

NATURE IS SPEAKING

ARE WE LISTENING?

CONSERVATION
INTERNATIONAL



Rowan Braybrook
November 18, 2018

WHAT WOULD NATURE SAY?

How can we reach people's hearts and minds to demand change?

At the center of this campaign from Conservation International are celebrity-voiced short films that answer the question:

What would nature say if it could speak?

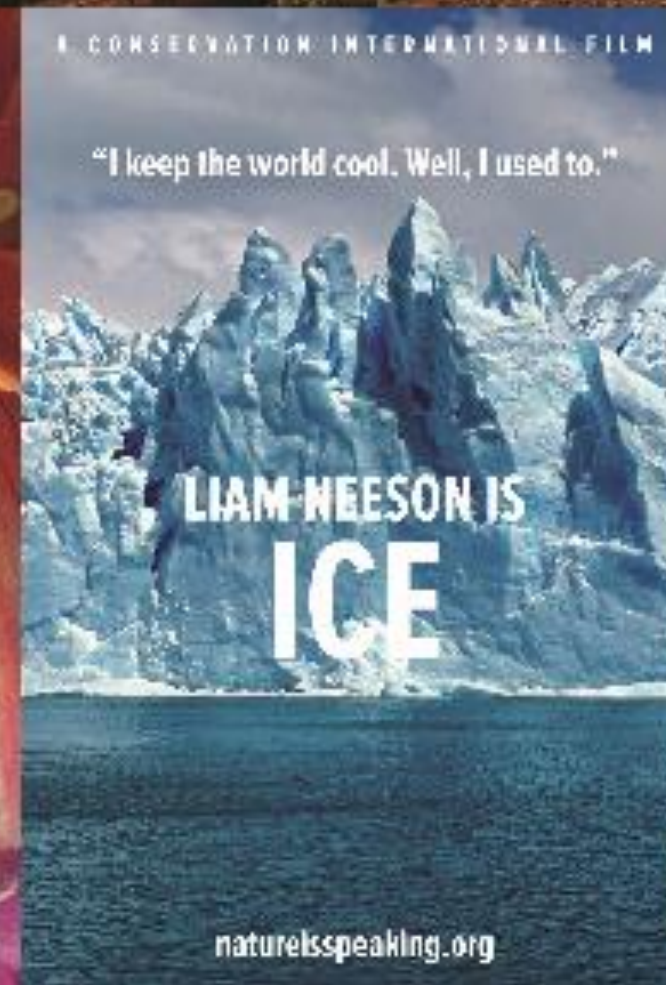
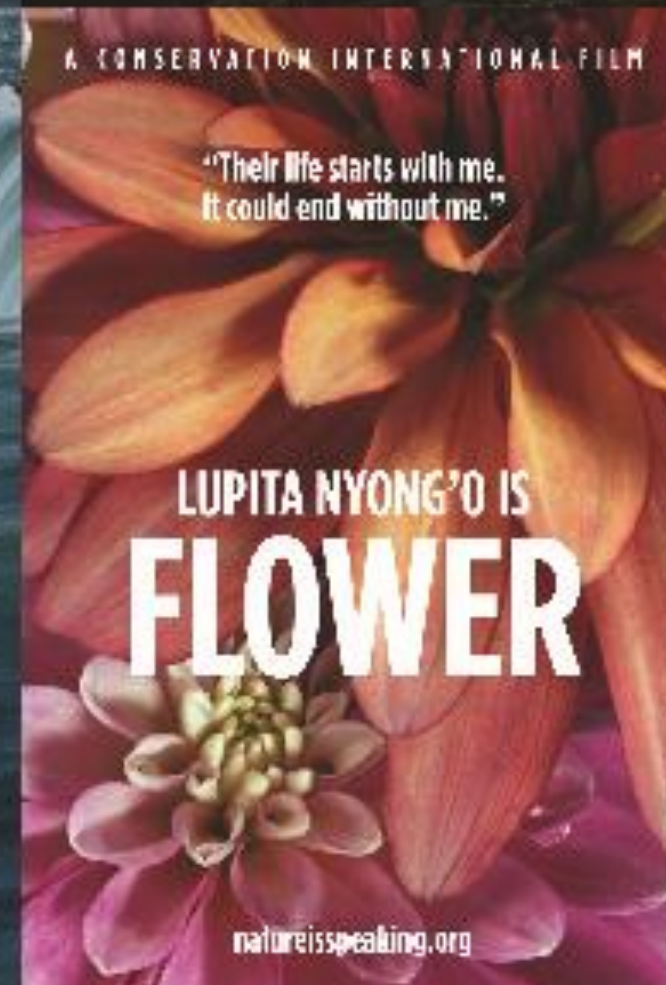
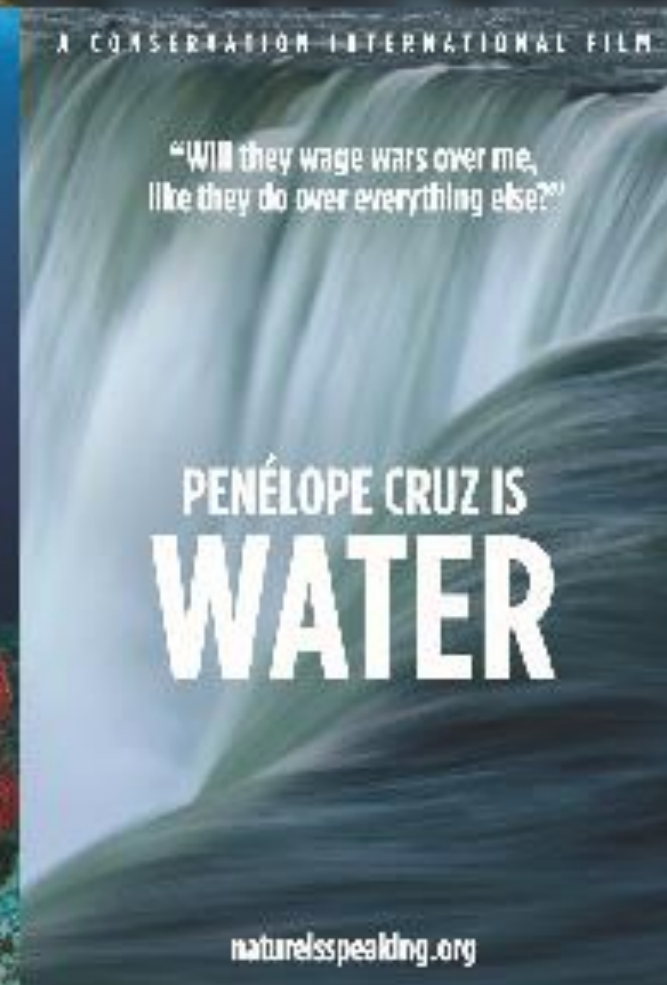
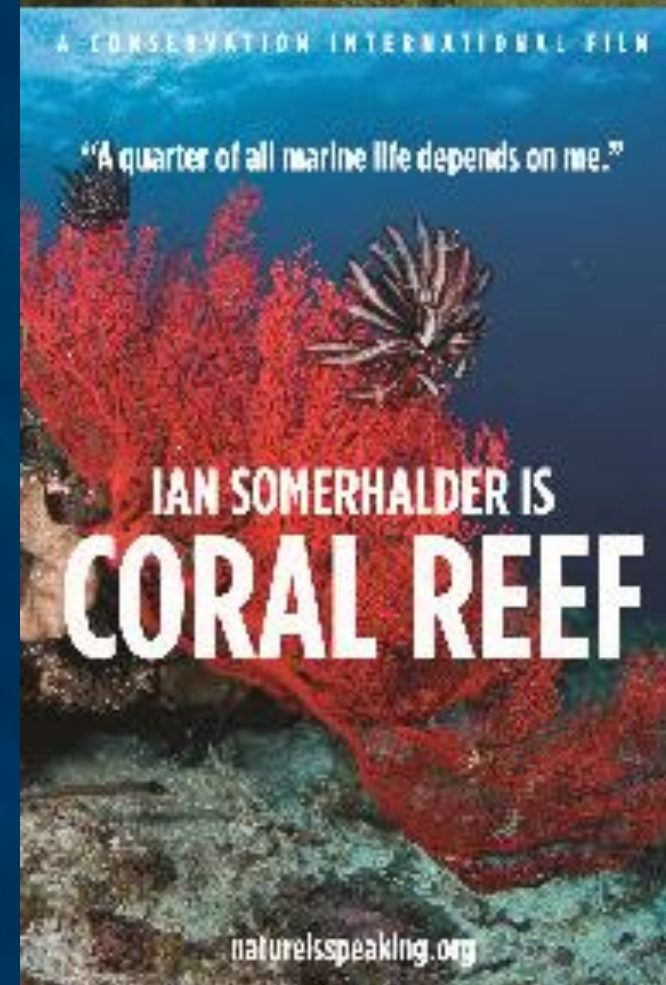
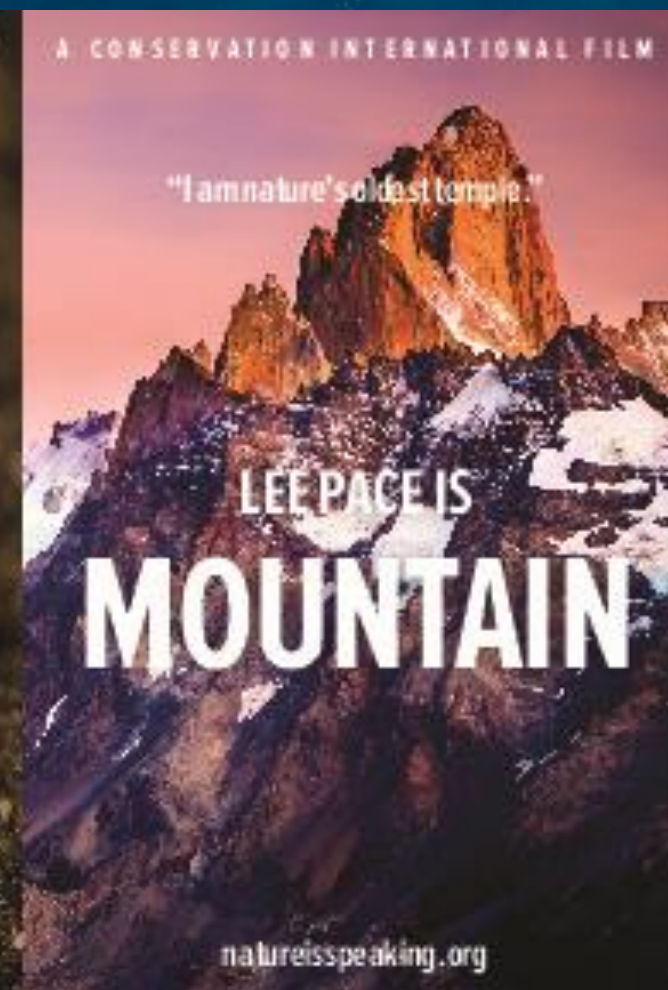
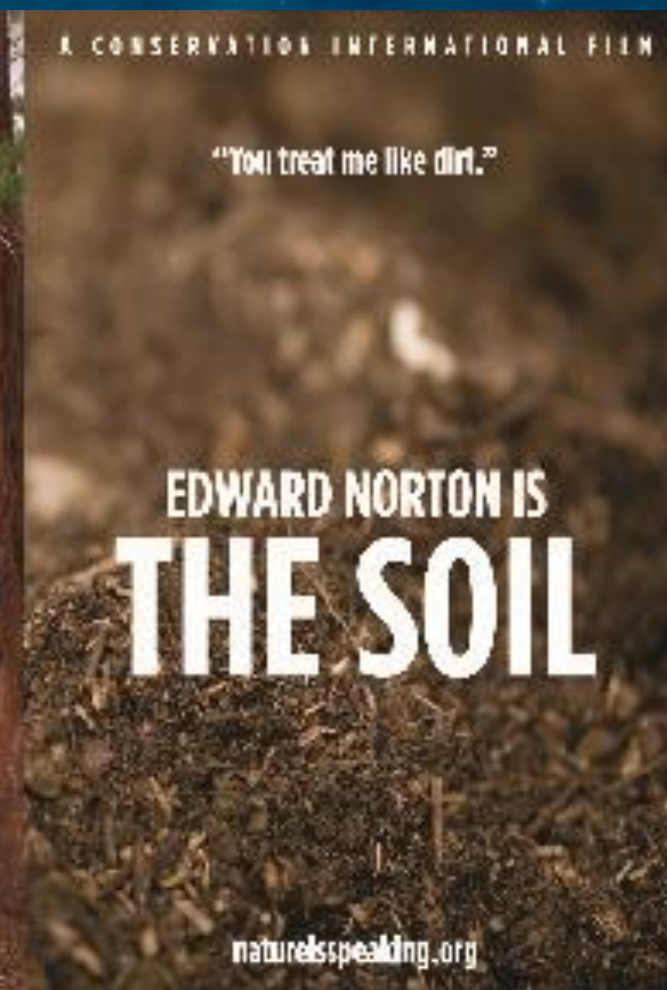
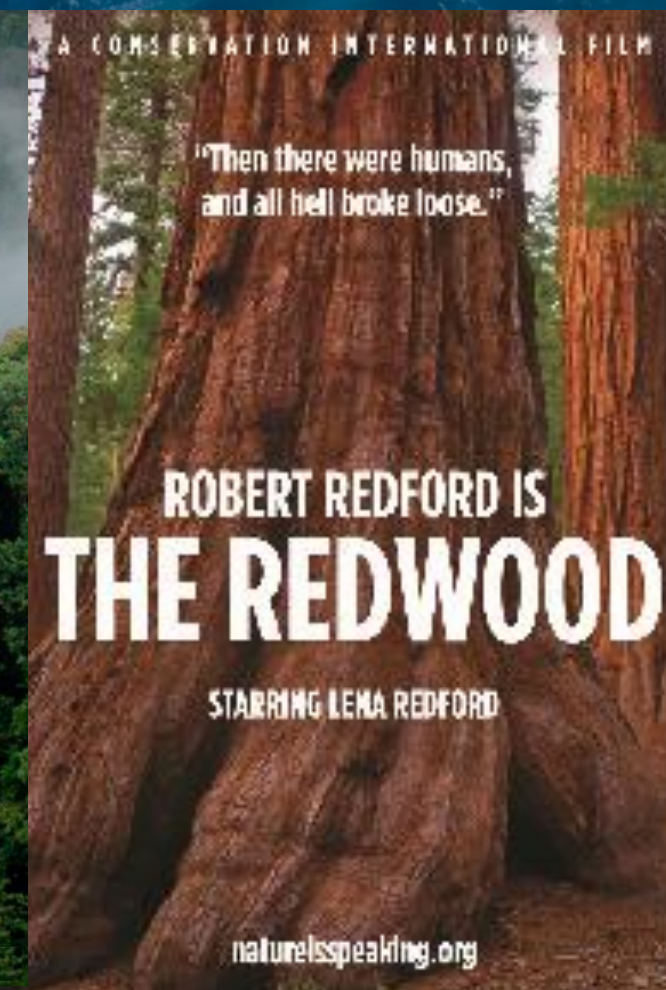
