



2020 UN BIODIVERSITY CONFERENCE  
COP 15 - CP / MOP 10 - NP / MOP 4  
Ecological Civilization-Building a Shared Future for All Life on Earth  
KUNMING · CHINA

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## Call for Slogans for the United Nations Biodiversity Conference (COP 15) Kunming, China 2021

The next UN Biodiversity Conference, also known as the [Fifteenth meeting of the Conference of the Parties to the Convention on Biological Diversity \(COP15\)](#), will be held in Kunming, China, in 2021. It is an extremely important event, which will set the course for global biodiversity conservation for the next decade and beyond, with an aim to realize the [2050 Vision of “Living in harmony with nature”](#).

To build up the public awareness and call the whole world to pay sufficient attention to the conservation and sustainable use of biodiversity, the [Executive Committee for the Preparation of COP15](#) is pleased to announce an online call to solicit slogans for the Conference.

The call for slogans is open to any organization or individual regardless of location.

The proposed slogan(s) should encapsulate the theme of COP15, which is **“Ecological Civilization: Building a Shared Future for All Life on Earth”**.

The slogan(s) should:

1. reflect the vision of COP15 **“Living in harmony with nature”** and express the essential role of biodiversity conservation in building a shared future for all life on Earth.
2. be clear, concise, powerful, catchy, inspiring, engaging and short (max. 15 words). A brief explanation or description (max. 200 words) may be attached (optional).
3. be original, which means it has not been previously used for other purposes.
4. be submitted in English (both English and Chinese are encouraged).

### Submissions

Please submit your slogan(s) to [cop15slogan@cbd.int](mailto:cop15slogan@cbd.int) no later than **15 January 2021**, with the subject line “COP15 slogan – [your country name]”. You will receive a confirmation email after your entry form is successfully submitted. Submissions are exclusively online. Organizations and individuals who will have submitted the winning slogans may be asked for more information at a

later stage for PR purposes.

### **Selection and Awards**

In the first round of selection, 30 entries will be shortlisted to participate in online voting open to the public. The Selection Committee will determine the top 11 slogans based on the results of the online voting and its evaluation. The first-place winner will receive a Grand Award certificate; the other 10 winning entrants will receive Award of Excellence certificates. The organizer will release the awarded entries on its websites and social media platforms.

### **Participation rules**

By submitting any slogan, the entrant represents and warrants the submitted slogan does not infringe the intellectual property rights of others. All legal consequences resulting from legal disputes regarding copyright and other matters shall be borne by the entrant. The organizer shall not be held liable for any legal and related joint and several liabilities. By issuing this announcement, the organizer is regarded to have fulfilled its notification obligation.

According to the relevant provisions of the Copyright Law of the People's Republic of China, the organizer owns the ownership, the full right to use, the right to register and copyright of the shortlisted and winning entries, and has the right to develop, modify, authorize, license or protect the winning entries in any form without any compensation or condition.

In the case of duplicate or identical entries, the first entry to arrive at the designated submission email address will be accepted (determined by the received time). Once submitted, entries will not be returned to entrants, regardless of whether they are accepted or not, therefore the entrants may wish to keep a copy of their slogans.

### **Contact**

For inquiries, please contact the Secretariat of the Convention on Biological Diversity at [cop15slogan@cbd.int](mailto:cop15slogan@cbd.int).

Thank you for your participation!