



ENGAGING A BILLION PEOPLE TO CARE FOR NATURE

UN CBD #COP14, November 2018
Sharm-El-Sheikh, Egypt

Communications Objectives toward 2020 - 2030

Ultimate conservation and policy goal	Halting the loss of biodiversity by 2030	
	A new deal for people and nature in 2020	
Comms strategy and goal for 2020	Engage 1 billion people across the world	Engage decision-makers (business/gov/institutions)
	Make nature matter	Move nature up the global agenda
	Inspire the world to act in 2020	Move nature up the national agenda

“Super Year” 2020: A New Deal for Nature

2020

A potential policy inflection point for

Biodiversity, SDGs, Climate

Convention on Biological Diversity:

2020 CBD COP15 - China:

- Aichi targets due
- New strategic framework set to 2030

2019:

- Heads of State
- Biodiversity Summit

Sustainable Development Agenda:

2020:

- 18 environmental targets due
- New targets set to 2030

2019:

- Heads of State review

Paris agreement:

2018 - 2020:

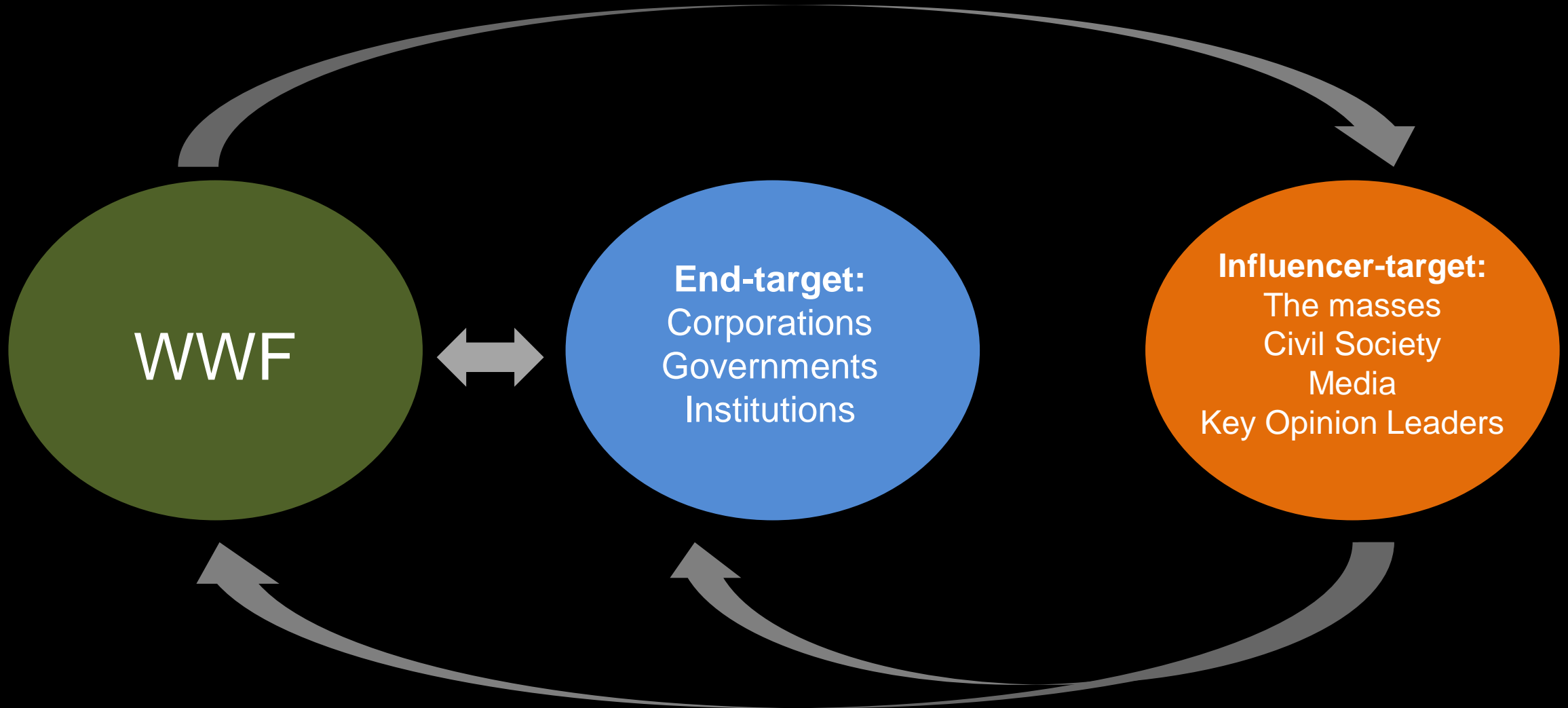
- Facilitated dialogue and stocktaking

2020:

- Nationally determined contributions updated

Who do we want to reach?

