

Campaign Guidelines

NATURE NOW MESSAGING

We cannot get to 1.5 degrees without nature.

We need to protect, restore, fund nature.

We need #NatureNow

PURPOSE OF THIS DOCUMENT

Our nature-based solutions movement needs to speak, wherever possible, with one voice—to achieve our collective goals at the UN Summit and beyond into 2020.

This document provides communications partners with:

- Simple messaging for non-specialist audiences
- Links to additional content and supporting evidence
- Tone of voice guidance

It should also allow communications partners to interpret #NatureNow creatively, while staying on message.

This document is targeted at the 'outside game' audience and is supplemented by the nature-based solutions (NBS) messaging framework document which is aimed at a slightly different audience group—the 'inside game' audience.



CONTEXT FOR THIS CAMPAIGN

Nature is the forgotten solution no more.

In the last 12 months, the climate emergency has permeated mainstream politics, business and media in some geographies, and as part of that, nature as a climate solution is gaining more exposure.

The 'enemy' is no longer awareness, but inertia.

While nature is a much bigger part of the conversation, nature-based solutions are still not fully understood. And consequently, they remain underfunded, under-used in policy and corporate spheres, and their immediate deployment at scale is not happening.

It is now time for action. At scale. And quickly.

The science is clear on nature-based solutions: the major climate benefits will only have a significant impact if they are deployed on a global scale well before 2030.

Nature is a viable and immediate climate solution.

As the voice of nature, our coalition must dramatically raise the levels of ambition and catalyze immediate action. It is our role to convince decision-makers that nature-based solutions are an absolute priority—they are proven, they are practical, they can be implemented immediately, and they bring significant benefits even beyond climate adaptation and mitigation.



WHAT DOES SUCCESS LOOK LIKE?

Governments integrate nature-based solutions into climate policies:

Governments increase and 'mainstream' nature-based solutions in policy-related instruments such as:

- Nationally Determined Contributions (NDCs)
- National Adaptation Plans
- Long-term low emission development plans
- National development plans

...in ways that promote ambition, transparency and environmental integrity.

This will send strong signals to the private sector and generate demand for finance.

Investment is ramped-up and aligned to nature-based solutions

We need a dramatic shift in existing public and private domestic and international financial flows, as well as the generation of new sources of finance for both adaptation and mitigation. This includes:

- providing new public and private funds to invest in nature-based solutions
- shifting subsidy regimes to reward nature-based solutions
- committing to and facilitating results-based payments for mitigation
- facilitating finance for green infrastructure
- ensuring deforestation-free supply chains and defunding deforestation.

COMMUNICATIONS OBJECTIVES

1 Increase salience, familiarity and consideration of nature-based solutions

By creating cut-through, impact and high levels of engagement via our creative messaging.

And encouraging the target audiences to spend time with, and be inspired by NBS case study content and the NBS Mapper.

2 Motivate ambition, change behaviours, catalyze action

Use #NatureNow to create a rallying call for immediate action.

Demonstrate leadership—for countries, non-state actors, companies, organizations, individuals.

Underline the urgency, but also demonstrate the practical viability of the solutions.

WHAT ARE NATURE-BASED SOLUTIONS?

Nature-based solutions offer a powerful line of defense against harmful current and future environmental change; they provide viable ways to store and reduce carbon emissions by changing the way we protect, manage and restore our lands, waters and oceans. They simultaneously provide human well-being and biodiversity benefits.





OUR ONE KEY MESSAGE:

Nature is a
viable and immediate
climate solution.

We need to protect, restore, fund nature.

That's why we need #NatureNow

Campaign 'manifesto'

NATURE IS A VIABLE AND IMMEDIATE CLIMATE SOLUTION.

Nature-based solutions offer a powerful line of defence against harmful current and future environmental change; they provide viable ways to store and reduce carbon emissions by changing the way we protect, manage and restore our lands, waters and the ocean.

They are proven to be scientifically, financially and logistically viable—nature-based solutions are cost-effective, durable and immediately scalable.

They are also politically and socially viable because they create jobs and stimulate economic growth, protect wildlife, deliver long-term resilience and food security, and underpin all the UN sustainable development goals.

We cannot achieve the 1.5 degree target without implementing nature-based solutions **at scale—over the next decade—starting today.**





Reasons to believe

NATURE-BASED SOLUTIONS ARE VIABLE AND IMMEDIATE BECAUSE THEY ARE PROVEN TO BE:

POWERFUL

NBS can provide **more than a third** of the emissions reductions needed by 2030, but only if they are implemented at scale now.

