

'Biodiversity' Communications Strategy 2018-2020

'Bogis Bossey 2', March 2018



2020 & Beyond

A Potential Policy Inflection Point for

Bending the Curve on the loss of Nature

Global Pact for the Environment

Convention on Biological Diversity

2020 CBD COP15 - China:

- Aichi targets due
- New 2030 strategic framework

2019:

- Heads of State Biodiversity Summit

Sustainable Development Agenda

2020:

- 18 environmental targets due
- New targets set to 2030

2019:

- Heads of State review

Paris Agreement

2018 - 2020:

- Facilitated dialogue and stocktaking

2020:

- Nationally determined contributions updated



AICHI 1, THE CBD

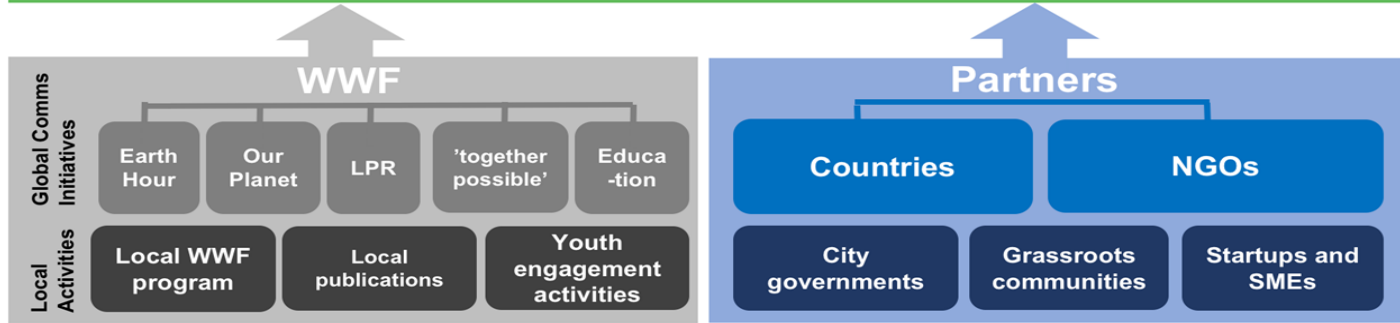


By 2020, at the latest,
people are aware of the
values of biodiversity
and the steps they can
take to conserve and use it
sustainably.





