

UN Summit on Biodiversity – Social Media Campaign Concept Note

We live in an interconnected world, our societies and economies are intrinsically linked and both depend on biodiversity. Biodiversity whether terrestrial or marine, is essential for people. It provides us with nutritious food, clean water, medicines, and protection from extreme events. While we are dangerously close to reaching the point where human activities irreversibly undermined our planet's natural systems, it is not too late to commit to pathways to restoring nature while ensuring greater prosperity and well-being for everyone.

The current COVID-19 pandemic has further highlighted the important relationship between people and nature. Responses to the pandemic provide a unique opportunity for transformative change as a global community. By working and living in harmony with nature, together we can ensure a stronger, better recovery, and prevent future pandemics.

On 30 September 2020, the General Assembly will convene the United Nations Summit on Biodiversity under the theme "*Urgent action on biodiversity for sustainable development.*" In the lead up to the negotiations for the post-2020 framework for the Convention on Biological Diversity in Kunming, China, in spring 2021, the Member States, UN system and partners have an opportunity to boost momentum towards COP15 to create a 'Paris moment' *and bring the same level of urgency and priority for biodiversity loss as we've done for climate change*, and give impetus to the following UN Ocean Conference in Lisbon and UNFCCC COP25 in Glasgow late in 2021

The Summit will highlight the looming biodiversity crisis and call for urgent, accelerated action towards sustainable development in the context of decade of action and delivery. It will lay the groundwork for global action to implement the Convention on Biological Diversity, including negotiations for a post-2020 Global Biodiversity Framework and usher us in a new era of cooperation to preserve, protect and manage the world's natural systems.

By working with nature, we can get back on track to achieve the Sustainable Development Goals by 2030 and ensure greater prosperity and well-being for everyone, while at the same time restoring our environment.

Everyone has a role to play, and, everyone must contribute.

In the lead-up to the Summit, the Office of the President of the General Assembly - along with UNEP, CBD and the UN Secretariat as implementing partners - will roll out a social media campaign, #fornature to generate momentum around the event, and highlight commitments, pledges, actions, initiatives and endeavors towards preserving nature and biodiversity, raising awareness for issues around biodiversity loss, living in harmony with nature and inspiring action to restore more.

The campaign, taking place throughout the month of September, will emphasize the need for more action, effort, resources, support, partnership and commitment from all stakeholders to preserve nature and biodiversity.

This bottom up campaign aims to mobilize individuals and societies, including Member States, UN agencies, intergovernmental organizations, non-profit organizations, civil society, the private sector, scientific community, women and youth, indigenous people and influencers to share their own

thoughts of why it is important to stand and work #fornature; highlight existing initiatives and successes; and

inspire action through pledges¹

The team would promote the campaign by mobilising key actors- such as principals of UN Agencies, partners from the Biodiversity Communications Flotilla, the Global Youth Biodiversity Network, and Goodwill Ambassadors and SDG Advocates - to create their messages and build momentum by sharing and nominating others to do the same.

How you can take part:

1. **Record a short, social media-friendly video (maximum 2 minutes)** reflecting on one of the below elements:

- **Why you stand #fornature.** Messages can focus on awareness-raising, outlining reasons why investing in nature is crucial to a sustainable and prosperous future.
- **Share actions #fornature in 2050.** Share success stories, highlight existing initiatives, campaigns and actions that can be scaled up or taken on an individual level, towards ensuring the health of our planet and live in harmony with nature.
- **Act #fornature.** Pledge personal or collective actions #fornature to inspire others to do the same.

2. **Share it on your social media** using hashtag #fornature

3. **Nominate up to three** other individuals to do the same in your social media post. Encourage circulating widely through networks of partners and potential influencers, to share their inspirational messages and efforts #fornature

To support the campaign, the Communication group will support with additional social media activities, including:

- Develop social media cards highlighting key messages
- Draft possible tweets for PGA, President of ECOSOC, SG, DSG and other relevant principals
- Work with networks/partners to target regional audiences
- Live-tweet highlights of statements during the summit
- Explore links to SDG Zone
- Feature any Op-Eds/blog posts that are developed in the lead-up to the Summit including through posts at the biodiversity summit website

¹ There are ongoing discussions with Global Citizen on how the GC platform can be leveraged to facilitate the collection of messages and pledges.