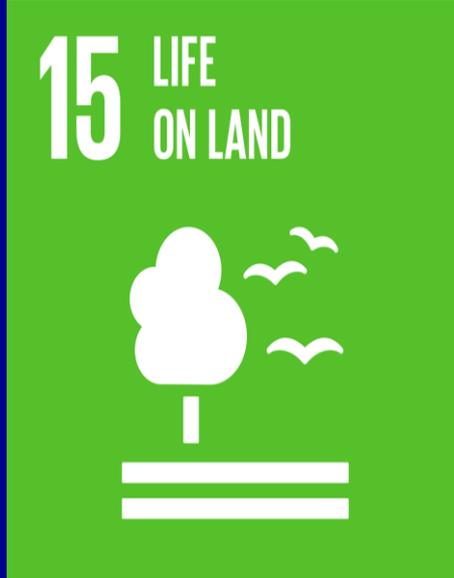
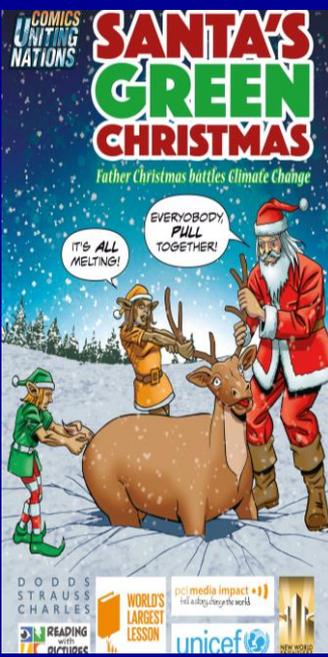
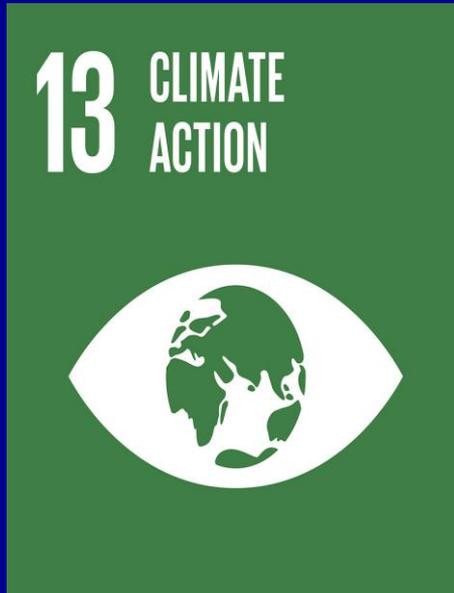
COMICS  
UNITING  
NATIONS

10 REDUCED  
INEQUALITIES



10 REDUCED  
INEQUALITIES





ANIMO GRANDE PRODUCTIONS PRESENTS



#1

# annie sunbeam™

AND FRIENDS

PROTECTING LIFE BELOW WATER



COMICS  
UNITING  
NATIONS

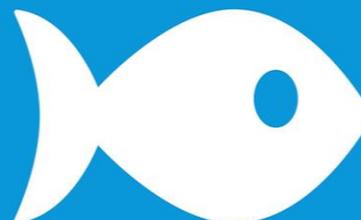
unicef

SUSTAINABLE  
DEVELOPMENT  
GOALS

14 LIFE  
BELOW WATER



# 14 LIFE BELOW WATER





FIRST  
EPIC  
ISSUE!



THE NEW ENVIRONMENTAL  
**GRIDIRON  
GREEN**  
DEFENDER OF THE EARTH!™

STARRING:  
NFL PRO-BOWLER  
**OVIE  
MUGHELLI**

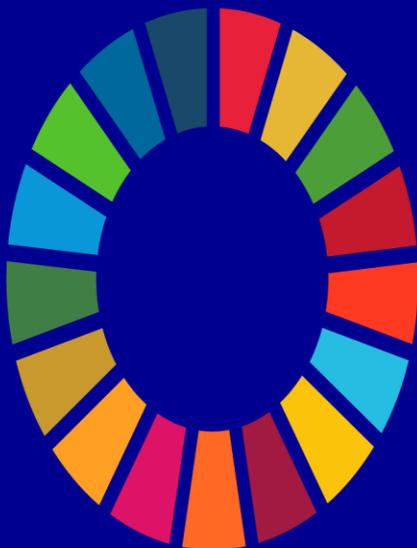
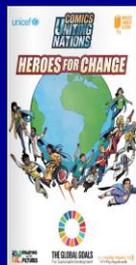
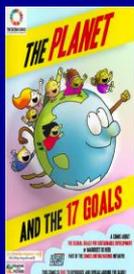


