



**#WorldWithoutNature**

World Wildlife Day - 3 March

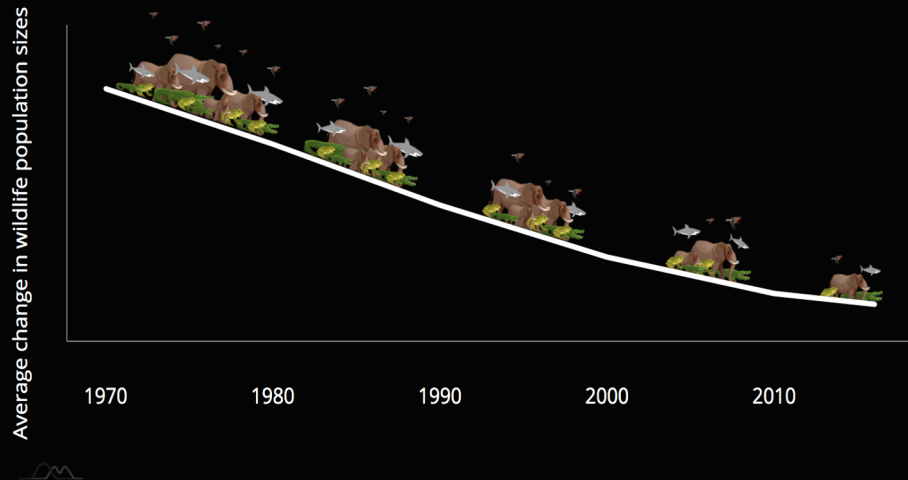
# Why nature?

The rich diversity of life on Earth is being lost at an alarming rate.

The population sizes of mammals, birds, fish, amphibians and reptiles have seen an alarming average drop of 68% since 1970.

The impacts of this loss on our well-being are mounting. And catastrophic impacts for people and planet loom closer than ever.

**Time is running out. We must take action now if nature is going to recover.**



# Nature at the brink

Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change.

In addition, every year, the World Economic Forum Risks Report continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

**We cannot afford to be complacent.**



# The idea in a nutshell

For World Wildlife Day (Thu, 3 March 2022) WWF is running an activation encouraging companies, NGOs and sports teams to remove the nature from their branding for a day.

This will be an activation for brands around the world to highlight to their supporters the dramatic loss of biodiversity and the risks that it poses.

The activation launched for the first time in 2021 with great success, so the ambition is even higher for 2022!



WWF



Nestlé



Premier  
League



JACKSONVILLE  
JAGUARS





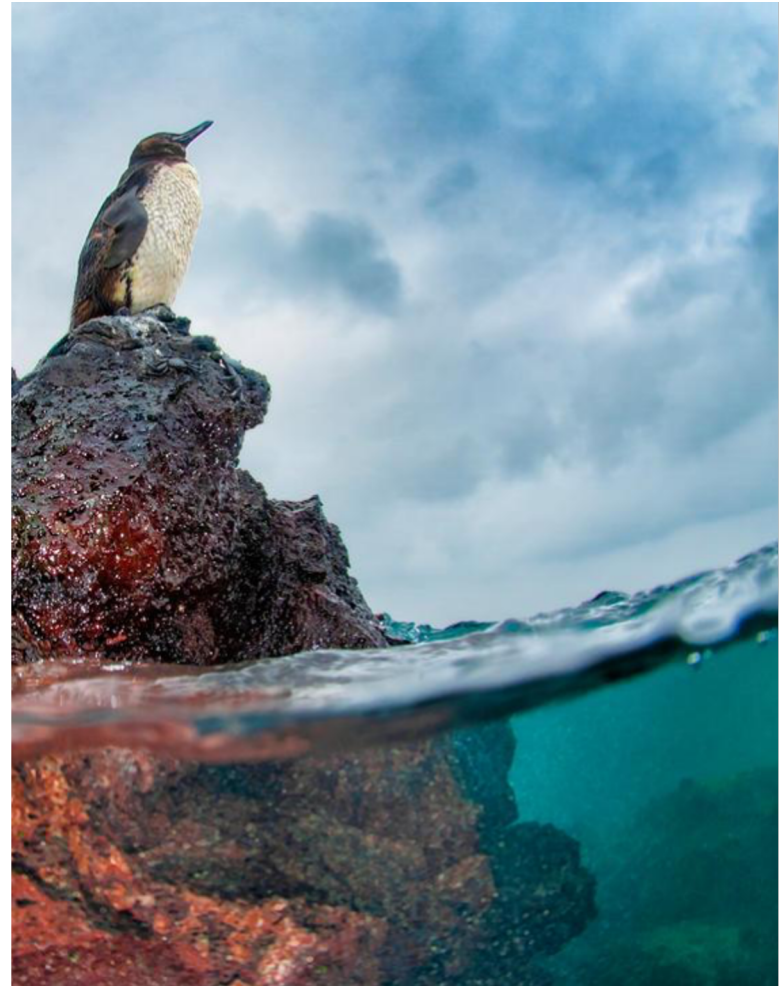


**2021 RECAP:**

**On March 3 2021, over 250 Sports Teams, Brands, NGOs and Government bodies removed nature-related imagery from their logos on social media for the day, raising awareness and media interest in the topic of nature loss**

# THE RESULTS WERE HUGE

- **250 brands** took part
- **293 million impressions** on Twitter
- **55 million individuals** engaged
- **338 Media Articles**
- **486 million press** opportunities to see



