

CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES
OF WILD FAUNA AND FLORA



Sixty-fifth meeting of the Standing Committee
Geneva (Switzerland), 7-11 July 2014

Strategic matters

CELEBRATION OF THE FIRST WORLD WILDLIFE DAY

1. This document has been prepared by the Secretariat.
2. The Conference of the Parties, at its 16th meeting (CoP16, Bangkok, 2013), unanimously adopted Resolution Conf. 16.1 which called on the United Nations General Assembly (UNGA) to proclaim 3 March as World Wildlife Day.¹ This call was duly noted by the United Nations General Assembly when, at its 68th session, on 20 December 2013, it adopted [Resolution A/RES/68/205](#) on the proclamation of World Wildlife Day.²
3. The UNGA Resolution requested the CITES Secretariat, in collaboration with relevant organizations of the United Nations system, to facilitate the implementation of World Wildlife Day

Coordination and implementation of information activities

4. The first ever World Wildlife Day was celebrated on 3 March 2014. CITES Parties, the Secretariat and many stakeholders carried out a large number of activities of direct relevance to Resolution Conf. 16.1 and United Nations General Assembly Resolution 68/205. Some were linked to communication and outreach purposes and others focused on educational events.³
5. On 23 December 2013, the CITES Secretariat issued a [news item](#)⁴ giving information on United Nations General Assembly Resolution 68/205. On 15 January 2014, it issued Notification to the Parties No. [2014/004](#)⁵, inviting CITES Parties, United Nations System organizations and other global, regional, subregional, non-governmental organizations, the private sector, local communities and other interested persons to: observe World Wildlife Day and celebrate it in accordance with their priorities; make use of the official logo⁶; and advise the Secretariat of any activities planned on this occasion and offer suggestions for future years. These documents were published on the CITES website and through different social media platforms.
6. A large number of communications and emails were sent by the Secretariat to inform interested parties about General Assembly Resolution 68/205 and to invite them to support its celebration and the related activities. This resulted in more than 50 messages of support from United Nations organizations, intergovernmental organizations, multilateral environmental agreements, NGOs and celebrities.⁷

¹ <http://cites.org/eng/res/16/16-01.php>

² http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/205

³ A list of the events is available online at the World Wildlife Website www.wildlifeday.org

⁴ http://cites.org/eng/news/pr2013/20131223_world-wildlife-day.php

⁵ <http://cites.org/sites/default/files/notif/E-Notif-2014-004.pdf>

⁶ See Annex I for copies of the World Wildlife Day logo in the six official United Nations Language and in Portuguese, courtesy of the Management Authority of Portugal.

⁷ These included: The United Nations Secretary-General, the President of the 68th session of the United Nations General Assembly, the Secretary of State of the United States of America, HRH Prince Philip the Duke of Cambridge, the Convention on Biological Diversity, Convention on Migratory Species, Food and Agriculture Organization, International Maritime Organization, International Trade Centre,

7. Major corporations in the luxury, health, pharmaceutical, financial and tourism sectors were contacted to raise awareness among their clients and consumers about the importance of wildlife conservation and to invite them to support future celebrations of World Wildlife Day.
8. The CITES Secretariat used new and innovative social media channels to maximize outreach efforts. A [Facebook page](#)⁸ was created shortly after the adoption of the United Nations General Assembly Resolution in order to communicate to a wider audience. [Twitter](#)⁹ and [Flickr](#)¹⁰ accounts were also set up, as well as a [Youtube](#)¹¹ channel to display videos related to the celebration. The Secretariat's use of social media made it possible to reach a wider audience, as reflected in the 43,000 followers registered on the CITES Facebook page, and the total reached 1.5 million people in the week following of 3 March. Over 13,000 messages using the Twitter hashtag '#worldwildlifeday' were tweeted, resulting in a total reach of over 19 million people worldwide. Social media messages from United Nations and UNEP Goodwill Ambassadors, such as those from Gisèle Bündchen, the UNEP Goodwill Ambassador, reached over 1.5 million people and those of the United Nations Secretariat reached over 2.5 million people.
9. At the suggestion of several non-governmental organizations, the CITES Secretariat launched a Thunderclap to test the ability of this new tool to reach interested persons. The 500-participant limit to release the Thunderclap¹² was reached in a few days and all the participant messages were released simultaneously on 3 March, causing a massive spread of wildlife-related posts. In total, this activity reached over 3.5 million people.
10. A [website](#)¹³ specifically dedicated to World Wildlife Day was also developed to raise awareness of the event. All relevant information, outreach material, and contact details relating to World Wildlife Day were posted on this website.
11. The CITES Secretariat commissioned a designer to create a logo in the six official languages of the United Nations in order to brand the initiatives undertaken to celebrate World Wildlife Day and inspire a worldwide celebration. The logo is available on the dedicated website and can be freely used. The CITES Secretariat also adapted the brochure of the 40th anniversary of CITES to World Wildlife Day.
12. The Secretary-General of CITES recorded a short video message¹⁴, which was subsequently broadcast during several conferences held on 3 March and which featured on the World Wildlife Day website and Youtube channel. He also carried out a number of interviews for the press, and radio interviews for World Radio Switzerland and UN Radio.
13. On 3 March 2014, the CITES Secretariat issued a press release on World Wildlife Day¹⁵, and was followed by other organizations (including the United Nations Office on Drugs and Crime and the Convention on Migratory Species, among others). On that day, a large number of articles on World Wildlife Day were published in a large number of newspapers around the world, many of them using the content of the press release of the CITES Secretariat issued on 23 December 2013.