COMICS  
UNITING  
NATIONS

SUSTAINABLE  
DEVELOPMENT  
GOALS



CREATED BY:  
OVIE MUGHELLI  
MATT S. BAHR



## 2. If Content is King, then Distribution is the Kingdom

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Content is only powerful, if people truly engage with it – so design to distribute!



child, results



unicef



# COMICS UNITING NATIONS

pci media impact  
tell a story, change the world



WORLD'S  
LARGEST  
LESSON

UN  
environment

SUSTAINABLE  
DEVELOPMENT  
GOALS



PUBLIC  
FOUNDATION

COMICSUNITINGNATIONS.ORG

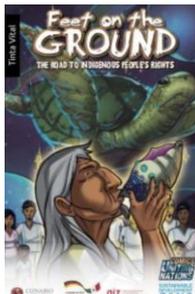
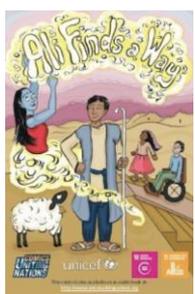
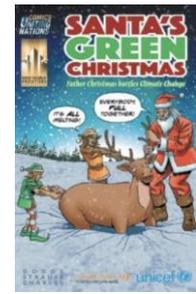
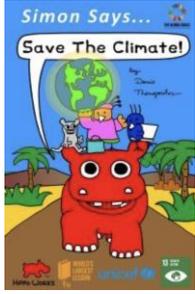
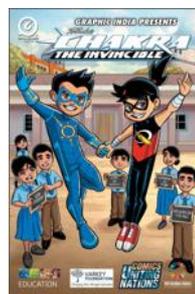
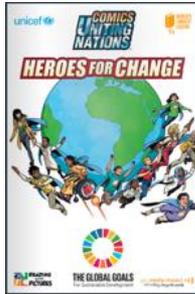
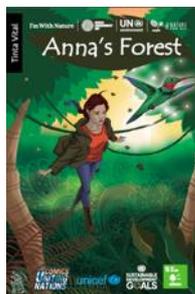
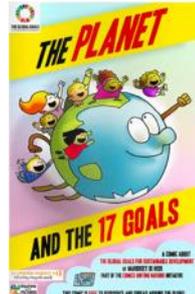
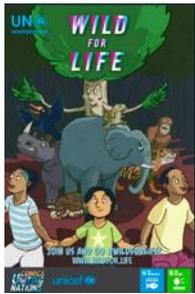
READING  
with  
PICTURES



NOW  
HERE

IDW  
PUBLISHING





# COMICS UNITING NATIONS

unicef 



WORLD'S  
LARGEST  
LESSON



150 Ministries  
of Education

Millions of  
Children  
Worldwide

## 2. Love, Not Loss

---

Don't stress only the problem and the challenges, but communicate in a way which shows what can and does work.



**NEXT 100 YEARS**

A yellow rectangular sign with a black border, positioned below the three diamond-shaped signs. It contains the text "NEXT 100 YEARS" in large, bold, black, uppercase letters.

# RHINO HORN HAS NOTHING YOUR OWN NAILS DON'T HAVE.

Keratin. That's all rhino horn is. No different or more a medical remedy than your finger nails. So with a dwindling Rhino population now numbering only a few hundred worldwide, why kill off one of our planet's greatest species for no reason.

Richard Branson



**WHE<sup>R</sup>E  
WE  
PROFIT  
FROM  
POACHED  
ELEPHANTS**



**<sup>R</sup>Rakuten**

**Tell Rakuten to stop selling elephant and whale products**

To take action now, visit [www.eia-international.org](http://www.eia-international.org)

Find us on Facebook at [/environmentalinvestigationagency](https://www.facebook.com/environmentalinvestigationagency)  
and on Twitter as [@EIainvestigator](https://twitter.com/EIainvestigator)

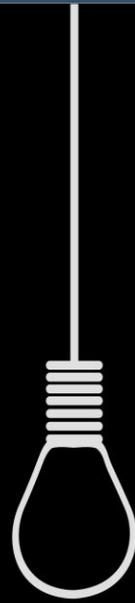




**STOP CLIMATE CHANGE  
BEFORE IT CHANGES YOU.**



*for a living planet*



**Ordinary bulbs are killing the environment.** Just one simple act on your part can stop the climate crisis: switch to Compact Fluorescent Lamps. Find out more at [www.banthebulb.in](http://www.banthebulb.in).

