



Social Media Toolkit

INTRODUCTION

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

This document provides communications partners with:

- **Creative assets:** Nature-based solutions make use of the original, and most natural resources that rebalance the Earth's carbon cycle. We want to engage a broad audience on this topic, so we have carefully crafted social assets that can be used by your organization to tell the #NatureNow story.
- **Suggested copy:** Suggested social copy to complement the creative assets has also been provided. Please feel free to use this copy, or tailor the copy to suit your organization's tone of voice.

NOTES

Please feel free to begin scheduling posts in preparation for the UN Climate Action Summit and Climate Week, however note that:

- The social assets, will be supplied on **Thursday 12th September** and can be downloaded from the [Nature4Climate Resource Centre](#).
- The assets and suggested social posts are embargoed until **Wednesday 18th September**.
- Suggested copy can be tailored to suit your organization's tone of voice.
- Where possible, we encourage the use of #NatureBasedSolutions, #NatureNow and #VoiceForThePlanet
- Upcoming content and URLs to share:
 - Nature's Climate hub and programme of events: nature4climate.org/naturesclimatehub
 - Nature Now case studies from around the world will be available for you to link to – the exact date of publication is to be confirmed.
 - #VoiceForThePlanet: <https://www.voicefortheplanet.org/> (Example: Add your #VoiceForThePlanet at www.voicefortheplanet.org)



A grayscale landscape photograph showing a wide valley with a large body of water in the distance. The foreground is filled with dense, forested hillsides. The sky is overcast with soft, diffused light. The text "CREATIVE ASSETS" is centered in the middle of the image in a bold, black, sans-serif font.

CREATIVE ASSETS

CREATIVE ASSETS

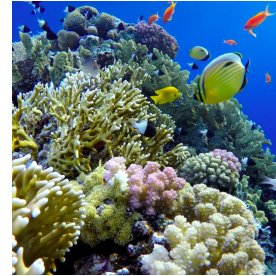
Asset copy and illustrative frames:

Nature-based solutions can be implemented in every single country in the world.

This is the decade of regeneration but only if we take the right action NOW.

Nature Now

Please download the social asset from the [Nature4Climate Resource Centre](#).



CREATIVE ASSETS

Asset copy and illustrative frames:

Today. ASAP. Pronto. Immediately.

However you spin it, NOW is the time for all our political leaders to integrate nature into climate solutions.

Nature Now

Please download the social asset from the [Nature4Climate Resource Centre](#).



CREATIVE ASSETS

Asset copy and illustrative frames:

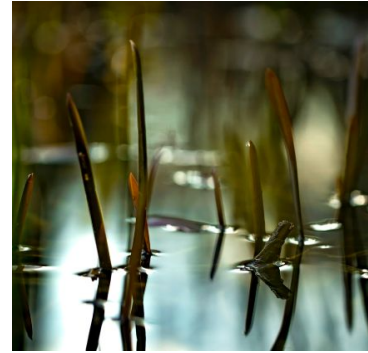
Nature-based solutions are a viable and immediate climate solution.

They're powerful, cost effective, scalable and durable.

That's why we need

Nature Now

Please download the social asset from the [Nature4Climate Resource Centre](#).



CREATIVE ASSETS

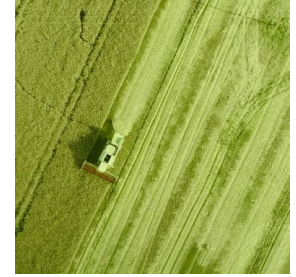
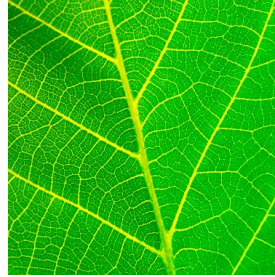
Asset copy and illustrative frames:

Nature-based solutions can provide more than a third of the climate solution needed by 2030.

Protect. Restore. Fund.

Nature Now

Please download the social asset from the [Nature4Climate Resource Centre](#).



CREATIVE ASSETS

Asset copy and illustrative frames:

Nature-based solutions can help 1 billion people out of poverty plus create 80 million job + \$2.3 trillion in productive growth to the global economy.

Why wait?

Act NOW

Nature Now

Please download the social asset from the [Nature4Climate Resource Centre](#).