TARGETING AUDIENCES FOR CHANGE

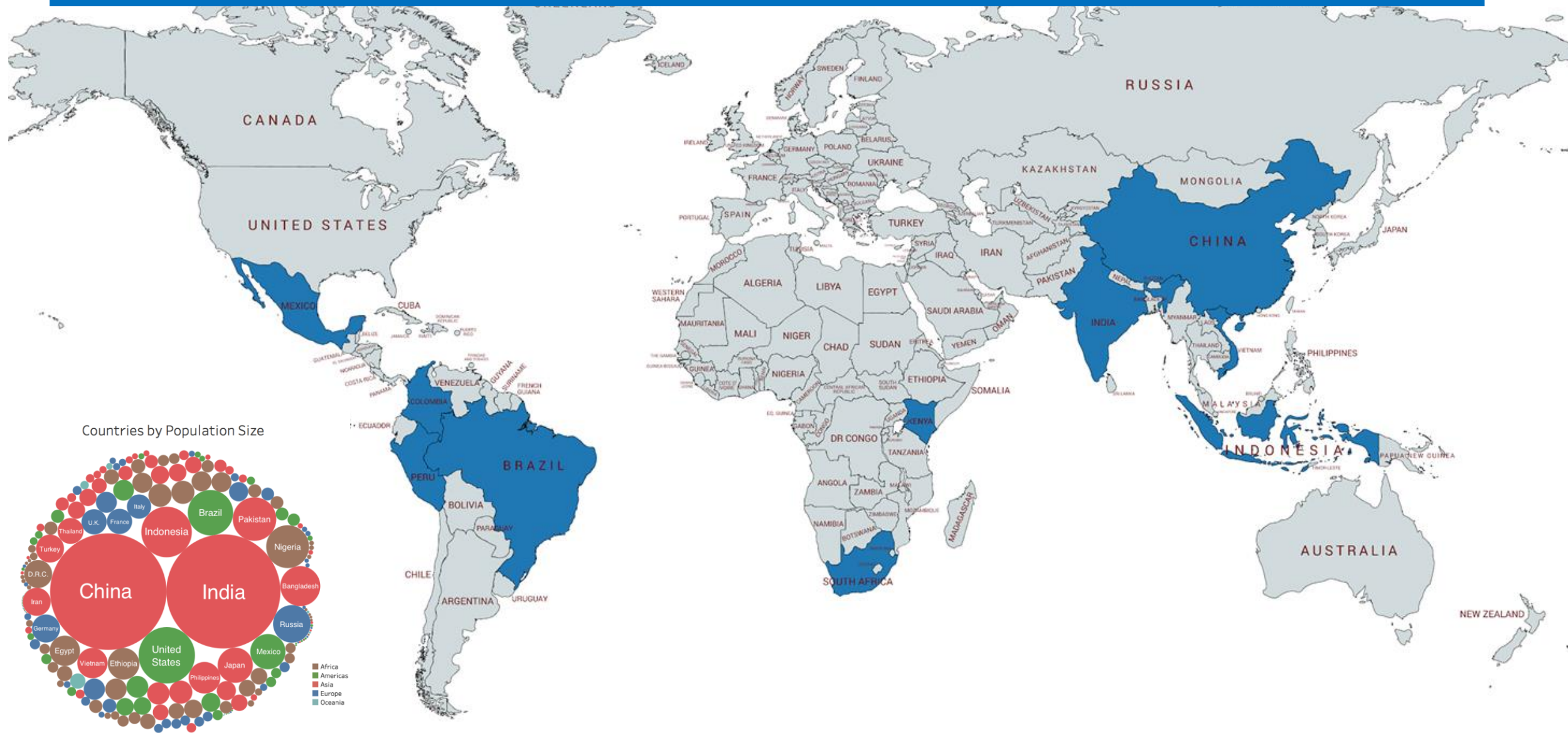


A large rhinoceros stands in the foreground on a dirt path, facing left. In the background, a safari vehicle is stopped, and several tourists are visible, some taking photos. The scene is set in a savanna environment with tall grass and a hilly background.

GETTING THERE

A new deal for people and nature

Added focus to 10 priority countries (combined to an estimated total of 3.6 billion people)





Hall & Partners

Baseline Study on Biodiversity Awareness in 10 countries

Prepared for WWF

With funding from International Climate Initiative (IKI)

July 2018

Confidential & Proprietary. Not For Public Distribution. Do Not Copy.

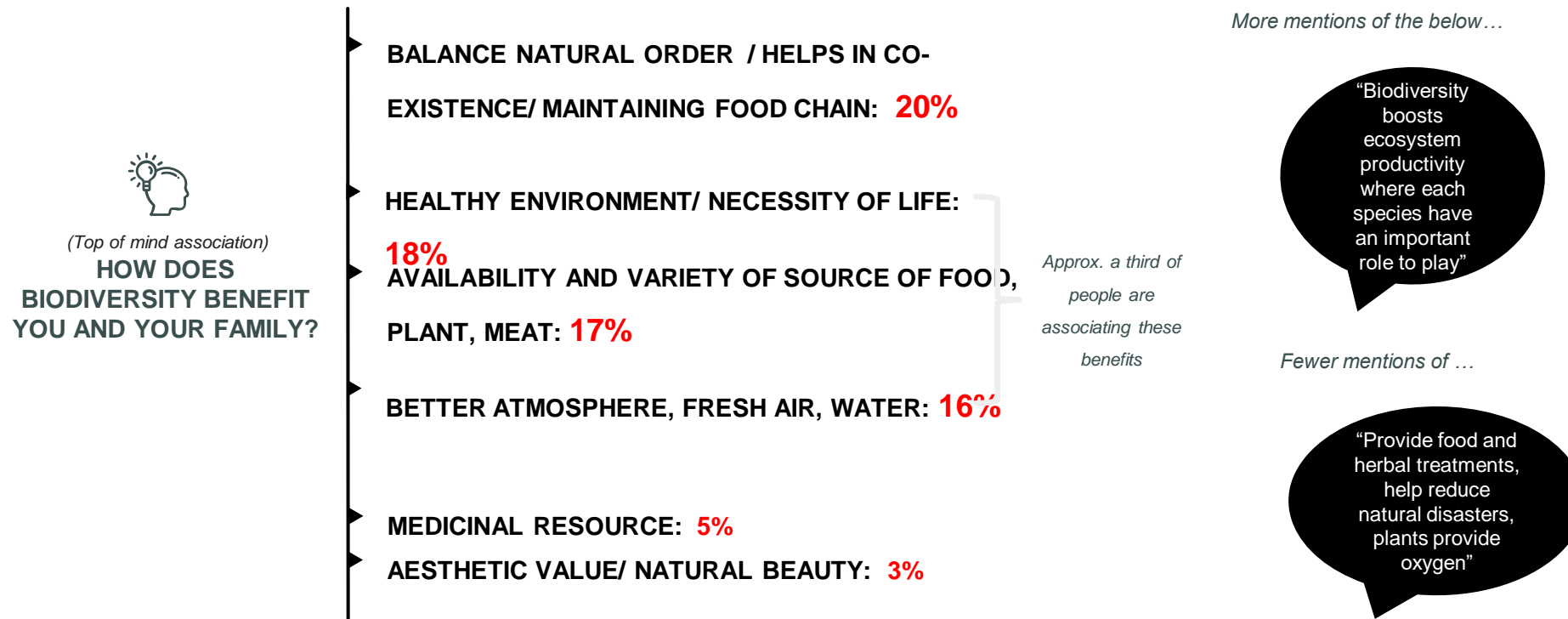
Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

Based on a decision of the German Bundestag

Only one third of all people associate the benefits of biodiversity to necessities of life such as food, water, and fresh air, while a fifth associate with balance natural order of life



QK3A. How does biodiversity benefit you and your family?
Base Total sample- All countries combined (10328)

Despite 73% of people claimed they know biodiversity, only a small proportion can connect how it can impact their livelihood



BIODIVERSITY

Why variety in nature is so vital

WHAT THE RESEARCH MEANS FOR COMMUNICATIONS GOING FORWARD

Broaden the understanding of 'biodiversity' to go beyond diversity of living organisms to include habitats

→ Messaging can be focussed on different types of habitats and their critical role for human well-being

The benefits of biodiversity and nature need to be associated clearly with resources, food, air, water and overall well-being

→ Showing real-life examples of the impact of declining biodiversity on peoples' well-being

Recognizing current efforts with a view to adopting more significant lifestyle changes over the years

→ Capitalize on existing positive behaviours (no food waste, energy saving, recycling etc.) to draw the connection with the values of biodiversity and nature

