



#UNITEDFORBIODIVERSITY
Communication kit

#UnitedforBiodiversity Communication kit

Introduction	3
About the Coalition	4
Press release	5
Content bank	6
Texts	6
Images	7
Resources	8
INFORMATION & CONTACT	9

Introduction

On April 22, 2021 ICOM officially joined the Global coalition #UnitedforBiodiversity

Ahead of the crucial CoP 15 meeting of the Convention on Biological Diversity (China, October 2021), the European Commission launched the Global Coalition “United for Biodiversity” to call for stronger mobilisation in protecting biodiversity. At a time one million species are at risk of extinction within decades, world institutions and organisations are invited to join forces and speak up for nature.

On Earth Day 2021, April 22, ICOM joined the #UnitedforBiodiversity initiative to amplify its efforts in the museum and cultural sectors.

We call on museums of all kinds, to support this vital fight. As trusted sources of knowledge, museums are uniquely placed to engage our communities in generating positive action, as well as fostering respect for all living beings and the earth ecosystems on which the future of Humanity depends.

Museums can also support biodiversity conservation in countless ways, from promoting research and education programmes, to improving the impact of their operations on the surrounding environment and ecosystems but also underlining the importance of nature in all cultures.

We announced our endorsement of the Coalition during Earth Day 2021 (April 22), and we invite all ICOM institutional members to join us in order to maximise the impact we can have in protecting biodiversity worldwide. In this kit, you will find a content bank with texts and images you can use on your website, social media and other communication supports.

We invite you to use them and adapt them to the needs of your institution. If you post these materials on remember to tag @ICOMOfficial on Twitter, Instagram and Facebook, so we can reshare your posts to our more than 90,000 followers.

Don't forget to use the official coalition hashtag #UnitedForBiodiversity and to tag the European Commission Directorate-General for Environment (Twitter: @EU_ENV, Facebook: @EUEnvironment, Instagram: @ourplanet_eu, Linkedin: @eu-environment-climate).

With this joint effort, we will support the following Sustainable Development Goals:



Thank you!

About the Coalition

EU Commissioner for Environment, Oceans and Fisheries Virginijus Sinkevicius launched the Global Coalition #UnitedforBiodiversity on 3 March 2020 (World Wildlife Day). The Coalition calls on all world zoos, aquariums, parks, botanic gardens, science and natural history museums to join forces to raise awareness about the nature crisis, ahead of the UN CoP15 of the Convention on Biological Diversity, to be hosted by China (11-24 October 2021). On World Biodiversity Day (22 May 2020) the Coalition was also opened to research centers and universities. The call is now extended to all protected areas and all museums worldwide.

During CoP 15, the 196 Parties to the UN Convention on Biological Diversity are expected to adopt a new global framework to protect and restore nature, as much-needed as the Paris Agreement focusing on the climate urgency. Following the Summit, the focus of the coalition for biodiversity will be on coordinated actions with tangible impact aimed at bending the curve of biodiversity loss.

The political momentum is growing: more and more world leaders are pledging for nature, with 84 countries now on board for the CoP15, including all EU Member States. On 11 January 2021, France and Costa Rica, with the support of UK, launched a second political coalition - the High Ambition Coalition for nature and people, with the central goal of protecting at least 30 percent of world's land and ocean by 2030.

Currently 205 institutions (members) from 47 countries and 36 organisations (supporters) are confirmed in the Coalition. All members and supporters are put on the Coalition webpage once they have done or are ready to do their announcement

The "conditions" to join the Coalition are quite simple:

- do your own press release announcing you support to the coalition and activate your network of journalists
- display the pledge of the Coalition as a poster at the entrance, also soon available in all EU languages (see *Content bank* below)
- Raise awareness with the hashtags #UnitedforBiodiversity (or a different language, for example #VereinfürBiodiversität in German, #UnidosporlaBiodiversidad in Spanish etc), #Biodiversity (also in your language) and #CoP15 (official hashtag of the CoP15)
- Spread awareness among your partners so they join the Coalition too

[Visit the coalition website](#)

To join the coalition, contact Gilles DOIGNON
Team Leader International Partnerships / Social Media
Directorate-General for Environment
European Commission
gilles.doignon@ec.europa.eu

Press release

Below you can find an example template to announce your support to the coalition. For more examples, see the "Resources" section.

The _____ Museum joins the Global coalition #UnitedforBiodiversity

The _____ Museum is excited to announce that it has become a member of the Global Coalition #UnitedforBiodiversity and pledges to engage its staff and communities in the common effort to overcome the nature crisis, at a time one million species are at risk of extinction.

We are joining hundreds of other institutions that have responded to the call launched by the European Commission on the occasion of World Wildlife Day 2020. With this communication campaign, the European Commission is calling for stronger mobilisation in raising awareness about the need to protect biodiversity, ahead of the crucial CoP15 meeting of the Convention on Biological Diversity in 2021.

