

Stories to Change the World

Seven tips
For Conservation
Communicators



#NATURE
FOR ALL



pci media •))
tell a story, change the world.



pci media •))

tell a story, change the world.

32 years
150 campaigns
Over 65 countries
2 Billion people

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





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2 billion people globally are living in countries with excess water stress, defined as the ratio of total freshwater withdrawn to total renewable freshwater resources above a threshold of 25 per cent.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

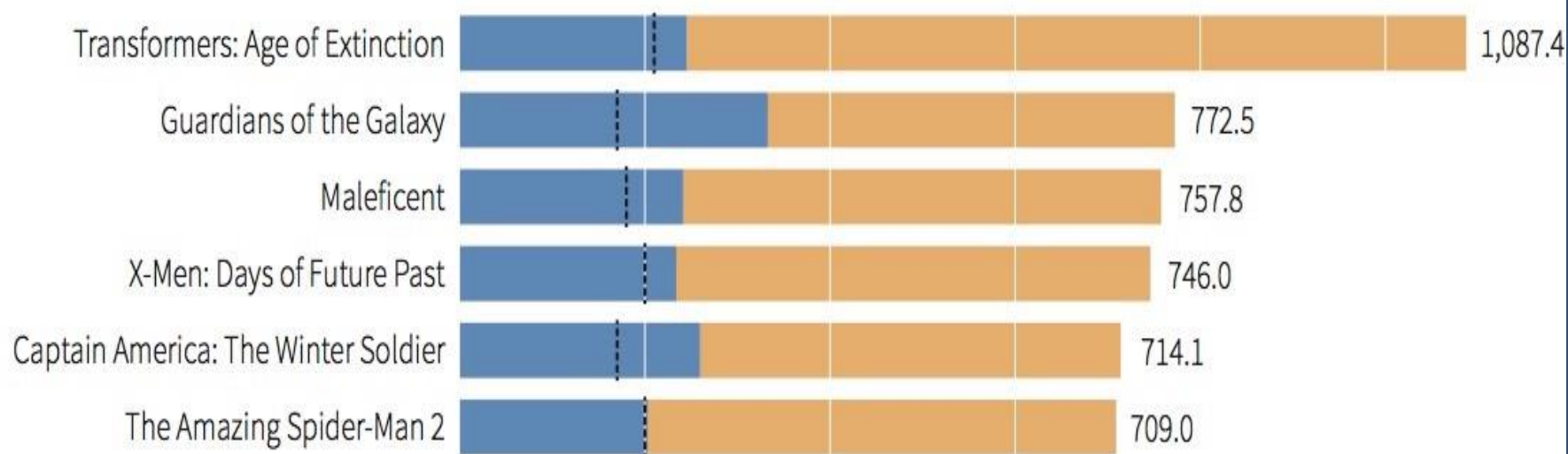




Highest-grossing films of 2014

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



COMICS UNITING NATIONS





THE GLOBAL GOALS
For Sustainable Development

THE PLANET



AND THE 17 GOALS

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tell a story, change the world

READING
with
PICTURES

COMICS
UNITING
NATIONS

A COMIC ABOUT
THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT
BY MARGREET DE HEER
PART OF THE COMICS UNITING NATIONS INITIATIVE

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





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



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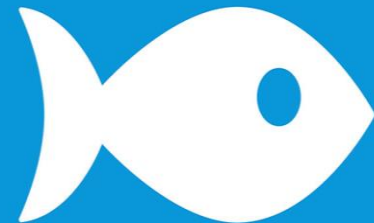
unicef

SUSTAINABLE
DEVELOPMENT
GOALS

14 LIFE
BELOW WATER



14 LIFE BELOW WATER





FIRST
EPIC
ISSUE!



