

**HOW TO
TELL**



**A LOVE
STORY**

**Once upon a time, nature
and people were in love.**

**We lived close together – making
the wild a part of our lives.**

**We loved the characters we found
– we're all animals after all.**

**And we talked about nature all the
time – sharing stories of experiences
and encounters.**






NATURE



**But then something happened.
We lost our connection with nature.
Right now, we're at a crossroads.
Either we carry on moving further
and further away from nature, or we
fall in love with it all over again.
It's decision time.**





**The best way to rekindle a lost love
is not to talk about what went wrong
— extinction, habitat loss or resource
scarcity.**

**It's to remember what we loved
in the first place.**

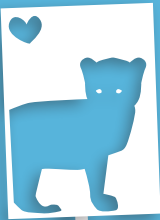
**The question is: how do we help
people fall in love again?**

**Well, some nature organisations
have already worked out how to
tell love stories ...**





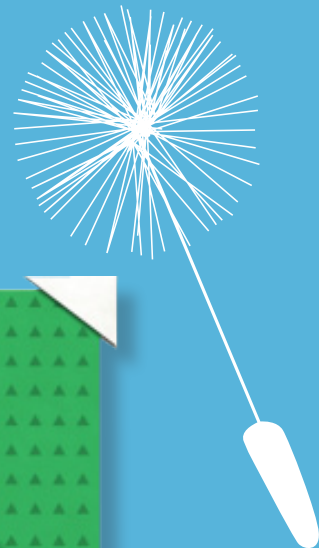
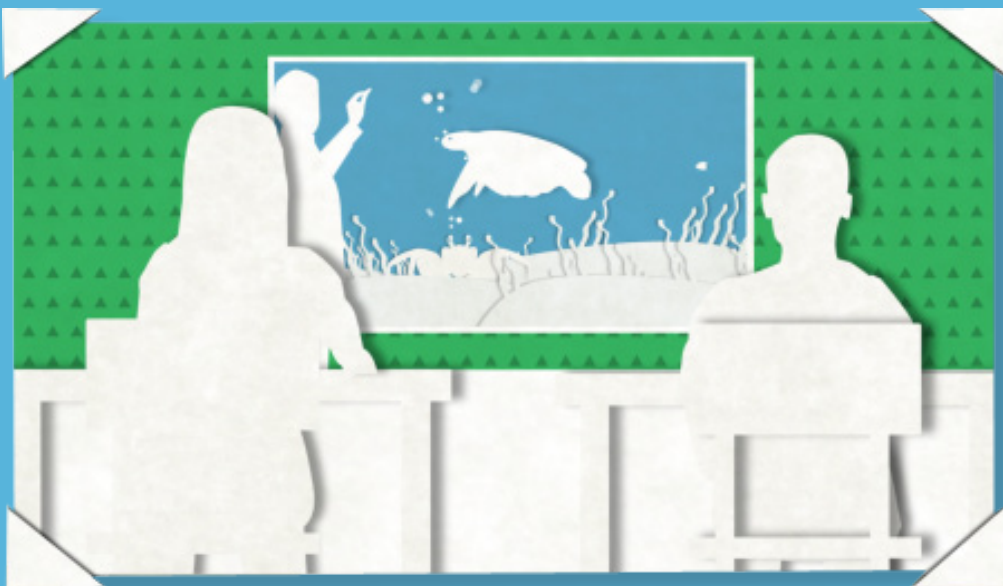
LOVE



In Nicaragua, the local market demand for turtle eggs is threatening the survival of the specific species.

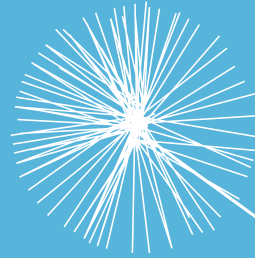
Fauna & Flora International's national collaborative media campaign *I don't eat turtle eggs*, is solving this by taking children to the beach to release turtle hatchlings, and running a publicity campaign to make it feel unpatriotic to eat the eggs.

This campaign is personalising nature. By building a personal connection between people and animals and making the issue locally relevant, the campaign has shifted public attitude across the country.





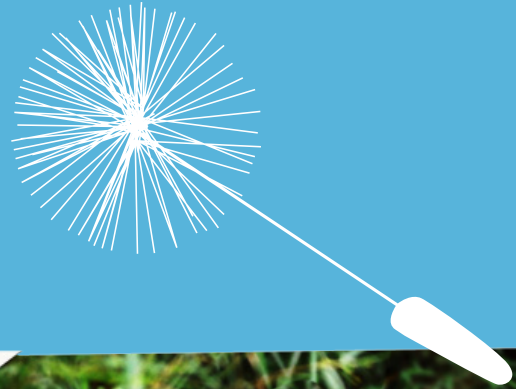
www.tortugasnicas.org





WILDTEAM®

www.wild-team.org



Tigers in the Sundarbans forest in Bangladesh are under threat from poachers and loggers.