United Nations Convention to Combat Desertification, United Nations Conference on Trade and Development, United Nations Development Programme, United Nations Environment Programme, United Nations Educational, Scientific and Cultural Organization, United Nations Office on Drugs and Crime, United Nations Office at Nairobi, World Tourism Organization, World Intellectual Property Organization, World Meteorological Organization, Eurojust, INTERPOL, International Tropical Timber Organization, International Union for Conservation of Nature, Organisation for Economic Co-operation and Development, Global Environment Facility, Ramsar Convention on Wetlands, World Bank, World Customs Organization, World Trade Organization, U.S. Fish & Wildlife Service, International Council for Game and Wildlife Conservation, Freeland Foundation, GoodPlanet Foundation, International Association for Falconry and the Conservation of Birds of Prey, International Fund for Animal Welfare, Wildlife Conservation Society, World Association of Zoos and Aquariums, Monterey Bay Aquarium, Collaborative Partnership on Sustainable Wildlife Management and UNEP Goodwill Ambassadors.

⁸ <https://www.facebook.com/WorldWildlifeDay>

⁹ <https://twitter.com/WildlifeDay>

¹⁰ <https://www.flickr.com/photos/worldwildlifeday/>

¹¹ <https://www.youtube.com/user/WorldWildlifeDay>

¹² Thunderclap is a crowdspeaking platform that helps people be heard by saying something together (see: <https://www.thunderclap.it/about>)

¹³ <http://wildlifeday.org/>

¹⁴ http://cites.org/eng/news/sg/2014/20140225_wwd.php

¹⁵ http://cites.org/eng/news/pr/2014/wild_for_wildlife-20140302.php

14. An exhibition of photos by celebrated wildlife photographers was held at the Palais des Nations, the United Nations Headquarters in Geneva, to coincide with the launch of World Wildlife Day. This exhibition was based on a similar event (*Wild & Precious*) organized by the GoodPlanet Foundation in collaboration with UNEP and CITES at CoP16. The event benefited from the support of the Permanent Missions to the United Nations Office in Geneva of Switzerland, Thailand and the United Kingdom of Great Britain and Northern Ireland. The opening of the exhibition was held on 3 March 2014 in the presence of: H.E. Ban Ki-moon, United Nations Secretary-General; H.E. John W. Ashe, President of the United Nations General Assembly; H.E. Didier Burkhalter, President of the Swiss Confederation; H.E. Hugo Swire, Minister of State, Foreign & Commonwealth Office of the United Kingdom of Great Britain and Northern Ireland; H.E. Thani Thongphakdi, Ambassador and Permanent Representative of Thailand to the United Nations Office at Geneva; Mr John E. Scanlon, Secretary-General of CITES; and Mr Yann Arthus-Bertrand, President of the Goodplanet Foundation. Invitation letters to attend the opening were sent through the Geneva Environment Network and about 200 people attended the opening ceremony.
15. In New York, the Permanent Missions to the United Nations of Germany and Thailand organized a side event on the occasion of World Wildlife Day at the United Nations Headquarters. The theme of the event was "Wildlife and its contribution to Sustainable Development", and it coincided with the ninth session of the Open Working Group on Sustainable Development Goals (OWG SDG). It included interventions from H.E. Dr Maria Böhmer, Minister of State at the German Federal Foreign Office and H.E. Norachit Sinhaseni, Ambassador and Permanent Representative of Thailand to the United Nations, as well as an address by H.E. Wu Hongbo, United Nations Under-Secretary-General for Economic and Social Affairs and a recorded video message from the CITES Secretary-General.
16. The United Nations University hosted a public World Wildlife Day conference at its Headquarters in Tokyo. The Tokyo Conference on Combating Wildlife Crime included a series of presentations and panel discussions on wildlife conservation policy-making, including a recorded video message from the CITES Secretary-General.
17. Pursuant to United Nations General Assembly Resolution 68/205 and Notification to the Parties No. 2014/004, some national CITES Management Authorities and non-governmental organizations active in wildlife conservation organized events to celebrate World Wildlife Day. The 2014 edition of World Wildlife Day was marked by events and celebrations in Bangladesh, Belarus, Belize, Belgium, Bhutan, Cameroon, China, Colombia, Egypt, Greece, Guyana, India, Japan, Kenya, Malawi, Mexico, New Zealand, Oman, Pakistan, Peru, Philippines, South Africa, South Korea, Sri Lanka, Thailand, Togo, United States of America, Viet Nam and Zimbabwe. These events were profiled on the Facebook page and Flickr account set up by the CITES Secretariat to celebrate the Day.
18. Considering that Resolution A/RES/68/205 requested, "the Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora, in collaboration with relevant organizations of the United Nations system, to facilitate the implementation of World Wildlife Day...", the Standing Committee may wish to consider the establishment of a working group to raise awareness of World Wildlife Day and to assist with its implementation.
19. The CITES Secretariat expresses its sincere appreciation to all Parties, United Nations organizations, intergovernmental organizations, non-governmental organizations, private sector representatives and individuals who contributed to the success of the first celebration of the World Wildlife Day in 2014.

