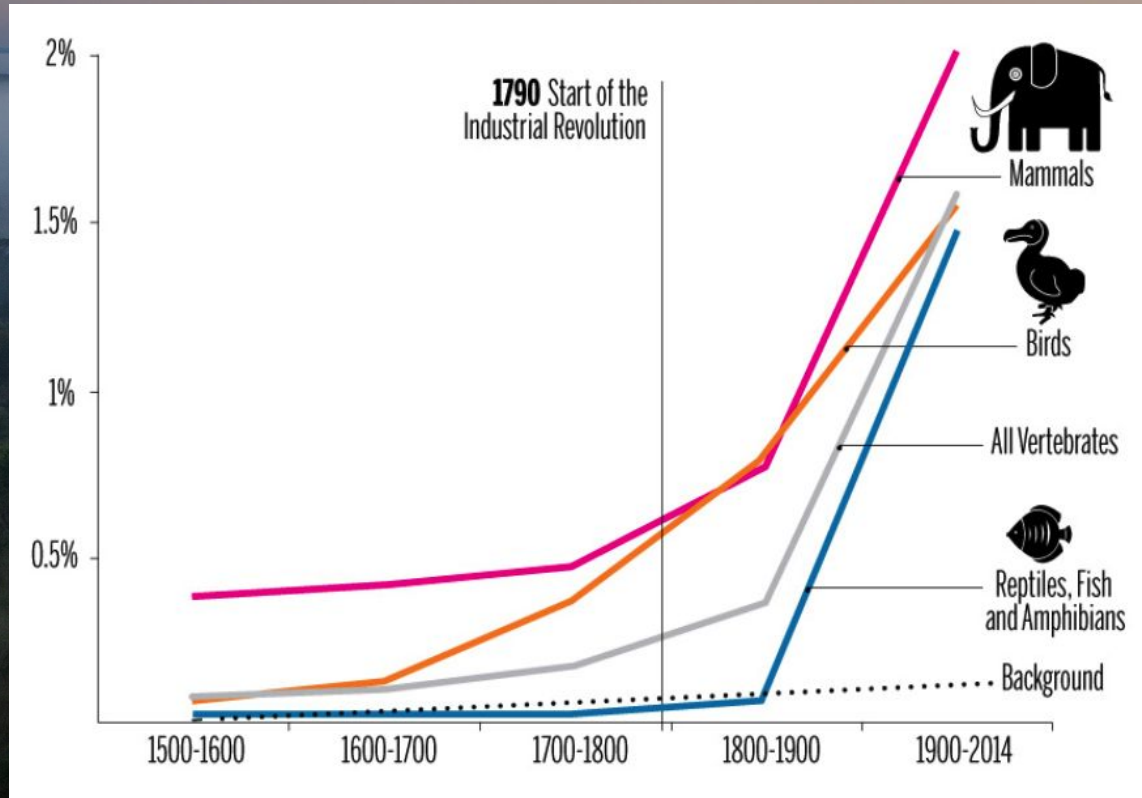




Campaign  
for Nature

[www.campaignfornature.org](http://www.campaignfornature.org)

