



**WORLD
WILDLIFE DAY**
3 MARCH

Organized by:



World Wildlife Day 2025 Official Poster Contest Guidelines

Wildlife Conservation Finance: Investing in People and Planet

1. Contest Theme

The theme of World Wildlife Day 2025 (WWD2025) is **"Wildlife Conservation Finance: Investing in People and Planet."** Investing in wildlife is our collective responsibility towards a resilient future for both people and the planet. WWD2025 aims to explore innovative solutions and ideas for closing the wildlife conservation finance gap. The 2025 Official Poster Contest invites graphic designers to create posters that align with and spread awareness on this theme.

For information on the #WWD2025 theme, please see the [WWD2025 Concept Note](#).

For accessing previous World Wildlife Day posters, please see the [World Wildlife Day Flickr Gallery](#).

2. Eligibility

The contest is open to all individuals worldwide who are passionate about wildlife and graphic design. The contest winner must be available after selection (around 13 December 2024 - 3 January 2025) to adapt the poster for additional uses and dimensions (e.g., virtual background, YouTube banner, etc.).

3. Submission Requirements

- **Poster Specifications:**

- Posters must be original digital work created by the participant using Adobe Illustrator, Canva or other similar graphic design software.
- Acceptable formats: JPEG, PNG, or PDF
- Please submit two versions of the poster with the following dimensions:
 - Instagram post: 1080 x 1080 pixels
 - X post: 1600 x 900 pixels

**Please note: the winner will be invited to adapt the poster for additional uses and dimensions*

- **Submission Method:**

- Posters must be submitted via email (wildlifeday@un.org), as attachments or via [WeTransfer](#) link.
- Each participant may submit multiple entries.
- Each participant must include the following information with their poster submission:

- Full name
- Title (Mr/Ms), or pronouns
- Nationality
- Occupation
- Age
- Brief bio: introduce yourself in 1-2 sentences
- Brief summary of the poster: introduce the poster in 1-2 sentences

4. Important Dates

- **Submission Deadline:** 8 December 2024
- **Winner Announcement:** 20 December 2024
- **World Wildlife Day 2025:** 3 March 2025

5. Judging Criteria

A panel of experts within the CITES Secretariat, United Nations Development Programme (UNDP), Jackson Wild, ifaw, and WILDLABS will review the posters and select the winner based on the following judging criteria:

- **Relevance to Theme:** How well does the poster reflect the WWD2025 theme?
- **Creativity and Originality:** Is the poster unique, innovative and original (e.g., not AI-generated)?
- **Visual Appeal:** Is the design aesthetically pleasing and technically well-executed?
- **Overall Impact:** Does the poster inspire action or raise awareness about wildlife conservation financing?

6. Participation Perks

- A certificate of recognition by the Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)
- Global visibility across Instagram, LinkedIn, X, Facebook, YouTube, Flickr and the United Nations platforms

7. Intellectual Property Rights

- By submitting a poster, participants grant World Wildlife Day 2025 event organizers the right to adapt, use, reproduce, and distribute the poster in any media, for non-commercial, promotional and educational purposes.
- Participants retain the copyright to their original work.

8. Privacy

- Contact information collected during the contest will be used solely for the purposes of administering the contest and will not be shared with third parties.
- Personal information about the winner collected with the consent of the winner will be used solely for the purposes of promoting the winner and the poster.

9. Contact Information

- For any questions or technical issues, please contact wildlifeday@un.org.