CREATIVE ASSETS



Please download the social asset from the [Nature4Climate Resource Centre](#).



A grayscale landscape photograph showing a wide bay or inlet. In the foreground, there are dense, forested hillsides. The middle ground features a calm body of water with several islands or peninsulas visible in the distance. The sky is filled with large, soft clouds. The overall tone is muted and atmospheric.

SUGGESTED POSTS

SHORT FORM SUGGESTED POSTS

NATURE'S CLIMATE HUB

- Visit Nature's Climate Hub – September 22nd to 25th – to celebrate nature's role as a #climate solution. View the full program of events: <https://nature4climate.org/naturesclimatehub/>. #NatureNow #VoiceForThePlanet
- Nature's Climate Hub – September 22nd to 25th – will showcase the best of #NatureBasedSolutions, including lively 'big idea' talks, opportunities to meet the experts; commitments from govts, companies and communities. View the list of events: <https://nature4climate.org/naturesclimatehub/> #NatureNow



SHORT FORM SUGGESTED POSTS

GENERAL

- Nature is a viable and immediate climate solution. We need to protect, restore, fund nature. We need #NatureNow.
#NatureBasedSolutions #VoiceForThePlanet.
- #NatureBasedSolutions offer a powerful line of defence against harmful 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. #NatureNow
- We cannot get to 1.5 degrees without nature. We need to protect, restore and fund nature. We need #NatureNow. #VoiceForThePlanet
- Did you know #NatureBasedSolutions can provide more than a third of the solution to #ClimateChange by 2030 if implemented at scale? #NatureNow #VoiceForThePlanet



SHORT FORM SUGGESTED POSTS

REASONS TO BELIEVE

- #NatureBasedSolutions can provide >1/3 of the solution to #ClimateChange by 2030. AND can help 1 billion people out of poverty, create 80 million jobs, and add an additional \$2.3 trillion in productive growth to the global economy. We need #NatureNow.
- #NatureBasedSolutions deliver long-term resilience and food security – in fact, protection, restoration and regeneration strategies have the potential to avoid more than \$3.7 trillion in damages from #ClimateChange. We need #NatureNow.
- #NatureBasedSolutions underpin all the UN #SDGs – they support vital ecosystem services, biodiversity, access to fresh water, improved livelihoods, healthy diets and food security from sustainable food systems. We need #NatureNow.
- We need a transition in land use NOW, alongside the energy transition, in response to #ClimateChange. #Nature is a critical part of the solution. That's why we need #NatureNow.



SHORT FORM SUGGESTED POSTS

REASONS TO BELIEVE

- Investing in #NaturalClimateSolutions is cost-effective, can boost economies and bring multiple benefits for sustainable development, beyond #ClimateChange mitigation and adaptation.
- As well as being powerful, scalable and durable, #NatureBasedSolutions are also affordable — in fact, a lot can be achieved for less than \$10 per tonne of CO2. Explore case studies of NBS in action to find out how: *[Insert case study page URL when available]*. #NatureNow #VoiceForThePlanet
- #DYK that the impact of #NatureBasedSolutions — once invested in and delivered — endures over the medium and long-term? Explore case studies of NBS in action to find out how: *[Insert case study page URL when available]*. #NatureNow #VoiceForThePlanet
- #NatureBasedSolutions can be implemented immediately in every country in the world and most of these solutions require no changes to existing land use. Explore case studies of NBS in action to find out how: *[Insert case study page URL when available]*. #NatureNow #VoiceForThePlanet



SHORT FORM SUGGESTED POSTS

CLIMATE ACTION

- We need a transition in land use NOW, alongside the energy transition, in response to #ClimateChange. Nature is a critical part of the solution. #NatureNow #VoiceForNature #NatureBasedSolutions
- We need to encourage governments, to include #NatureBasedSolutions in their #NDCs, and for countries that intend to revise their existing contributions. We need #NatureNow. #VoiceForNature
- Governments, businesses and investors need to prioritize #NatureBasedSolutions (NBS) sufficiently to avoid dangerous #ClimateChange. Investment is growing, but NBS still receive less than 3% of mitigation funding. We need #NatureNow.
- Without nature, our response to #ClimateChange is lacking. In addition to the rapid decarbonization of the energy, industrial and transport sectors, the emergency response must include a major investment in #NatureBasedSolution.





Thank You