Communications Goals

Engage 1 billion people across the world

Make nature matter

Inspire the world to act in 2020

Audiences

WWF

Corporations,
Governments,
Institutions

The Masses, Civil
Society, the Media,
Key Opinion Leaders

Pillars

Brand
Development

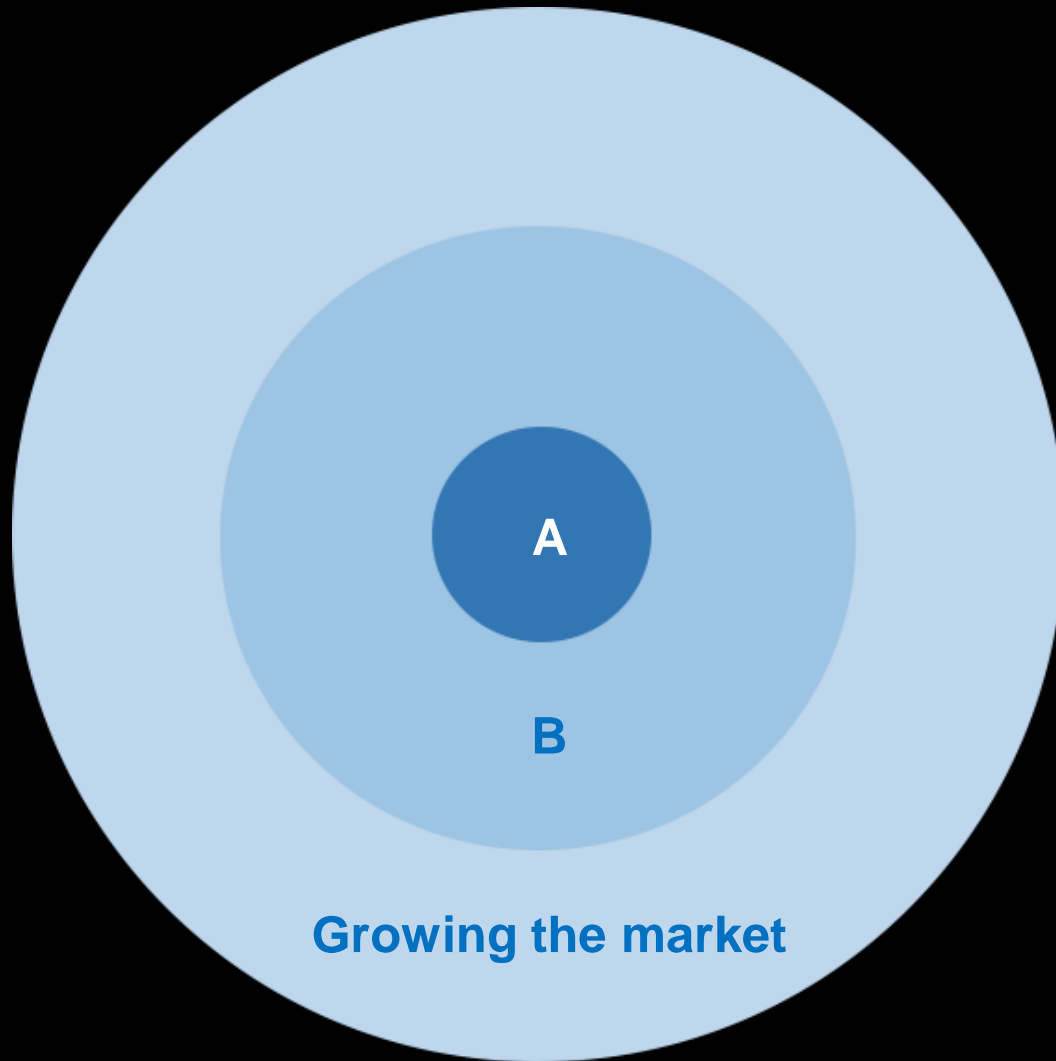
Earth
Hour

Education/
Youth
Outreach

Living
Planet
Report

Our
Planet

WWF Public Audience Strategy

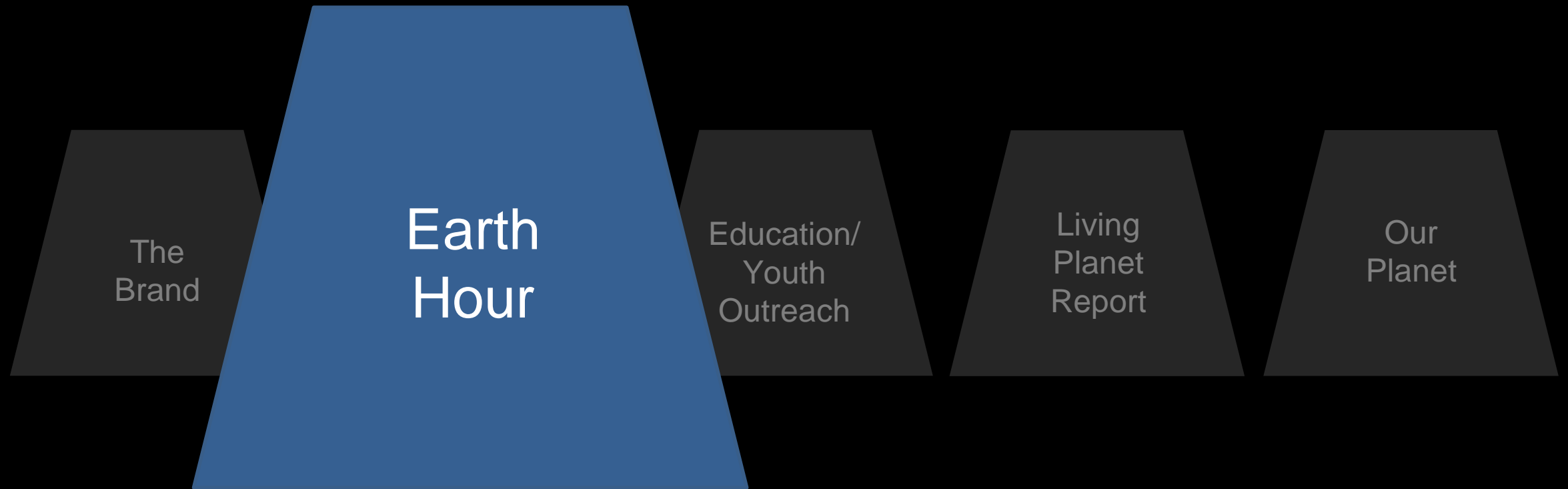


Retention of existing audiences (A)

Acquisition of the new audience (B)

Engage a billion and help raise the issues up the agenda – grow the larger environment market