Aichi Target 1



Multippliers: open source, online education, mobilisation

**Civil society,
youth, public**

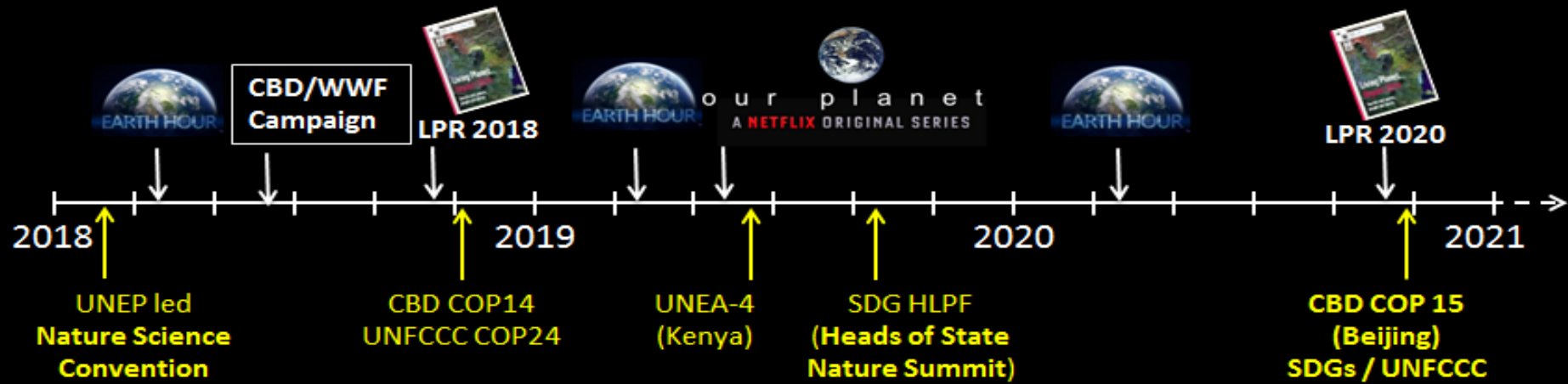
**Corporates,
businesses,
sectors**

**Legislative,
government
decisions**

Definitions and measurements of success with CBD members

The Communications Strategy in 4 Simple Bullets

- We **have to bend the curve** on biodiversity loss – it's our mission!
- Biodiversity is a complex topic, but we need people to *connect to it*
- The CLG have identified 5 key delivery 'pillars' of communications:
- Earth Hour, the Living Planet Report, Our Planet, Environmental Education and 'together possible'



A group of children are gathered at night, holding glowing sticks that create a colorful light display. The scene is dimly lit, with some background lights visible. A blue banner is overlaid across the middle of the image, containing the text 'Earth Hour' and 'The World's Largest Grassroots Movement for the Environment'.

Earth Hour

The World's Largest Grassroots
Movement for the Environment

STRATEGIC DIRECTION

Earth Hour 2018 will take on a different focus.

This Earth Hour, we want people to **connect to Earth**.

We will focus on **'connecting'** with the hundreds of millions and our networks to **spark conversations** on biodiversity.

This will be in the **most open-source way possible**, far beyond WWF and Earth Hour...



Narrative



JOIN THE CONVERSATION



(Global call to action)

Sparking a global conversation on biodiversity.

For Earth Hour 2018-2020, WWF's objective is to help achieve the Convention on Biological Diversity Aichi Biodiversity Target 1, that is hundreds of millions of people understand the values of biodiversity and the current condition of our planet.



And this is how:





THIS EARTH HOUR
#CONNECT2EARTH

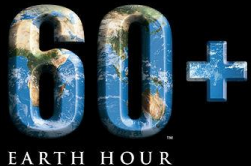
SWITCH OFF AT
24 MAR 2018 | 8:30PM
EARTHHOUR.ORG





THIS EARTH HOUR
#CONNECT2EARTH

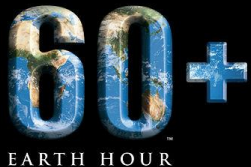
SWITCH OFF AT
24 MAR 2018 | 8:30PM
EARTHHOUR.ORG





THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MAR 2018 | 8:30PM
EARTHOUR.ORG





THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MAR 2018 | 8:30PM
EARTHHOUR.ORG





THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MAR 2018 | 8:30PM
EARTHHOUR.ORG



Global Key Visual

**THIS
EARTH HOUR**
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

You have the power to take action on climate change. On March 24th, join millions of others who will turn off the lights and #Connect2Earth.

www.earthhour.org

60+
EARTH HOUR

WWF

EARTH-HOUR.ORG

**THIS
EARTH HOUR**
#CONNECT2EARTH

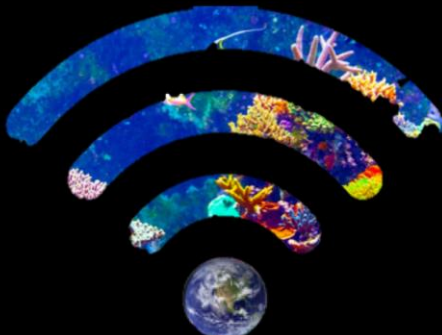
SWITCH OFF AT
24 MARCH 2018
8:30PM

www.earthhour.org

60+
EARTH HOUR

WWF

Localisation



THIS EARTH HOUR
#CONNECT2EARTH

Thank you for growing the Earth Hour movement in the past ten years to #ChangeClimateChange; for the next ten years, we want to take you on an even bigger journey to tackle the loss of biodiversity and its impacts on climate change. Join us, connect with us, and let's take a stand for the future of our planet – our one shared home – together.