THE NEW ENVIRONMENTAL GRIDIRON GREEN

STARRING:
NFL PRO-BOWLER
OVIE MUGHELLI

DEFENDER OF THE EARTH!™

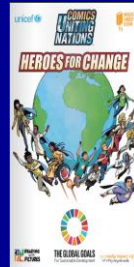
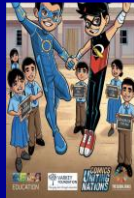


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SUSTAINABLE
DEVELOPMENT
GOALS

15
LIFE
ON LAND

CREATED BY:
OVIE MUGHELLI
MATT G. BAHR



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

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



child, results



unicef



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environment

READING
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PICTURES



SUSTAINABLE
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GOALS



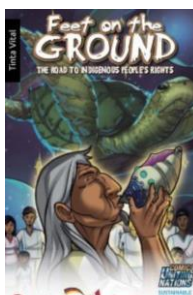
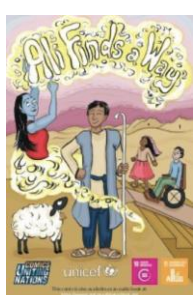
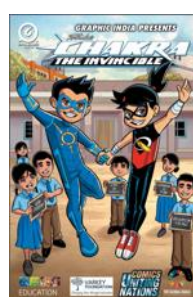
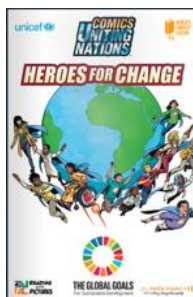
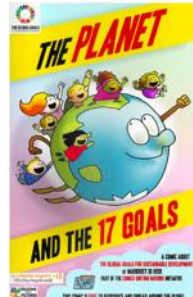
NOW
HERE



IDW
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UNIVERSITY
OF
ILLINOIS
PRESS



FOR EVERY



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

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^RE WE PROFIT FROM POACHED ELEPHANTS



^R Rakuten

Tell Rakuten to stop selling elephant and whale products
To take action now, visit www.eia-international.org
Find us on Facebook at /environmentalinvestigationagency
and on Twitter as @EIAinvestigator



A man with a fish face, looking upwards, wearing a teal patterned shirt. The background is dark and moody.

**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.

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.eia-international.org
Find us on Facebook at [/environmentalinvestigationagency](https://www.facebook.com/environmentalinvestigationagency)
and on Twitter as [@EIAInvestigator](https://twitter.com/EIAInvestigator)





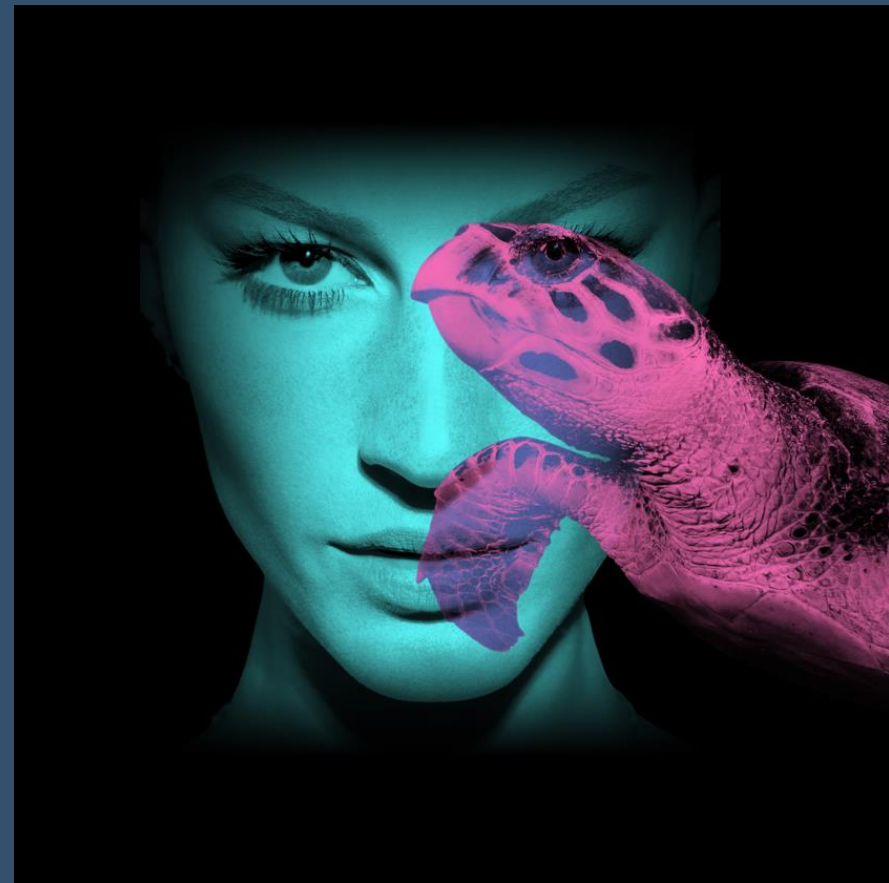


For me, being in nature is a huge part

It's Not Me, It's You

4. Create a “Surround Sound” Experience

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.