Pillar No. 2



THIS EARTH HOUR #CONNECT2EARTH

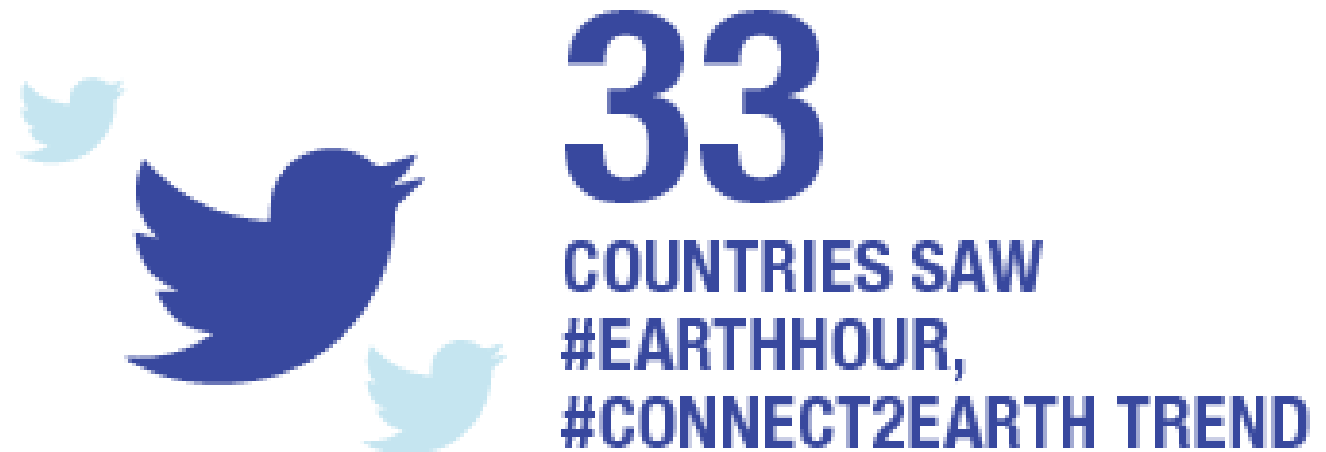


SWITCH OFF AT
24 MARCH 2018
8:30PM

60+
EARTH HOUR



Earth Hour Highlights



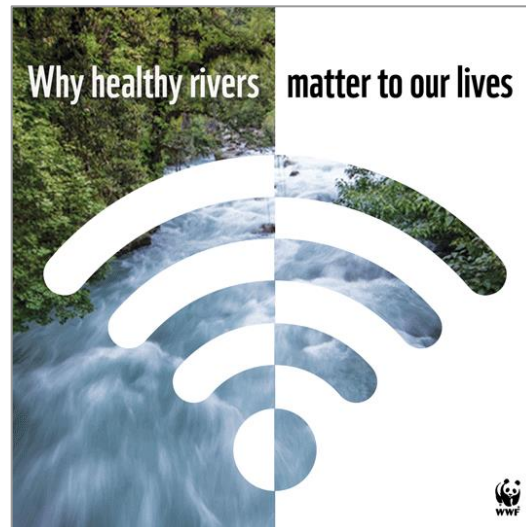
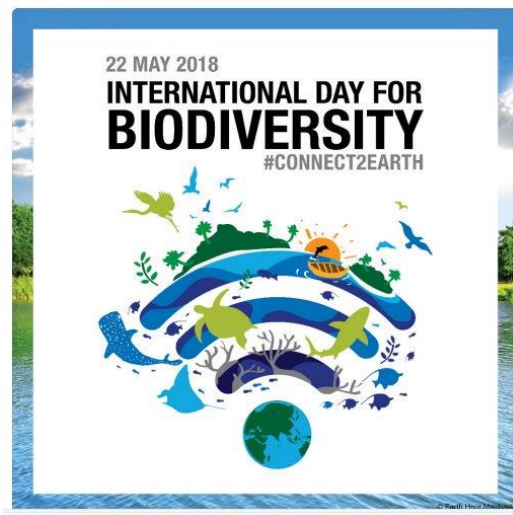
Connect2Earth Adaptations Around the World



Support from Heads of State, UN Secretary General



#Connect2Earth: Beyond Earth Hour



Pillar No. 3

The
Brand

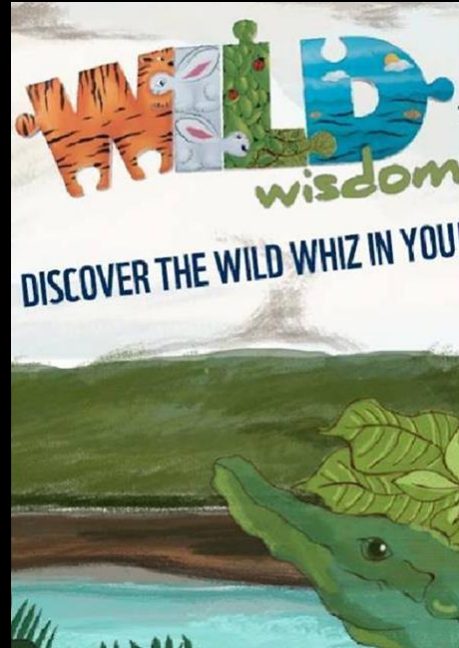
Earth
Hour

Education/
Youth
Outreach

Living
Planet
Report

Our
Planet

WWF's Global Education Efforts



GLOBAL EDUCATION PARTNERSHIPS IN DEVELOPMENT

Complementing WWF communication on biodiversity and ecological footprint awareness raising with education approaches.

iNaturalist
WOSM
Skype for Schools

Integrating education into planning, execution and evaluation of WWF's conservation work.

Tencent (in China)

Developing global youth mobilization & leadership initiatives.

AIESEC
UNESCO

Actively supporting formal education policy advocacy, curriculum development, whole school approach and teacher training.

Microsoft
Designathon Works Foundation
Potential: Foundation of Environmental Education (FEE)

Strengthening the WWF Education Community and global cooperation

Global Environmental Education Partnership (GEEP)

Partnership with World Scouts



TOGETHER
INSPIRING
ENVIRONMENTAL
LEADERS OF
TOMORROW



SCOUTS
Creating a Better World

WWF & World Organization of the Scout Movement (WOSM) kicked off a strategic partnership in 2018 for both organizations to mobilize more than 40 millions Scouts globally to achieve UN/CBD Aichi Target 1 (WWF) and certain UN SDGs (WOSM).

Young Scouts around the world pledge digital actions through Connect2Earth for Earth Hour 2018.

Pillar No. 4

The
Brand

Earth
Hour

Education/
Youth
Outreach

Living
Planet
Report

Our
Planet

Our story has changed

Biodiversity declines while our demands on the planet's resources increase...but there are solutions

