



**WORLD
WILDLIFE DAY**
3 MARCH

**SUSTAINING ALL
LIFE ON EARTH**



World Wildlife Day 2020

Social media kit

Theme: Sustaining all life on Earth

Primary hashtags: #SustainingAllLife, #WorldWildlifeDay, #SustainableUse, #Biodiversity2020

Secondary hashtags: #Biodiversity, #SDG, #WWD2020,

Main Twitter handles: @wildlifeday, @CITES, @UNDP, @UNEP, @UNBiodiversity

Handles of participating organizations:

@UNESCO, @BonnConvention, @RamsarConv, @IPBES, @IUCN, @WWF, @WCS

Website: <http://wildlifeday.org>

About World Wildlife Day 2020:

The United Nations World Wildlife Day is a global celebration of the beautiful and richly diverse forms of wild animals and plants on our planet. It is also an occasion to raise awareness of the multitude of benefits they provide to people and to drive discussions and work towards transformative change on the urgent threats facing them.

World Wildlife Day takes place annually on 3 March. This year, World Wildlife Day will be celebrated under the theme of "Sustaining all life on Earth". The aim is to stress wild animal and plant species as an important component of biodiversity and their importance to people, especially those who live closest to nature and depend on them for their livelihoods. It also underlines the importance of sustainable use of biodiversity in view of reaching the United Nations Sustainable Development Goals (SDGs), particularly Goal 14 (Life Below Water), 15 (Life On Land), 1 (No Poverty), and 12 (Ensure sustainable consumption and production patterns). This year's theme is part of what has been dubbed

the 'biodiversity super year', which will see several major events placing biodiversity at the center of the global sustainable development agenda throughout 2020.

Wild species of animals and plants are an integral part of the world's biological diversity, as are genes and ecosystems. The ecosystems where wildlife can be found, such as forests, wetlands, plains, grasslands, coral reefs and deserts, represent another aspect of biological diversity, together with genetic diversity. The vast array of interactions between all of these components over the course of nearly 3.5 billion years is precisely what has made our planet habitable to all species – including our own, which depends entirely on biodiversity for everything from food, energy, material for handicrafts and construction, to the very air we breathe. Unregulated or poorly managed human activities have severely impacted both local and global ecosystems, altering biodiversity and putting the very existence of many species under threat.

According to the 2019 IPBES Global Assessment Report on Biodiversity and Ecosystem Services, approximately 25% of species are already threatened with extinction and natural ecosystems have declined by 47% on average. This threatens to heavily impact our sources of food, fuel, medicines, housing and many more.

This year's World Wildlife Day will thus not only seek to celebrate the vibrant diversity of the biosphere, but also highlight the stakes humankind has in conserving this diversity of life and ensuring its long-term survival through a move towards a more sustainable relationship with it.

Below is a list of suggested posts for social media that reflect the messages which will be animation the World Wildlife Day celebrations on 3 March 2020:

Values of wildlife as part of global biodiversity and the links that unite all life forms

Wild plants and animals and their interactions with their ecosystems have sustained humankind for millennia, providing the air we breathe, the food we eat and the material and energy for our economies and well-being <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

#Wildlife in all its varied and beautiful forms is an essential component of life on this planet. Every time a species goes extinct, the entire biosphere is made poorer <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife #biodiversity2020

All forms of wild animals and plants, whether they dwell under water, on land or in the air, are linked. Continued loss of #wildspecies and #biodiversity is a threat to all ecosystems everywhere <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

Forests are home to nearly half of all land-based species. They provide the air we breathe and much of the resources to sustain the livelihoods of close to 1.6 billion people <http://wildlifeday.org> #WorldWildlifeDay #SustainingAllLife #biodiversity2020

The ocean is home to some of Earth's largest and most diverse ecosystems, such as coral reefs. These are essential to the survival of all species, both under water and on land <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

#Wetlands are some of the most diverse ecosystems on Earth, home to nearly 40% of all plant and animal species. They are essential to the planet's water cycles, making them vital to human survival <http://wildlifeday.org> #WorldWildlifeDay #SustainingAllLife #biodiversity2020

A thriving and diverse wildlife is one of humanity's most precious gifts. Making sure we can pass this gift on to future generations must be a priority for people everywhere <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife #biodiversity2020

The importance of sustainable use for livelihoods and sustainable development

Humanity has always benefited from living with a diverse #wildlife. Conserving biodiversity and using it sustainably will sustain the livelihoods that depend on it without endangering wild species <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

