



Scaling up Biodiversity Communication for Achieving Aichi Target 1

**CBD COP 14 – CEPA FAIR
UNDP Day
Sharm El Sheikh, November 19th**

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Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag

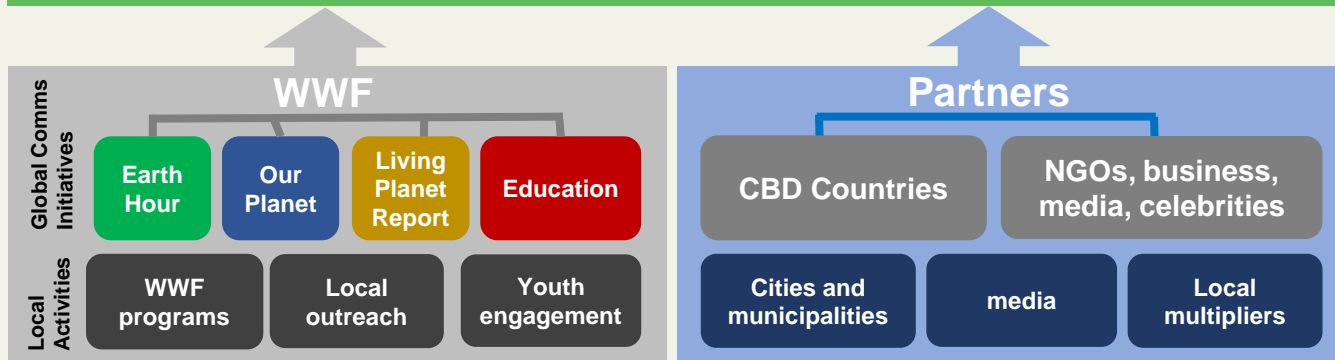
AICHI 1, UN/CBD

By 2020, at the latest,
people are aware of the
values of biodiversity
and the steps they can
take to conserve and use
it sustainably.





Aichi Target 1



Multipliers: open source, mobilisation, social media

general
public,
civil society

corporates,
businesses of
sectors

youth,
celebrities,
influencer,
scientists etc.

governments,
municipalities

Definitions and measurements of success and impact

IKI project design and challenges

- ✓ **Communication concept as a rolling work plan**
- ✓ **Set of indicators to measure progress and outcome [and impact?]**
- ✓ **10 key biodiv-rich countries, covering 50% of global population**



- **address target groups with taylor-made tools and activities**
- **3-year period up to 2020; need longer-term perspective**
- **3 mio Euro are good start for testing scaling up, but more needed**
- **Production of open source material**

**THIS
EARTH HOUR
#CONNECT2EARTH**



**SWITCH OFF AT
24 MARCH 2018
8:30PM**

60+
EARTH HOUR



60+ 24 MARS 2018
20:30 - 21:30

THIS EARTH HOUR
#CONNECT2EARTH

Le 24 mars
éteignons les lumières
et mobilisons-nous pour
l'eau

Plus que 24 : 02 : 29 : 03
Jours Heures Minutes Secondes

pour s'inscrire et participer à Earth Hour Maroc 2018 !

amee

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60+

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#CONNECT2EARTH

LE 24 MARS 2018
EARTH HOUR

Éteignons les lumières de 20h30 à 21h30

10 ANS

60+
H.O.P.A
THE GHE

ΣΥΝΔΕΣΟΥ ΜΕ ΤΗ ΘΑΛΑΣΣΑ
Σάββατο 24 Μαρτίου, 20:30 - 21:30

26 MARCH 2018
8:30 - 9:30 PM

This Earth Hour
#Connect2earth

60+

RSCN

60%
de toda el agua del planeta
se capta y almacena en
áreas de bosque.

#ConéctateConLosBosques

#CONÉCTATE CON LOS BOSQUES

ЭХ ДЭЛХИЙН ЦАГ
#ЭХДЭЛХИЙНХЭТЭЛВӨНӨНДЭЛЭЭ

2018.3.24
8:30-21:30

60+

THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+ #SCOUTS

LA HORA DEL PLANETA
#CONÉCTATE

APAGA LA LUZ
24 MARZO 2018
8:30 P. M.

60+

THIS EARTH HOUR
#CONNECT2EARTH

ปิดไฟเพื่อโลกเปลี่ยนเพื่อนาค
24 มีนาคม 2561
20.30 น.

www.earthhour.org/thailand

60+

THIS EARTH HOUR
#CONNECT2EARTH

participate at
8:30PM
SATURDAY 24 MARCH

earthhour.org.au

60+

#ConéctateConLaNaturaleza

lahoradelplaneta.org.mx
25 de marzo 2018 - 8:30pm

60+

THIS EARTH HOUR
#CONNECT2EARTH

MARCH 24th 2018
JAWALAKHEL GROUND | LALITPUR

60+

HORA DO PLANETA
#ConectadoNoPlaneta

Junte-se à Hora do Planeta
o maior movimento global de combate às mudanças climáticas

24 de março de 2018
às 20h30
horadoplaneta.org.br

60+
HORA DO PLANETA

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

*ESTIMATES AS OF 7:30 A.M. GMT ON 25 MARCH 2018

Support from Heads of State and UN Secretary-General

facebook

Sign Up

Email or Ph



UN Web TV

The United Nations Live & On Demand



LIVE NOW MEETINGS & EVENTS MEDIA NEWS & FEATURES TOPICS & ISSUES VOD IN LANGUAGES



Available languages: English

Secretary-General António Guterres Urges Global Observation of Earth Hour

24 Mar 2018 - Secretary-General António Guterres calls for a global observance of Earth Hour, calling for turning out the lights and turning up the pressure for a healthy planet.



