Toolkit for digital activists

ACT FOR NATURE

on December 6, 2022

Hey you!

Around the world, local groups, nature lovers, forest and ocean protectors are defending their homes and habitats. We all know that the way we treat nature needs to change. But this has yet to happen at a political level. The only way to end this devastating destruction is to put nature and the overall planetary crisis at the top of the political agenda alongside the climate emergency, in Europe as well as globally.

We believe that the UN Biodiversity COP15 in Montreal can make a real difference for people and the planet. And with your help, we can make it a turning point for nature!

We’ve created this activity kit to give you ready to use social media posts and suggestions on how you could engage with your representatives, to urge them to push for ambitious biodiversity targets at the UN Biodiversity COP15.

The toolkit offers a range of digital activities, so no matter how much (or how little) time, knowledge or experience you have, there is for sure a way for you to get involved. 💚

Do you have some time to act for nature?

1. If you have 1 minute ...
   - Tweet your representative
   - Share visuals with a message
   - Watch and share a video

2. If you have 10 minutes ...
   - Share your nature picture on social media
   - Record your personal message
   - Share the story map

3. If you have 30 minutes or more ...
   - Document nature destruction in your own community
   - Create a watch party or a TikTok live of the broadcast
TWEET your representative

Do you have Twitter? If so, please tweet and tag your representative to publicly call on them to support strong ambitious biodiversity targets and a new deal for nature at the UN Biodiversity COP15. You can click on the suggested tweets below or personalize your own. Please always use #NewDeal4Nature and #COP15 #SaveNatureSaveLife.

Whom to tag? Twitter handles of European national environmental (or agri) minister
Please use or correct if you spot any mistakes!

Text suggestions

- @[head of state/ministry rep for environment]
  Can nature count on you in at COP15 in Montreal? #NewDeal4Nature #SaveNatureSaveLife
- @[head of state/ministry rep for environment]
  We have no more time to waste: the biodiversity crisis needs your action now. Can we count on you at COP15 in Montreal? #NewDeal4Nature #SaveNatureSaveLife
- @[head of state/ministry rep for environment]
  The stakes are high: we cannot win the fight for climate without defending nature. Can we count on you at COP15 in Montreal? #NewDeal4Nature #SaveNatureSaveLife

Follow representatives at COP15 from European Greenpeace offices for live updates: #AOmielczyk / Ursula_bit / Jiannesstoppel

SHARE VISUALS with a message

Social media activism has the power to be a public forum to amplify actions and messages of those who have already been working on the ground. The most effective way to deliver your message on different social media channels is by directly involving your representative in your posts. On Twitter by addressing the tweet to them @twitter handle or on facebook by for example posting visuals and/or messages directly on the facebook pages of your representatives.

To get more diversity and impact you can also simply comment on one of their posts about the UN Biodiversity COP15, similar topics or simply on the latest post. You can find a list of social media channels of politicians in Europe here. Why especially those people? Because their decisions, commitment, leadership and bold political guidance are required to finalize negotiations on a new deal for nature to halt and reverse the biodiversity loss at the UN Biodiversity COP15 in Montreal.

We’ve also prepared a number of posts that can be shared across different social media platforms. Choose those that speak to you the most.

PLEASE ALWAYS USE THE HASHTAGS:
#NewDeal4Nature #COP15 #SaveNatureSaveLife

💚 LOVE 💚
Nature in Europe and around the world is dying because of human exploitation. Governments are gathering now at the UN Biodiversity #COP15 in Montreal, to tackle the ongoing #NatureEmergency.

@[head of state/ministry rep for environment]
It's about time to do something about it!
The world needs a new deal for nature! Can we count on you?
#NewDeal4Nature #COP15
#SaveNatureSaveLife

To protect nature, the UN Biodiversity #COP15 must deliver a global biodiversity framework!

[head of state/ministry rep for environment]
we need your leadership at the UN Biodiversity #COP15 to agree on a life-saving plan for our planet. 🌍
#NewDeal4Nature
#SaveNatureSaveLife

Europe keeps on losing precious 🌸🌳🐞 hotspots, even in protected areas.
That's why we need leaders to take action and secure a #NewDeal4Nature in the UN Biodiversity #COP15.

[head of state/ministry rep for environment]
Can nature count on you in Montreal? 🇨🇸
#SaveNatureSaveLife

🚨 We are losing nature 🚨

🌳🌺🐞 Precious nature hotspots and vital ecosystems are being destroyed – not only in Europe but across the globe. 🌍

We know that we can’t win the climate fight without protecting nature. And we need to act now.

➡️ Today we virtually unite nature lovers in a day of action. And with your help we can call on world leaders and make the UN Biodiversity #COP15 a turning point for nature.

JOIN ME!
https://www.greenpeace.org/international/act/one-day-for-nature/
#NewDeal4Nature
#SaveNatureSaveLife

Follow Greenpeace Facebook pages for fresh and live content from activities happening on December 6:
Greenpeace International / Greenpeace Österreich / Greenpeace Belgium / Greenpeace Česká republika / Greenpeace Danmark / Greenpeace Deutschland / Greenpeace Magyarország / Greenpeace Polska / Greenpeace Romania / Greenpeace Slovensko

🕊 PEACE🕊
Biodiversity is key for our survival and to our ability to fight against the climate crisis. Soon the UN Biodiversity #COP15 takes place in Montreal & we call on world leaders to work together to protect nature, recognise the urgency of the biodiversity crisis, and its interconnection with the climate crisis. And we need to join our forces. Let’s write history, together for nature! Join me #NewDeal4Nature #SaveNatureSaveLife

The UN Biodiversity #COP15 in Montreal is our best chance to change the way we treat nature. We run out of time and urgently need action. Can nature count on you? #NewDeal4Nature #SaveNatureSaveLife

Right now the UN Biodiversity #COP15 is about to start in Montreal and while political leaders keep on tolerating nature destruction we literally run out of time and head towards a nature and climate collapse. This is why nature activists join forces all across Europe and other regions to demand one thing: To EU governments and world leaders: ensure that the UN Biodiversity #COP15 secures a #NewDeal4Nature #SaveNatureSaveLife

It’s time to rise up - can nature count on you? We are nature, everything around us is nature. But our living world is about to collapse and we need to act before it’s too late.