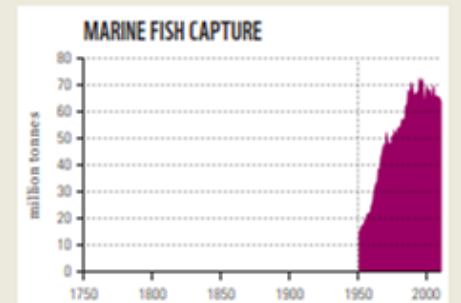
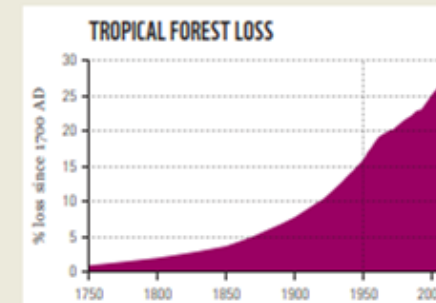
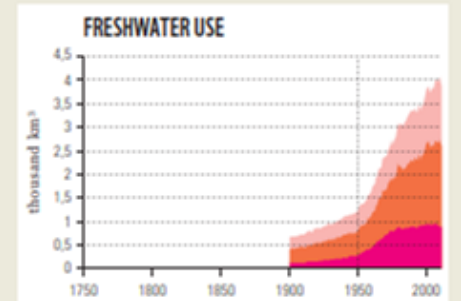
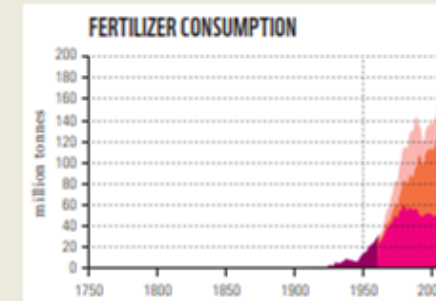
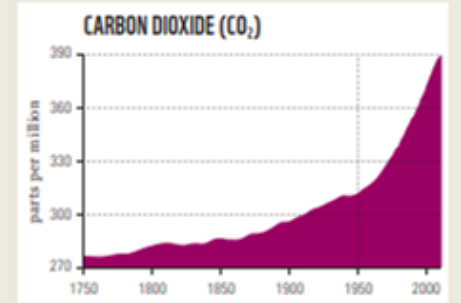
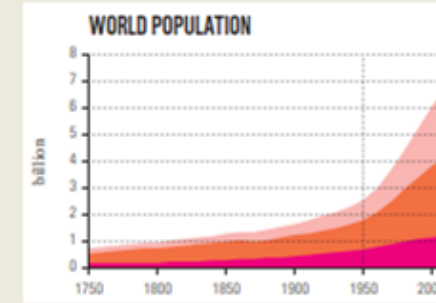
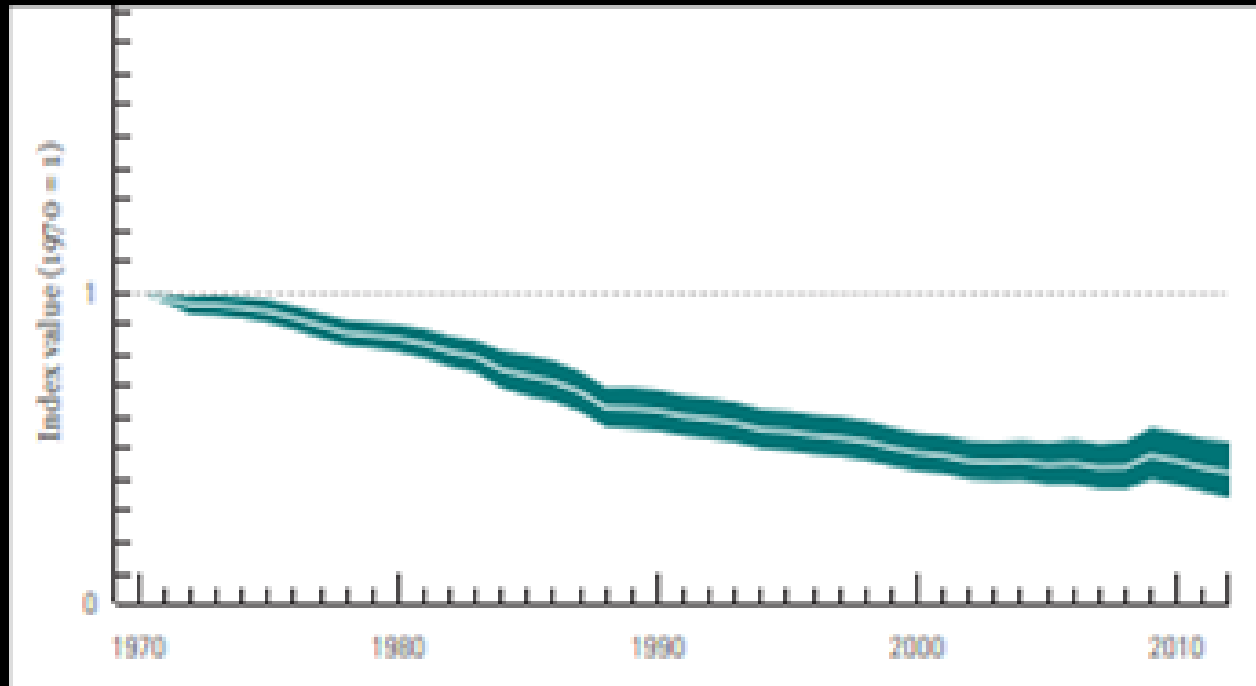
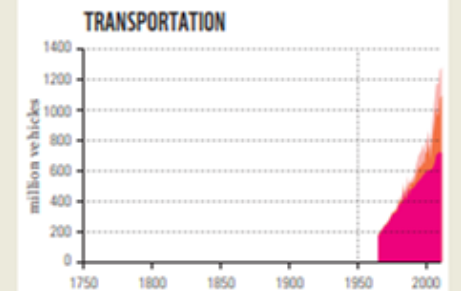


Figure 7: The "great acceleration"
Figures illustrate trends and how the size and scale of events have changed. Source: IGBP, 2016. Plots based on the analysis of Steffen et al., 2015b.

Key

- Rest of the world
- BRICS countries
- OECD countries
- World



Media coverage throughout the world

The media release saw **significant coverage across the globe, across languages** and media (print, online, radio and broadcast).

As of 16h00 GMT on Wednesday 31 October, about 40 hours after the release, the report and its findings had generated **close to 3,000 mentions** in the press according to initial monitoring reports on Meltwater spanning coverage available online.

The story was covered by **major global wires** such as AFP, AP, Reuters, EFE, Xinhua; headlined environment sections of most outlets, also featuring on the home page of sites like the BBC and the Guardian and was on news bulletins on BBC World, CNN International, Al Jazeera, TRT World, Euronews, Sky News among others.