Recommendations

20. The Standing Committee is invited to note the present document.
21. The Secretariat recommends that the Standing Committee consider the establishment of a World Wildlife Day Working Group to identify, compile and formulate ideas on how best to celebrate future celebrations of World Wildlife Day, as well as to advise on how best to obtain adequate financial support and the necessary human resources to organize them.
22. The Secretariat recommends that, if the Standing Committee agrees to establish such a Working Group, its terms of reference include consideration of the following questions:
 - Should there be a dedicated theme for World Wildlife Day celebrations, to be renewed each year?
 - Should there be a new logo every year or should the one developed for 2014 continue to be used?
 - How should World Wildlife Day best be celebrated?

- What kind of materials should be produced to celebrate the day?
 - If so, who would be responsible for the choice of the theme, logo, materials and when?
 - Should the meetings of the Animals and Plants Committees be organized to take place on World Wildlife Day and, if so, should relevant scientific reports be released on this day?
 - Should the facilitation of the implementation of the World Wildlife Day rotate from year to year between relevant United Nations organizations? and
 - If so, which organizations should be involved?
23. The Standing Committee is invited to urge national CITES authorities to liaise with their counterparts in the education ministries and related public or private organizations to ensure greater participation of schools in future World Wildlife Day celebrations in zoos, botanical gardens, and all wildlife-related centres. The Standing Committee may also encourage Parties and other interested stakeholders to make voluntary contributions to secure the organization of World Wildlife Day 2015, in accordance with Resolution 68/205 requirements, if this organization stays with the CITES Secretariat in 2015.

LOGO CELEBRATING WORLD WILDLIFE DAY¹⁶

Arabic



French



Chinese



Russian



English



Spanish



Other Languages

Portuguese



¹⁶ The official logos are available for downloading at the World Wildlife Day website: <http://wildlifeday.org/content/outreach-material>

STATEMENT OF THE UNITED NATIONS SECRETARY-GENERAL ON WORLD WILDLIFE DAY

26 February 2014



Secretary-General

SG/SM/15670
ENV/DEV/1414

Department of Public Information • News and Media Division • New York

LET'S GO WILD FOR WILDLIFE, PROTECT DIVERSITY, HALT TRAFFICKING.

SECRETARY-GENERAL URGES IN FIRST WORLD WILDLIFE DAY MESSAGE

Following is UN Secretary-General Ban Ki-moon's message for World Wildlife Day, to be observed on 3 March:

For millennia, people and cultures have relied on nature's rich diversity of wild plants and animals for food, clothing, medicine and spiritual sustenance. Wildlife remains integral to our future through its essential role in science, technology and recreation, as well as its place in our continued heritage. That is why the United Nations General Assembly proclaimed 3 March — the anniversary of the adoption of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) — as World Wildlife Day.

Despite its intrinsic value to sustainable development and human well-being, wildlife is under threat. Some of the world's most charismatic species, as well as lesser-known but ecologically important plants and animals, are in immediate danger of extinction. A major cause is habitat loss. Another is the increase in illicit trafficking.

The environmental, economic and social consequences of wildlife crime are profound. Of particular concern are the implications of illicit trafficking for peace and security in a number of countries where organized crime, insurgency and terrorism are often closely linked.

While the threats to wildlife are great, we can reduce them through our collective efforts. On this inaugural World Wildlife Day, I urge all sectors of society to end illegal wildlife trafficking and commit to trading and using wild plants and animals sustainably and equitably.

Let us work for a future where people and wildlife coexist in harmony. Let's go wild for wildlife!

For information media • not an official record