BIODIVERSITY DAY 22 MAY

22 Actions for the Biodiversity Day campaign

Here are some ways to directly support the Biodiversity Day campaign:

1.   Raise awareness about Biodiversity Day

This could be online or in-person: in your family, among friends, at work, in your community, at national level, etc. We hope that the list below can give you ideas.

2.   Refer a friend

Explain Biodiversity Day to someone who has never heard about it. Bonus points if your friend is an influencer on social media, TV or other public media not closely related to the environment.

3.   Create a Google Doodle

Create a Google Doodle for Biodiversity Day – with this one "small" action you will raise global awareness!

4.   Use the logo in your email signature

This could be the main logo or a logo customized with your name.

5.   Share content from @UNBiodiversity on social media

We will be grateful if you share Biodiversity Day content with your networks. These are our platforms:

· Twitter
· Facebook
· Instagram
· LinkedIn

You can find social media content and materials on the Biodiversity Day Trello and on the website

Website | Facebook | Twitter | Instagram | LinkedIn | Contact

6. Help #BiodiversityDay reach other social media platforms

· @UNBiodiversity currently has no presence on: Kuaishou, Pinterest, QQ, Quora, Qzone, Reddit, Sina Weibo, Snapchat, Telegram, TikTok, WeChat, WhatsApp, among others.

· Share #BiodiversityDay messages across social media platform in as many languages as possible.

· Please let us know what kind of content/material you need from us, which would help you share #BiodiversityDay on other platforms.

7. Use Biodiversity Day branding on your social media

· Cover images are available at the social media links above.

· Add a frame to your social media profile picture manually.

8. Use Biodiversity Day virtual backgrounds

Virtual backgrounds (1920x1080) are available for individuals and group calls. Feel free to customize them, create your own or contact us if you have special requests. Send us a screenshot of your group picture!

9. Submit a logo translation

In 2021, the Biodiversity Day logo was available in 69 languages. Let's break that record! Submit a translated logo or send us the text and we will create it ourselves.

10. Translate content and materials

Content and materials on the Biodiversity Day webpages will be more accessible if they are available in as many languages as possible. While we can create content in some languages, other languages will help reach more audiences around the world. Please contact us for details.

11. Create content and materials

Everyone can create Biodiversity Day materials (posters, virtual backgrounds, templates, and more) to be shared on the Biodiversity Day website. Please contact us for details.

12. Advertise Biodiversity Day in your country

Write a news article or make a video to highlight Biodiversity Day in your community or at the national level. This could be in any form: TV show, radio, online, blog, vlog, news article, newsletter, street art. The more creative, the better. As a basis, here is our press release. Our Trello board also contains social media messages. Please contact us for any materials (branding, messages, etc.) that could help you in this endeavor.

13. Coordinate Biodiversity Day in your country

One person can make a difference! For inspiration, take a look at this video. While everyone may create a website/channel for the campaign, we will be happy to host the information on the Biodiversity Day website. Please contact us for details.

14. Report on Biodiversity Day in your country

Search online for all Biodiversity Day celebrations taking place in your country and compile the information in the form of a report. This report will be posted on the Biodiversity Day website. Please contact us for details.

15. Submit a list of 22 actions for biodiversity

This year's Biodiversity Day campaign is based on taking concrete actions for biodiversity. These lists are custom made for various audiences and sectors. Please read the guidelines for details on how to make your own list.

16. Submit a list of 22 biodiversity-related items

This is a simplified version of the above. Everyone can create a list full of fun facts or other items. Please read the guidelines for details.

17. Fundraise

While we cannot accept funds, you can sponsor prizes for various Biodiversity Day competitions around the world, or better yet, you can organize a competition yourself.

18. Donate images or footage

We are always looking for free and copyright-free high-quality pictures, and especially video footage of breathtaking nature and people. While we cannot pay for the images, we can attribute credit on certain materials. Images used would become freely available to be used/modified by the public.

19. Propose the next Biodiversity Day theme

Send us suggestions of what you would like to see as a possible theme or slogan for upcoming Biodiversity Day campaigns.

20. Send feedback and ideas

How can the Biodiversity Day campaign be improved? Suggestions for other types of outreach materials are welcome. Please contact us.

21. Join the Biodiversity Day Team

We are looking for an Associate Public Information Officer (P2). This is a full-time position going beyond the Biodiversity Day campaign.

22. Celebrate Biodiversity Day

22 May is Biodiversity Day! Participate in celebrations that are happening in your country or organize an activity to get others involved. Find out more at www.cbd.int/biodiversity-day. Everyone can organize activities!

#ThankYou   #谢谢#   #شكرا لكم#

#Gracias   #Спасибо   #Merci