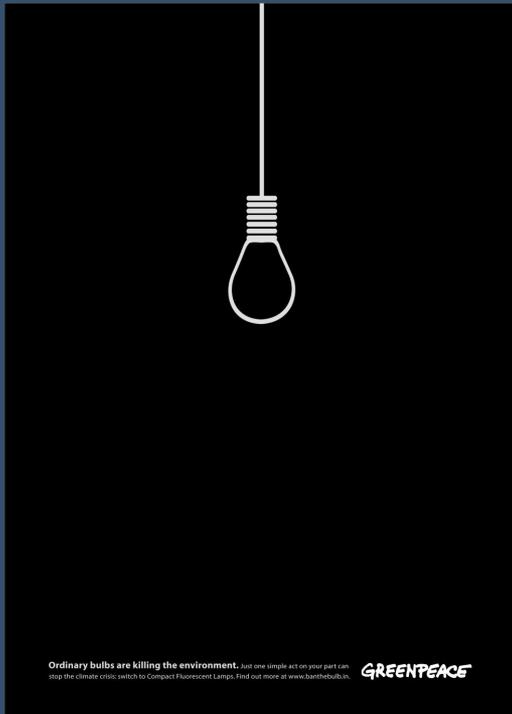
**GREENPEACE**



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**GREENPEACE**



**STOP CLIMATE CHANGE BEFORE IT CHANGES YOU.**



**WHERE WE PROFIT FROM POACHED ELEPHANTS**



**Rakuten**

Tell Rakuten to stop selling elephant and whale products  
To take action now, visit [www.ela-international.org](http://www.ela-international.org)  
Find us on Facebook at [/environmentalinvestigationagency](https://www.facebook.com/environmentalinvestigationagency)  
and on Twitter as [@EIInvestigator](https://twitter.com/EIInvestigator)







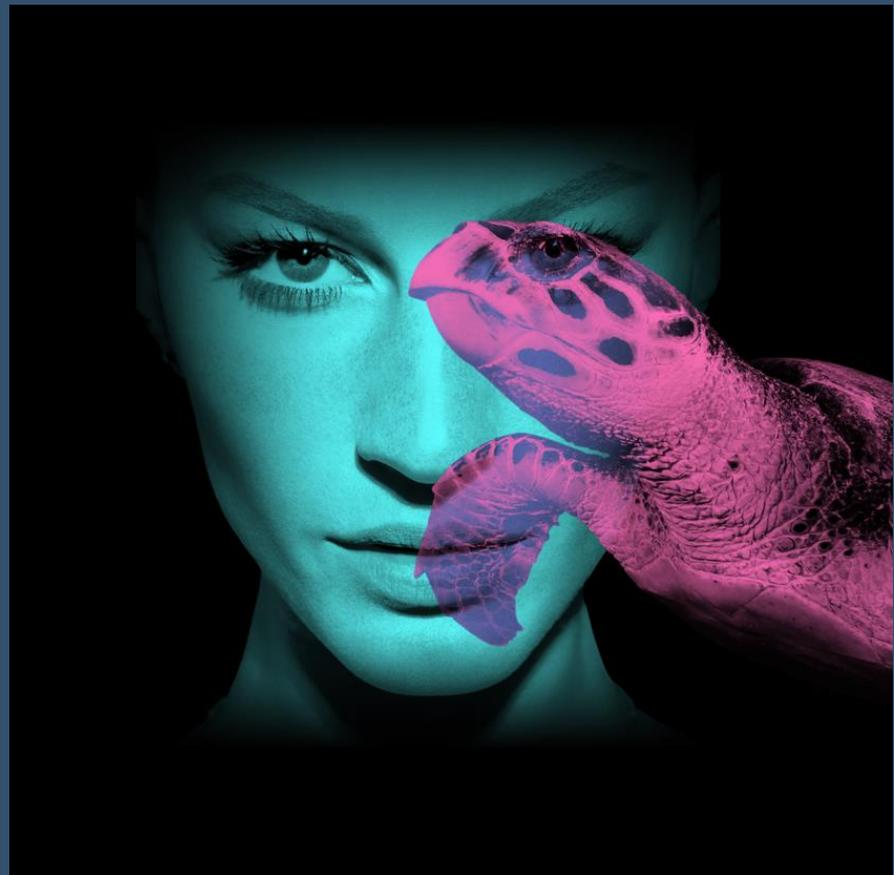
For me, being in nature is a huge part

**It's Not Me, It's You**

## 4. Create a “Surround Sound” Experience

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People need to hear things from different sources.



