

REVERSE THE RED

Shared Vision Shared Responsibility

We believe in a just world that values and conserves nature through positive action to reduce the loss of diversity of life on earth.

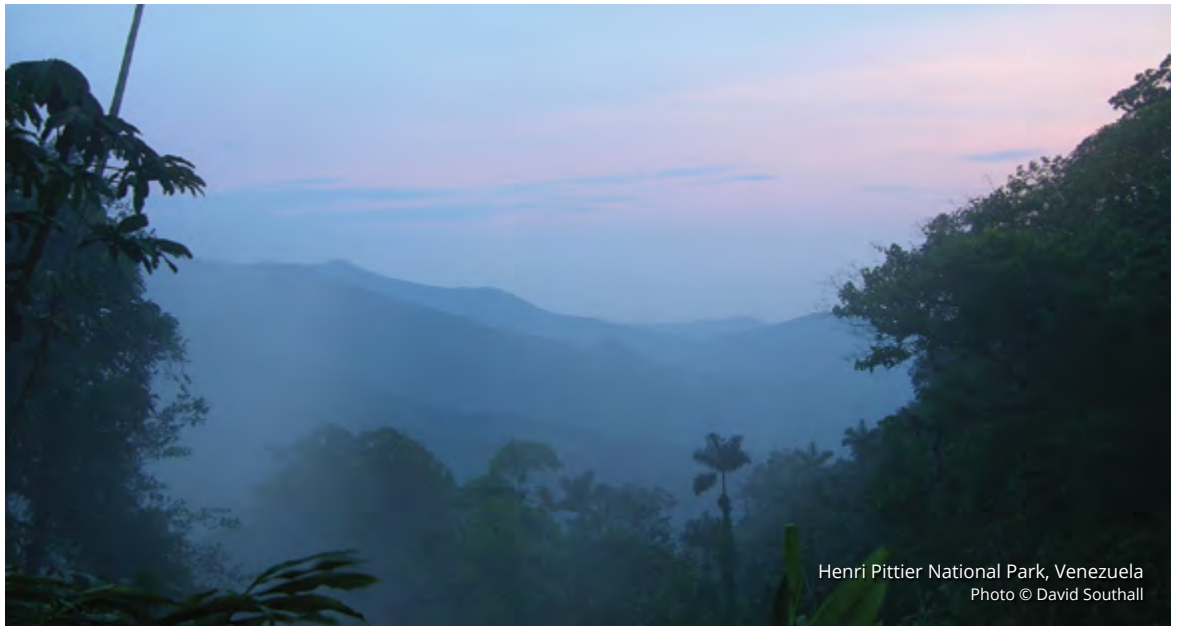
#ReverseTheRed is a global movement that ignites strategic action and optimism to ensure the survival of wild species and ecosystems with which we share our planet.

Together we will **#ReverseTheRed** so every species and ecosystem not only survives, but thrives.



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The ‘WHY’

You don't often hear good news about species and ecosystem conservation and with good reason: deforestation and land conversion, pollution and climate change, poaching and illegal wildlife trade, disease outbreaks, and the overriding threat of a growing human population and all that comes with it, continue unabated. Furthermore, conservation is often driven at the project, rather than the systematic level and too often is plagued by competition for resources, lack of collaboration and reactionary approaches. The result is, according to a recent [UN report](#) based on data extrapolated from the IUCN Red List of Threatened Species, that one million species are on a trajectory towards extinction. Furthermore, human activity has resulted in the severe alteration of more than 75 percent of Earth's land areas, and 66 percent of the oceans. To reverse these trends in species and ecosystem loss we need systemic change.

The IUCN Red Lists of Threatened Species and of Ecosystems are the world's most comprehensive information source on the global conservation status of animal, fungi and plant species and of ecosystems. The goal of The Red Lists is to catalyse action to reduce or prevent species extinctions and ecosystem collapse by providing information and analysis, including threats, ecological requirements, habitats and required conservation action. When used together the Red List of Threatened Species and the Red List of Ecosystems provide the most informative indicator of the status of biological and abiotic diversity at the national, regional and global levels.

Over the past decade we have witnessed increased global will and action on issues such as climate change and the designation of marine protected areas. This is in part because of clear target setting at the intergovernmental level and strong public campaigning around the world.

The same has not been achieved for species conservation, nor for ecosystems. Where targets are set for species they often strive for the bare minimum of avoiding extinction.

#ReverseTheRed will be an umbrella movement to bring together a diverse coalition of partners to collaborate, scale up targets and impact and engage people from all walks of life to take action for species and ecosystems.

#ReverseTheRed catalyses collaboration and energises decentralised networks and communities around the world to Assess – Plan – Act for species and ecosystems.

#ReverseTheRed works in complement to goals of protecting 10% of the world’s oceans, and landscape based conservation efforts such as Global Campaign for Nature’s goal of conserving 30% of the planet in its natural state by 2030. These initiatives seek to protect space for nature, but do not necessarily ensure the survival of the species and ecosystems within these spaces.

#ReverseTheRed calls on countries around the world to commit to demonstrating positive progress in their National Red List Index for both species and ecosystems, as the primary measure of species survival trajectory.