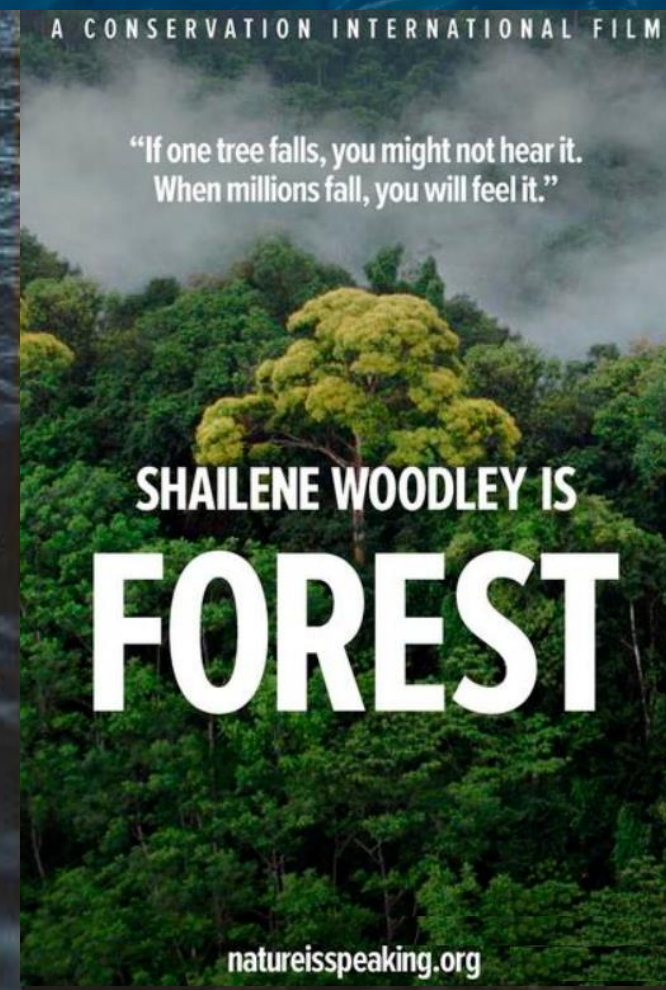
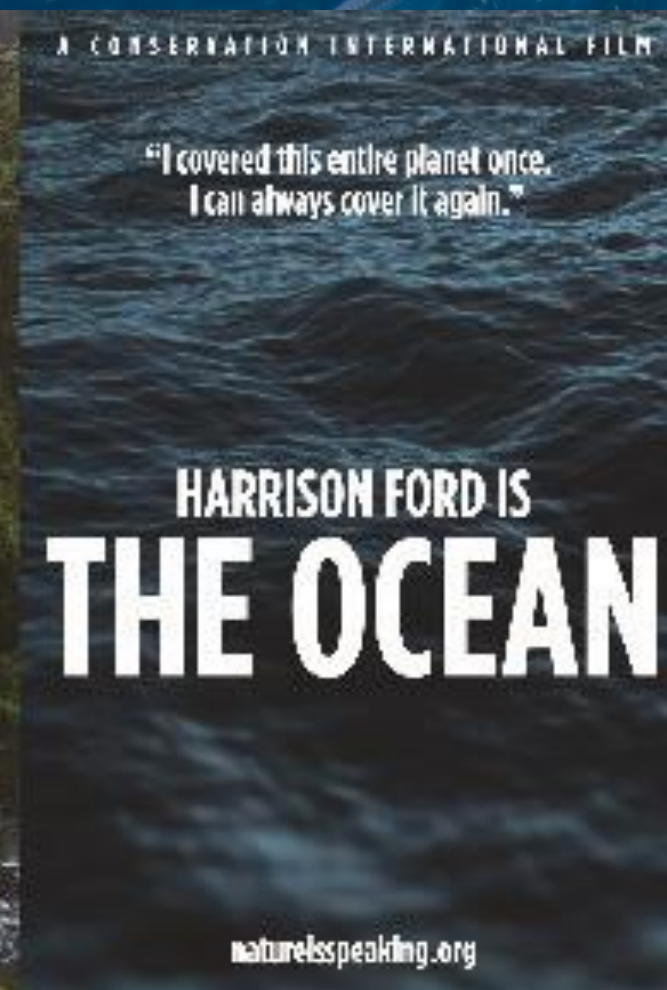
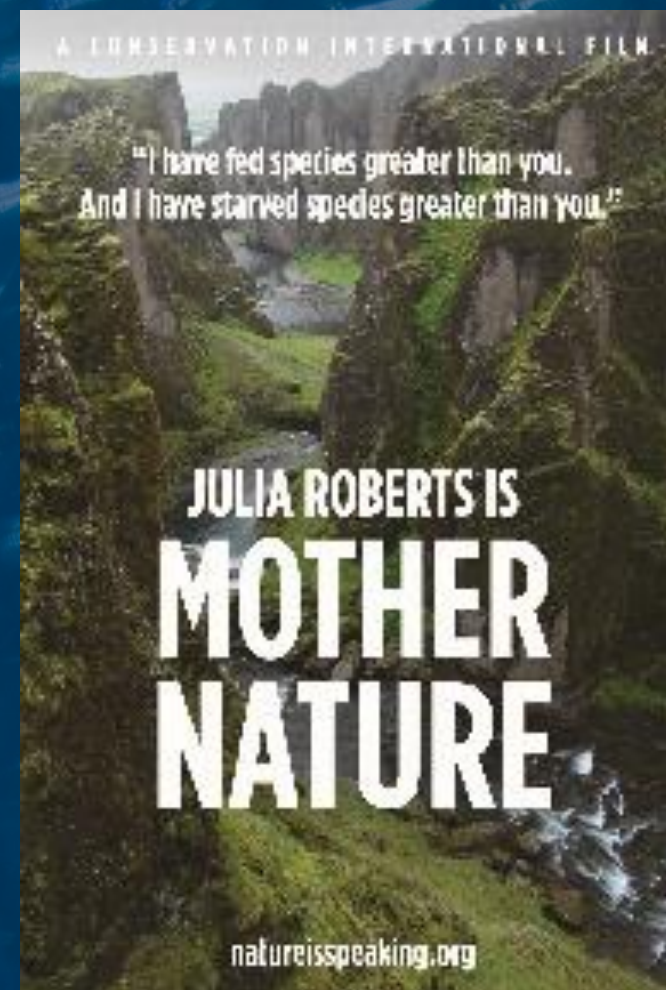
NATURE IS SPEAKING

The narrative is often that we need to save animals, trees and oceans. *Nature Is Speaking* intentionally flips convention on its head.

The reality is that humans are the ones that could go first if we don't take action — saving nature is the only way to save ourselves.



NATURE IS SPEAKING...



...IN MANY LANGUAGES



KEY NUMBERS

- 100 million+ video views
- Exposure in 40+ countries
- 10 localized language launches – English, Portuguese, Mandarin, Cantonese, Indonesian, Filipino, French, German, Arabic and Spanish.
- Collaboration with 70+ international celebrities.
- The Ocean, voiced by Harrison Ford, was awarded a Cannes Gold Lion and Mother Nature, voiced by Julia Roberts, was awarded a Bronze Clio in 2015.

LINKING TO EVENTS

Other outlets: messages in the metro and on billboards during the Paris climate negotiations to encourage inclusion of nature in the agreement.



A CONSERVATION INTERNATIONAL FILM

ASMA LWNAWAR IS HOME

natureisspeaking.org



A CONSERVATION INTERNATIONAL FILM

JULIA ROBERTS IS

MOTHER NATURE

natureisspeaking.org



THANK YOU
NATUREISSPEAKING.ORG