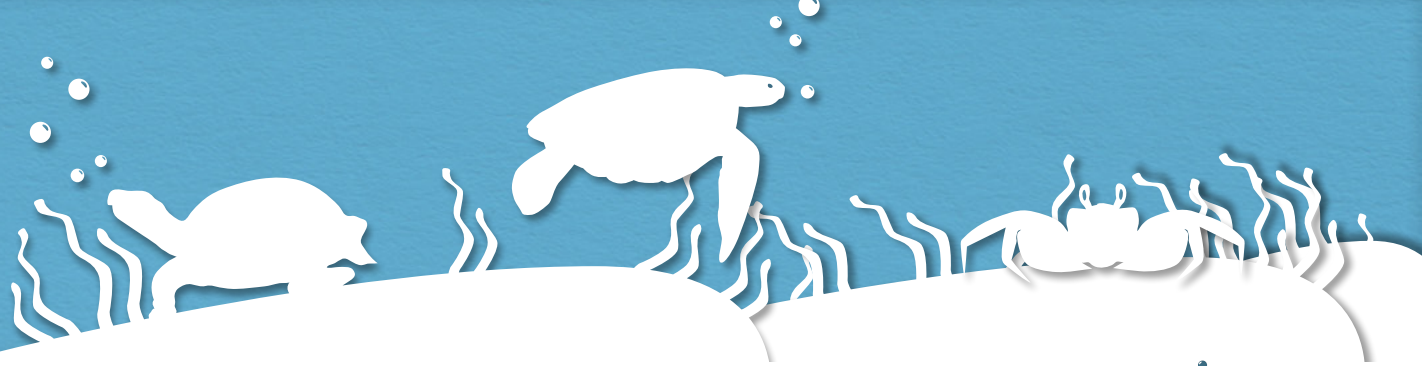


I DON'T EAT TURTLE EGGS



www.tortugasnicas.org



Organisation:

Fauna and Flora International

Website:

www.tortugasnicas.org

Country:

Nicaragua



The challenge:

Turtles *love* Nicaragua. Every year, Leatherbacks, Olive Ridleys, Green Turtles and Hawksbills travel thousands of miles to nest and lay their eggs on Nicaraguan beaches.

But, due to local market demand, many of their eggs are illegally harvested and sold, threatening the survival of the species. Fauna and Flora International needed to find a way to reduce this market demand.

The campaign:

I don't eat turtle eggs is a national, collaborative media campaign that has spurred a shift in public attitudes towards conservation. It involves taking children to the beach to release turtle hatchlings, and a publicity campaign that makes it feel unpatriotic to eat turtle eggs.

I don't eat turtle eggs personalises nature by:

Creating local relevance

Nicaraguans are proud of their country and heritage; and rightly so. Not only are their beaches chosen by five different species of turtle, the country has lived through some difficult times and emerged with peace and growing prosperity.



I don't eat turtle eggs works because it uses this national pride. As the campaign puts it, "turtles have played an important role in [Nicaraguan] culture since the pre-Columbian era".

The campaign personalises nature by creating local relevance for Nicaraguan people.

Creating a connection

Imagine releasing a newly hatched baby turtle into the ocean for its first swim. *Day of the Turtle* helps Nicaraguans do just that.

I don't eat turtle eggs is therefore making a visceral connection between its audience and its subject – in this case Nicaraguans and turtles - by creating unforgettable, positive and personal experiences.

How to personalise your campaign:

- What is your audience proud of? What do they value about their surroundings? Is it their community or their particular outlook on life?
- Identify places where you can create tangible, memorable experiences to connect your audience with your subject.



www.iucn.org/cec

MOTHERLIKE SUNDARBANS



Organisation:
WildTeam

Website:
www.wild-team.org

Country:
Bangladesh



The challenge:

The Sundarbans is the largest mangrove forest in the world. Its intricate network of islands and mudflats is home to many thousands of plants and animals, including the biggest population of the Royal Bengal Tiger. But poaching and wood collection are threatening the species.

The campaign:

Motherlike Sundarbans is a locally-specific communication and behaviour change campaign that aims to protect the forest by repositioning it as a mother figure for local communities.

Motherlike Sundarbans humanises nature by:



Personifying the forest

Local villagers in the Sundarbans have strong family values: a mother is a provider, but also deserves respect and protection.

Motherlike Sundarbans works because it raises the status of the forest to a mother for the country: a figure who protects the country from extreme weather, while also providing food. And if the forest is a mother, the tiger must be a relation.

The campaign humanises nature by using familiar characters and emotional connections.

Putting people at its heart

WildTeam believes that local people are the solution to saving the Sundarbans and her tigers. The organisation celebrates local heroes by telling stories about their amazing achievements, and showcasing what can happen when people are joined under a common cause.



How to humanise your campaign:

- Don't be afraid to anthropomorphise nature (to give something non-human human characteristics). *Motherlike Sundarbans* uses family values: what personality does your subject have?
- Make conservation about people. WildTeam talk about the vibrancy, fearlessness and collective power of people. Who are your characters and what are they like?



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BIG GARDEN BIRDWATCH



Organisation:
RSPB

Website:
www.rspb.org.uk/birdwatch/

Country:
UK



The challenge:

The UK is famous for its garden birds but many species are in decline. To predict how birds are faring and spot trends conservationists need widespread insight into bird numbers and species distribution.

The campaign:

The *Big Garden Birdwatch* gets the nation nature spotting together for one weekend in January. Participants note down the species they spot, and then feedback online or via paper forms to the RSPB to give a snapshot of garden bird populations across the UK.

The *Big Garden Birdwatch* publicises nature by:

Making actions visible

Last year, nearly 600,000 people took part in The *Big Garden Birdwatch*; this number has grown year on year. The RSPB uses media coverage to publicise those who take part, and makes role models out of ordinary people.

Showcasing impact

The *Big Garden Birdwatch* always shares its results via an interactive website and explains how 'citizen

science' helps protect UK birds. By demonstrating the difference people have made, they are turning one-off actions into lifestyle habits.



How to publicise your campaign:

- Promote the fun side of conservation. This could happen online, like with The *Big Garden Birdwatch*, or by hosting your actions in a busy or famous place. How can you give your participants some kind of public recognition?
- Always share achievements, particularly if they involve people. Again, The *Big Garden Birdwatch* does this online; could you organise an event or a thank you campaign?



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