



22 MAY 2021
BIODIVERSITY DAY

We're part of the solution #ForNature

Overview of the campaign

The United Nations proclaimed 22 May as the [International Day for Biological Diversity](#) (Biodiversity Day) to increase understanding and awareness of biodiversity issues ([UNGA Resolution 1994](#), [COP1 Decision](#), [UNGA Resolution 2000](#)). **Biodiversity Day 2021 is a call to action for biodiversity.**

Communication goals

Goal 1

Build public interest and support for a robust new [global biodiversity framework](#).

Goal 2

Create affection for biodiversity and for the word itself. “Biodiversity” and “nature” are not synonyms and [a proper distinction is made](#). Biodiversity Day 2021 highlights the new [global biodiversity framework](#). Therefore, the term “biodiversity” should be emphasized. Of course, the word “nature” may be used as appropriate.

Goal 3

Invite your networks to also use and popularize the term “biodiversity”, to be consistent with the new Global Biodiversity Framework.

Slogan

The 2020 slogan “Our solutions are in nature” was crafted to support [COP15](#), which has been postponed to 2021. The slogan was meant to mirror themes of the new Global Biodiversity Framework, the [GBO5](#) as well as the relationship with [IPBES regional assessments](#). The slogan “**We're part of the solution**” builds on the 2020 slogan and extends the 2021 campaign in the same direction, promoting COP15, but makes the slogan more personal and proactive.

Key messages

We all have a role to play in achieving the 2050 Vision of living in harmony with nature.

We're part of nature, so we must be part of the solution for biodiversity loss and climate change.

Human activities are driving biodiversity loss and nature degradation, but we can act to turn things around.

The post-2020 global biodiversity framework offers an opportunity to reset our relationship with nature.

We need an all-of-society approach to address our interconnected environmental challenges.

Investing in a green recovery will benefit people and nature and reduce the risk of future pandemics.

COVID-19 has shown that we need a One Health approach to secure the wellbeing of people and our shared planet. The post-2020 global biodiversity framework is part of the solution.

The COVID-19 pandemic has shown that the world needs to work together to resolve our common challenges. We all can be part of the solution.

Calls to action

1. Create a personalized IDB logo and share it on your social media, profile pic, email signature, etc.
2. Post a photo/video of yourself showing how you're part of the solution. Use the hashtags #BiodiversityDay and #ForNature.
3. Make a commitment to be part of the solution, and register your action through the Action Agenda #ForNature and People. www.cbd.int/action-agenda.

Themes

17 - 21 May: Week 1 highlights popular themes to attract diverse audiences. Themes are related to [Goals A and D](#).

17 May: (Charismatic) **species**, including biomimicry, pest control, special behaviour, etc.

18 May: **Climate change** and **green recovery**.

19 May: **Protected areas, other effective area-based conservation measures and restoration**. Species (above) rely on (and contribute to) healthy ecosystems. The link is also made with human well-being and livelihoods, urban biodiversity.