Wild Team's solution, a campaign called *Motherlike Sundarbans*, repositions the forest as a mother figure for local communities.

The campaign uses real stories from people who live in the area to show how they depend on the forest for food and protection.

By humanising nature — talking about the forest in human terms — the campaign helps people to relate to it and the challenges it faces.





The UK is famous for its garden birds but many species are in decline. How do you engage people with something that's getting harder and harder to see?

***The Big Garden Birdwatch* gets the nation nature spotting together for one weekend in January.**

Using its huge network, The RSPB mobilises over five hundred thousand people to survey birds and in doing so raises awareness of millions more.

The campaign works because it publicises positive actions to protect nature.



www.rspb.org.uk/birdwatch/



So what happens next in our story?

Do people and nature fall back in love?

It's up to all of us to write the last chapter.

If you want a happy ending for nature and people, it has to be a love story.

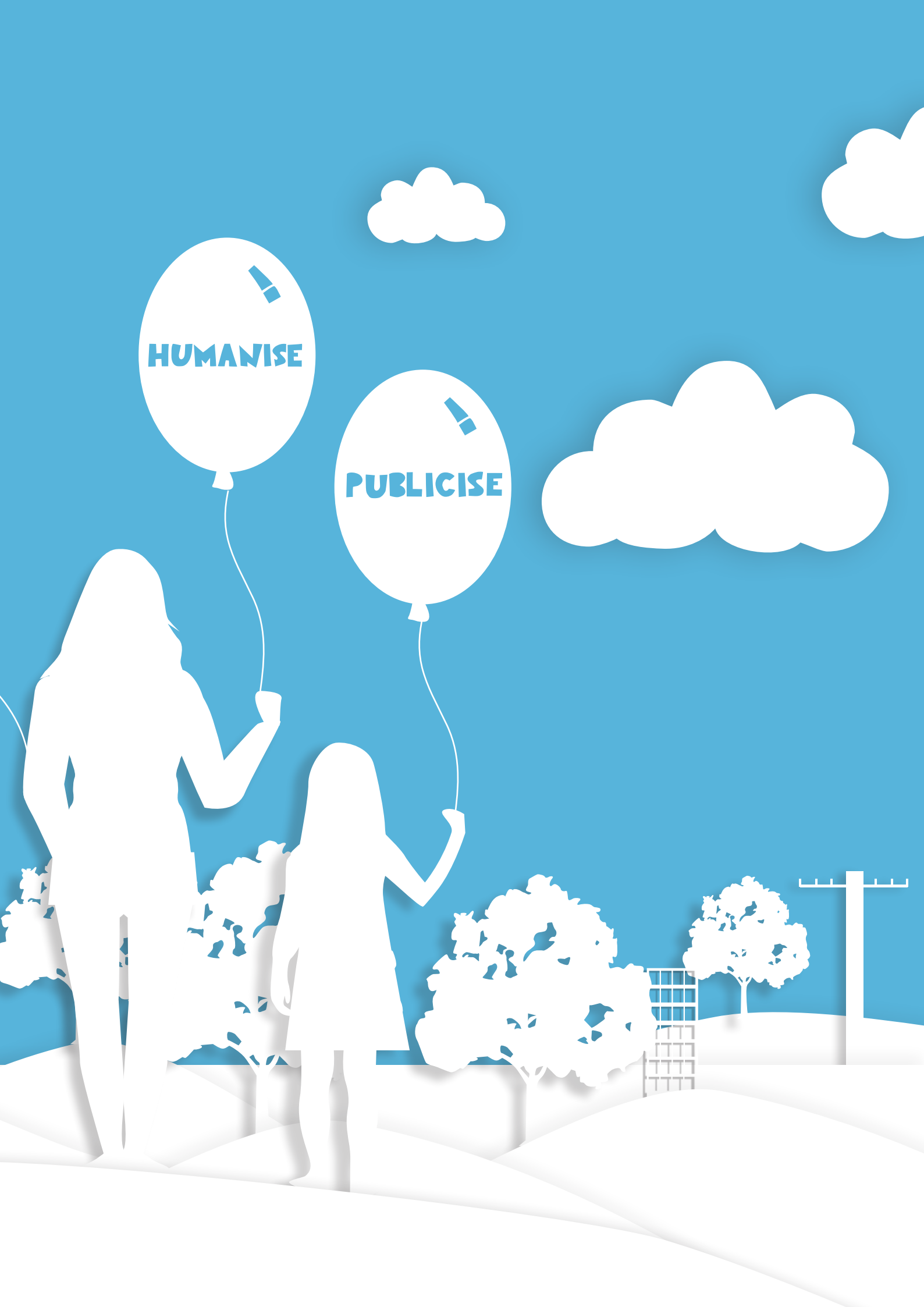
Personalise. Humanise. Publicise.

Starting now.



HUMANISE

PUBLICISE





FIND OUT MORE VISIT
www.iucn.org/cec
#lovenotloss