60+ EARTH HOUR
EARTH HOUR.ORG.AU
24 MAR 2018 | 8:30PM



ESTA HORA DEL PLANETA
#PLANECTATE

APAGA LAS LUCES Y
CONECTATE CON EL PLANETA

Hlkedhfsodfbakl. kjedhasidusagasdbalsjdba ASDJBAKSDJAL SKFD-
JLKhdlakajhdxsljfmashf sak jhdbiasak dfjhiskdjfhaelnhdln askfhastl-
sasdj[bas kfdjhedrfjaristhariedrkhfhalekdfhrlak sfHlk edhfsodfbakl.
kjsdhasidusagasdbalsjdba AS

60+ 24 de marzo, 2017 | 20:30
wwf.org.ec/planetate



這個地球一小時
#CONNECT2地球

加入地球一小時的平台
啟動屬於我們大家的藍天



微信公众号 官方网站

60+ 地球一小時
EARTH HOUR 3月24日 晚上8:30



THIS EARTH HOUR #CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018

HORA DO PLANETA

#ConectadoNoPlaneta



Junte-se à Hora do Planeta

Evento global de combate às mudanças climáticas

60+
LA HORA
DEL PLANETA



60%

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

#ConéctateConLosBosques

CONÉCTATE
CON LOS
BOSQUES

POUR EARTH HOUR #CONNECT2EARTH



ÉTEIGNONS LES LUMIÈRES
24 MARS 2018
20:30

Vous avez le pouvoir d'agir contre le
changement climatique. Le 24
mars, rejoignez les millions de
personnes qui éteindront les
lumières #Connect2Earth

60+ SCOUTS
EARTH HOUR

www.earthhour.fr

60+
H'OPA
THE GHE

H'OPA
THE GHE



ΣΥΝΔΕΣΟΥ ΜΕ ΤΗ ΘΑΛΑΣΣΑ

Σάββατο 24 Μαρτίου, 20:30 - 21:30

THIS EARTH HOUR #CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018
8:30PM

60+ WWF
EARTH HOUR

#ConéctateConLaNaturaleza

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

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
8:30PM
SATURDAY 24 MARCH

earthhour.org.au

LA
HORA DEL PLANETA
#CONÉCTATE

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

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+ WWF

© Christopher Donovan

24 MARCH 2018
8:30 - 9:30 PM

This Earth Hour
#Connect2earth

WWF 60+ EARTH HOUR

RSCN

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+ WWF

© Shutterstock / Rich Carey / WWF

THIS EARTHHOUR

#CONNECT2EARTH



#ปิดเพื่อโลกเปลี่ยนเพื่ออนาคต
24 มีนาคม 2561
20.30 น.

www.earthhour.org/thailand



EARTHHOUR.ORG



Conservation in
Biological Diversity

THIS EARTHHOUR

#CONNECT2EARTH



MARCH 24TH 2018
JAWALAKHEL GROUND | LALITPUR



THIS EARTHHOUR

#CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018
8:30PM



THIS EARTHHOUR

#CONNECT2EARTH



SWITCH OFF AT
24 MARCH 2018
8:30PM



#

60+
EARTH HOUR



Conn
ECT
2 Earth

CLIMATE CHANGE

Worldwide ▼

All Causes ▼

Join The Conversation

TOTAL SEARCHES
00930852

TOTAL CONVERSATIONS
00140852



24 MARCH 2018
8:30 - 9:30PM LOCAL TIME



  **John Wayne**
Siberia, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

TAG REPLY SHARE THIS POST

  **Paul Lee**
Kuala Lumpur, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

TAG REPLY SHARE THIS POST

  **Adi Hofner**
Australia, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

TAG REPLY SHARE THIS POST

  **John Wayne**
Siberia, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

  **Sheryl Liao**
Singapore, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

  **Mary Louise**
Penn, 8 Nov 2017



LOREM IPSUM
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

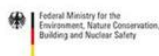
CLIMATE CHANGE

[Worldwide](#)
[All Causes](#)
[Join The Conversation](#)

