

Campaign guidance

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Background

A Planetary Emergency

We are in a planetary emergency. Human activities are destabilizing our climate and destroying the natural systems we depend on faster than they can replenish themselves.

The symptoms of our unbalanced relationship with the natural world are impossible to miss: the COVID-19 pandemic; record global temperatures; one million species at risk of extinction.

We urgently need to change course. Fortunately, this year, we have a momentous opportunity to secure a sustainable and healthy future for people and the planet. World leaders are scheduled to make critical decisions on climate and the environment. They can and must take ambitious and integrated action on our interconnected environmental challenges to reverse biodiversity loss by 2030 and deliver an equitable, nature-positive and carbon-neutral world.

The Leaders' Pledge for Nature

Heads of State and Government that have endorsed the [Leaders' Pledge for Nature \(LPN\)](#) have committed to **reverse biodiversity loss by 2030 for sustainable development**.

Launched ahead of the UN Summit on Biodiversity, in September 2020, the pledge sends a signal to step up global ambition on biodiversity and encourages all to match its endorsers' *"collective ambition for nature, climate and people with the scale of the crisis at hand."*

In recognition of our interdependent crises of biodiversity loss and ecosystem degradation and climate change, the pledge commits endorsers to [take action in 10 areas](#) over the next 10 years as part of the UN Decade of Action to achieve Sustainable Development. As of May 2021, 88* Heads of State and Government and President of the European Commission have endorsed the pledge.

In addition, momentum is growing to support bold nature ambition with a global goal for nature i.e. creating a nature-positive world by 2030.

It is now crucial that countries and supporters urgently turn commitments into action. We need to show that the world is serious about reversing biodiversity loss ahead of UNGA-76 and the critical biodiversity and climate COPs. Further, the pledge commits endorsers to specific actions at the COPs, including securing “an ambitious and transformational post-2020 global biodiversity framework” at CBD COP15.

*number accurate as of 6 June 2021

Nature Positive by 2030

A growing diversity of stakeholders outside of LPN endorsers and supporters support a common goal of reversing biodiversity loss and securing a nature-positive world this decade.

Cross-sectoral support includes (but is not limited to):

- [Environment, Development and Partner organizations](#)
- [Development and humanitarian organizations](#)
- [Business](#)
- Financial Institutions
- [Faith-based organizations](#)
- Indigenous Peoples and Local Communities
- Youth
- [Cities and regions](#)

#TheRacelsOn to Nature Positive: A multi-stakeholder campaign to drive action and ambition

Leaders' Pledge for Nature core governments and non-state actor partners have developed a shared communications campaign, to drive action and ambition across government, business and society and elevate nature and issues of nature and biodiversity loss ahead of the COPs in 2021 and beyond into a decade of delivery.

This is a communications and advocacy vehicle to help elevate and tie together disparate critical climate and nature campaigns in the run up to various UN meetings this year.

The campaign is designed to bring together the diverse and transformational actions from governments and multiple stakeholders needed across nature, climate and people.

A 'race' framing provides the urgency and positive narrative that's needed, creates a sense of supportive competition, while providing flexibility around the diverse actions necessary to reverse biodiversity loss. Importantly, it also reinforces the connections between nature and climate, supporting and providing further momentum to existing climate campaigns, including *RaceToZero*, *RaceToResilience*, and has been welcomed by key climate champions.

Creating a race to Nature Positive

The campaign's primary focus is on encouraging urgent and transformative actions that contribute to reversing biodiversity loss and securing a nature-positive world by 2030.

STAGE ONE:

In the run up to the COPs, the campaign is primarily a communications vehicle.

Audience:

- **Government** endorsers of the LPN are placed in a race to urgently implement their commitments ahead of the COPs and call on others to join the movement.
- **Governments** that are yet to endorse the LPN are encouraged to increase their ambition level by endorsing the pledge and moving to action.
- **Businesses** are encouraged to take action for example by getting ready to set science-based targets for nature (SBTN) / and advocating for ambitious nature policies (Business for Nature).
- **Finance institutions** can align their investment decisions to be nature-positive, and for example can sign up to initiatives such as the Finance for Biodiversity Pledge.
- **Individuals** are encouraged to take nature-positive action and keep pressure on governments (eg Sign up to Voice of the Planet)

STAGE TWO:

Following the COPs, the proposal is for the campaign to evolve to set out a series of aims that non-state actors can align to and progress can be tracked against measurable targets focusing on accelerated implementation and delivery.

Campaign communication guidance

The campaign is open to support from all stakeholders. With support from the Leaders' Pledge for Nature, it aims to be an inclusive, unifying and global vehicle to drive ambition. We need voices from across society coming together to ensure momentum continues for nature, in support of climate action and the Sustainable Development Goals.

Campaign assets consist of two tracks.

- 1) 'White label' assets available to use and adapt to your organization's needs, with the addition of your logo. Further information is available in the campaign's [branding guidelines](#).
- 2) Leaders' Pledge for Nature logo assets - for use by Leaders' Pledge for Nature governments and supporters.



Campaign hashtags:

#TheRaceIsOn
#NaturePositive
#LeadersPledge4Nature

Further relevant hashtags: *#ForNature, #COP15, #NatureNow*

Campaign branding:

To create a sense of unity, urgency and joined up action, an overarching campaign identity has been developed.

The identity draws on colours represented in the Leaders' Pledge for Nature.

1.

NATURE
POSITIVE
BY 2030

2.

#THE RACE IS ON >>>

Alongside the identity, there is a clear visual look and feel, intended to build urgency for action in the face of a planetary emergency, with secondary imagery and visuals that relate to the transformative action that is needed to reverse biodiversity loss by 2030.



Campaign narrative:

We are in a planetary emergency. Human activities are destabilizing our climate and destroying the natural systems we depend on faster than they can replenish themselves.

Fortunately, this year, we have a momentous opportunity to secure a sustainable and healthy future for people and planet. World leaders are scheduled to make critical decisions on climate and the environment.

The race is now on to take ambitious, integrated and transformational action and decisions on our connected environmental challenges to deliver an equitable, nature-positive and carbon-neutral world for all.

#TheRaceIsOn to [a future that is]

- Nature-Positive
- NetZero
- Resilience

Plus a series of adjectives that might be descriptors

- Healthy
- Abundant
- Equitable

The #LeadersPledge4Nature will get us there

Website

The Leaders' Pledge for Nature website is being updated to include an area for the campaign, showcasing momentum from LPN endorsers and supporters. The proposal is for this to be the official home of the campaign.

Launch and key moments

#TheRaceIsOn campaign will be soft launching on **5 June 2021 (World Environment Day)**, with further opportunities on 8 June (World Oceans Day) and ahead of the G7 Summit.

The following assets will be made available on Trello and shared via email on **Monday 31 May or Tuesday 1 June 2021** providing time for translation and logo addition:

- Campaign guidance / branding document
- Identity
- Shareable template images
- Shareable GIFs, infographics and banners
- Social pack
- FAQ

Materials will initially be available in the following languages (*English, Portuguese, French and Spanish*), with editable files also provided. Your support is much appreciated to ensure the campaign reaches different communities and helps engender a real race to the top for nature and people.

Continuing momentum:

Governments and non-state actors are encouraged to continue momentum by strongly communicating action for nature through the campaign framing.

Campaign pushes (new assets, champions activation) to be coordinated around key global moments (G7, UNGA-76, UN FSS, CBD COP15, UNFCCC COP26, etc).

Champions

High level and public champions are planned to be announced for the campaign in the coming weeks.

Contact

For further information on the campaign, contact:

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