



NOTIFICATION TO THE PARTIES

No. 2015/007

Geneva, 3 February 2015

CONCERNING:

Celebration of World Wildlife Day 2015

2015 theme: Wildlife crime is serious

1. On 20 December 2013, at its 68th session, the United Nations General Assembly decided to proclaim 3 March, the day of the adoption of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), as World Wildlife Day.
2. 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.
3. During the 65th meeting of the Standing Committee (Geneva, July 2014), a World Wildlife Day Working Group was established in order to "identify, compile and formulate ideas on how best to celebrate future editions".
4. The members of the Working Group are: Bahrain, Botswana (Chair), Brazil, Cameroon, Côte d'Ivoire, Guyana, Italy, Kuwait, Peru, Portugal, South Africa, Thailand, Uganda, United States of America, Convention on Migratory Species (CMS), United Nations Environment Programme (UNEP), United Nations Office on Drugs and Crime (UNODC), International Fund for Animal Welfare (IFAW), Species Survival Network (SSN), TRAFFIC and Wildlife Conservation Society (WCS). Two additional United Nations organizations have expressed interest and joined the Working Group, namely the United Nations Development Programme (UNDP) and the World Tourism Organization (UNWTO).
5. A survey aimed at gathering inputs to finalize organisational steps for the celebration of World Wildlife Day 2015, was sent to the members of the Working Group on 21 October 2014. Each member of the Working Group was requested to provide a focal point. The CITES Secretariat has received responses from: Botswana, Brazil, Côte d'Ivoire, Italy, Kuwait, Peru, South Africa, Thailand, United States, UNEP, UNODC, IFAW, SSN and WCS. UNDP and UNWTO have also provided comments.
6. The Secretariat, in collaboration with UNODC and relevant UN organizations created a dedicated World Wildlife Day website at www.wildlifeday.org as the official platform to celebrate the day. There is also a Twitter account @WildlifeDay and a Facebook page to share news and stories of the Day, which can be followed at: <https://www.facebook.com/WorldWildlifeDay>.

Logo for World Wildlife Day 2015

7. The Working Group is in favour of keeping the existing logo for branding purposes and consistency. The logo was created in 2014 and exists in the 6 official languages of the United Nations, i.e. Arabic, Chinese, English, French, Russian and Spanish. It is also available in Portuguese. A high resolution version of the logo can be downloaded from the World Wildlife Day website: <http://wildlifeday.org/content/outreach-material>

Theme for World Wildlife Day 2015

8. The Working Group agreed to have '*Wildlife Crime is serious, let's get serious about wildlife crime*' as the theme for 2015, and to highlight the positive role that local communities can play in helping to curb illegal wildlife trade.
9. UNODC has generously offered to develop a full social media campaign to raise awareness of the scope and severity of wildlife crime in close cooperation with the CITES Secretariat and the Working Group. The UNODC proposal can be downloaded from the World Wildlife Day website.
10. The theme for 2015 will be complemented by '*Wildlife and sustainable tourism*' and '*The role of local communities in conservation*' as innovative solutions to the challenges posed by wildlife crime in certain regions of the world.
11. UNWTO agreed to take the lead on the sustainable tourism aspects. UNDP and the Chair of the Working Group will lead on aspects related to wildlife crime and the role played by local communities.
12. The Working Group 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 theme for World Wildlife Day in an appropriate manner, in accordance with national priorities;
 - associate World Wildlife Day celebrations to major events around the world, where appropriate, e.g. the Illegal Wildlife Trade Conference in Kasane (Botswana) and the ITB Berlin (Internationale Tourismus-Börse Berlin);
 - make use of the World Wildlife Day logo available on the World Wildlife Day website and support the social media campaign against wildlife crime using facebook and twitter official and individual accounts and joining the thunderclap; and
 - advise the CITES Secretariat (juan.vasquez@cites.org) of any events and activities planned to celebrate World Wildlife Day, and the outcomes thereof.