#ReverseTheRed partners will support this vision through strategic leadership, development of models and tools, support the establishment of national and regional implementation centers, and facilitate integration into international policy mechanisms.

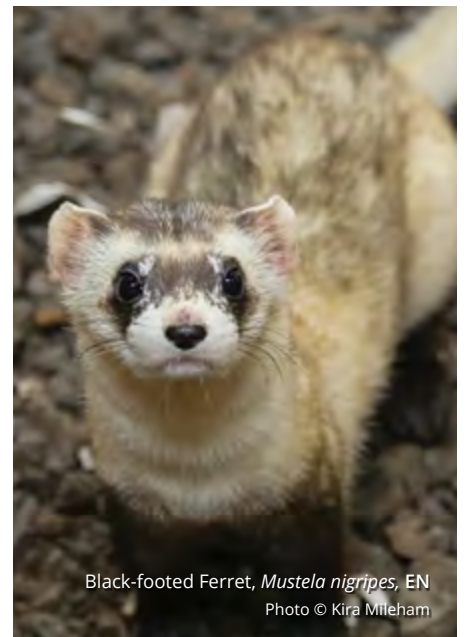
#ReverseTheRed is also a promise that we will all work together to make this a reality. The current trajectory for species survival and ecosystem health is negative; but through clear, intelligent target setting, ambitious capacity building and increased collaborative action we can turn this trend around, we can **Reverse The Red**.

Values

Always optimistic.

Always evidence-based.

Always collaborative.



Priority audiences

- **Conservation community** – IUCN: Secretariat, Members and Commissions, UNEP, other national and international conservation organizations.
- **Policy makers and international conservation platforms** – Governments, CBD signatories, UN, CITES, RAMSAR, CMS and other MEAs.
- **Institutional partners** – World Bank, GEF, corporate partners, zoos, aquariums and botanic gardens, museums and universities.
- **Communities** – in particular, visitors to zoos, aquariums, botanic gardens and museums globally, as well as communities around particular species conservation challenges (e.g. fisheries, poaching, deforestation).

Goals

1. Engage conservation partners at national, regional and global levels to consolidate standardised tools and practices. Launch Reverse the Red as an umbrella mechanism for species and ecosystem conservation.
2. Work with pilot countries to refine and roll out tools and collaborative strategies. Increase national-level capacity and commitment to utilising the Reverse the Red framework for target-based species and ecosystem assessments, planning and action.
3. Empower in-country Reverse the Red partners to engage and activate their local communities with a diverse suite of optimism-driven, locally relevant pro-biodiversity educational resources, custom experiences, advocacy and behavior-change campaigns.
4. Convene a regular global reporting mechanism and congress (forum) to report on and celebrate national progress in reversing species and ecosystems declines.



Primary Channels for Resource Mobilization

- **Online** – Social media channels, potential presence within (or connecting from/to) the IUCN Red List of Threatened Species website.
- **Milestone International Events** – in 2021 there is an opportunity to provide engaging experiences to tangible audiences at a series of major events:
 - » IUCN World Conservation Congress.
 - » Convention of Biological Diversity Conference of the Parties.
 - » Other international conventions such as CITES, CMS, UNFCCC, UN Environment Assembly.
 - » International Congress on Conservation Biology.
 - » The first Reverse the Red Global Congress to be announced for 2023.

(see additional proposal documents for further details on each of these opportunities but discussions are underway with key partners to build a suite of augmented reality experiences under a Reverse the Red brand to allow delegates at the 2021 events to 'interact' with species being brought back from the brink)

- **Targeted meetings** – seek to directly approach the key audiences of Reverse The Red and promote their engagement. E.g. groups involved on CBD target setting, UNEP, potential sponsors and partners, Country Governments, IUCN national and regional committees, IUCN commissions steering committees, IUCN Council, among others.
- **Partner-led opportunities** – for example, working with the World Association of Zoos and Aquariums and their members to integrate Reverse the Red experiences and messaging into their zoo and aquarium sites and digital platforms as well as to utilize Reverse the Red as an umbrella for their unique behavior change campaigns. Or working with partners on engaging experiences such as augmented reality interactions with species around the world to celebrate their support of the IUCN Red List of Threatened Species.
- **Internal Communication and Strategy** - #ReverseTheRed can also become the 'why' of the IUCN species work – functioning as the overarching goal of the entire IUCN Species Strategic Plan and bringing consistency to our efforts, uniting the Membership around a common purpose and movement.



Timeline

To be rolled out at the aforementioned events in 2021 with a strong initial focus on the conservation community and policy makers, with an expanding focus in subsequent years on nations, regions and communities around the world. It is envisaged that the campaign will continue and evolve from 2020-2030.

Partners

The ethos of #ReverseTheRed will be to unite the biodiversity conservation community and partners to work together as one global team collaborating on a global strategy for species and ecosystem survival and aligning their respective efforts under an umbrella of **#ReverseTheRed**.

#ReverseTheRed will therefore be designed and built in a manner to encourage diverse partners, both formally and informally. Founding Partners will be asked to contribute either financial nor in-kind support to grow the initiative, but all campaign assets and resources will be available as open-access to any implementing partners world-wide to grow the #ReverseTheRed movement.

Partners



WAZA
World Association
of Zoos and Aquariums

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GLOBAL



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WILDLIFE
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