



# NOTIFICATION TO THE PARTIES

No. 2024/081

Geneva, 5 July 2024

CONCERNING:

## Theme of World Wildlife Day 2025

1. In 2025, World Wildlife Day will focus on sustainable finance for wildlife conservation. Under the theme “**Wildlife Finance: Investing in People and Planet**”, the celebrations will aim to raise awareness on the existing successes and potential solutions for financing the long-term conservation of wild animals and plants. The Day will bring in innovators and partners active in the field and offer a space for dialogue on bridging conservation funding gaps and on placing nature at the heart of economic decision-making.
2. The 2025 theme supports the goals of the [2030 Agenda for Sustainable Development](#) which seeks to mobilize significant financial resources for sustainable development and increase financial inclusion and access to financial services for all.
3. Parties and stakeholders are invited to submit examples of successful initiatives, mechanisms or stories for financing their wildlife conservation efforts. These examples may be used in the online campaign leading up to the Day as educational and inspirational references for the general public.
4. Small-scale initiatives 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 by **30 August 2024** by filling in this form: [Wildlife Finance Examples for World Wildlife Day 2025](#)
5. The Secretariat, with partners such as the UN Development Programme (UNDP), the International Fund for Animal Welfare (IFAW), Jackson Wild and WILDLABS, will host the World Wildlife Day 2025 celebration event on Monday 3 March 2025 (time and place, to be confirmed). The event will be livestreamed to the public. More information will be made available on [www.wildlifeday.org](http://www.wildlifeday.org) and the World Wildlife Day social media channels in due course.
6. Any questions regarding this Notification may be addressed to [wildlifeday@un.org](mailto:wildlifeday@un.org).

Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

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