

**Between now and December 7,  
please post on social media in support of a global commitment to 30x30.**  
This is a great way to demonstrate your organization's support for conservation,  
and encourage global leaders to act.

**Please also note the additional opportunities for youth engagement!**

## **BACKGROUND**

**From December 7-19, leaders from governments around the world will gather in Canada for [COP15](#) to decide on a new set of goals for protecting and restoring nature under the Convention on Biological Diversity (CBD).** This set of goals, known as the Global Biodiversity Framework will have targets intended to guide global conservation actions through 2040. The [draft of the framework](#) includes, drum roll please, a target of conserving the "at least 30 percent of land and sea areas globally," also known as 30x30.

**Please consider posting prior and during the conference to show your support for the adoption of a global goal of 30x30!** Our partners at the [Campaign for Nature](#) are asking all of us who care about conservation to "flood social media" in a way that ensures our support will be seen by those attending the conference.

**Please note that the primary message is one of support and encouragement, as more than [110 countries](#) (including the US) already have endorsed the goal of 30x30.** That noted, there are a few [key countries](#) that are on the fence (E.g. Malaysia and South Africa) or need more convincing (E.g. Argentina, Brazil, China, Indonesia), and if you are based in, or active in one of those countries you will want to adapt your message accordingly.

## **SUGGESTED POSTS**

Please note the importance of using the relevant hashtags and, as possible, tagging the agencies and/or individuals involved with this decision so that your support is seen and recognized! And remember that for most of us, especially those based in the US, as well as Canada and Mexico, the goal is to show that the zoo, aquarium and museum community is appreciative and supportive of efforts to advance the 30x30 goal.

### **Suggested messages:**

- Please join with [YOUR ORGANIZATION] in encouraging those who will be gathering at #COP15 to establish a global goal to #Protect30x30 - protecting at least 30% of our planet's land and ocean by 2030! For the animals and all of us! #30x30 @ (TAG YOUR NATIONAL OFFICIALS/AGENCIES HERE)
- More than 100+ countries, including (YOUR COUNTRY or but not yet YOUR COUNTRY), have pledged to protect at least 30% of their lands and ocean by 2030. Now is the time to adopt a global goal of #30x30 at #COP15 @ (TAG YOUR NATIONAL OFFICIALS/AGENCIES HERE)
- [YOUR ORGANIZATION] applauds @ (TAG IF APPROPRIATE YOUR NATIONAL OFFICIALS/AGENCIES HERE) and all those gathering for #COP15, and encourages action to protect biodiversity, secure rights for local communities and Indigenous Peoples, and ensure adequate financing. #Protect30x30 can be transformative for people and the planet!
- (YOUR ORGANIZATION) recently joined with 200+ zoos, aquariums and museums from across #AmericatheBeautiful in endorsing a national goal of protecting at least 30% of our lands and

ocean by 2030, and we encourage @(TAG YOUR NATIONAL OFFICIALS/AGENCIES HERE) and all those gathering at #COP15 to make #Protect30x30 a global goal!

- #Protect30x30 refers to protecting at least 30% of the planet's lands and ocean by 2030. More than 110 countries, including (YOUR COUNTRY or but not yet YOUR COUNTRY), have endorsed the idea, and leaders are gathering at #COP15 to consider adopting #30x30 as a global goal. Please join us in encouraging them to do so! @(TAG YOUR NATIONAL OFFICIALS/AGENCIES HERE)

**Visuals:** Please include an appropriate image, gif or video to draw attention to your post using your own, or one of those available as part of a comprehensive social media toolkit [here](#). For those who are citing the wider support from the US zoo, aquarium and museum community in your message, you may wish to use one of the following:

- The 45 second "Introduction to 30x30" video that can be viewed [here](#) or downloaded [here](#), which was created specifically to help introduce zoo, aquarium and museum audiences to 30x30
- An image with all of the logos from the sign on letter in support of 30x30, which can be found [here](#)

**Hashtags to use:**

- Primary: #COP15 #30x30 #Protect30x30
- Secondary: #CampaignForNature

**Handles to tag:**

**For those in the USA,** please see below, noting the key accounts to tag are those for the U.S. Department of State's [Bureau of Oceans and International Environmental and Scientific Affairs](#) (OES), which is led by Monica Medina, who, BTW, is in [a new diplomatic role](#) specifically centered on showing the US commitment to tackling the biodiversity crisis!

- Twitter @SciDiplomacyUSA
- Facebook @ScienceDipomacyUS
- Instagram @sciencediplomacy\_usa

**For those outside of the USA,** you may wish to consult this [list of national officials from key target countries](#) and/or this list of [other key officials](#) from around the world, to help identify other individuals and agencies that you might want to tag in your posts!

**ADDITIONAL OPPORTUNITIES FOR YOUTH ENGAGEMENT**

- You also may wish to enable and encourage the youth in your programs and networks to participate by sharing with them the [Youth Action Guide](#) that has been developed by The Ocean Project, again in coordination with the Campaign for Nature.

**ADDITIONAL BACKGROUND**

- [High Ambition Coalition for Nature and People](#), the intergovernmental group of more than 100 countries that is co-chaired by Costa Rica and France, with the United Kingdom as Ocean co-chair, and champions a global deal for nature and people with the central goal of 30x30.
- [Global Deal for Nature](#) in Science Advances, the paper that sets forth the scientific rationale behind the 30x30 goal.