

#TheRacelsOn - communicators explainer

What is #TheRaceisOn campaign?

The campaign has been designed as a unifying, multi-stakeholder campaign that creates a 'race to the top', encouraging all stakeholders - from governments, to business, society, youth and cities to turn commitments into transformative actions to deliver a nature-positive world by 2030, in support of climate action and the Sustainable Development Goals. The framing developed provides the urgency and positive narrative that's needed while providing flexibility around the diverse actions necessary to reverse biodiversity loss.

Who has developed and supports #TheRacelsOn?

The campaign has been co-developed by the Leaders' Pledge for Nature (LPN) core governments and civil society. It has support from a number of organisations, including but not limited to: the [Planetary Emergency Partnership](#); the Club of Rome; the [Global Commons Alliance](#); the [High-Level Climate Champions](#); [The Global Shapers community](#); [Voice for the Planet](#); conservation organisations including WWF, the World Resources Institute, Capitals Coalition, The Nature Conservancy, BirdLife International, Global Environment Facility; [Post-2020 Pavilion Partnership organizations](#); and business organizations including the [Science Based Targets Network](#), [Business for Nature](#) and the [World Business Council for Sustainable Development](#).

Why has this campaign been developed?

The campaign has been developed to drive action and ambition on nature through to COP15 and COP26, and beyond into a decade of delivery. We want to encourage governments, businesses and actors across society to move urgently to action to reverse biodiversity loss and secure a nature-positive world by 2030 for sustainable development.

Why should my organization support this campaign?

So we can help unite disparate but critical efforts and elevate the issue of nature and biodiversity loss so it's front and centre of decision-making in what is a critical year for nature and climate.

This is an umbrella campaign to existing initiatives and is not seeking to replace calls to specific stakeholders. Through the campaign collateral we will point to existing Calls to Action. We would simply encourage you to apply the framing of #TheRacelsOn where it makes sense to do so.

What are you hoping to achieve?

To continue the momentum for nature and to embed '*nature-positive by 2030*' as the global ambition level across government, business and society; in support of climate action and the Sustainable Development Goals.

When will this be communicated?

The campaign will soft launch on 5 June (World Environment Day), with opportunities on 8 June (World Oceans Day) and ahead of the G7 Summit.

We would encourage you to support the campaign launch on 5 June and -where it makes sense- align and integrate your existing campaigns/ announcements to #TheRaceIsOn.

Where can I find more information?

Campaign guidance and assets are available for you to use after 5 June. The following materials and assets will be available via Trello boards on 1 June to prepare for the launch - some final information and details will be changed at the very last minute, so please check where numbers etc are to be confirmed:

- Campaign guidance
- Branding toolkit
- Social pack
- Identity
- Template image assets
- GIFs
- Twitter banners
- Videos from supporting organizations

All these materials will be available in English, French, Spanish and Portuguese. Editable files will be available to allow adaption and further translation.

What if my organisation can't support a 5 June launch?

That's fine, there will be other opportunities for you to support the campaign. We would suggest tying this to your organisation's own announcement plans throughout the year.

What happens after the launch?

We plan to develop further assets to continue momentum, support key advocacy moments and increase pressure for action in the run up to CBD COP15 in October. We will keep you updated on this additional material and welcome ideas you have for how we can share more widely.

How does this campaign link to existing campaigns such as #RaceToResilience and #RaceToZero?

This campaign is helping to reinforce the connections between nature and climate, supporting and providing further momentum to existing climate campaigns, including *RaceToZero*, *RaceToResilience*, and has been welcomed by the High-level climate champions.

How does the campaign relate to the UN Decade on Ecosystem Restoration and comms plans around that?

Conserving and restoring ecosystems is an essential element of reversing biodiversity loss and securing a nature-positive world. UNEP is supportive of the campaign launch on 5 June, and opportunities are being set up for communications cross-fertilization.

Where can I find further information?

You can find further information on the campaign webpage on the relaunched Leaders' Pledge for Nature [website](#) [Will be available on 5 June]. Alternatively, you can email theraceisoncampaign@gmail.com.