



## NOTIFICATION TO THE PARTIES

No. 2017/001

Geneva, 10 January 2017

### CONCERNING:

Celebration of World Wildlife Day 2017 under the theme  
"Listen to the young voices"

1. On 20 December 2013, at its 68th session, the United Nations General Assembly decided to proclaim 3 March, the day of signature of the Convention on International Trade in Endangered Species of Wild Fauna and Flora, as United Nations 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. Resolution Conf. 17.1 on *World Wildlife Day*, requests the Standing Committee to continue to work with the Secretariat to, *inter alia*, recommend the theme for each year's observance of World Wildlife Day.
4. Resolution Conf. 17.5 on *Youth Engagement*, calls on Parties to engage and empower the youth in wildlife conservation including in the decision making process.
5. The Secretariat has consulted the chair and vice chair of the Standing Committee concerning the theme of World Wildlife Day 2017. Following this consultation, it has been agreed that World Wildlife Day 2017 will be observed under the theme "Listen to the young voices", echoing the call from CoP17 to motivate, engage and empower the youth in wildlife conservation issues.
6. For statistical purposes, the United Nations defines "youth" as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. For the purpose of World Wildlife Day 2017, the Secretariat will follow this definition of youth.
7. The Secretariat invites all Parties 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 national wildlife conservation events, where appropriate;
  - organize campaigns to reduce the demand for illegally sourced wildlife and their products using targeted strategies in order to influence consumer behaviour;
  - make use of the World Wildlife Day logo available on the World Wildlife Day website and support the social media campaign using official and individual accounts; and
  - advise the CITES Secretariat ([yuan.liu@cites.org](mailto:yuan.liu@cites.org)) of any events and activities planned to celebrate World Wildlife Day, and the outcomes thereof.
8. The Secretariat would like to remind all Parties that Resolution Conf. 17.1, urges all Parties, through their national ministries of education or other relevant authorities responsible for education, to consider making the observance of World Wildlife Day a regular event on the calendars of kindergartens, schools and

universities, and to invite zoos, botanical gardens, aquariums, nature reserves, national parks, and all other wildlife-related facilities to observe the day on a regular basis.

9. In line with the UN General Assembly resolution, the CITES Secretariat reaches out to all member States and organizations of the United Nations system and other global, regional and sub-regional organizations, non-governmental organizations and all interested individuals, and invites them to observe and raise awareness of theme for World Wildlife Day 2017 in an appropriate manner and to associate World Wildlife Day celebrations to major national, regional and international conservation events.
10. As requested by the UN General Assembly resolution on Tackling Illicit Trafficking in Wildlife adopted in September 2016, the CITES Secretariat will work with the President of the UN General Assembly to organize a high-level thematic discussion at the UN Headquarters on the global observance of World Wildlife Day, including on the protection of wild fauna and flora and on tackling illicit trafficking in wildlife.
11. The World Wildlife Day logo will remain the same as that used in 2016 and is available on the World Wildlife Day website in the 6 official languages of the United Nations. Graphic materials to illustrate the theme for 2017 will be made available at a later stage.