TODAY we join forces to make sure that the UN Biodiversity #COP15 will turn into a momentum to tackle the biodiversity crisis. And with your help, we can write history and achieve a #NewDeal4Nature #SaveNatureSaveLife

Follow Greenpeace Instagram accounts for fresh and live content from activities happening on December 6:
- greenpeace
- greenpeaceaustria
- greenpeace_be
- greenpeace_czech
- greenpeace_de
- greenpeace_hu
- greenpeace_pl
- greenpeace_romania
- greenpeace_sk

UNITY
WATCH AND SHARE A VIDEO

If a picture is worth a thousand words, then a video is worth a million they say. Watch and share any of the powerful videos we prepared across your social media. You can find the videos ready to be shared. Find some text suggestions or simply write your own.

PLEASE ALWAYS USE THE HASHTAGS:
#NewDeal4Nature #COP15
#SaveNatureSaveLife

‘My Backyard’ video

- Youtube English here

Text suggestion

Nature, our shared backyard, our life support system is at risk and with it life on Earth. The UN Biodiversity #COP15 is our best chance to change the way we treat nature.

It's time to call, fight and dream of a better future for all. JOIN the nature lovers to call on the world leaders to secure a #NewDeal4Nature #SaveNatureSaveLife

‘Love the Amazon’ video here

Text suggestion

❤ You don’t know what you’ve got till it's gone, right? ❤

🌳 The Amazon & other vital ecosystems around the world are disappearing at an alarming rate, and no magic tricks can bring them back. The UN Biodiversity #COP15 in Montreal is our best chance to make a difference for nature, people & planet. #NewDeal4Nature #SaveNatureSaveLife

⚖️ JUSTICE
SHARE YOUR NATURE PICTURE ON SOCIAL MEDIA

You may like to spend a lot of time outdoors in nature. Why not share your best nature photo on Facebook, LinkedIn, Instagram or TikTok? For greater impact you can tag your representative to let them know why it’s important to you that UN biodiversity COP15 ensures a new deal for nature.

Be yourself, use a personal tone and tell your story about the bond you have with the nature and why protecting it matters to you.

PLEASE ALWAYS USE THE HASHTAGS:
#NewDeal4Nature #COP15
#SaveNatureSaveLife

RECORD YOUR PERSONAL MESSAGE

You want your voice heard in Montreal? Record your message in your own words. Why is nature so important for you, your beloved ones, your children, family, grandchildren? Tag your representatives to let them know what the people really want.

PLEASE ALWAYS USE THE HASHTAGS:
#NewDeal4Nature #COP15
#SaveNatureSaveLife

SHARE THE STORY MAP

Social media has not only the power to create disruptions, but also to document them. Case studies of nature destruction from across Europe, from Sweden to Bulgaria, from Poland to Spain, across forests, land, and sea outline some of the reality on how we treat nature in Europe. Share a story that speaks to you the most.

- Bird paradise jeopardized for tourism
- Citizens protect what they love - urban nature in Europe’s capital
- Pressures from your plate - how trending Seafood dishes are a disaster for the Black Sea
- Livestock overproduction putting ocean life in danger
- Rare whale under enormous pressure
- Beech woodlands in danger even in Natura 2000 protected areas
- Industrial agriculture versus bees
- Nitrogen pollution brings nature to the verge of collapse
- Losing one of Europe’s most valuable forest areas
- Corruption and illegal logging in Carpathian forests
- The largest salt lagoon in Europe on the brink of collapse
- Decimating Northern forests for false solutions
- Slaughterhouse disguised as innovation

PLEASE ALWAYS USE THE HASHTAGS:
#NewDeal4Nature #COP15
#SaveNatureSaveLife and don’t forget to tag the respective representatives of that country.
DOCUMENT NATURE DESTRUCTION IN YOUR OWN COMMUNITY

A park near your place is going to be destroyed for parking lots? A beautiful Nature 2000 area is being clear cut for wood heating? A river near your workplace is being polluted by a factory? Share these stories, make them visible and make sure they can no longer hide these scandals. Nature destruction seems to be a small local issue, but in fact those small examples are just the tip of the iceberg of a huge global problem. A problem which needs to be solved.

PLEASE ALWAYS USE THE HASHTAGS: #NewDeal4Nature #COP15 #SaveNatureSaveLife and don’t forget to tag the respective representatives of that country.

CREATE A WATCH PARTY OR A TIKTOK LIVE OF OUR BROADCAST ON DEC 6

By inviting your family, friends, colleagues, and community members to join you in watching the broadcast we are going to stream on Dec 6, you can bring your community into the conversation and have a great time while you do it.

Agree when and where you would like to host a watch party and secure an event space. It could be your own living room, a community space or you could check with a local Greenpeace office whether they could offer you a space. Please make sure to share the invitation widely in your networks.

The Broadcast will be streamed live on Dec 6 from 10 am CET till 4 pm CET HERE.

🌈 GREENPEACE 🌈

WE NEED A #NewDeal4Nature AT UN BIODIVERSITY #COP15

Greenpeace.org/fornature