Total digital reach

206,196,458

TOTAL REACH



Pillar No. 5

The
Brand

Earth
Hour

Education/
Youth
Outreach

Living
Planet
Report

Our
Planet

OUR PLANET

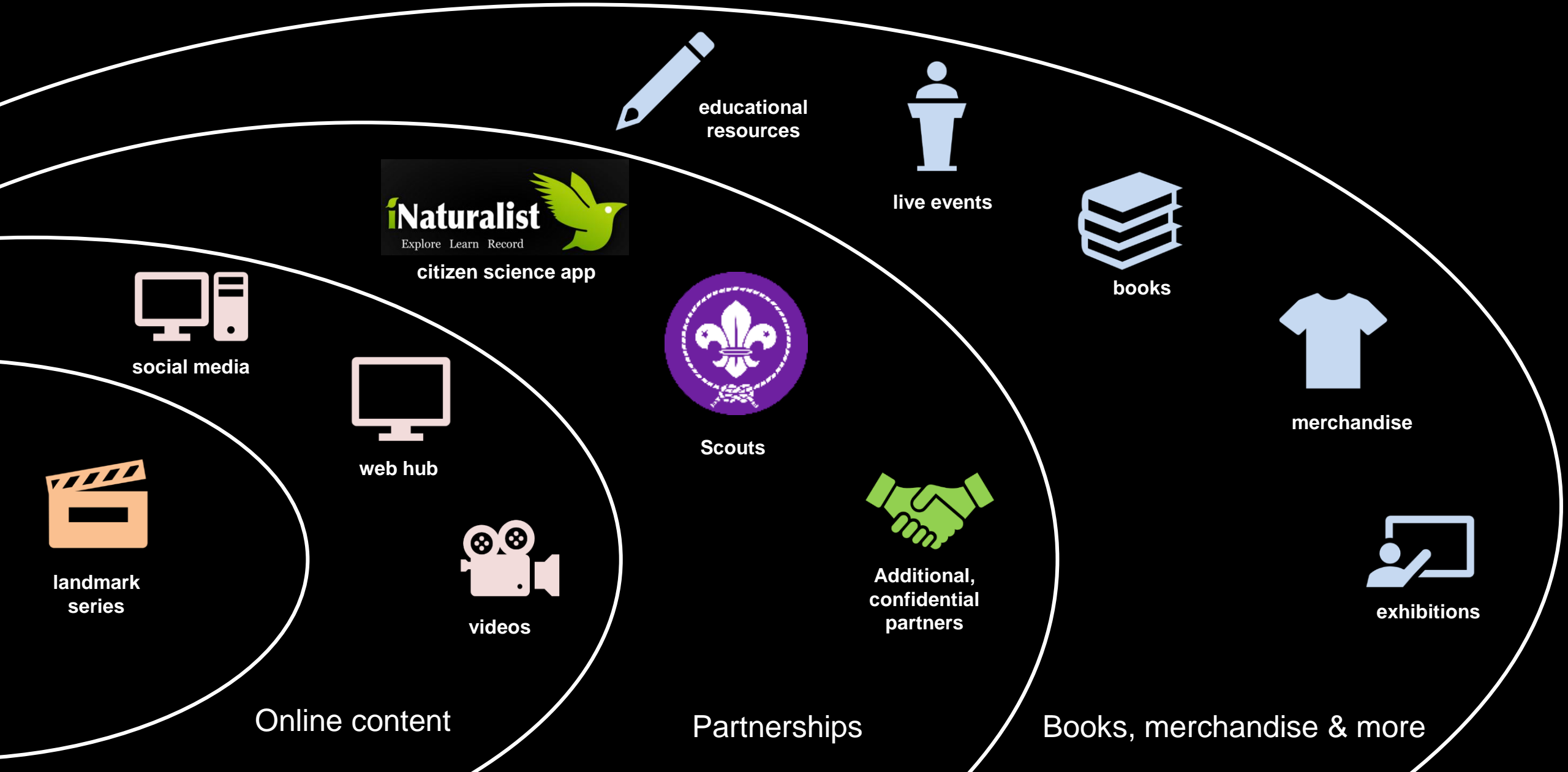
HOW TO ENGAGE 1 BILLION PEOPLE

NETFLIX

SILVERBACK



Our Planet: The Series and the Halo Potential



Our Planet Teaser Video



together
possible



Connect to 2020: Engaging 1 Billion People for Nature

CBD #COP14 Nov 2018
Sharm-El-Sheikh, Egypt

Connect2Earth Adaptations Around the World



Support from Heads of State, UN Secretary General



60+ | 24 MARS 2018
20:30 - 21:30

THIS
EARTH HOUR
#CONNECT2EARTH

Le 24 mars
éteignons les lumières
et mobilisons-nous pour
l'eau

Plus que 24 : 02 : 29 : 03
Jours Heures Minutes Secondes

pour s'inscrire et participer à Earth Hour Maroc 2018 !

amee

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+

60+
#CONNECT2EARTH
LE 24 MARS 2018
EARTH HOUR
20:30 - 21:30

10 ANS

60+
H.ORA
THE GHE
ΣΥΝΔΕΣΟΥ ΜΕ ΤΗ ΘΑΛΑΣΣΑ
Σάββατο 24 Μαρτίου, 20:30 - 21:30

24 MARCH 2018
8:30 - 9:30 PM

This
Earth Hour
#Connect2earth

60+

RSCN

60+
60%
de toda el agua del planeta
se capta y almacena en
áreas de bosque.
#ConéctateConLosBosques

#CONÉCTATE
CON LOS
BOSQUES

ЭХ ДЭЛХИЙН ЦАГ
#ЭХДЭЛХИЙНЦАГТВАЛБӨГТӨЛӨХ
2018.3.24
LIMA (PERU)
20:3-21:30

60+

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

60+ | SCOUTS

LA
HORA DEL PLANETA
#CONÉCTATE

APAGA LA LUZ
24 MARZO 2018
8:30 P. M.

60+

THIS
EARTH HOUR
#CONNECT2EARTH

#ปิดเพื่อโลกเปลี่ยนเพื่ออนาคต
24 มีนาคม 2561
20.30 น.

www.earthhour.org/thailand

60+

THIS
EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
8:30PM
SATURDAY 24 MARCH

earthhour.org.au

60+

#ConéctateConLaNaturaleza

lahoradelplaneta.org.mx
25 de marzo 2018 - 8:30pm

60+

THIS
EARTH HOUR
#CONNECT2EARTH

MARCH 24th 2018
JAWALAKHEL GROUND | LALITPUR

60+

HORA DO PLANETA
#ConectadoNoPlaneta

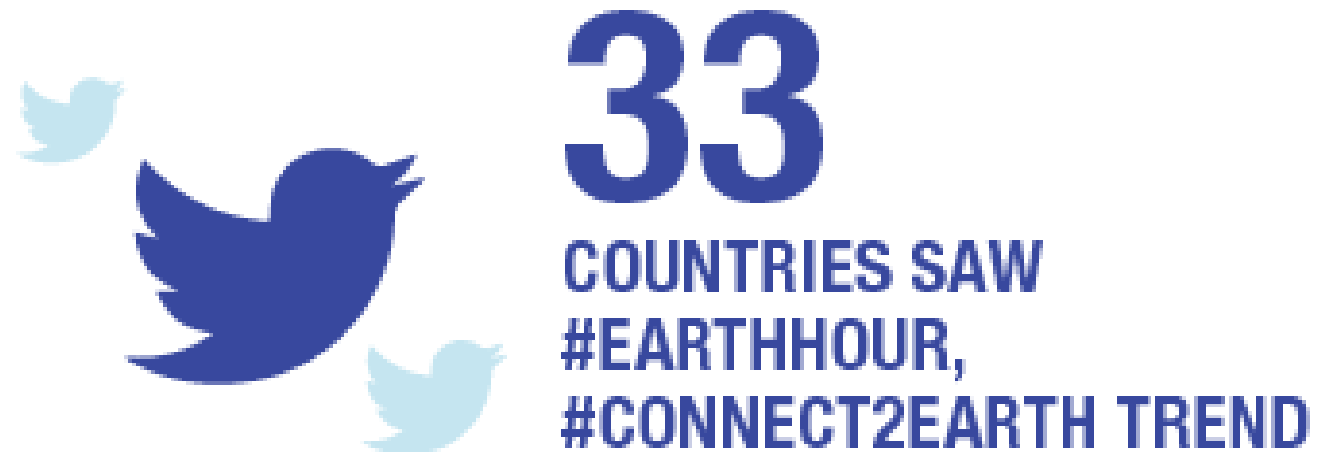
Junte-se à Hora do Planeta
o maior movimento global de combate às mudanças climáticas