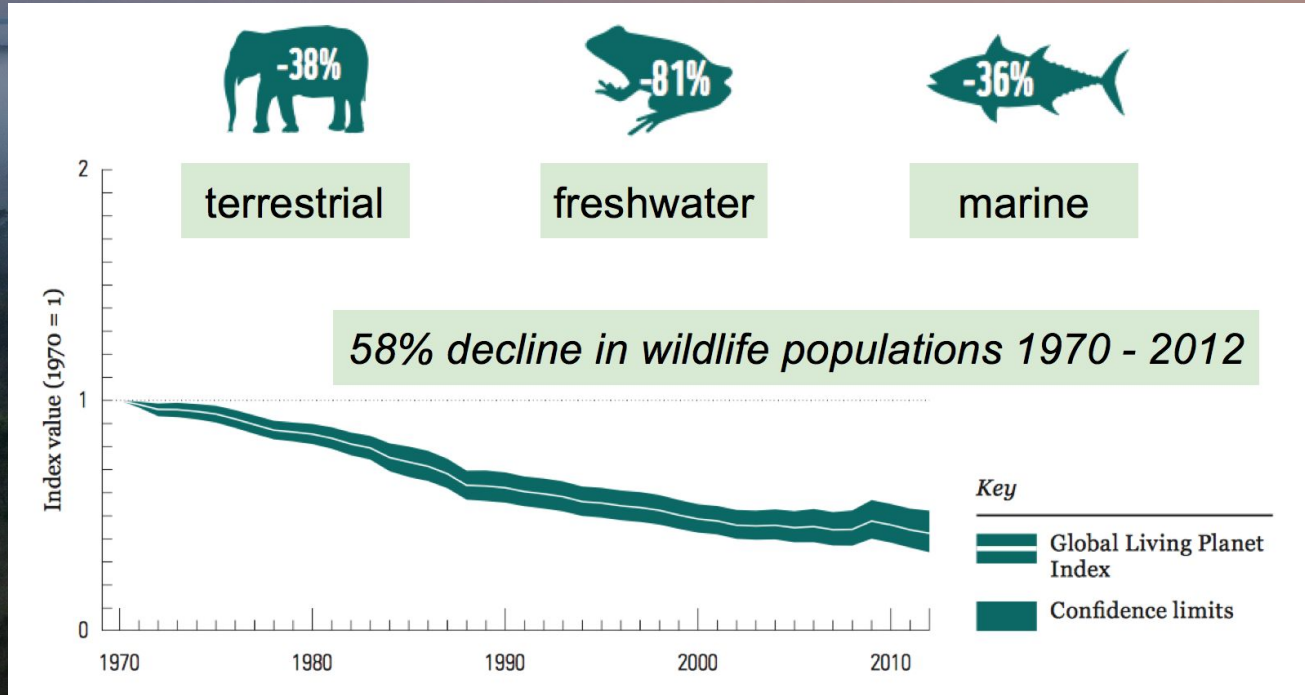
# Accelerating: Vertebrate Species Extinction



Cumulative, recorded as “extinct” or “extinct in the wild.”



# Declining: Living Planet Index

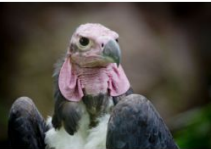


Population index:  
100 in 1970 and 42  
in 2012

# Greatest threats to biodiversity

Causes

Habitat Loss	Over-exploitation	Invasive Species	Climate Change	Pollution	Accidents / Persecution
Agriculture	Species hunted for food, pet trade, medicine	e.g. cats and rats on islands; water hyacinth in the US, Middle East, Africa	Habitat and food loss from temperature change	Fossil fuels	Ensnarement in fishing nets
Infrastructure	Logging, mining			Pesticides	Traps
Industry			Disruption of migration patterns	Sewage	“Pest” control
Urbanization				Fishing	Waste
	Groundwater extraction			Oil slicks	Poisoning
			Sonar		



Source: [Burkmar, Richard, and Charlie Bell, 2015; Threats to Biodiversity and Ecosystems](#)





**“Protected areas: the cornerstone of biodiversity conservation”**



# Campaign Objectives

- Encourage governments to agree to protect at least 30% of the planet's lands and seas by 2030 at the Convention on Biodiversity COP15 in 2021.
- Promote conservation directed by Indigenous Peoples, and ensure Indigenous People's rights are advanced.
- Secure the necessary funding for effective management of protected and conserved areas.



**Campaign  
for Nature**



Immediate opportunity to address  
the pandemic, ecological, climate  
and economic crises together