**With your help, we can make it bigger.**



# First, remove nature from your logo.

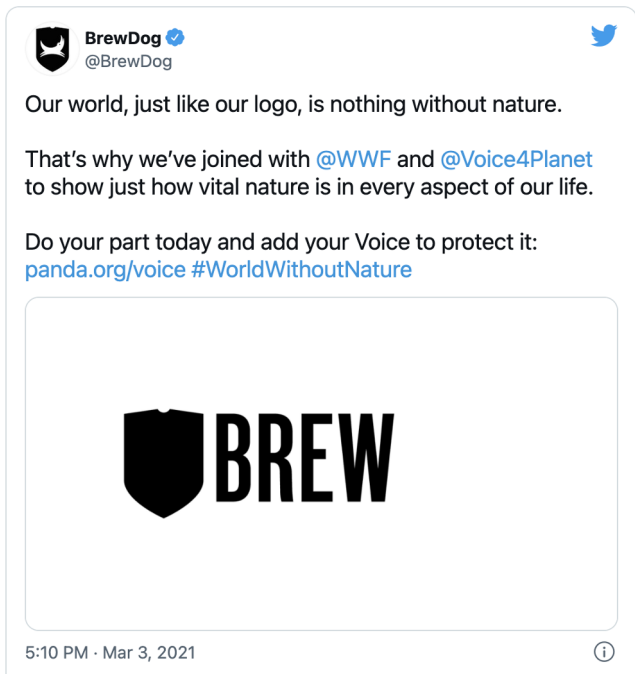


On World Wildlife Day (3 March 2022), we're asking partners to remove the nature from your logo - from animals, plants and insects to oceans, forests or maps.

This unmissable social stunt will be supported and amplified by WWF and will undoubtedly attract mass media cut through.



# Then, post online



*Sample tweet from 2021*

With your new 'nature-less' logo you can change your profile pictures on your social feeds and websites.

You can also support the activation in the form of social posts featuring pics of your 'nature-less' logo on your own channels.

[This social pack](#) gives you some example copy & stats to use.

# And if you can, take into the real world



In order to really grab media attention wouldn't it be amazing to take some of these new 'nature-less' logos out into the real world.

## Could your brand do any of these for the day?

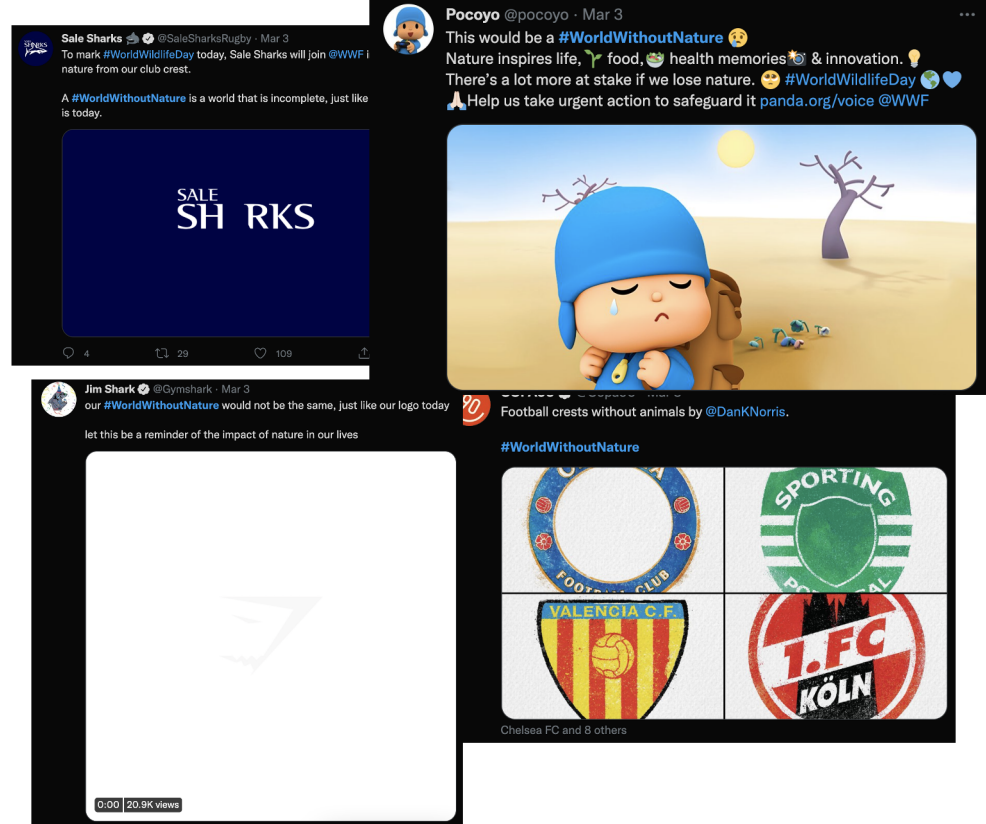
- Create a new badge to put on your sports kit
- Change the logo outside your head office
- Change your shop front

*Voted 'Campaign of the Decade' by PR Week, the 'Missing Type' project highlighted the need to recruit donors with key blood types, by removing those letters from prime locations*

# Tracking

In order to consolidate the scale of the movement, all participants of the campaign are required to use **#worldwithoutnature** which will be tracked and reported by WWF.

We would also like you to [register your interest here](#) so we can keep track.



**If you have any questions please contact:**

**Katie Gough  
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## Appendix: who is WWF?

WWF is an independent conservation organization, with over 5 million supporters and a global network active through local leadership in over 100 countries. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