# Tacking the Illegal Trade in Wildlife

*A UN public awareness and social mobilization campaign*

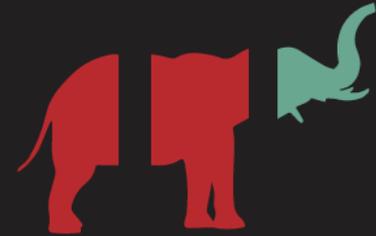


# Campaign Context



There are 30,000 rhinos left in the wild, 5% of the population 40 years ago. A rhino is killed by a poacher every 10 hours. All species of rhino could be extinct in our lifetime.

2006  
TO  
2016



2/3 of forest elephants were slaughtered in the last decade.



Rosewood accounts for 35% of the value of all seized wildlife products.

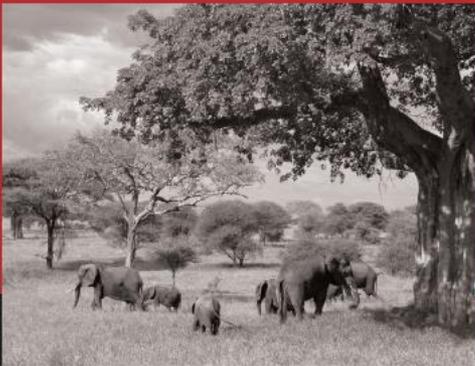
*- Rosewood accounts for 35% of the value of all seized wildlife products*



Pangolins are the most illegally trafficked mammal in the world. Most people have never heard of this prehistoric, scaly anteater.

The illegal trade is not only threatening the survival of species, it is also undermining development and the livelihoods of local communities.

- **Wildlife tourism** represents 80 percent of the total annual sales of trips to Africa.
- **Illegal fishing** poses a threat to one billion people who rely on fish as the primary protein source.
- **Corruption and organized crime** affect the livelihoods of communities dependent on natural resources.



A UN GLOBAL CAMPAIGN TO TACKLE WILDLIFE CRIME.



**#WildforLife** aims to mobilize millions of people to participate in the process of making commitments and taking action to end the illegal trade in wildlife and forest products.

Poaching and hunting of endangered species isn't new.

## WHY WERE CECIL AND SATAO SUCH BIG INTERNATIONAL STORIES?



### Beloved African Elephant Killed for Ivory—"Monumental" Loss

Popular with tourists, Satao fell to poachers May 30, group says.

By **Christine Dell'Amore**, National Geographic  
PUBLISHED JUNE 16, 2014



## THEY BOTH HAD NAMES.

And a name is a powerful thing.

Your name is usually the first intimate detail about yourself that you give to a new acquaintance. This introduction breaks the barrier of the stranger status and forges a connection.

We asked the public to give their name to their kindred species, giving them visibility and signaling that they have our attention and protection.

# The Campaign



WIL  
TO  
LIFE

# WILDLIFE CRIME JUST GOT PERSONAL.



العربية 简体中文 ENGLISH FRANÇAIS PORTUGUÊS РУССКИЙ ESPAÑOL TIẾNG VIỆT [f](#) [t](#)

[THE CAMPAIGN](#) [GET WILD](#) [LEARN](#) [ACT](#) [COLLABORATORS](#)

I AM GISELE BÜNDCHEN  
*I AM A SEA TURTLE*



WILDLIFE CRIME JUST GOT PERSONAL—  
FIND YOUR KINDRED SPECIES →





العربية 简体中文 ENGLISH FRANÇAIS PORTUGUÉS РУССКИЙ ESPAÑOL TIẾNG VIỆT [f](#) [t](#)

THE CAMPAIGN [GET WILD](#) LEARN ACT CHAMPIONS COLLABORATORS

## ***WILDLIFE CRIME JUST GOT PERSONAL NOW TAKE THE QUIZ***

Together, let's make it our mission to help end the illegal trade in wildlife to bring species back from the brink and preserve our precious planet for the benefit of people and planet. The world signed up to new goals that commit us to take urgent action to end poaching of protected species. Together, we can be part of the success of [Goal 15](#).

Find your kindred species, learn more, and share to start this journey!

[FIND YOUR KINDRED SPECIES →](#)

ENTER YOUR NAME

CHOOSE YOUR KINDRED SPECIES



1

MAKE YOUR PLEDGE

2

REVIEW AND SUBMIT

## MAKE YOUR PLEDGE

First Name: \*

Surname: \*

Your Email Address: \*

Your Country: \*

# Channels



9 Global Campaign Leaders with 100 million in reach “own” the campaign—Ian Somerhalder, Nikki Reed, Gisele, Yaya Touré, Li Bingbing, Jacqueline Fernandez, Ragheb Alama, Thu Minh, Nadya Hutagalung



20 Celebrity Campaign Champions with another 200 million in reach have supported the campaign since the launch on May 28, including Leonardo DiCaprio, Neymar Jr., Dr. Jane Goodall, Lang Lang, Behati Prinsloo, Olivia Culpo, Maria Menounos and Arianna Huffington.