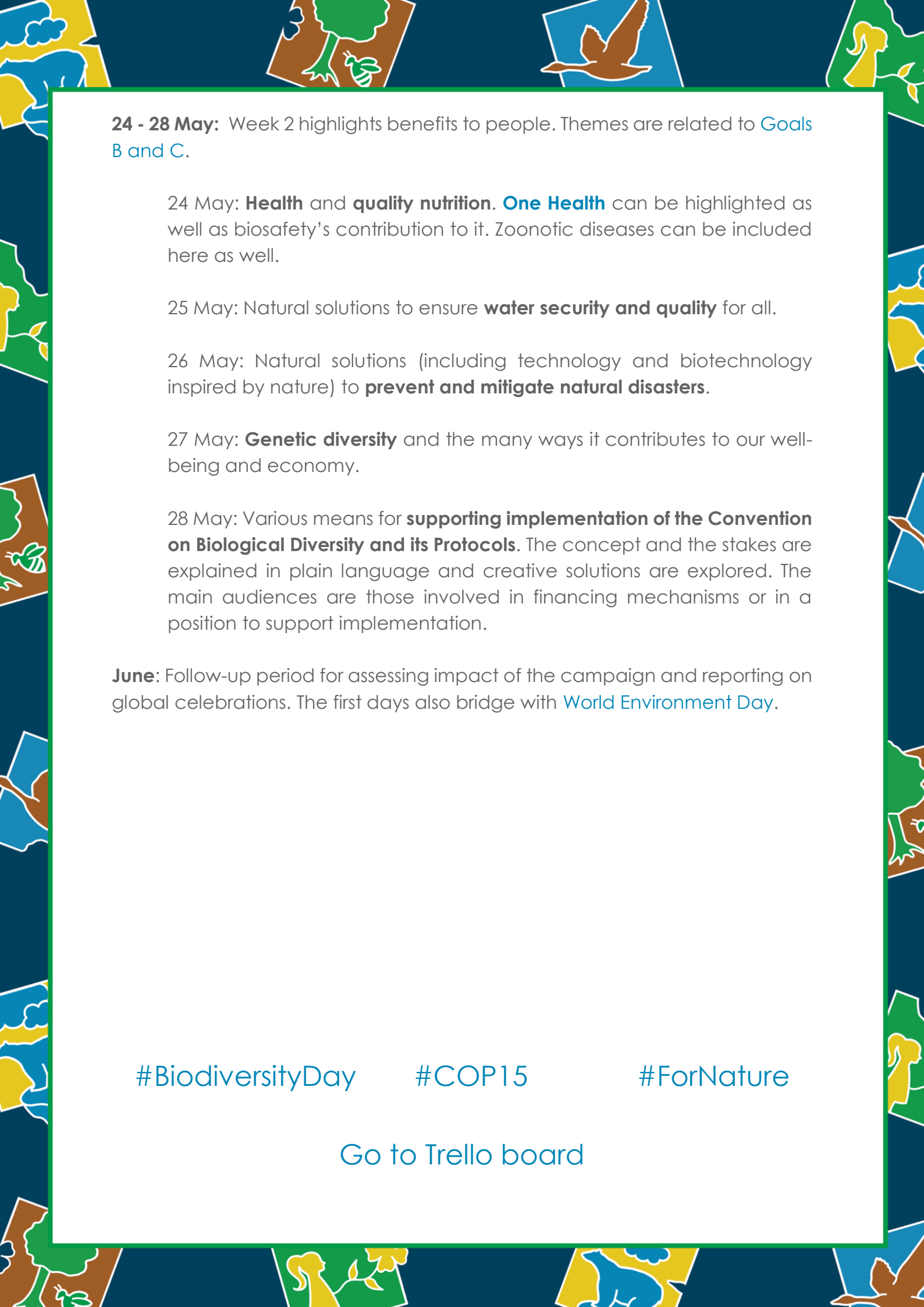
20 May: **World Bee Day** highlights the benefits (value) humans get from ecosystem services (ex. pollination), and **green investments**.

21 May: **World Day for Cultural Diversity for Dialogue and Development** is devoted to raising awareness on Access and Benefit-Sharing and how it is crucial for conservation. It also highlights the links between biodiversity, people and culture, including traditional knowledge, intellectual property and gender considerations.

Biodiversity Day celebrations start on 21 May afternoon to take into account time zones in the Pacific and the fact that 22 May falls on a Saturday.

22 May #BiodiversityDay: Action for biodiversity. Spotlight on the adoption of a robust [new global biodiversity framework](#). Celebrations and messages are highlighted on [@UNBiodiversity social media platforms](#) and [Biodiversity Day website](#).

23 May: Social media activity generally drops on weekends. Generic content about species is posted on this day.

A decorative border surrounds the central text area, featuring various nature-related icons such as a tree, a bird, a bee, a person, and a landscape, all in a stylized, colorful font.

24 - 28 May: Week 2 highlights benefits to people. Themes are related to [Goals B and C](#).

24 May: **Health** and **quality nutrition**. **One Health** can be highlighted as well as biosafety's contribution to it. Zoonotic diseases can be included here as well.

25 May: Natural solutions to ensure **water security and quality** for all.

26 May: Natural solutions (including technology and biotechnology inspired by nature) to **prevent and mitigate natural disasters**.

27 May: **Genetic diversity** and the many ways it contributes to our well-being and economy.

28 May: Various means for **supporting implementation of the Convention on Biological Diversity and its Protocols**. The concept and the stakes are explained in plain language and creative solutions are explored. The main audiences are those involved in financing mechanisms or in a position to support implementation.

June: Follow-up period for assessing impact of the campaign and reporting on global celebrations. The first days also bridge with [World Environment Day](#).

[#BiodiversityDay](#)

[#COP15](#)

[#ForNature](#)

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