CONNECT TO EARTH



Emmanuel Macron

24 March at 12:35 ·

Join the fight for nature, switch all your lights off.

#EarthHour

Share





Thematic Days: reach as many people as possible through social media

Date	Theme
02-Feb	World Wetlands Day
03-Mar	World Wildlife Day (UN)
Last weekend of March	WWF Earth Hour
22-April	Earth Day
08-May	World Migratory Bird Day – spring (UN)
22-May	International Day for Biological Diversity (UN)
05-Jun	World Environment Day (UN)
08-Jun	World Oceans Day (UN)
22-June	World Rainforest Day
29 July	World Tiger Day
12 August	World Elephant Day
13 Oct	World Migratory Bird Day – autumn (UN)
16-Oct	World Food Day (UN)
31-Oct	World Health Day
05-Dec	World Soil Day (UN)

#Connect2Earth Assets

THIS INTERNATIONAL DAY FOR BIODIVERSITY

#CONNECT2EARTH



SPEAK UP ON
22 MAY 2018

The incredible diversity of life on Earth is under threat. The future of nature is our future too. This International Day for Biodiversity, join the conversation and speak up for nature.

connect2earth.org



22 MAY 2018 THIS INTERNATIONAL DAY FOR BIODIVERSITY

#CONNECT2EARTH



JOIN US

FIND OUT WHY NATURE MATTERS
JOIN THE CONVERSATION

panda.org/connect2earth



© Earth Hour Maldives

22 MAY 2018

INTERNATIONAL DAY FOR BIODIVERSITY

#CONNECT2EARTH



© Earth Hour Maldives

22 MAY 2018

INTERNATIONAL DAY FOR BIODIVERSITY

#CONNECT2EARTH



© Earth Hour Maldives

#Connect2Earth Assets

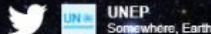


BIODIVERSITY

Worldwide

Biodiversity

Join Conversation

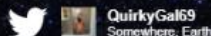


Forests cover 30% of the Earth's surface and in addition to providing food security and shelter, forests are key to combating climate change, protecting biodiversity and the homes of the indigenous population.
<https://t.co/B622mTZwM4>
<https://t.co/BLoWBC0STJ>...



330 | ❤️ 279 | 🔄

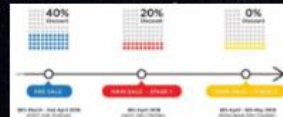
REPLY FAVOURITE RETWEET



I hate the whole sustainable living campaign idea of 'It all starts with you'. Yeah living your life in a sustainable fashion is great, but you can't really think getting a plastic grocery bag holds the same amount of weight as large scale corporations clear cutting forests....

0 | ❤️ 2 | 🔄

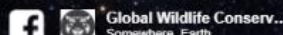
REPLY FAVOURITE RETWEET



Now you can Offset the Carbon Footprint of your Lifestyle White List is Now Open @LivingOffset Sometimes a project comes along that delivers real #socialImpact real change and takes on the worlds biggest issues #globalwarming where 85% of people globally are knowingly concerned that not enough is being done... We all know #Governments are not doing anything & the #Energy Lobby is holding back the #renewable agenda. People are not happy and the feel disempowered believing even their small contributions will not...

0 | ❤️ 0 | 🔄

COMMENT LIKE SHARE



A new report from the Turtle Conservation Coalition highlights the world's 25+ most imperiled tortoise and freshwater turtle species. IUCN/SSC Tortoise and Freshwater



As the Trump administration works to unravel environmental protections, congressional action to fight climate change is more important than ever. I'm proud to score a 97% on this year's #LCVScorecard for my work on environmental issues.
<https://t.co/AXNksr9DX...>

147K | ❤️ 317 | 🔄

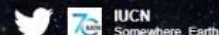
REPLY FAVOURITE RETWEET



There are two environmental crises right now: climate change and biodiversity loss. Why are we only paying attention to one of them?
<https://t.co/0M2hw5iiBm...>

24 | ❤️ 28 | 🔄

REPLY FAVOURITE RETWEET



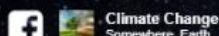
What role does blue carbon play in tackling climate change? How is biodiversity loss linked to land degradation in drylands? Get breakdowns of complex environmental challenges in our Issues Briefs
<https://t.co/R4teWCaTik>
<https://t.co/ViHeHr3PNF...>



In this age of climate change, we naturally train our attention on all the fossil fuels being combusted for human use – but scientists have long known that what's happening is also all about the land....

0 | ❤️ 0 | 🔄

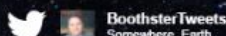
COMMENT LIKE SHARE



Snow fall in the himalayas is declining due to global warming. Even himalayan glaciers melting fast year by year due to climate change. #climatechange #globalwarming...

11 | ❤️ 0 | 🔄

COMMENT LIKE SHARE



It is @kissatthegroundCA's dedication to fighting climate change & their commitment to #sustainability that make Boothster proud to work on their latest #ecofriendly tradeshow booth design recently unveiled on #ClimateDay during @NatProdExpo in Anaheim, CA!
<https://t.co/6BUz04ift>



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