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

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

2006
TO
2016



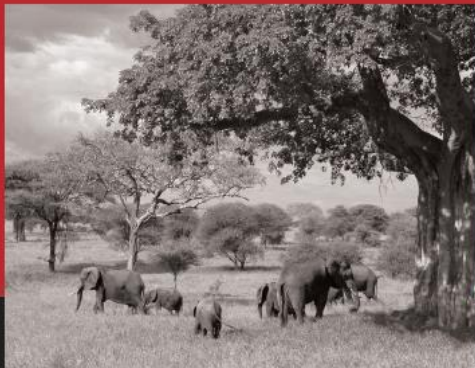
2/3 of forest elephants were slaughtered in the last decade.



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



WILDLIFE CRIME JUST GOT PERSONAL.



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[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 PORTUGUÊS РУССКИЙ ESPAÑOL TIẾNG VIỆT [f](#) [t](#)

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

WILDLIFE CRIME JUST GOT PERSONAL NOW TAKE THE QUIZ

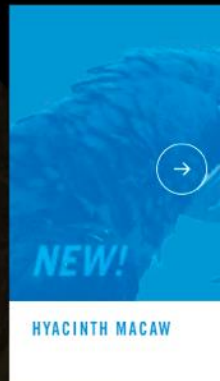
Together, let's make it our mission to help end the illegal trade in wildlife to bring species back from the brink and preserve our precious planet for the benefit of people and planet. The world signed up to new goals that commit us to take urgent action to end poaching of protected species. Together, 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



**I AM NEYMAR JR.
I AM A TIGER**

WILDLIFE CRIME JUST GOT PERSONAL #WILDFORLIFE



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. É 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

h4zzzov Так вот, кто тигр, теперь понятно, про кого @l_one_mars поет)

bibi55101 Medio tigre mola 🐯🐯

beatrizisantos Bate foto com o Lucão

574,184 likes

MAY 26, 2016

Log in to like or comment.



**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



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 GISELE BÜNDCHEN
I AM A SEA TURTLE**

