

Annex
Theme for the International Day for Biodiversity 2025:
“Harmony with nature and sustainable development”
Concept note

Rationale

The International Day for Biodiversity (IDB) is celebrated on 22 May annually:

- to commemorate the adoption of the text of the Convention on Biological Diversity (CBD) on 22 May 1992; and
- to provide an opportunity to foster wide support for the implementation of the Convention, its Protocols and related action frameworks.

“Harmony with nature and sustainable development” is the theme of the 2025 edition of IDB.

The IDB 2025 campaign seeks to focus the world’s attention on the linkages between the 2030 Agenda and its Sustainable Development Goals (SDGs) and the Goals and Targets of the Kunming-Montreal Global Biodiversity Framework (KMGBF) as two universal agendas that must be pursued in tandem in the spirit of the recently adopted [Pact for the future](#).

Progress in halting and reversing biodiversity loss is crucial for the attainment of the SDGs. Conversely, the pursuit of the SDGs catalyzes or brings about the transformations that, according to the latest assessments of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), are needed to fulfill the vision adopted within the KMGBF: living in harmony with nature. This [interactive tool](#) illustrates the linkages between the KMGBF and the SDGs at target-level and will constitute a central piece of the IDB 2025 campaign.

This campaign is also about instilling a sense of urgency and advocating for accelerated implementation. In 2025, both the KMGBF and the 2030 Agenda will have five more years before the 23 action targets of the former, and the 17 SDGs of the latter come to the end of the period that the world agreed for their implementation.

The specific objectives of the IDB 2025 campaign are:

- to bolster public awareness of the centrality of biodiversity to all life on Earth, including socio-economic challenges such as poverty and inequality that are covered by the full set of SDGs.
- to call for the rapid preparation of National Biodiversity Strategies and Action Plans (NBSAPs) that are (a) aligned with the KMGBF and (b) integrated into National Sustainable Development Strategies guided with the SDGs, leaving no one behind.
- to highlight the importance of seizing synergies at all levels, including through a whole-of-government, whole-of-society implementation, with the UN system bringing its support to national actors through consolidated UN Sustainable Development Cooperation Frameworks reflecting the KMGBF and the SDGs.
- to encourage bolder initiatives by all actors, including the private sector, civil society and the media. These initiatives can range from communicating biodiversity science, advocating for the accelerated implementation of the SDGs and the KMGBF and initiating the required transformations to decouple socio-economic progress from the destruction of nature.

The narrative

The campaign products and social media assets that are being crafted by the Secretariat for the IDB 2025 campaign will be articulated around the following key messages:

- Biodiversity is the foundation of all life on Earth. It is fundamental to human well-being, a healthy planet, and economic prosperity for all people. We depend on it for food, medicine, energy, clean air and water, protection from natural disasters as well as recreation and cultural inspiration.
- The Kunming-Montreal Global Biodiversity Framework (KMGBF) sets out an ambitious blueprint for the transformation of our societies' relationship with nature, in line with the 2030 Agenda for Sustainable Development and its Sustainable Development Goals and the Pact for the future.
- The implementation of the Sustainable Development Goals brings about or catalyzes society- and economy-wide transformations, including in agrifood systems, infrastructure, industry, energy systems consumption and production patterns, water and ecosystem management, urban planning, education, and gender equality. These transformations are essential to the achievement of the KMGBF and the fulfillment of its vision: "life in harmony with nature".
- The 23 action targets of the KMGBF are aligned with the 2030 Agenda for sustainable development and its 17 SDGs and contribute to their achievement. The streams of national implementation of the KMGBF and the SDGs must reflect this alignment through greater integration and synergies.
- All Parties to the Convention on Biological Diversity are expected to prepare National Biodiversity Strategies and Action Plans (NBSAPs) reflecting the ambition of the KMGBF. To maximize synergy, the NBSAPs should be integrated into broader National Sustainable Development Strategies guided by the SDGs and the Pact for the Future.
- Success in the implementation of the KMGBF and the SDGs requires a whole-of-government, whole-of-society endeavor. We need all hands on deck, including those of indigenous peoples and local communities, businesses, women and youth.

The campaign

The main thrust of the campaign will be directed at leveraging social media and public outreach to spark a global momentum in support of an accelerated, synergistic implementation of the KMGBF and the SDGs by 2030, for people and for nature.

What is offered

- Main hashtag: **#BiodiversityDay**; secondary hashtags: **#GlobalGoals #KMGBF**.
- Official language versions of the main hashtag:
 - Arabic: **#يوم_التنوع_البيولوجي**
 - Chinese: **#生物多样性日**
 - French: **#JournéeBiodiversité**
 - Russian: **#ДеньБиоразнообразия**
 - Spanish: **#DíaDeLaBiodiversidad**
- A consolidated IDB 2025 webpage, where all the campaign elements will be lodged: www.cbd.int/biodiversity-day
- A narrative (provided above) that participants in the campaign may use to articulate their own contributions to the debate on "Harmony with nature and sustainable development".

By 11 April 2025, the following assets will be posted on the IDB webpage:

- Logo package designed for IDB 2025 reflecting the theme and the rationale.
- A logo customization widget –a popular feature in previous IDB campaigns—that allows users to generate tailored versions of the IDB 2025 logo.
- A suite of branded visual assets, including social media cards and multimedia products.

What is expected

The Secretariat requests messages on the theme of IDB 2025 from high-level representatives of Parties and relevant organizations in one of the six official languages of the United Nations for publication on the [IDB webpage](#). Video clips (not exceeding two minutes in duration) or texts (not exceeding 450 words) should be transmitted by e-mail, indicating the name and title of the speaker/author, to secretariat@cbd.int, copying ghannem@un.org, no later than 15 May 2025. The owners of these messages are also invited to disseminate them widely through their institutional web and social media channels with the #BiodiversityDay hashtag.

In addition, the Secretariat welcomes the participation of everyone in the IDB 2025 campaign, including the private sector, media, academia and the public at large.

Everyone can take part by:

- Joining the IDB 2025 global digital campaign, amplifying content from the CBD social media accounts or using the hashtags, the narrative and the digital assets offered to craft posts of their own bearing the campaign hashtags.
- Speaking in their own voice by recording and posting video messages articulating their views through their own social media platforms. Tips on recording high-quality, impactful videos will be provided on the IDB 2025 webpage.
- Organizing and/or attending local IDB 2025 celebrations, including in-person events, workshops or webinars, to explain, discuss or beat the drum for accelerated action to achieve the SDGs and the KMGBF targets by 2030. A submission widget will allow the organizers of such events to highlight their local event on the IDB 2025 web page.

.....