



NOTIFICATION TO THE PARTIES

No. 2024/128

Geneva, 20 November 2024

CONCERNING:

Call for Submissions: CITES 50th Anniversary Campaign

1. The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) will celebrate its 50th anniversary since entering into force in 2025. This milestone provides a unique opportunity to reflect on the achievements and challenges of regulating the international trade in CITES-listed wild species over the past five decades.
2. The CITES Secretariat invites CITES Parties and other experts to contribute photos, videos, impact stories and data that highlight the Convention's successes, milestones, significant events, and influence on the sustainable conservation and trade of wild species to mark this important occasion. These materials will support the CITES Secretariat's development of a social media campaign, a collection of articles, and an interactive timeline to celebrate our shared history and vision for the future.
3. Submissions may include:
 - a) **Photos:** Images depicting CITES activities and meetings, wildlife conservation initiatives, trade regulation on the frontlines, community engagement efforts, or other CITES-related work. All levels of image resolution are welcome. Those photos reflecting the work done throughout the last decades would be much appreciated.
 - b) **Videos:** Short clips (up to 3 minutes) illustrating the impact of CITES, conservation projects, significant events, or other CITES-related work.
 - c) **Impact Stories:** 100 to 200-word stories that showcase conservation progress for a particular species or other taxonomic group, emphasize the benefits of partnerships for wildlife, and/or reflect on the impact of certain mechanisms/tools/pillars of the Convention. These short stories will be developed and published by the CITES Secretariat.
 - d) **Data:** facts and figures that convey achievements of the Convention over the past 50 years or that show changes in the wildlife trade and biodiversity landscape since 1975.
4. All submissions will be considered for inclusion in the CITES 50th anniversary campaign and will serve as educational and inspirational references for the global audience.
5. Parties and other experts are invited to submit materials by 31 December 2024 via email to cites-media@un.org with the subject line "CITES 50th Anniversary Campaign Submission."
6. For any questions regarding this notification, please contact cites-media@un.org.

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

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