WILDLIFE CRIME JUST GOT PERSONAL. #WILDFORLIFE



gisele

Follow

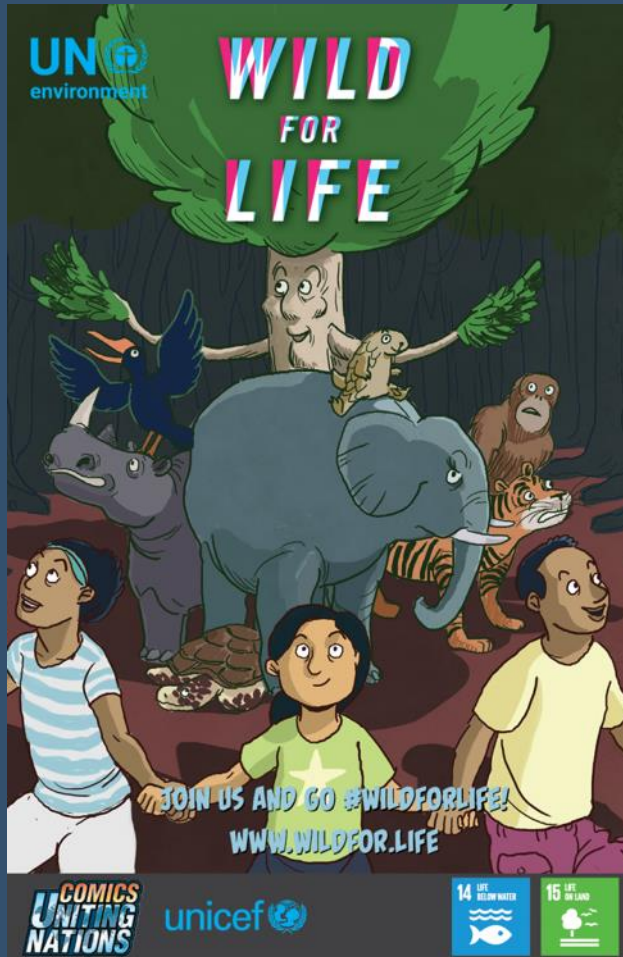
61.6k likes 653 comments

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



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



ADDITION OF NEW SPECIES



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



RETWEETS

386

LIKES

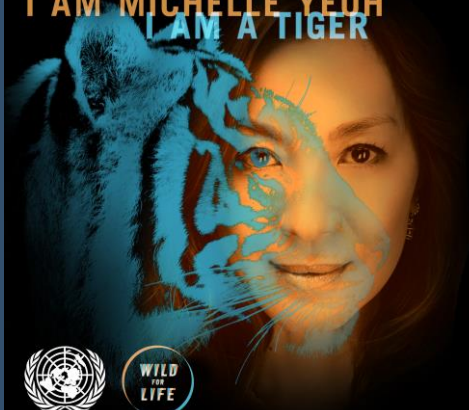
2,816



I AM ELLIE GOULDING
I AM A LION



I AM MICHELLE YEOH
I AM A TIGER



HAPPY WORLD WILDLIFE DAY
I PLEDGE SNOW LEOPARD



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



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



我是老虎
王俊凯



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

The infographic consists of four circular data points arranged horizontally. Each circle has a black center, a blue outer ring, and a pink inner ring. Below each circle is a descriptive label. The background is a dark blue gradient.

Metric	Value
Total potential reach across platforms	1.5 BILLION
Total likes, comments and shares	6.0 MILLION
have chosen a species to champion and shared their morphs	25,000 PEOPLE
people have made pledges to act	18 THOUSAND

Total potential reach
across platforms

6.0
MILLION

Total likes,
comments and shares

25,000
PEOPLE

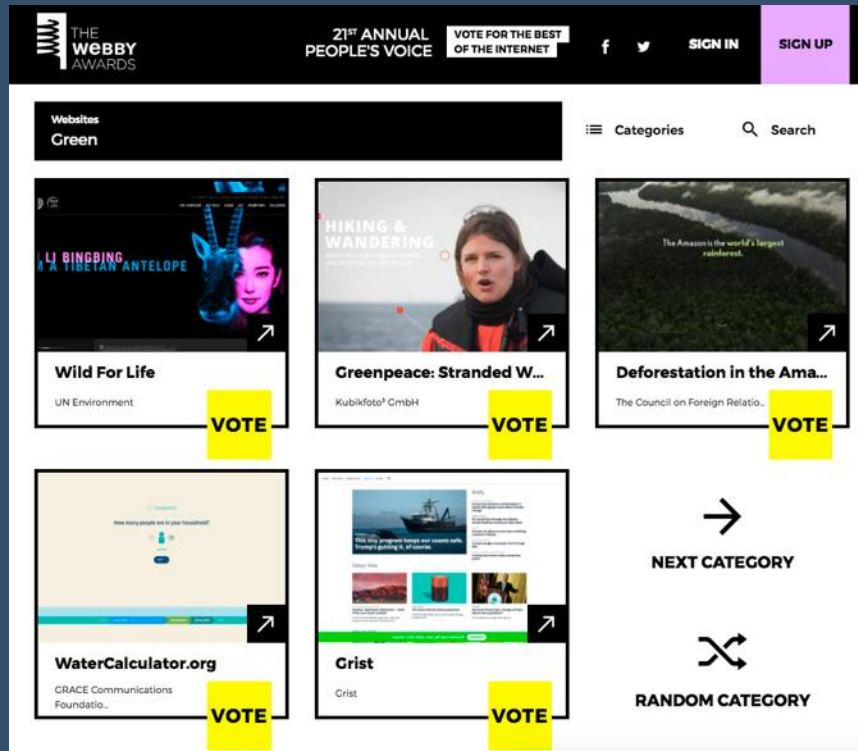
have chosen a species to
champion and shared their
morphs

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

Pick the best spokespeople.