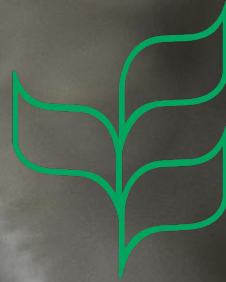
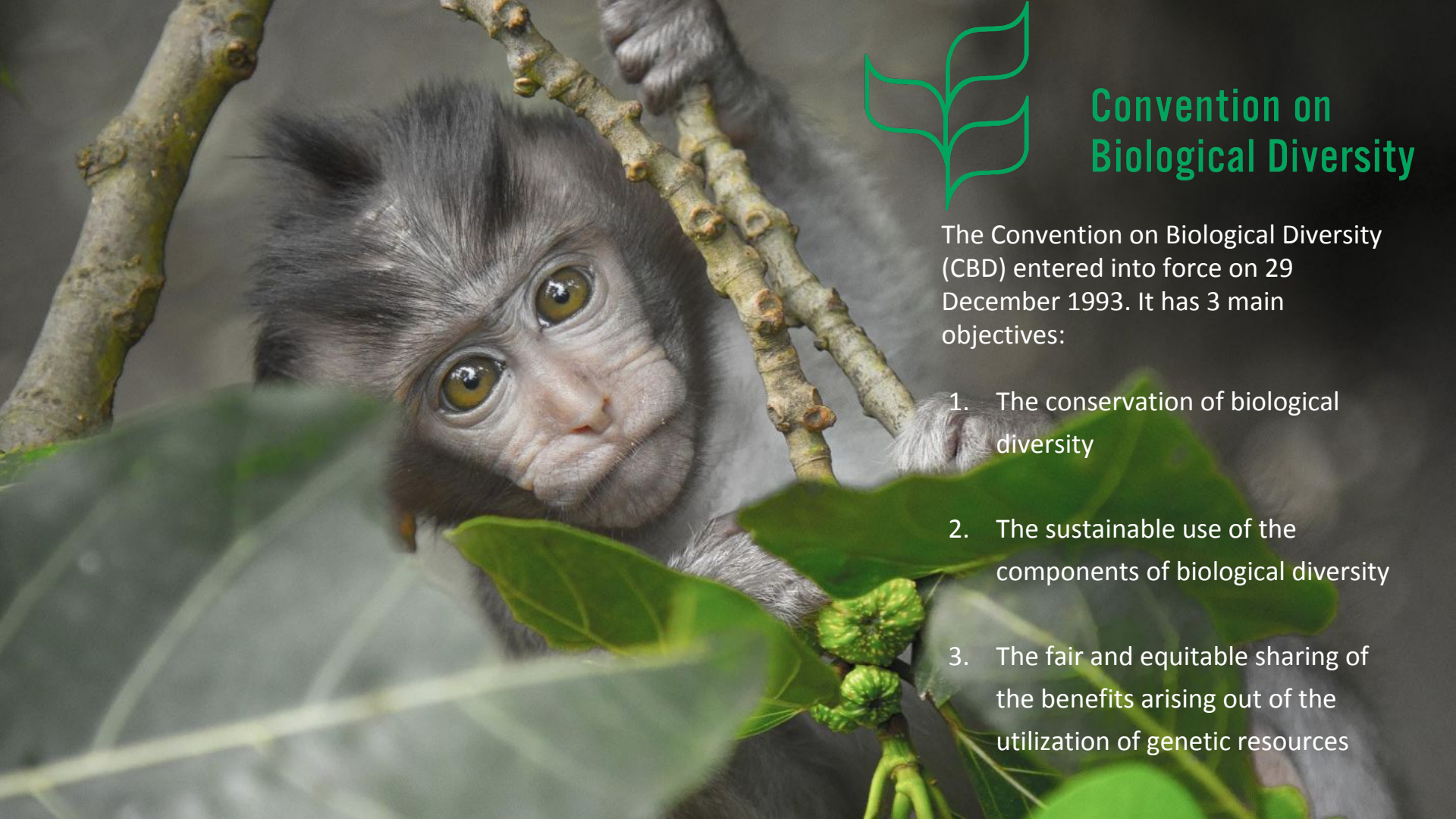


# What is 30x30?

1. Equitably and effectively managed protected areas, Indigenous and Community Conserved Areas (ICCAs), or other effective conservation measures (OECMs)
2. A global target, focused on the most important areas for biodiversity and ecosystem services







## Convention on Biological Diversity

The Convention on Biological Diversity (CBD) entered into force on 29 December 1993. It has 3 main objectives:

1. The conservation of biological diversity
2. The sustainable use of the components of biological diversity
3. The fair and equitable sharing of the benefits arising out of the utilization of genetic resources





Convention on  
Biological Diversity

# ZERO DRAFT

Post-2020 global biodiversity framework

#BIODIVERSITY2020



## UN draft plan sets 2030 target to avert Earth's sixth mass extinction

Paris-style proposal to counter loss of ecosystems and wildlife vital to the future of humanity will go before October summit



▲ Experts have identified oceans as a key battleground in the fight to protect humanity's natural 'life support system'. Photograph: Christian Loader/Alamy

Almost a third of the world's oceans and land should be protected by the end of the decade to stop and reverse biodiversity decline that risks the survival of humanity, according to a draft Paris-style UN agreement on nature.









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# Protecting 30% of the planet for nature: costs, benefits and economic implications

INDEPENDENT EXPERT STUDY

HIGHLIGHTS AND POLICY IMPLICATIONS DOCUMENT

PRESS RELEASE



The nature sector is a net  
contributor to the global  
economy,  
not a drain





# Global Protected Area spending and needs