24 de março de 2018
às 20h30
horadoplaneta.org.br

60+
HORA DO PLANETA



Earth Hour Highlights



#Connect2Earth: Beyond Earth Hour

12,351,618

Impressions & Reach

361,930

Total Engagement

Suggested Text



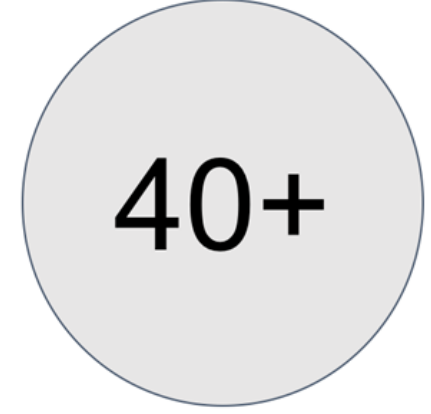
Video



Images



**Network
Offices**



C2E Phase 2: connect2[benefits] ideas and discussions



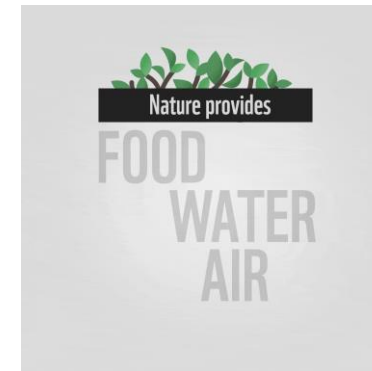
Connect2Health



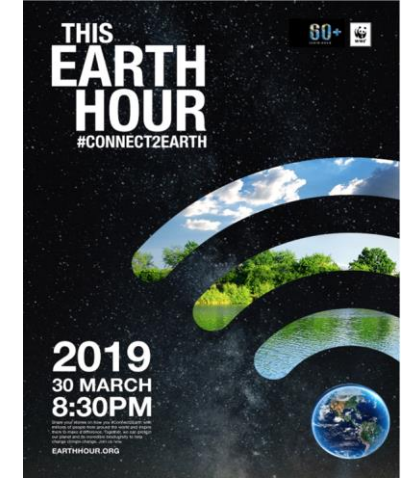
Connect2BlueSky
樹林是我們的藍天

Wildlife	Forests	Oceans	Freshwater	Climate & Energy	Food	Other
Connect2wonders Connect2thewild Connect2birdsong/song/music Connect2beauty Connect2wow Connect2animals Connect2butterflies Connect2bees Connect2roar Connect2stripes Connect2majestic Connect2cousins Connect2nature	connect2cleanair Connect2bluesky Connect2GreenZones Connect2freshair Connect2trees Connect2climbingtrees Connect2naturewalks Connect2leaves Connect2green Connect2air Connect2calm Connect2amomentofpeace Connect2cleanwater	Connect2plasticfreeoceans Connect2cleanseas Connect2healthyseafood Connect2greatwaves Connect2whales Connect2dolphins Connect2swimming Connect2sailing Connect2lides Connect2floating Connect2surfing Connect2bodyboarding Connect2water	Connect2healthywater Connect2cleanwater Connect2freshfish Connect2healthy crops Connect2FreshWater Connect2SafeWater Connect2swimming Connect2wildswimming Connect2diving Connect2splashing Connect2kayaking Connect2paddleboarding Connect2drinking Connect2thirstquenching Connect2water	Connect2reducedenergyuse Connect2renewables Connect2cleanenergy Connect2freshair Connect2life Connect2publictransport Connect2breathing Connect2cycling Connect2walking Connect2hiking Connect2running Connect2kites Connect2solarpower Connect2windpower	Connect2Health Connect2HealthyFood Connect2GoodFood Connect2SustainableLifestyles Connect2source Connect2farms Connect2Brunch Connect2Avocados Connect2Kale Connect2sourceoffood Connect2dinner Connect2lunch Connect2breakfast Connect2myplate Connect2strength Connect2fields Connect2freerange Connect2fairtrade Connect2eating Connect2plate	Connect2ethicalproducts Connect2ethicalbrands Connect2scenicroute Connect2rainbows Connect2peacefulness Connect2mindfulness Connect2exhilaration Connect2contentment Connect2lifegoals Connect2sunsets Connect2bucketlists Connect2adventure Connect2natureownfairground Connect2naturalbeauty Connect2ethicalcosmetics Connect2naturescomedians Connect2MotherNature Connect2colorsofnature Connect2soundsofwind Connect2savings Connect2convenience Connect2Forests connect2Economies Connect2Nature connect2moonlight connect2Food

#Connect2Benefits



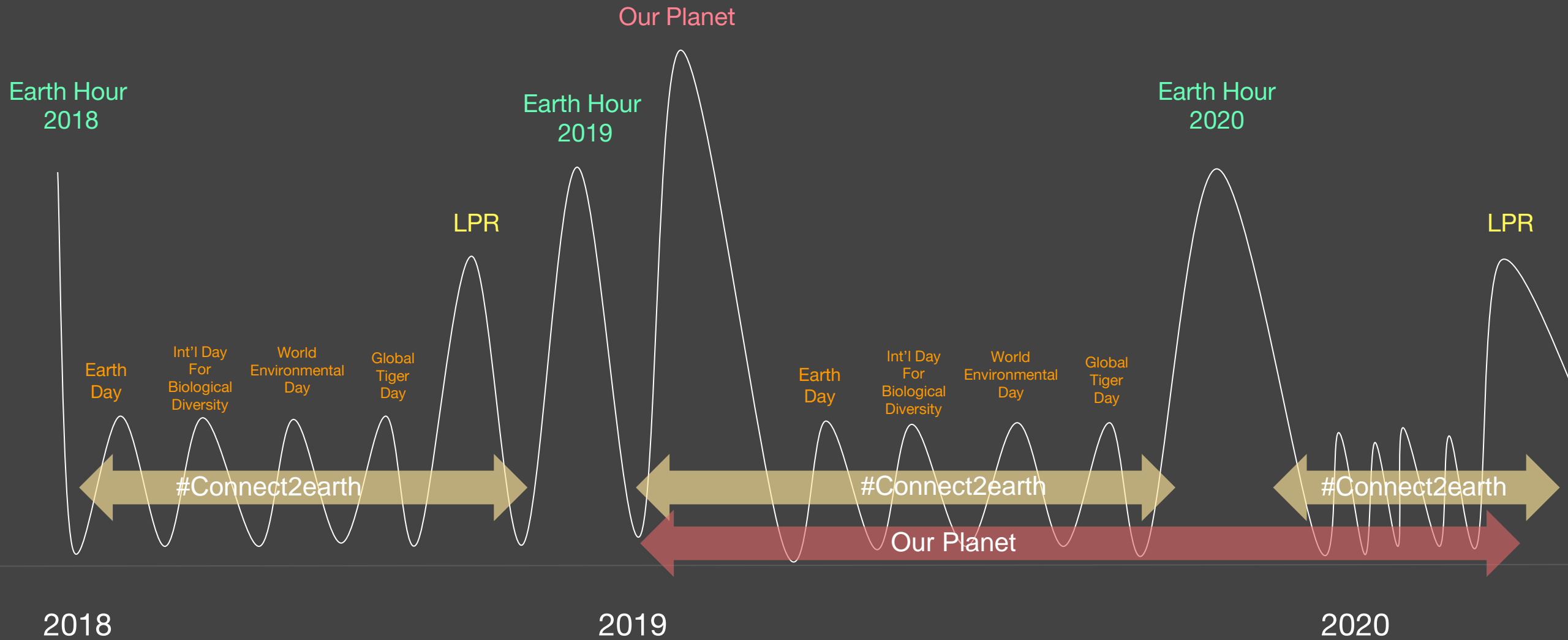
EH2019 #Connect2Earth Toolkits



Updated EH2019 Artworks: print ad, OOH, digital assets



spikes.



Priority “Connect2” Thematic Days

These are the days we have selected to focus our “connect 2” messaging. Being a “priority day” means WWF International will supply assets to the network that communicate specifically about biodiversity and the values of nature. We should focus future communications on “benefits”.

