



World Wildlife Day 2019

Social media kit

Date: 3 March 2019

Theme: Life below water: for people and planet

Primary hashtags: #LifeBelowWater #WorldWildlifeDay #WWD2019,

Secondary hashtags: #MarineSpecies #DoOneThingToday #SDG14

Main Twitter handles: @wildlifeday @CITES @UNDP @UNEP @PEW @WCS

Website: <http://wildlifeday.org>

About World Wildlife Day 2019

The United Nations World Wildlife Day is the global celebration of the many beautiful and varied forms of wild animals and plants on our planet as well as an occasion to raise awareness of the multitude of benefits they provide to people and the urgent need to reduce the threats facing them.

World Wildlife Day is celebrated annually on 3 March. This year, World Wildlife Day will be celebrated under the theme "Life below water: for people and planet", which aligns with goal 14 of UN Sustainable Development Goals.

The ocean contains nearly 200,000 identified species, but actual numbers may be in the millions. Globally, the market value of marine and coastal resources and industries is estimated at US\$3 trillion per year, about 5% of global GDP. Over three billion people depend on marine and coastal biodiversity for their livelihoods. Marine wildlife has sustained human civilization and development for millennia, from providing food and

nourishment, to material for handicraft and construction. It has also enriched our lives culturally, spiritually, and recreationally in diverse ways.

The capacity of life below water to provide these services is severely impacted, as our planet's oceans and the species that live within it are under assault from an onslaught of threats. As much as 40% of the ocean is now heavily affected by the most significant and direct threat of over exploitation of marine species to threats such as pollution, loss of coastal habitats and climate change. These threats have a strong impact on the lives and livelihoods of those who depend on marine ecosystem services, particularly women and men in coastal communities.

This is the first World Wildlife Day to focus on life below water. It is a great opportunity to raise awareness about the breathtaking diversity of marine life, the crucial importance of marine species to human development, and how we can make sure it will continue to provide these services for future generations.

AWARENESS RAISING

Value and importance of marine species

Marine #wildlife has sustained human civilization and development for millennia, from providing food and nourishment, to enriching our lives culturally, spiritually and recreationally <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019 #SDG14

The ocean is home to the Earth's largest ecosystems. Many magnificent creatures are found below water, including the world's largest mammal – the Blue Whale <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019 #LifeBelowWater #SDG14

Globally, the market value of marine and coastal resources and industries is estimated at US\$3 trillion per year, about 5% of global GDP <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019

#DidYouKnow Over 3 billion people around the world depend on marine and coastal #biodiversity for sustenance and livelihoods #livelihoods? Life on land needs healthy #LifeBelowWater <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019

Marine ecotourism offers us an educational and adventurous experience but also provides livelihoods for coastal communities <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019 #SDG14

Small-scale fishery provides ~50% of the world's harvested seafood but provides 44 times as many jobs per tonne of fish as industrial sectors do. The world needs #SustainableFisheries to save #LifeBelowWater: <http://www.wildlifeday.org> #WWD2019

Fisheries & aquaculture production generated US\$362 billion to the #BlueEconomy in 2016 alone. #SustainableFisheries & healthy #LifeBelowWater matters for jobs, #ZeroHunger & the global economy: <http://www.wildlifeday.org> #WorldWildlifeDay #WWD2019

The ocean is responsible for every other breath of oxygen we inhale. But #LifeBelowWater is impacted by #OverFishing, #ClimateChange, land-based and other forms of pollution, hypoxia (oxygen dead zones). #SaveOurOcean to help all life on Earth this #WorldWildlifeDay: <http://www.wildlifeday.org> #WWD2019

Oceans absorb about 30% of carbon dioxide exhaled by humans, buffering the impacts of global warming. But #LifeBelowWater is paying the price for #ClimateChange. This #WorldWildlifeDay, join us to take #ClimateAction: <http://www.wildlifeday.org> #WWD2019

Healthy #coralreefs and #mangroves protect coastal communities from storm surges, reducing wave energy by up to 97%, and provide nurseries for fish. Let's do our part to raise awareness of the value of #LifeUnderWater this #WorldWildlifeDay: <http://www.wildlifeday.org> #WWD2019

A healthy ocean, #CoralReefs, mangroves & coastal zones = hundreds of millions of jobs in fisheries, shipping, tourism, #cleanenergy production & other #BlueEconomy sectors. What affects #LifeBelowWater affects life on land: <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay

Mangroves make up less than 2% of marine environments but account for 10-15% of carbon sequestration. Healthy #mangrove forests benefit all life on Earth: <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay

#DidYouKnow that #UNCLOS provides the legal framework for the conservation and sustainable use of oceans and their resources <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay #LifeBelowWater

Threats and challenges facing marine species

As much as 40% of the ocean is now heavily affected by the over-exploitation of marine species as well as other threats such as pollution, loss of coastal habitats and climate change #WWD2019 #WorldWildlifeDay

#DidYouKnow 33% of the world's commercial fish stocks are overexploited. Sustainable fish consumption is vital to the future of #LifeBelowWater <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay #WWD2019 #WorldWildlifeDay #SDG14

Annual global growth in fish consumption has been 2x as high as population growth since 1961. #ZeroHunger depends on ensuring that our fisheries are sustainable & our oceans are healthy: <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay #SDG2 #SDG14

#DidYouKnow almost all marine turtles & a quarter of marine mammals are threatened with extinction
<http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDayThe

\$15 billion worth of fertilizer & manure enter our ocean every year from agriculture on land. This causes low oxygen or ocean #hypoxia which hurts #LifeBelowWater: <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay

Between 1.5-2.41 million tonnes of #plasticpollution enter our oceans every year from rivers. #BeatPlasticPollution to protect #LifeBelowWater this #WorldWildlifeDay: <http://www.wildlifeday.org> #WWD2019

Untreated wastewater carrying microplastics from clothes, personal care, beauty + weekly wash, manufacturing debris & #plasticpollution. 500 trillion microplastic particles--500x more than the # of stars in our galaxy are hurting #LifeBelowWater: <http://www.wildlifeday.org> #WWD2019

13 million tonnes of nitrogen enter our ocean every year due to pollution from fertilizers, untreated sewage & manure. This leads to low oxygen or ocean #hypoxia, which hurts #LifeBelowWater
<http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay

#DidYouKnow Coral reefs harbour 25% of all marine species, yet over 27% of the world's 845 species of reef-building corals have been listed as threatened. The primary threat to them is #ClimateChange & #OceanAcidification

CALL TO ACTION

To ensure #SustainableFisheries Governments & fishing companies must respect science-based fishery management strategies. Many good examples exist. <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay #LifeBelowWater

#DidYouKnow Over 30% of the world's fish stocks are overexploited? This #WorldWildlifeDay, let's all pledge to consume only sea food sourced from sustainable fisheries. #WWD2019 #MarineSpecies

200 million people across more than 80 nations who depend on healthy #coralreefs are at risk. This #WorldWildlifeDay, let us all #DoOneThingToday to #BeatPollution to preserve #LifeUnderWater: <http://www.wildlifeday.org> #WWD2019

We cannot achieve the #SDGs without healthy #LifeBelowWater. #DoOneThingToday on this #WorldWildlifeDay to help reduce threat to #MarineSpecies <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay

Many threats to #MarineSpecies are linked to activities on land, from unsustainable agriculture over waste management to coastal development. Progress on #SDG12 Sustainable Consumption & Production will help #LifeBelowWater <http://www.wildlifeday.org> #WWD2019 #WorldWildlifeDay