



SCALING-UP BIODIVERSITY COMMUNICATION FOR ACHIEVING AICHI TARGET 1

As of: September 2021

Aichi Biodiversity Target 1 states that by 2020, at the latest, people should be aware of the values of biodiversity, and the steps they can take to conserve and use it sustainably. The project aims to inform a billion people about the values of biodiversity and encourage them to take action. Both the Earth Hour and global UN Days related to biodiversity offer opportunities for communication. Online platforms and social media profiles are intended to achieve at least three billion digital views. Particular attention is being given to ten key countries, and the project is also address target groups at high-level events relevant for policymaking. Other target groups include decision-makers, sectors of the economy and young people, who will be made aware of the interrelationships between climate change and biodiversity conservation, as well as its preventive role in future zoonotic pandemics.

State of implementation/results

UNGA75, UN Biodiversity Summit and Leaders Pledge for Nature:

- Around of the 75th UN General Assembly (UNGA75), several events took place to draw attention to the biodiversity crisis and to initiate political commitments. At the occasion of the "Leaders Event for Nature & People" on 28 September 2020, organized by several states with support of WWF and other partners, more than 80 Heads of State and Government endorsed the Leaders Pledge for Nature.
- Around the UNGA75, WWF also helped promoting the Youth #ForNature Initiative led by several environmental youth organisations, e.g. the Global Youth Biodiversity Network (GYBN). In the form of a Manifesto and Open Letter, youth from around the globe were amplifying their voices to demand world leaders to act.

Thematic days on biodiversity and nature:

PROJECT DATA

Country/Countries:

Brasilien, China, Indien, Indonesien, Kenia, Kolumbien, Mexiko, Peru, Südafrika, Vietnam

Implementing organisation:

World Wide Fund for Nature (WWF) - Germany

Political partner(s):

- Secretariat of the Convention on Biological Diversity (SCBD) - Canada

Implementing partner(s):

- World Wide Fund for Nature (WWF) - Singapur
- World Wide Fund for Nature (WWF) International

BMU grant:

€ 3,269,817

Duration:

01/2018 till 12/2021

Website(s):

<http://www.connect2earth.org>





- In 2020, open source materials have been produced for eleven thematic days, e.g. World Tourism Day, World Migratory Bird Day, World Cities Day and World Soil Day. The toolkits for each UN-thematic day were published on the Connect2Earth webpage and shared with partner organizations and multipliers in order to increase coverage on social media channels.
- The most successful theme day in the second half of 2020 was by far the World Migratory Bird Day, both in terms of impressions and engagement. As part of the Connect2Earth celebration of the day, WWF hosted an art competition
- The most successful theme day of the first half of 2020 was the 50th anniversary of the Earth Day.
- The International Week for Biodiversity was celebrated between 15 and 22 May 2020. During the whole week, virtual activities were offered on social media channels. These included a Biodiversity Quiz; an Our Planet playlist played at a Live Watch Party; an Instagram live Biodiversity Q&A session with TV star Mark Wright and cameraman Huw Cordey; and a series of posts. In addition, a Photo Competition of the youth organization Global Youth Biodiversity Network (GYBN) was supported by cross-promotion.
- A 'Summer Holiday Educational Pack' was put together for the vacation season and made available on www.connect2earth.org in July. Families and schools can use this as home school offers to fill the summer months or vacation months with interesting activities under the conditions of the COVID19 pandemic.

Earth Hour 2020:

- The focus of Earth Hour 2020 was 'Nature as a solution to the climate crisis' and it took place in 190 countries and territories on 28 March 2020.
- The links between the COVID-19 pandemic and the climate and biodiversity crisis were incorporated into the communicative messages.
- The change to purely digital communication actions resulted in a considerable increase of the reach worldwide. Innovative online events and digital campaigns were developed or upscaled.
- 4.7 billion digital impressions were counted on various social media channels (including





Facebook, Twitter, Weibo and TikTok). This is the highest number of digital impressions achieved so far during Earth Hour.

- More than 578 influencers, public figures, environmental activists and celebrities have supported Earth Hour, including the Secretary General of the United Nations António Guterres, Greta Thunberg, the Prime Minister of Canada Justin Trudeau, the Colombian model Claudia Bahamon and the British singer Cat Stevens.
- On the night Earth Hour trended in 37 countries
- 87 pictures, 36 GIFs and 109 videos were produced as open source materials and made available to partners and multipliers on www.earthhour.org and www.connect2earth.org.
- Worldwide media coverage resulted in more than 12,500 articles related to Earth Hour despite competing for space in publications whose headlines were dominated worldwide by the COVID-19 pandemic.

