



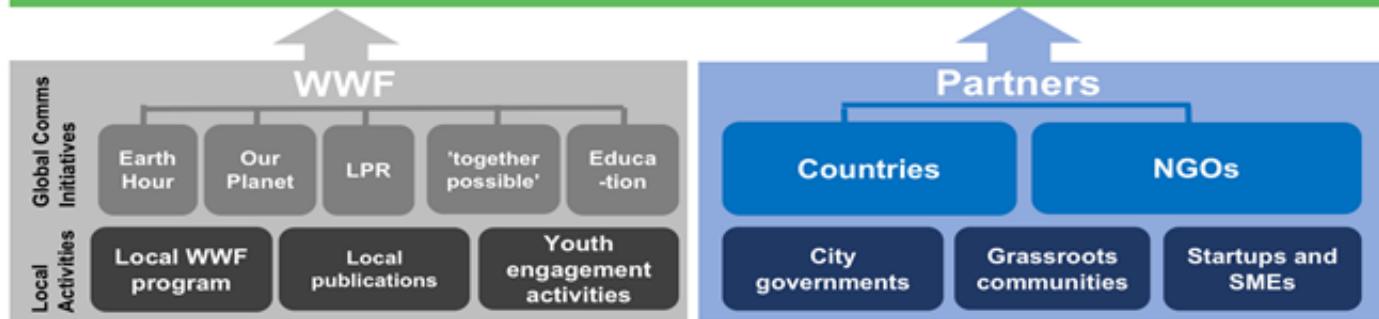
UN EMG Nexus Dialogue Series

#Connect2Earth #WWF

May 3, 2018, Geneva



Aichi Target 1



Multipliers: open source, online education, mobilisation

**Civil society,
youth, public**

**Corporates,
businesses,
sectors**

**Legislative,
government
decisions**

Definitions and measurements of success with CBD members

**THIS
EARTH HOUR
#CONNECT2EARTH**



**SWITCH OFF AT
24 MARCH 2018
8:30PM**

60+
EARTH HOUR



EARTH HOUR 2018 HIGHLIGHTS



188
COUNTRIES &
TERRITORIES



17,900+
LANDMARKS & MONUMENTS
SWITCHED OFF THEIR LIGHTS



250+
AMBASSADORS &
INFLUENCERS JOINED
THE MOVEMENT



3.5BILLION+
IMPRESSIONS FOR EARTH HOUR
AND CONNECT2EARTH
(JAN - MAR 2018)



33
COUNTRIES SAW
#EARTHHOUR,
#CONNECT2EARTH TREND

THIS
EARTH HOUR
#CONNECT2EARTH



SWITCH OFF AT
8:30PM
SATURDAY 24 MARCH

earthhour.org.au



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 !

THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

LE 24 MARS 2018
EARTH HOUR

10:45

60+
H-OPA
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%
de toda el agua del planeta
se capta y almacena en
áreas de bosque.

#ConéctateConLosBosques

CONÉCTATE
CON LOS BOSQUES

ЭХ ДЭЛХИЙН ЦАГ
#CONNECT2EARTH

2018.3.24
8:30-9:30

THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
24 MARCH 2018
8:30PM

LA HORA DEL PLANETA
#CONÉCTATE

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

THIS EARTH HOUR
#CONNECT2EARTH

#Don'tCloseTheLightOutของทุกคน
24 มีนาคม 2561
20.30 U.

www.earthhour.org/thailand

THIS EARTH HOUR
#CONNECT2EARTH

SWITCH OFF AT
8:30PM
SATURDAY 24 MARCH

www.earthhour.org.au

#ConéctateConLaNaturaleza

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

THIS EARTH HOUR
#CONNECT2EARTH

MARCH 24th 2018
JAWALAKHIL GROUND | LALITPUR

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

Support from Heads of State and UN Secretary-General

facebook [Sign Up](#)



CONNECT TO EARTH

 **Emmanuel Macron** ✓
24 March at 12:35 · 🌐

Join the fight for nature, switch all your lights off.
[#EarthHour](#)

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Available languages: [English](#) ↕

Secretary-General António Guterres Urges Global Observation of Earth Hour

24 Mar 2018 · Secretary-General António Guterres calls for a global observance of Earth Hour, calling for turning out the lights and turning up the pressure for a healthy planet.





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 50 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.

BIODIVERSITY

Worldwide ▼

Biodiversity ▲

Join Conversation

Around Me

Earth Hour

Biodiversity

Climate Action

Wildlife Conservation

Forests

Oceans

Fresh Water

Clean Energy



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



Supported by
Department for the Environment, Food and Rural Affairs
Based on a donation of the European Bank for Reconstruction and Development

and why this matters.

- **Measure conversations** of/about/around 'biodiversity' (and its various related terms) starting 2018 to see if we've 'successfully' moved the needle in the level of chatter around biodiversity by 2020
- **'Listen'** to what people are talking about the environment locally, regionally, and globally in a near-live platform - to help stakeholders to **better understand their audiences** and see if their conservation focuses ("terms") are being talked about digitally (and what does the data mean)
- **Connect people** who care about the environment to each other and use popular/engaging conversations to **spark** more conversations and actions

Biodiversity Awareness Research

A research was carried out in 10 countries (Brazil, China, Colombia, India, Indonesia, Kenya, Mexico, Peru, South Africa and Vietnam) to **measure the awareness around biodiversity and its values and the action people could take to protect it**. Results from this baseline study will help inform the communication plan to achieve Aichi Target 1 in the next 3 years. There will also be a follow-up research conducted in the year 2020.

UPDATES:

- The field work was conducted from late February to mid March (before Earth Hour).
- The analysis is currently underway, and the topline research results will be ready by late April.

More about the research:

- **Research is target for the general public between the age of 18-65 who are non-rejectors of environment issues.**
- **Sample questions from the questionnaire:**
 - How familiar are you with the term “biodiversity”?
 - Can you explain the term “biodiversity” in your own words?
 - What actions have you taken in the last 12 months to protect biodiversity and nature?

2018

**IMPORTANT
DATES**

TIMELINE



MAR 3

**WORLD
WILDLIFE
DAY**

MAR 21

**INTERNATIONAL
DAY OF FORESTS**

MAR 22

**WORLD
WATER DAY**

MAR 24

EARTH HOUR 2018

APR 22

EARTH DAY

MAY 22

**INTERNATIONAL DAY
FOR BIOLOGICAL
DIVERSITY**

JUN 5

**WORLD
ENVIRONMENT
DAY**

JUL 29

**INTERNATIONAL
TIGER DAY**

AUG 26 - 31

**WORLD
WATER WEEK**

OCT

**LIVING PLANET
REPORT**

NOV

**CBD COP
(EGYPT)**

OUR PLANET

HOW TO ENGAGE 1 BILLION PEOPLE

NETFLIX

SILVERBACK



Engage 1 billion people across the world

Make nature matter

Inspire the world to act in 2020