**CELEBRITY  
CHAMPIONS**




neymarjr
Follow

neymarjr @gisele , eu e o @institutoneymarjr estamos com você, também apoiamos a campanha das Nações Unidas #WildforLife (Selvagem pela Vida) que visa mobilizar o mundo pelo fim do comércio ilegal de animais selvagens. Hoje, eu estou usando o meu nome para mudar o jogo para os tigres. E você, quer fazer parte desta campanha? Assine seu nome. Mude o jogo. <https://wildfor.life/give-your-name-to-change-the-game>

View all 173,260 comments  
 unaizublaurre Puto amo  
 masoudd17 Lover neymar  
 h4zzov Так вот, кто тигр, теперь понятно, про кого @\_one\_mars поет  
 bibi55101 Medio tigre mole 🐯🐯  
 beatrizsantos Bate foto com o Lucão



 574,184 likes  
 MAY 25, 2016

Log in to like or comment.




gisele
Follow

I AM GISELE BÜNDCHEN  
 I AM A SEA TURTLE




WILDLIFE CRIME JUST GOT PERSONAL. #WILDFORLIFE


 61.6k likes
 
 653 comments

Much of the world's wildlife is facing extinction. To overcome this, we need a radical change in people's attitude all over the world. Today I'm joining the fight to save these endangered species everywhere. Please join me, find your kindred species on <https://wildfor.life/quiz> and help me to end the criminal trade of poaching that is pushing species to the brink of extinction. #WildforLife 🐢🐘🐯🐙🐠 Grande parte da vida selvagem está



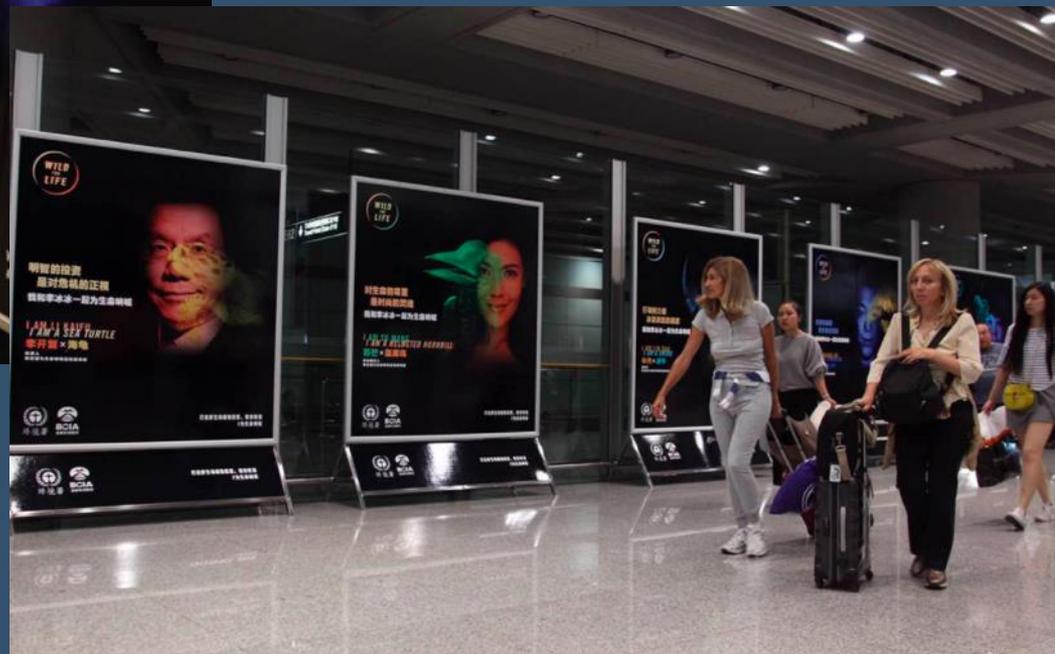
THE ESSENCE OF OUR TRADITIONAL CULTURE LIES IN A BELIEF OF PEACEFUL CO-EXISTENCE BETWEEN HUMANITY AND NATURE. WE DON'T NEED PRODUCTS THAT DESTROY SPECIES.

