



PUBLIC APPEAL

www.LaBiodiversiteCestMaNature.org

BIODIVERSITY: PEOPLE LIVING IN HARMONY WITH NATURE
AN ABSOLUTE PREREQUISITE FOR LIFE ON THIS PLANET.

OUR HEALTH AND WELL-BEING DEPEND ON BIODIVERSITY.

BIODIVERSITY ALLOWS US TO BREATHE, EAT, DRINK, (CREATE, CONSUME, INNOVATE, ETC).

We thought we could control nature and exploit its resources indefinitely, but we have a greater impact on other forms of life on Earth than any species has had before, and we are nearing the limit of what the planet can stand.

The disappearance of species and natural environments cannot continue at the current rate. Our ability to safeguard biodiversity for future generations is of vital importance.

We have the power – if we want to use it – to take action for change and build a new future.

We have to recognise that we are all part of biodiversity and depend on it. Whether it be for food, consumption, production, leisure activities or travel, we should, both individually or collectively, make the connection between our daily activities and their impact on nature.

BY SIGNING AND PASSING ON THIS APPEAL, I UNDERTAKE TO PLAY MY PART AND BECOME A BEARER OF THE MESSAGE: "BIODIVERSITY IS MY NATURE".

I ASK ALL POLITICIANS, AT BOTH NATIONAL AND LOCAL LEVELS, AS WELL AS ECONOMIC AND SOCIAL DECISION-MAKERS, TO GET INVOLVED AND TO WORK TOWARDS CONSERVING AND RESTORING BIODIVERSITY.

To mark the International Year of Biodiversity, join all those who believe that biodiversity awareness should be a major collective cause.

The following NGOs have organised the appeal:



Sign the "BIODIVERSITY IS MY NATURE" appeal today on
www.LaBiodiversiteCestMaNature.org



TO MARK THE INTERNATIONAL YEAR OF BIODIVERSITY, JOIN ALL THOSE WHO BELIEVE THAT BIODIVERSITY AWARENESS SHOULD BE A MAJOR COLLECTIVE CAUSE.



Supported by the United Nations

BIODIVERSITY IS MY NATURE

A FRENCH CAMPAIGN TO RAISE AWARENESS ABOUT THE IMPORTANCE OF BIODIVERSITY

www.LaBiodiversiteCestMaNature.org

Launch the "biodiversity is my nature" campaign in your country!



To mark the International Year of Biodiversity, six NGOs have joined forces in France to launch an appeal and a campaign aimed at the general public: "Biodiversity is my nature".

IUCN French National Committee, Nicolas Hulot Foundation for Nature and Humankind, France Nature Environment, LPO League for the Protection of Birds, ROC League and WWF-France



A PUBLIC APPEAL FOR SOLIDARITY ...

The public appeal (see full text in page 4) is aimed at people from all walks of life (the general public, associations, communities, companies). Its objective is to bring together all those who believe that biodiversity awareness should be a major collective cause. Biodiversity is present in our everyday lives, we are intimately related. We have the means to act, collectively and individually, to conserve biodiversity. Everyone is invited to read and sign the public appeal, on the campaign's website (in French). To go further, the website provides information on biodiversity and suggests actions that we can take in our everyday lives, which will help to conserve it.

... A CAMPAIGN TO RAISE AWARENESS WHAT'S YOUR NATURE?

Are you as stubborn as a mule or as gentle as a lamb? Are you a busy bee or a bit of a cold fish? The "Biodiversity is my nature" campaign includes the public appeal and aims to be attractive, creative and above all participatory. In order to answer the question "what's your nature?" in visual terms, the campaign relies on "biodiversity portraits", stressing the link between humans and nature. Create your own biodiversity portrait on www.LaBiodiversiteCestMaNature.org, with just a couple of clicks!



HOW CAN I CREATE MY PERSONALIZED BIODIVERSITY PORTRAIT?

A biodiversity portrait is first of all a **popular expression** linked to biodiversity: **oeil de lynx [sharp-sighted as a lynx]**, **fort comme un boeuf [strong as an ox]**, **à fleur de peau [very sensitive, literally with skin as fragile and sensitive as a flower's petals]**, etc. are just some of the French expressions associated with the corresponding pictures of animals and plants. Once you have chosen an expression, simply **upload your photo** onto the website. It will automatically appear next to the plant or animal that illustrates the expression (see portraits below). Then, **share it** on the Facebook fan page "Biodiversity is ma nature" or send it by e-mail to your friends!

You can adapt these expressions to your language, for example: "Tener Mirada de águila" or "drunk as a skunk"! You can also organize a competition for the best biodiversity portrait !

> **By creating your biodiversity portrait, you are illustrating, in a fun and creative way, how we are linked to biodiversity.**

THEY ARE DOING THEIR BIT

Several **well-known figures** have already pledged their support! Actors, sportsmen and women, singers, etc. A series of **press advertisements** (see below), with their personalized biodiversity portrait, have been produced as part of this campaign and **made available to all the media that want to use them...**



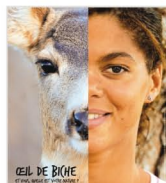
Claire Keim



Bixente Lizarazu



Alain Bernard



Coralie Balmy



Hugues Duboscq



Maud Fontenoy



Isabel Otero



Anggun

The complete list of the campaign's relays is available here: <http://www.labiodiversitecestmanature.org/relais.php>

TO TAKE PART IN THE CAMPAIGN: AN ACTION PACK IS AVAILABLE IN FRENCH



- An **animated web banner** for your website or blog
- The **public appeal text**
- A **form for collecting signatures**
- **Press ads**
- The **logo**
- **Become a fan** on Facebook!
- > **SHARE IT IN YOUR NETWORK !**

To download (for free) the different elements in the action pack, please go to: <http://www.labiodiversitecestmanature.org/outils.php>

HOW CAN I PROMOTE THE CAMPAIGN?

Whether you are a member of the public, an association, represent the media, a company or another community there are different ways of promoting the "Biodiversity is my nature" campaign and informing your friends, networks, the public, etc.:

On the Internet:

- Sign the appeal on the website
- Become a fan of "Biodiversity is my nature" on Facebook
- Share the campaign website on your Facebook wall to inform all of your contacts
- Create your own biodiversity portrait and share it on the Facebook fan page
- Use your biodiversity portrait as a profile photo on your Facebook page
- Take part to the competition for the best biodiversity portrait!

In real life:

- Present the campaign
- Get people to sign the appeal using the signature form
- Decorate a stand with the campaign images (press ads, biodiversity portraits etc...)
- Create T-shirts depicting the campaign images for people working at the stand
- Offer to make biodiversity portraits for people visiting your stand, using an Internet connection, a computer and a camera or simply using cardboard panels with visuals and expressions on it!

And many other actions...

Launch the "biodiversity is my nature" campaign in your country!

For more information

www.LaBiodiversiteCestMaNature.org
contact@labiodiversitecestmanature.org