- | | | | | |
|------------------|----------------------------|------------------|-------------------|----------------------|
| Climate Change | Natural Resource Depletion | Abiotic Stress | Acid Rain | Drinking Water |
| Deforestation | Overpollution | Aerial-seeding | Bhopal Disaster | Forest Fragmentation |
| Land Reclamation | Loss of Biodiversity | Biodegradation | Cadmium Poisoning | Ecotoxicology |
| Marine Pollution | Ocean Acidification | Bioterrorism | Carbon Footprint | Extensive farming |
| Invasive Species | Ozone Layer Depletion | Captive Breeding | Coral Bleaching | Fossil Fuels |



24 MARCH 2018
8:30 - 9:30PM LOCAL TIME



John Wayne
Siberia, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

[TAG](#) [REPLY](#) [SHARE THIS POST](#)

John Wayne
Siberia, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

Paul Lee
Kuala Lumpur, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

[TAG](#) [REPLY](#) [SHARE THIS POST](#)

Sheryl Liao
Singapore, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

Ad Hofner
Australia, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

#Protectnaturalhabitats #Connect2Earth

[TAG](#) [REPLY](#) [SHARE THIS POST](#)

Mary Louise
Penn, 8 Nov 2017



LOREM IPSUM

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis molestie consequat, vel illum

KENYA

Kenya

JOIN A PROGRAM



Lewa's mission is to act as a model for the protection of wildlife & community

Relatable causes:
Wild life, Animal conservation development.

[Visit Site](#)

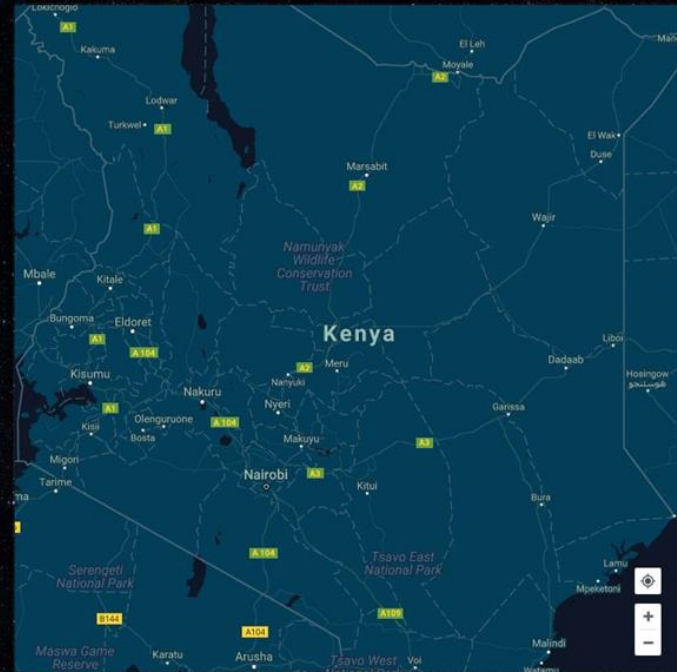
Lewa's mission is to act as a model for the protection of wildlife & community

Relatable causes:
Wild life, Animal conservation development.

[Visit Site](#)

Lewa's mission is to act as a model for the protection of wildlife & community

Relatable causes:
Wild life, Animal conservation development.

[Visit Site](#)

[PREVIOUS PAGE](#) [NEXT PAGE](#)

24 MARCH 2018
8:30 - 9:30PM LOCAL TIME



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

PERSONALISE YOUR SOCIAL PROFILE

Show your stand on social media by personalising your profile picture with a cause close to your heart.

MOST POPULAR ▼



NEXT PAGE ►

Results shown are labelled for commercial reuse with modification. [Learn more.](#)



Save Your Profile Pic



Thank You