



Ref.: SCBD/MPO/AF/DAIN/FD/87039

14 December 2017

NOTIFICATION

Engaging in Earth Hour 2018 and beyond: towards achieving Aichi Biodiversity Target 1

Madam/Sir,

Just over a year ago, the Secretariat of the Convention on Biodiversity (CBD) and WWF International (WWF) agreed to apply their joint efforts towards raising awareness of biodiversity and its values. A Memorandum of Understanding (MoU) on cooperation to achieve Aichi Biodiversity Target 1 supports the implementation of the Framework for a Communication Strategy, adopted at COP 13 in Cancun, and solidifies our collaboration towards a common vision that 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”.

Earth Hour, celebrated annually on Saturday, 24 March, 8.30 p.m. local time, is the world’s largest grassroots environmental event, with activities taking place around the world. A bold and innovative campaign on biodiversity awareness developed through this collaboration between WWF and the CBD Secretariat will use Earth Hour 2018 to launch a 3-year campaign leading into 2020. This campaign aims to scale up biodiversity communication to mobilise the world in support of biodiversity protection under the rallying cry of “Connect to Earth” (#Connect2Earth’).

In light of the above, I am pleased to inform that colleagues at national WWF offices will be encouraged to reach out to CBD National Focal Points and identify ways and means to work together to promote the campaign. This provides an opportunity for the joint organization of Earth Hour initiatives on 24 March 2018 at national level carried out by WWF, governments, and other organizations.

Promotional materials have been prepared by WWF and will be produced in 2018. The materials are intended to be used and adapted for national circumstances. They are all “open source” and may be branded according to each organization’s needs. These materials and a tool kit are available at the following link (<http://pand.as/partners>) and consist of the following folders:

1. Digital Assets (containing digital banner and key visuals);
2. Print Advertisement designs;
3. Out Of Home (OOH) advertising designs; and
4. A YouTube link for the Earth Hour video will be uploaded into the above location in early January 2018.

The promotional materials have been made possible thanks to the generous support of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety with funding from the International Climate Initiative.

National governments and local organizations are invited to provide additional translations into local languages of these materials. We would also request you to send your materials adaptation to ehnetwork@earthhour.org.

All relevant entities interested in participating in the “Connect to Earth” Campaign can contact ehnetwork@earthhour.org for any assistance or can also contact Mr. David Ainsworth, Information Officer, at the CBD Secretariat.

Thank you for your cooperation and for your continued support for the work of the Convention and its Protocols.

Please accept, Madam/Sir, the assurances of my highest consideration.

Cristiana Pașca Palmer, PhD
Executive Secretary

To: CBD National Focal Points and relevant organizations