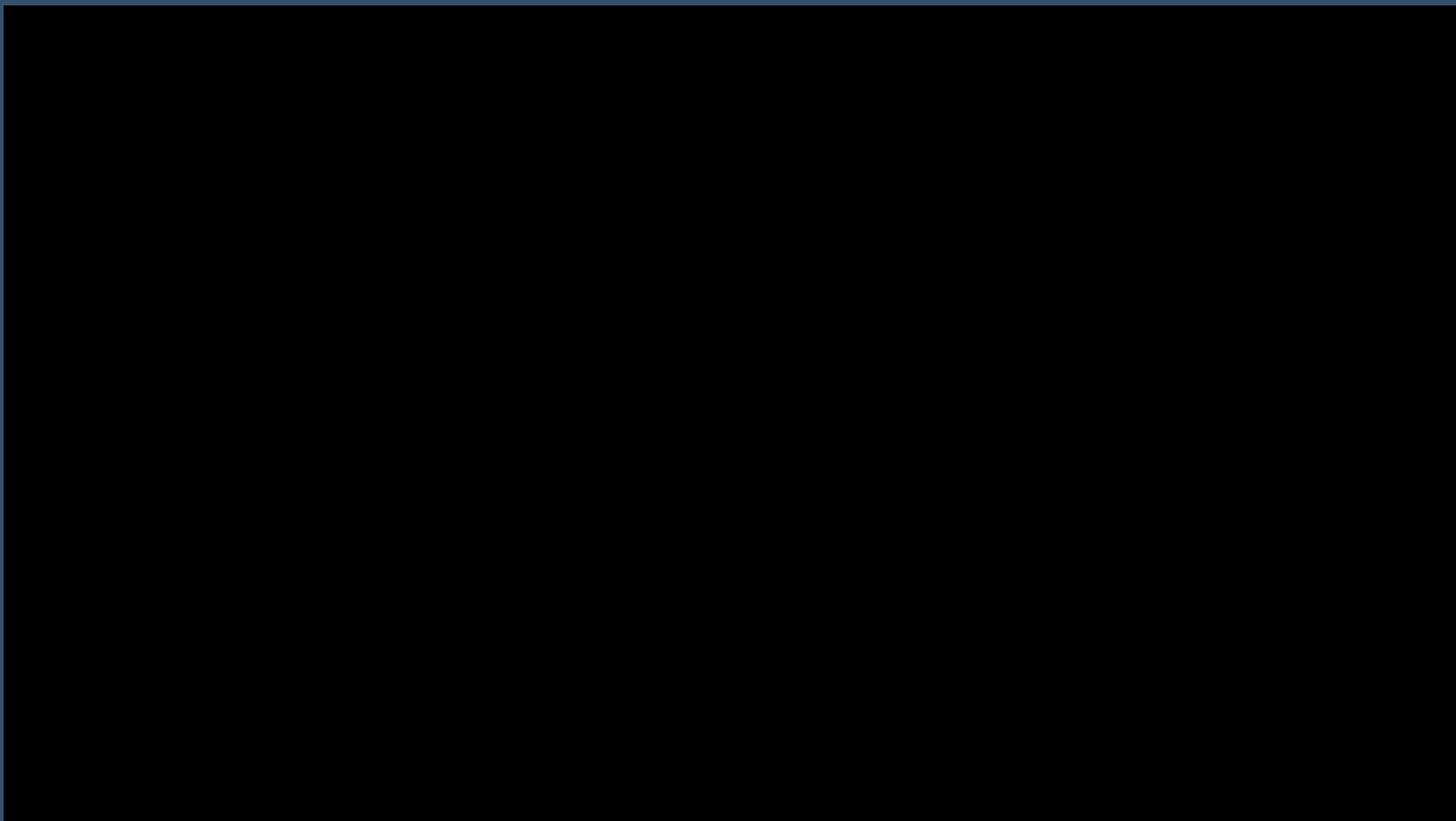
It's not just what is said, but who is saying it.

Who do you trust?



6. Conversation, not Content

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



7. Stories work!

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



Remember your Story Tips!

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!

