

# #WorldWithoutNature - 3 March 2021

## About the activation:

For World Wildlife Day (3 March 2021) the [Voice for the Planet](#) coalition (which includes the WWF, World Economic Forum, UNICEF, Conservation International, Earth Hour, and The Nature Conservancy) is organising a social media stunt encouraging companies, NGOs and sports teams to remove nature from their branding for a day.

This day of action aims to highlight the dramatic loss of biodiversity globally and the social and economical risks that it poses.

**Don't forget:** [add a reminder to your calendar today.](#)

## How you can get involved

### Primary action:

Take part on the day by removing the nature out of your logo/badge on the profile images across your social channels on World Wildlife Day (3 March 2021).

This can include anything from the natural world including plants, trees, water, and animals.

The image below includes samples of what this could look like for well known brands and sports teams.



### Secondary action:

Publish a post on your social channels drawing attention to the temporary changes to your logo and explaining why you're taking part (to raise awareness of Nature loss).

The example (right) demonstrates how this may look on @WWF's Twitter channel on the day.

We have included some suggested social copy below for you to use as inspiration and/or a template for these posts. Feel free to tweak and customise these as required.



## Some Suggested Social Copy

**Guidance:** Please ensure you use the hashtag **#WorldWithoutNature** to participate. Our team and partners behind **#VoiceForThePlanet** will be retweeting all entries on March 3rd for World Wildlife Day.

**Assets:** “Fading panda” logo asset **for use by WWF teams on 3 March only** are [available here](#)

### **Option 1**

For [#WorldWildlifeDay](#), we’re joining brands around the world to highlight just how much we stand to lose in a [#WorldWithoutNature](#), by removing the [nature] from our logo today. We’re also challenging [include 3 twitter\_handles] to take part too.

### **Option 2**

A [#WorldWithoutNature](#) is a world that is incomplete, just like our logo is today! This [#WorldWildlifeDay](#) we’re joining hundreds of brands & sports teams globally to highlight just how important nature is in every aspect of our life and we invite (Mention 3 other partners) to the challenge.

### **Option 3**

[#NewProfilePic](#) If you’ve ever wondered what a [#WorldWithoutNature](#) looks like 🙄, it looks like our logo today: incomplete! There’s a lot at stake if we lose nature. This [#WorldWildlifeDay](#) join in as we highlight just how important nature is to us. RT to share.

### **Option 4 (If eliminating the entire logo for the day)**

Our world, just like our logo, is nothing without nature. That’s why we’ve joined with [@WWF](#) and [@Voice4Planet](#) to show just how vital nature is in every aspect of our life. Do your part today and add your Voice to protect it: [panda.org/voice](https://panda.org/voice) [#WorldWithoutNature](#)

For Facebook:

**Note:** Facebook auto-posts when you update profile picture. To give context to that post, we suggest you include the following copy:

\*Update\* New profile pic! Ever wondered what a [#WorldWithoutNature](#) looks like? 😞 It looks like our logo today, but catastrophically worse! There's a lot at stake if we lose nature. This [#WorldWildlifeDay](#) join in as we highlight just how important nature is to us. Help us take urgent action to safeguard it <http://panda.org/voice>

## CTA for your followers

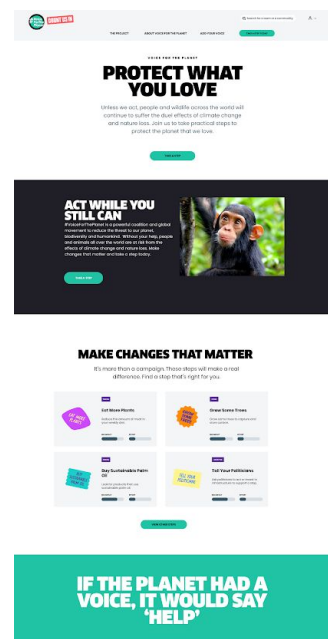
The most impactful thing someone can do to help drive forward change is to make themselves heard. If millions of people around the globe make it know they want to see action for nature, positive change will start to happen.

There are two simple ways your followers can do to show their support:

### 1. Add their Voice make a pledge at [panda.org/voice](http://panda.org/voice)

All Voices added will be collected and used ahead of international meetings later in 2021 where governments will be deciding on global targets for nature.

We are currently working on an updated version of this page in collaboration with Count Us In and Do Nation (see work-in-progress mock-up, right).



The platform will allow users to make pledges that directly benefit the planet in addition to adding their Voice. This will be going live ahead of 3 March.

## **2. Share and RT**

Alternatively your followers can also show their support by sharing your posts on the day - helping spread the message and driving positive change.

**Don't forget:** [add a reminder to your calendar today.](#)