COST-EFFECTIVE

Nature-based solutions are affordable—in fact, a lot can be achieved for less than \$10 per tonne of CO₂.

DURABLE

The impact of NBS—once invested in and delivered—endures over the medium & long-term.

SCALABLE

NBS can be implemented immediately in every country in the world and most of these solutions require no changes to existing land use.

FIND OUT MORE:

The evidence can be seen in **CASE STUDIES** of NBS in action all around the world, which demonstrate the impact they can deliver if scaled globally.

SEE ALSO THE MAPPER TOOL—which shows the effect of different NBS on NDC targets by country.

Reasons to believe

#2

NATURE-BASED SOLUTIONS ALSO:

CREATE JOBS AND STIMULATE ECONOMIC GROWTH

NBS can lift 1 billion people out of poverty, create 80 million jobs, and add an additional \$2.3 trillion in productive growth to the global economy.

STOP BIODIVERSITY DECLINE

We're in the middle of an extinction crisis, putting ecosystems at risk and losing species at the fastest rate in recorded history, as many as 1 million species could be gone within decades.

DELIVER LONG-TERM RESILIENCE AND FOOD SECURITY

Protection, restoration and regeneration strategies have been estimated to have the potential to avoid more than \$3.7 trillion in damages from climate change.

UNDERPIN ALL THE UN SDGs

Nature-based solutions support vital ecosystem services, biodiversity, access to fresh water, improved livelihoods, healthy diets and food security from sustainable food systems.

OBJECTIVES

- A. Increase salience, familiarity and consideration of nature-based solutions.
- B. Motivate ambition; change behaviours; catalyze action.

AUDIENCES

POLICY MAKERS

CORPORATES

INVESTORS

CLIMATE COMMUNITY

DESIRED OUTCOMES

- Governments to integrate nature into climate solution policies—which will increase private sector ambition and generate demand for finance.
- Ramping up of public and private funds to invest in NBS, shifting subsidy regimes, and facilitating finance for green infrastructure.

ONE KEY MESSAGE

Nature is a viable and immediate climate solution.
That's why we need **Nature Now.**

CREATIVE TOV

#NatureNow—a rallying cry for action / demonstrating leadership / providing case-study inspiration

RTB 1:

Nature-based solutions are viable & immediate because they're proven to be:

POWERFUL

NBS can provide more than a third of the emissions reductions needed by 2030, but only if they are implemented at scale now.

COST-EFFECTIVE

Nature-based solutions are affordable—in fact, a lot can be achieved for less than \$10 per tonne of CO2

DURABLE

The impact of NBS—once invested in and delivered—endures over the medium & long-term.

IMMEDIATELY SCALABLE

NBS can be implemented immediately in every country in the world and most of these solutions require no changes to existing land use.

RTB 2:

Nature-based solutions also...

CREATE JOBS AND STIMULATE ECONOMIC GROWTH

NBS can lift 1 billion people out of poverty, create 80 million jobs, and add an additional \$2.3 trillion in productive growth to the global economy.

STOP BIODIVERSITY DECLINE

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NBS support vital ecosystem services, biodiversity, access to fresh water, improved livelihoods, healthy diets and food security from sustainable food systems.

CALL TO ACTION

FIND OUT MORE: The evidence can be seen in **CASE STUDIES** of NBS in action all around the world, which demonstrate the impact they can deliver if scaled globally.
SEE ALSO THE MAPPER TOOL—which shows the effect of different NBS on NDC targets by country.

