



Global initiative to conserve 30% of the planet guided by Indigenous knowledge launches at COP28

Dubai, United Arab Emirates, December 1, 2023 – Countries across the world are being encouraged to join a groundbreaking new conservation initiative, which brings together governments, Indigenous peoples, and local communities, to help achieve the global goal of preserving 30% of the planet's land and water by 2030.

Launched today at COP28 in Dubai by the International Union for Conservation of Nature (IUCN), International Indigenous Forum on Biodiversity (IIFB) and technology company Esri, Act30 brings together a wide network of scientific experts and Indigenous peoples' representatives to help governments chart an effective and fair route to conserving their countries' biodiverse areas.

The initiative is designed to support the 190 governments that have committed to the 30x30 target of conserving 30% of terrestrial, inland water, coastal and marine areas by 2030, under the [Kunming-Montreal Global Biodiversity Framework](#), agreed in December 2022.

Currently only 15% of land and 7.4% of oceans are protected under official laws. Significant progress is urgently needed to upscale conservation measures both within and outside legally-recognised protected areas and across Indigenous territories to reach this goal.

Act30 will partner with Indigenous peoples and local communities to bring their experience on governance, Indigenous conservation systems and traditional knowledge and practices directly to decisionmakers using IUCN's long-standing experience of supporting countries' conservation efforts, together with the expertise of IUCN's expert commissions and members.

"No one knows better than Indigenous peoples and local communities that our collective future relies on a healthy planet. The Act30 partnership will help place their wisdom at the centre of decision-making, scaling up vital conservation measures to protect 30% of the world's lands and seas by 2030. We must listen to their voices if we want to overcome the pressing challenges facing Earth," said **Dr Grethel Aguilar, Director General of IUCN**.

Act30 is designed to transform 30x30 from a global goal to a national and local reality by partnering with countries to develop roadmaps for conservation efforts, while upholding the rights of Indigenous peoples and their lands and territories. The initiative demonstrates the commitment of IUCN and IIFB to co-design and co-implement solutions, formalised in the signing of the [Podong Initiative](#) in Gland, Switzerland on August 4, 2023.

Using the IUCN Green List Standard, the global benchmark for quality conservation, and the world-class geographic mapping tools of Esri, the initiative will pinpoint high-impact, ecologically representative locations where 30% of lands and waters should be brought under protection to deliver the maximum, long-term benefits for nature, people, and species.

"Act30 represents an unparalleled opportunity to advance inclusive and holistic conservation planning informed by advanced location intelligence," said **David Gadsden, Esri Director of Conservation Solutions**.

"Esri brings the world's most advanced mapping and spatial analysis technology to the mission of comprehensive conservation, incorporating the ecological knowledge and guidance of Indigenous Peoples with Earth Observation data for achieving 30x30 at a global scale."



“Act30 comes at a crucial time for biodiversity conservation. It will be Indigenous peoples, local communities, women and youth who are the real changemakers. If governments work with us, we will make progress in fulfilling the Global Biodiversity Framework target,” **Lucy Mulenkei, Co-chair of IIFB, Indigenous Information Network, Kenya, said.**

Convening dialogues with an initial fourteen priority countries will begin in early 2024 to showcase leadership on best practice for conservation.

Parties that are interested to join the collective effort of Act30 are invited to email swati.hingorani@iucn.org

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Notes to editors

For more information or to set up interviews, please contact:

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About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world’s largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and around 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, Indigenous peoples’ organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people’s well-being.

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About IIFB:



The International Indigenous Forum on Biodiversity (IIFB) is a collection of representatives from indigenous governments, indigenous non-governmental organizations and indigenous scholars and activists that organize around the Convention on Biological Diversity (CBD) and other important international environmental meetings to help coordinate indigenous strategies at these meetings, provide advice to the government parties, and influence the interpretation of government obligations to recognize and respect indigenous rights to the knowledge and resources. Learn more at www.iifb-indigenous.org.

About Esri:

Esri is the global market leader in geographic information system (GIS) software, location intelligence, and mapping. Since 1969, they have supported customers with geographic science and geospatial analytics, using science and technology to build a sustainable world. Learn more at www.esri.com.