Wildlife is one of humanity's most precious natural resources. Ensuring #SustainableUse can bolster both sustainable human development and conservation efforts <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

With nearly a million a species threatened with extinction in the near future, humanity must rethink its relationship with nature and #wildlife to make it more sustainable <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife #biodiversity2020

The #livelihoods and well-being of billions of people depend on #wildlife. Enabling them to pursue a more #SustainableUse of biodiversity will benefit them while also bolstering conservation efforts <http://wildlifeday.org> #WorldWildlifeDay #SustainingAllLife #biodiversity2020

Developing a more sustainable relationship with nature is key to protecting the rich diversity of #wildlife and its ecosystems <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

Threats and challenges facing wildlife and their ecosystems

Over the last 40 years, global populations of birds, fish, mammals, amphibians and reptiles have declined by nearly 60%. #Biodiversity loss is a planetary crisis that must be addressed <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

Nearly a quarter of all living species are at risk of extinction. This is a threat to humanity, and we must tackle it by pushing for a more sustainable relationship with nature and its resources <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

Nature's resources are vast, but not infinite. When unsustainable human activity exploits ecosystems faster than they can recover, it endangers the survival of all #wildlife species that depend on them <http://wildlifeday.org> #WorldWildlifeDay #SustainingAllLife

The #WorldHeritage Convention recognizes that the deterioration of natural heritage, home to the world's most exceptional #wildlife, is a harmful impoverishment of the heritage of all humanity <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

1 million animal and plant species are threatened with extinction, many within decades, more than ever before in human history. #Biodiversity can be restored with comprehensive #conservation efforts <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

#Biodiversity is declining faster than at any time in human history but through transformative change, we can conserve, restore and manage it sustainably 🌱 <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #Biodiversity2020

The loss of #nature and #biodiversity is a direct result of unsustainable human activity and constitutes a direct threat to human well-being in all regions of the world <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #Biodiversity2020


#Wetlands are some of the most diverse ecosystems and home to much of the world's #wildlife. The fauna and flora they harbor are some of the most rapidly declining species on Earth <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #Biodiversity2020

The rapid decline of forests around the world endangers the survival of nearly half of all land-based species and threatens the livelihoods of over a billion people <http://wildlifeday.org> #WorldWildlifeDay #SustainingAllLife #biodiversity2020

Global efforts underway to ensure sustainable use of wildlife

Regulated, sustainable and traceable trade of #wildlife can help sustain livelihoods without causing species to decline further. Sustainable use is key to halting biodiversity loss <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #biodiversity2020

#WorldHeritage unites nations behind a shared commitment to preserve the world's most outstanding heritage, including biological diversity for the benefit of present & future generations <http://wildlifeday.org> #WorldWildlifeDay #WWD2020 #SustainingAllLife

Comprising less than 5% of the world's population, #indigenous peoples protect 80% of global #Biodiversity. Their knowledge can help to advance understanding and management of #ecosystems 
<http://wildlifeday.org> #WorldWildlifeDay #WWD2020

Call to action

Governments and corporations must push for the #SustainableUse of wild animals and plants found in the world's ecosystems to conserve both #biodiversity and the #livelihoods of people who depend on a diverse #wildlife <http://wildlifeday.org> #WorldWildlifeDay #WWD2020

Humanity must urgently bend the curve of #biodiversity loss before we reach a tipping point from which we may not recover, and which will have dramatic consequences for all life on Earth <http://wildlifeday.org>
#WorldWildlifeDay #WWD2020 #SustainingAllLife #Biodiversity2020

To achieve the #SDGs, governments must strive to #SustainAllLife on Earth. For this year's #WorldWildlifeDay let us commit to move forward to conserve threatened wild animals and plants and the planet's #biodiversity <http://wildlifeday.org> #WWD2020 #Biodiversity2020

By caring for wild fauna and flora and choosing to consume in a responsible, sustainable way, you too can help build a world that can #SustainAllLife On Earth: <http://wildlifeday.org> #WWD2020 #WorldWildlifeDay #Biodiversity2020

Whether on land, in the oceans, in forests, wetlands or closer to population centers: wildlife and their ecosystems are declining. We must halt biodiversity loss and boost #conservation efforts before it is too late <http://wildlifeday.org> #WorldWildlifeDay #Biodiversity2020