4 AUDIENCES WE ARE TRYING TO ENGAGE

POLICYMAKERS

Incorporate NCS into NDCs,
and shape an enabling policy
environment

CORPORATIONS

Forestry and agri-food businesses
transform practices and create
new markets

INVESTORS

Build a case for, and incentivise
longer-term investment in NCS

CLIMATE COMMUNITY

Build the scientific and economic
case and demonstrate projects on
the ground

CAMPAIGN IDENTITY



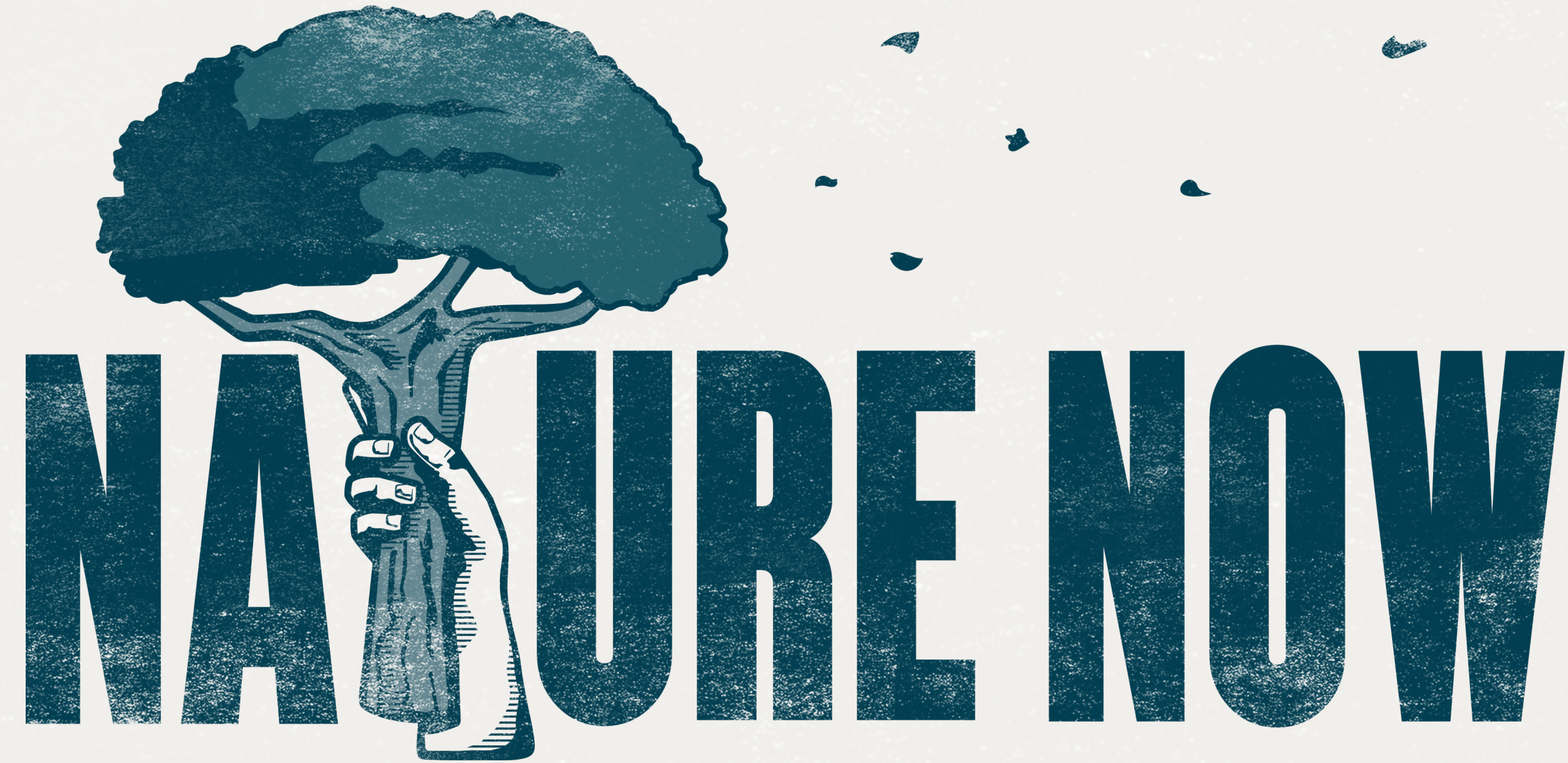
Master logo (horizontal lock-up)



Master logo (horizontal lock-up)