Date	Theme	Responsible Organisation
2 Feb	World Wetlands Day	Ramsar Convention
3 March	World Wildlife Day (UN)	CITES
Last Weekend of March	WWF Earth Hour	WWF
22 April	Earth Day	Earth Day Network
8 May	World Migratory Bird Day (UN)	UNEP, CMS, AEWA
22 May	International Day for Biological Diversity (UN)	UN, CBD
5 June	World Environment Day (UN)	UNEP
8 June	World Oceans Day (UN)	The Ocean Project, World Ocean Network
22 June	World Rainforest Day	Rainforest Partnership
29 July	World Tiger Day	WWF
12 August	World Elephant Day	Elephant Reintroduction Foundation
22 Sept	World Rhino Day	World Rhino Day
16 Oct	World Food Day (UN)	FAO
5 December	World Soil Day (UN)	FAO / Global Soil Partnership

Benefit-relevant “Connect2” Thematic Days (TBD)

Beyond the obvious ‘nature’ related days, it is even more important to review the widely celebrated popular days (some suggestions below) to show nature support/provides/connects to them:

Sunday, 7 July

World Chocolate Day 2019

Sunday, 7 April

World Health Day 2019

International Day of Happiness - 20 March ✓

www.dayofhappiness.net/ ▼

Celebrate #InternationalDayOfHappiness on 20 March. Join the mc **happiness** and be part of something amazing.

Tuesday, 16 October

World Food Day 2018

Friday, 11 January

International Thank You Day 2019

Tuesday, 20 November

Universal Children's Day 2018

Wednesday, 1 May

Global Love Day 2019

Friday, 2 August

International Beer Day 2019

Friday, 5 October

Children's Day 2018 in Singapore

Monday, 1 October

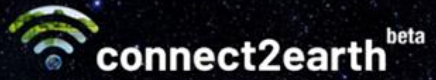
International Coffee Day 2018

third Sunday in July

National Ice Cream Month is celebrated each year in July and National Ice Cream Day is celebrated on the **third Sunday in July**, in the United States. The celebrations were originated by Joint resolution 298, which was sponsored by Senator Walter Dee Huddleston of Kentucky on **May 17, 1984**.



C2E Phase 2: connect2earth.org




[ENGLISH ▼](#)[ABOUT US](#)[TAKE ACTION](#)[CREATE YOUR PROFILE](#)

Welcome to #Connect2Earth, a new way to connect to nature.



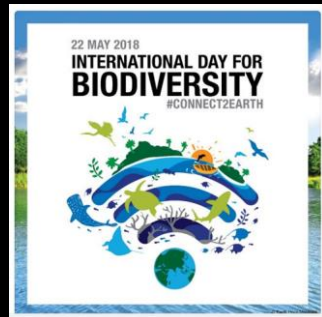
Join us to spark new and inspiring conversations on the importance of nature and why it matters in our lives. Take action by downloading and sharing our open source artworks and help push nature up the political agenda. Every conversation counts. Start connect today!

Download the latest artwork...

22 MAY 2018
INTERNATIONAL DAY FOR BIODIVERSITY
#CONNECT2EARTH




FEATURE ARTWORKS




24 MARCH 2018
8:30 - 9:30PM LOCAL TIME

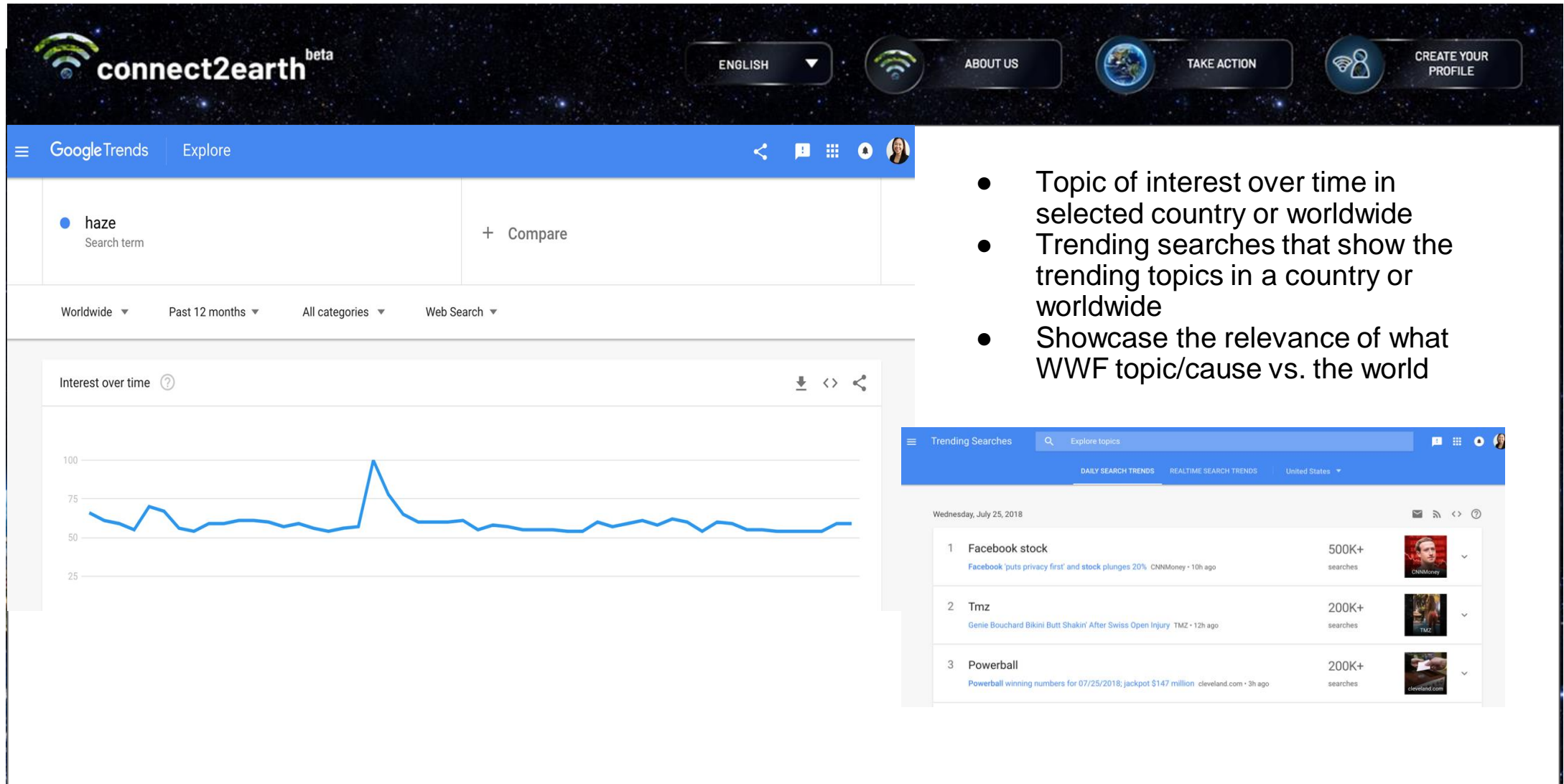
60+
EARTH HOUR

 WWF

Supported by
Federal Ministry for the Environment, Nature Conservation, Building and Urban Development
Based on a decision of the German Bundestag



C2E Phase 2: internal dashboard measuring conversations



Earth Hour 2019
30 March 2019



Thank you

THE
PURPLE
WALK