



## NOTIFICATION TO THE PARTIES

No. 2014/004

Geneva, 15 January 2014

CONCERNING:

### Celebration of the first World Wildlife Day

1. On 20 December 2013, at its 68th session, the United Nations General Assembly decided to proclaim 3 March, the day of the adoption the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), as World Wildlife Day.
2. The General Assembly took note of the outcome of the 16th meeting of the Conference of the Parties to CITES, held in Bangkok from 3 to 14 March 2013, in particular Resolution Conf. 16.1 designating 3 March as World Wildlife Day, in order to celebrate and raise awareness of the world's wild fauna and flora, and recognized the important role of CITES in ensuring that international trade does not threaten the survival of species.
3. The General Assembly also reaffirmed the intrinsic value of wildlife and its various contributions – including ecological, genetic, social, economic, scientific, educational, cultural, recreational and aesthetic – to sustainable development and human well-being.
4. The General Assembly requested the CITES Secretariat, in collaboration with relevant organizations of the United Nations system, to facilitate the implementation of World Wildlife Day.
5. World Wildlife Day 2014 provides an opportunity to, *inter alia*:
  - celebrate the many beautiful and varied forms of wild fauna and flora;
  - raise awareness of the multitude of benefits that wildlife provides to people; and
  - raise awareness of the urgent need to step up the fight against wildlife crime, which has wide-ranging economic, environmental and social impacts.
6. The Secretariat invites all contracting Parties to CITES, all member States and organizations of the United Nations system and other global, regional and subregional organizations, non-governmental organizations and all interested individuals, to:
  - observe and raise awareness of World Wildlife Day in an appropriate manner, in accordance with national priorities;
  - make use of the World Wildlife Day logo which will be made available on the CITES website ([www.cites.org](http://www.cites.org));
  - advise the Secretariat of any events and activities planned to celebrate World Wildlife Day, and the outcomes thereof, and
  - offer suggestions on how best to celebrate World Wildlife Day in future years.

7. The Secretariat has created a dedicated World Wildlife Day Facebook page to share news and stories of the Day, which can be followed at: <https://www.facebook.com/WorldWildlifeDay>.