Master icon



Master identity on grey

PRIMARY COLOR PALETTE



Nature Now Blue

HEX: #013f51

RGB: 1/63/81

CMYK: 96/60/45/43



Light Grey

HEX: #f0f0ec

RGB: 240/240/236

CMYK: 07/04/08/00

SECONDARY COLOR PALETTE



Soil

HEX: #9b3a35
RGB: 155/58/53
CMYK: 27/84/73/25



Agriculture

HEX: #d14747
RGB: 209/71/71
CMYK: 13/83/68/3



Food

HEX: #dfb70d
RGB: 233/183/13
CMYK: 14/25/96/3



Forest

HEX: #8aae59
RGB: 138/174/89
CMYK: 53/14/78/1



Wetland

HEX: #59aea1
RGB: 89/174/161
CMYK: 66/10/42/0



Ocean

HEX: #0098cc
RGB: 0/152/204
CMYK: 78/23/7/0



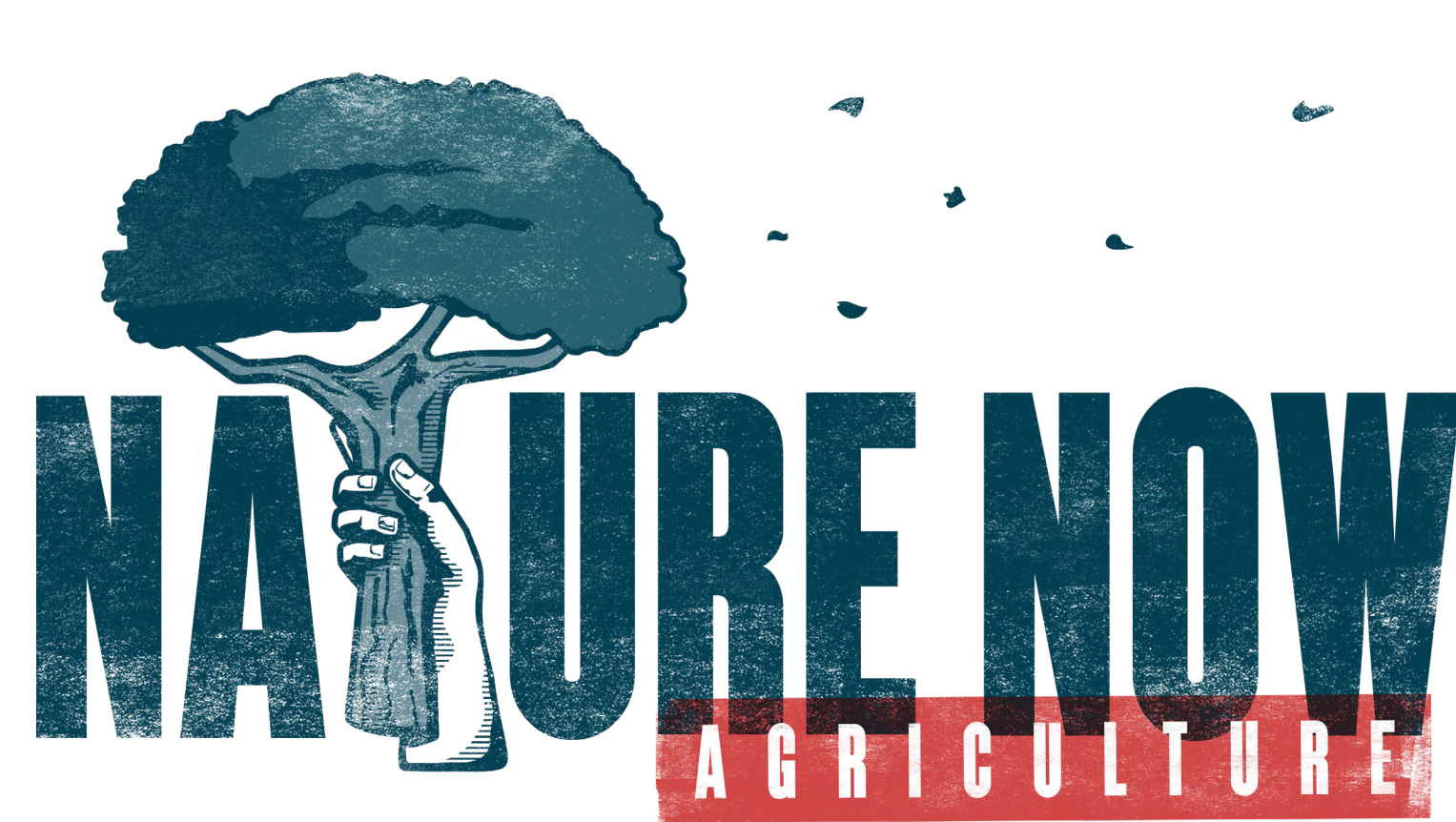
Wildlife

HEX: #e0870f
RGB: 224/135/15
CMYK: 10/53/99/1

SUB-BRAND VARIATIONS



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