**I AM LI BINGBING**  
**I AM AN ELEPHANT**

CHINESE ACTRESS  
 UN ENVIRONMENT GOODWILL AMBASSADOR  
 UN WILD FOR LIFE CAMPAIGN LEADER

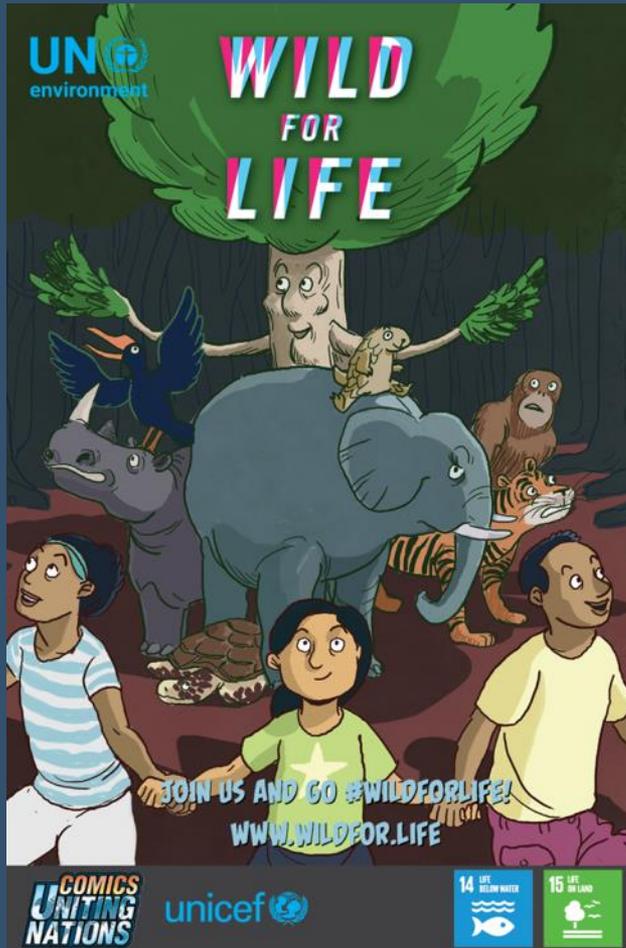


WILDLIFE CRIME JUST GOT PERSONAL  
 #WILDFORLIFE WWW.WILDFOR.LIFE



# AIRPORT EXHIBITIONS





#WildForLife produced a comic book and distributed it to schoolchildren via *World's Largest Lesson and Comics Uniting Nations*



**COMIC BOOK**

To celebrate World Wildlife Day, #WildForLife introduced 5 new species and 5 new celebrity ambassadors, including:

- Sawfish, Adrian Grenier
- Jaguar, Gael Garcia Bernal
- Hyacinth Macaw, Aidan Gallagher
- Sun Bear, Hamish Daud
- Tibetan Antelope, Li Bing Bing

The poster is a promotional graphic for World Wildlife Day 2020. At the top left, it features the WWF logo and the text 'WORLD WILDLIFE DAY 3 MARCH'. Below this, five species are shown in profile: a blue hyacinth macaw, a yellow jaguar, a blue sawfish, a red sun bear, and a blue Tibetan antelope. A central banner reads '#WILDFORLIFE WELCOMES OUR NEW CAMPAIGN LEADERS AND THEIR KINDRED SPECIES!'. Below this, two panels are shown. The left panel features Adrian Grenier with a sawfish superimposed over his face, with the text 'I AM ADRIAN GRENIER I AM A SAWFISH'. The right panel features Gael Garcia Bernal with a jaguar superimposed over his face, with the text 'I AM GAEL GARCÍA BERNAL I AM A JAGUAR'. At the bottom, there are two sets of logos: the UN logo and the 'WILD FOR LIFE' logo, followed by the text 'WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE'.

WORLD WILDLIFE DAY  
3 MARCH

#WILDFORLIFE WELCOMES OUR NEW CAMPAIGN LEADERS AND THEIR KINDRED SPECIES!

I AM ADRIAN GRENIER  
I AM A SAWFISH

I AM GAEL GARCÍA BERNAL  
I AM A JAGUAR

WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE

# ADDITION OF NEW SPECIES



WORLD  
WILDLIFE DAY  
3 MARCH



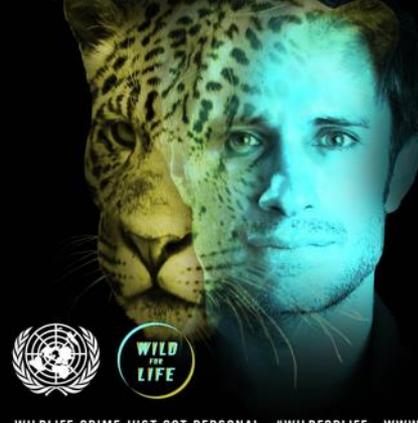
#WILDFORLIFE WELCOMES OUR NEW CAMPAIGN LEADERS AND THEIR KINDRED SPECIES!