With their collections, education and conservation programmes, museums are the best ambassadors to inform the public about the dramatic effects of the biodiversity crisis. *[Give an example of how your museum is important for the community i.e.: an educational programme, a past or upcoming exhibition, a communication campaign on social media].*

By joining the United for Biodiversity Global Coalition we stand with organisations across the world, as the International Council of Museums, in calling for swift and thoughtful action on biodiversity loss. We also pledge to _____ *[Give an example of how your museum intends to support the campaign in the future ie.: engage with our communities and partner organisations on the ecological emergency; provide a platform for discussing climate and ecological crises; support the research and exploration of ecological and environmental topics that have practical applications for biodiversity conservation; to inform our partners that we have joined the coalition and involve them in this campaign]*

We are stronger together - we call on all our partner institutions to speak up for nature by endorsing the Coalition common [pledge and joining the movement here](#).

Content bank

Texts

Many museums are not aware of the potential of their collections to support biodiversity. Museums of all kinds have a role to play in terms of education, awareness raising and support for research. Here are some short texts, fitted for Twitter and adaptable to all supports, you can use to pass on this message:

EXAMPLE TWEETS

We are excited to announce that we joined the @EU_ENV global coalition #UnitedforBiodiversity! 🌱🌳🐝 We pledge to engage our network in the common effort to overcome the climate emergency. #SustainableMuseums

📄 Find out more about the initiative <https://bit.ly/2OU4pIx>

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🏛️💚 With their collections, education and conservation programmes, #museums are the best ambassadors to inform the public about the dramatic effects of the biodiversity crisis. #UnitedforBiodiversity #PublicEngagement

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🌳🐝 #Museum collections can support the research and exploration of a wide range of ecological and environmental topics that have practical applications for biodiversity conservation. #UnitedforBiodiversity

Find out more 📄 <https://bit.ly/3raAY1X>

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#UnitedforBiodiversity The study of museum specimens has a key role in conservation assessments, such as @IUCN 'Red List', and is an essential tool for work on the @UNBiodiversity #CoP15 🦋🦒🐢🐙🐡🌴🌳

Discover the convention 📄 <https://www.cbd.int/>

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Science and Natural History #museum collections can reveal changes in levels of environmental pollutants over time, analyzing for example samples of animal and plant tissues 🌱 #UnitedforBiodiversity

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Natural history #museums are crucial for understanding and conserving a range of ecosystem services. For example, they can play a major role in studying pollinator diversity and their decline over time 🐝 #SaveTheBees #UnitedforBiodiversity

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#Museums can provide an essential platform for artists, scientists, policy makers, and citizens to come together and envision creative strategies for enhancing life and restoring the essential bond between people and the natural world. #UnitedforBiodiversity 💚🏛️

Images



(left) Visual 1
of the Coalition
message: *“we are a
piece in the puzzle
of life”*

(below) Visual 2 of
the Coalition
message: *“time to
reconnect with
nature”*



Resources

Here is a list of useful resources you can check out to get inspiration for writing your press release or social media content. They are also fundamental tools for understanding the crisis we are facing and the key role that museums and cultural institutions can play in overcoming it.

List of participating organisations

[UnitedforBiodiversity-List_members_and_supporters.pdf \(europa.eu\)](#)

Press releases

[European Commission launches global coalition for biodiversity](#)

[Natural History Museum Vienna joins United for Biodiversity](#)

[BIOTOPIA 1st member from Germany to join the Global Coalition United for Biodiversity](#)

[Universeum joins the European Commission Global Coalition “United for #Biodiversity”](#)

[Two Oceans Aquarium joins the Global Coalition "United for Biodiversity"](#)

[Climate Museum UK - We've joined the United for Biodiversity coalition](#)

[BGCI Joins European Commission's Global Coalition for Biodiversity](#)

Reports

[IPBES - Nature's Dangerous Decline 'Unprecedented'; Species Extinction Rates 'Accelerating'](#)

[Biodiversity Conservation - A Call for Action for Canadian Decision-Makers](#)

Documents

[Curating Tomorrow - Museum collections and biodiversity conservation](#)

[The Role of Museums and Institutions in Biodiversity Science and Education](#)

Websites

[Global Coalition #UnitedforBiodiversity](#)

[Leaders Pledge for Nature](#)

[The High Ambition Coalition \(HAC\) for Nature and People](#)

[Convention on Biological Diversity](#)

[The United Nations Sustainable Development Goals](#)

Networks

[Society for the Preservation of Natural History Collections \(SPNHC\)](#)

[ICOM Nathist](#)

[Natural Sciences Collections Association \(NatSCA\)](#)

INFORMATION & CONTACT

Contact the ICOM Secretariat

Communications and Public Relations Department

icom.network@icom.museum

**Contact the Directorate-General for Environment
European Commission**

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