



NOTIFICATION TO THE PARTIES

No. 2023/119

Geneva, 12 October 2023

CONCERNING:

Celebration of World Wildlife Day 2024

1. In 2024, World Wildlife Day will explore digital innovation and seek to highlight how digital technologies and services can drive wildlife conservation and human-wildlife coexistence, now and for future generations, in an increasingly connected world.
2. Under the theme “**Connecting People and Planet: Exploring Digital Innovation in Wildlife Conservation,**” the World Wildlife Day 2024 celebrations will aim to raise awareness on the latest applications of digital technologies in wildlife conservation and trade and the impact on ecosystems and communities around the world of certain digital interventions. The Day promises to feature new tools for enhancing our efforts to safeguard biodiversity and the benefits we derive from wild animals and plants. It will offer a platform to engage in a balanced discussion around inclusive and responsible digital innovation, while addressing the challenges of the 'digital divide', in line with the 2030 Agenda for the Sustainable Development Goals (SDGs).
3. In view of the theme of the World Wildlife Day 2024, Parties and stakeholders are invited to submit examples of digital innovations that they have used in enhancing their wildlife conservation efforts that could serve as an inspiration for others. Please include the following:
 - a) description of the digital innovation,
 - b) geographical location and species involved if relevant,
 - c) partners (names and types of partners)
 - d) examples of results, and
 - e) any other relevant information, including links or other references.

Small-scale partnerships (school, neighbourhood, local non-governmental organization, etc.) are as valuable as large-scale examples to demonstrate that anybody can be involved in wildlife conservation and World Wildlife Day. Please submit the information as early as possible and preferably before **3 January 2024**.

4. The Secretariat recalls that [Resolution Conf. 17.5 \(Rev. CoP19\) on Youth engagement](#) encourages all Parties to explore opportunities to engage today's youth in CITES and other wildlife conservation issues, for example by putting forward youth representatives to participate

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in the World Wildlife Day celebration. As future leaders and decision makers, youth play an important role in designing what the future of digital wildlife conservation will look like and how we get there responsibly.

5. The Secretariat, with partners such as the UN Development Programme (UNDP), the International Fund for Animal Welfare (IFAW), Jackson Wild and others, will host the World Wildlife Day 2024 celebration on Monday, 4 March 2024 (time and place tbc), which will be livestreamed to the public for viewing. More about the event will be made available on www.wildlifeday.org in due course.
6. Any questions with regard to this Notification may be addressed to info@cites.org with "World Wildlife Day" in the subject line.