I AM ADRIAN GRENIER  
I AM A SAWFISH



WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE

I AM GAEL GARCÍA BERNAL  
I AM A JAGUAR



WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE

**PARTNERSHIP WITH KENYA AIRWAYS**



**K E N Y A**  
corporate  
conservation  
champion

### **10. Wildlife Species**

Criteria: Wildlife species are only harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity that ensures that their utilization is sustainable.

Non-sustainable consumption should be avoided and other uses should be in accordance with local regulations and conservation practices.

### **11. Wildlife in Captivity**

Criteria: No captive wildlife is held, except for properly regulated activities, and living specimens of protected wildlife species are only kept by those authorized and suitably equipped to house and care for them.

**#WildForLife is promoting the effort to have businesses implement a code of conduct against illegal trade in wildlife. These codes would make commitments against sourcing illegally trafficked products.**

# **CODE OF CONDUCT**



Jacqueline Fernandez

@Asli\_Jacqueline

Follow

😳 this is surreal #timessquare #newyork  
#wildforlife @unep @unitednations  
@leonardodicapri... [ift.tt/21agvY3](https://ift.tt/21agvY3)



RETWEETS

386

LIKES

2,816



I AM ELLIE GOULDING  
I AM A LION



I AM MICHELLE YEOH  
I AM A TIGER



HAPPY WORLD WILDLIFE DAY  
I PLEDGE SNOW LEOPARD



我是老虎  
王俊凯



WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE



WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE WWW.WILDFOR.LIFE



打击野生动植物犯罪，有你有我

WWW.WILDFOR.LIFE/CH

# BIG CATS TEAM CHALLENGE



#WildforLife  
Toolkit.

# #WILDFORLIFE IS UN ENVIRONMENT'S MOST SUCCESSFUL CAMPAIGN TO DATE.

1.5  
BILLION

Total potential reach  
across platforms

6.0  
MILLION

Total likes,  
comments and shares

25,000  
PEOPLE

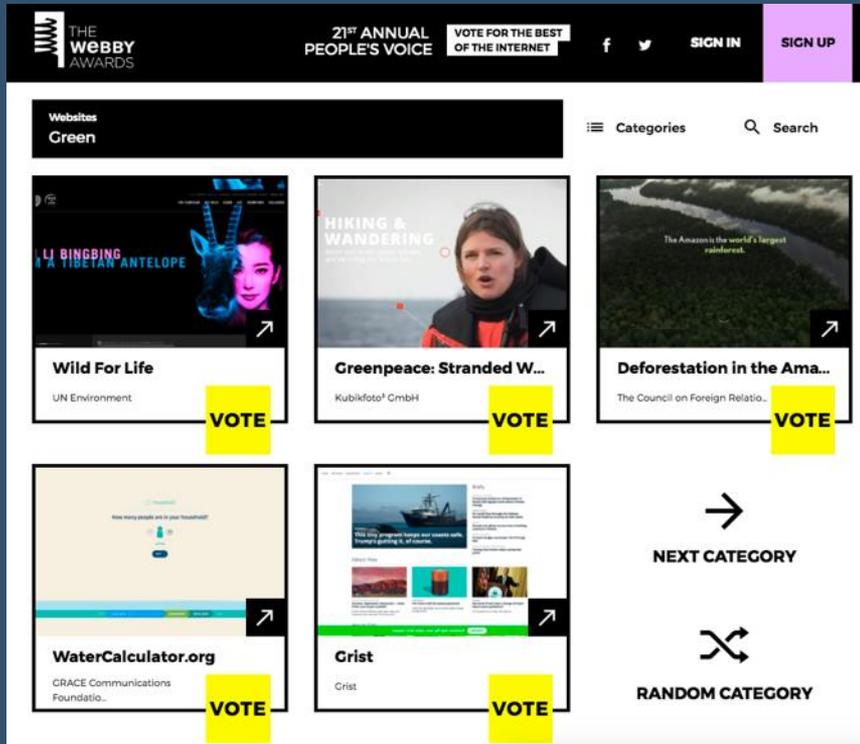
have chosen a species to  
champion and shared their  
morphs

18  
THOUSAND

people have made  
pledges to act

## CAMPAIGN REACH

#WildforLife received the People's Choice Webby Award for the "Websites – Green" category, elevating it to one of the top 5 green websites in the world.



#WildforLife named one of the "top 10 most influential campaigns of 2016" by Weibo (Chinese Twitter).



# 5. Work with Trusted Voices

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Pick the best spokespeople.

