

Theme of the International Day for Biological Diversity 2026: “Acting locally for global impact”

Concept note

The International Day for Biological Diversity (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.

“Acting locally for global impact” is the theme of the 2026 edition of IDB.

Campaign rationale

IDB is not only a celebration of nature. It constitutes a universal moment to demonstrate that the implementation of the Kunming-Montreal Global Biodiversity Framework (KMGBF) is underway.

In the lead-up to COP 17 – which will be held under the theme of “Taking Action for Nature” – the IDB 2026 campaign will help connect local initiatives with the 23 global targets of the KMGBF, focusing the world’s attention on the importance of applying the whole-of-society approach adopted within the Framework ([Section C](#)).

Applying the whole-of-society approach includes ways to enlist, enable, empower and leverage contributions of actors other than national governments: indigenous peoples and local communities, sub-national governments, cities and other local authorities, women and youth groups, businesses and financial institutions, and other civil society groups, among others.

Success in halting and reversing biodiversity loss hinges on the world’s ability to leverage the vital tapestry of local action in support of government-led actions. It is a two-way street:

- governments are expected to create enabling environments that are conducive to inclusive and meaningful participation of all actors in planning and implementation, including by ensuring access to information pertaining to the National Biodiversity Strategies and Action Plans (NBSAPs)—the master documents translating the global ambition of the KMGBF into measurable national undertakings.
- Actors other than national governments are expected to seize all opportunities to contribute to planning and implementation, including by taking part in existing government-led processes and consultations, and by taking initiatives and actions aligned with the KMGBF, with the NBSAP and national targets serving as a guide.

Objectives

- to bolster public awareness of the centrality of biodiversity to all life on Earth, including by highlighting the impacts of biodiversity loss on local economies, societies and livelihoods.
- to make the invisible visible, by showcasing local actions and initiatives that are driving the implementation of the KMGBF forward.
- to build momentum toward the 2026 United Nations Biodiversity Conference ahead of the first global review of collective progress in the implementation of the KMGBF.

Key messages

The campaign products and social media assets crafted by the Secretariat for universal use will be articulated around the following key messages:

- While governments that adopted the KMGBF at COP 15 are in the driver's seat, collective progress in implementation depends on the mosaic of local efforts carried out by everyone,
- The world needs a surge of inclusive, participatory and impactful whole-of-society action, including through local mobilization for the implementation of the National Biodiversity Strategies and Action Plans.
- Increased attention and support must be devoted to supporting local action, so that capacity and funding gaps impeding progress can be overcome.

Structure

For different segments of societies and the **general public**, the 2026 International Biodiversity Day campaign is articulated around three pillars: Look and Learn, Connect and Act, and Share.

Look and Learn:

Members of the public all over the world are encouraged to “look” by exploring the many facets of biodiversity at the local level and seeking ways to undertake biodiversity action within their communities and through context-appropriate forums at the local level.

Members of the public are also invited to “learn” or enhance their understanding of the Convention on Biological Diversity and the KMGBF as the world's blueprint to halt and reverse biodiversity loss – including reports and contributions that have been made by Parties and actors other than national governments. These resources will be available on CBD and International Day for Biological Diversity websites, including the Online Reporting Tool: <https://ort.cbd.int/>.

Connect and Act:

Members of the public are encouraged to find out and join in what others are doing, nearby or online. These efforts could aim to strengthen data collection, knowledge exchange and collaboration across levels of governance at the community-level, online or in person.

Share:

All are invited to share their actions and learnings with others. To celebrate the day, actions can range from organizing information sessions on national targets and NBSAPs, community walks and gardens, photography and drawing competitions, citizen science, advocating for local actions and increasing information-gathering.

Everyone can take part by:

- Joining the IDB 2026 global digital campaign, amplifying content from the CBD social media accounts or using the official 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 2026 webpage.
- Organizing and/or attending local IDB 2026 celebrations, including in-person events, workshops or webinars, to explain, discuss or beat the drum for accelerated local action to achieve the KMGBF targets by 2030. A submission widget will allow the organizers of such events to highlight their local event on the IDB 2026 web page.
- Further opportunities for in-person activities, including events at schools or through citizen science platforms, are envisaged.

Products and assets

- The IDB 2026 theme in the six official languages of the United Nations:
 - اليوم الدولي للتنوع البيولوجي 2026: العمل المحلي ذو التأثير العالمي
 - 2026年国际生物多样性日: 立足本地, 影响全球
 - Journée internationale de la diversité biologique 2026 : Des actions locales à l’impact mondial
 - Международный день биоразнообразия 2026 г.: Местные действия для глобального воздействия
 - Día Internacional de la Diversidad Biológica 2026: Acción local para un impacto mundial
 - International Day for Biological Diversity 2026: Acting locally for global impact
- Main hashtag: #BiodiversityDay #LocalAction #ForNature; secondary hashtags: #KMGBF and #UNBiodiversity.
- 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 2026 webpage, where all the campaign elements will be lodged: <https://www.cbd.int/idb/default.shtml>
- Key messages (provided above) that participants in the campaign may use to articulate their own contributions to the debate on “**Acting locally for global impact**”
- In April 2026, the following assets will be posted on the IDB webpage:
 - Logo package designed for IDB 2026 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 2026 logo.
 - Template for IG stories for people to share the way they celebrate IDB 2026
 - A suite of branded visual assets, including social media cards and multimedia products (Trello Board).

What is expected from Parties to the CBD: The Secretariat invites high-level representatives of Parties and relevant organizations to submit messages on the theme of IDB 2026 in one of the six official languages of the United Nations for publication on the IDB webpage.

Submissions can include:

- Video clips (not exceeding two minutes in duration)
- Written messages (not exceeding 450 words)

The submissions should be transmitted by e-mail, indicating the name and title of the speaker/author, to secretariat@cbd.int, copying mea-cbd-comms@un.org no later than 15 May 2026.

Contributors are encouraged to disseminate their messages 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 2026 campaign, including the private sector, media, academia and the public at large.