It's not just what is said, but who is saying it.

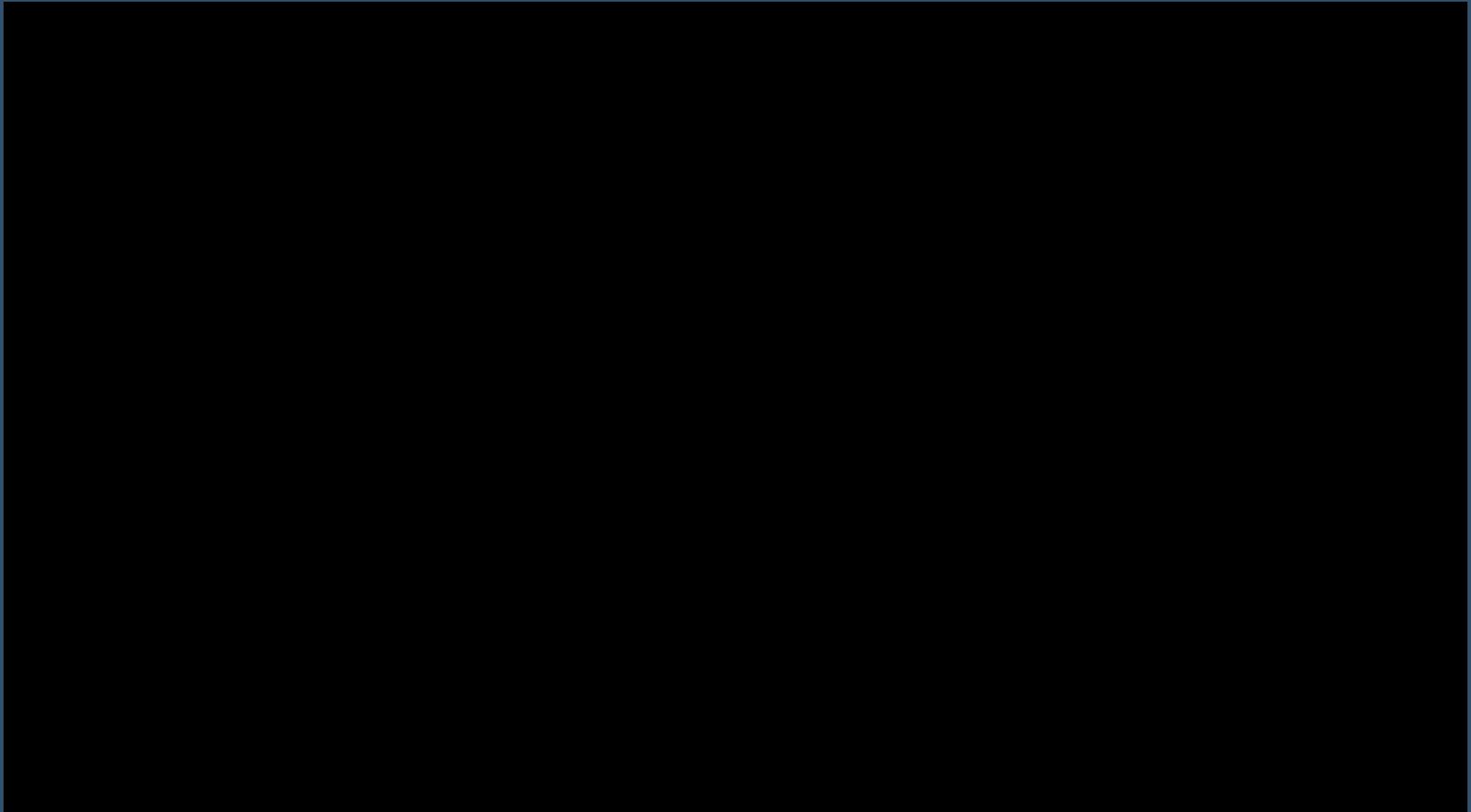
# Who do you trust?



# 6. Conversation, not Content

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Media content drives discussion, but it is those conversations that drive behavior change.



# 7. Stories work!

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Most people are not driven by facts, but rather by powerful stories.



# Remember your Story Tips!

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1. Know your Audience
2. If Content is King, then Distribution is the Kingdom
3. Love, not Loss
4. Create a “Surround Sound” Experience
5. Work with Trusted Voices
6. Conversation, not Content
7. Stories Work!



**“Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Consequently, stories often pack more punch than sermons. Want to make a point or raise an issue? Tell a story.”**

**-Janet Litherland**

Be part of the story

Join the  
Commission on  
Communication  
and Education!

