



Hall & Partners

Baseline Study on Biodiversity Awareness in 10 countries

Prepared for WWF

With funding from the International Climate Initiative (IKI)

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Reviewed by Dr. Christine van Deuren & Günter Mitlacher

IKI Project, WWF Germany

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based on a decision of the German Bundestag

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Introduction & methodology

Results:

- Identifying the current levels of understanding of biodiversity
- Determining the attitude and relevance of biodiversity on people
- Assessing their claimed behaviour and willingness to act in protecting biodiversity and nature

Key takeaways & implications

Research methodology and coverage

WHAT

25 minute online quantitative survey

Fieldwork period: 3rd -13th March 2018

WHO














A total of **10,328 respondents**
(non-rejecters of environmental issues)
across 10 countries.

Surveys were conducted in the **local language among the representative of online population (18+) for each country.**



The survey is a representative spread of each country across socio-eco demographics



	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
	50%	51%	51%	49%	51%	50%	50%	50%	50%	54%
	50%	49%	49%	51%	49%	50%	50%	50%	50%	46%
 18-35 yrs	52%	54%	61%	70%	47%	53%	54%	45%	51%	86%
 36-55 yrs	43%	36%	36%	28%	42%	41%	38%	44%	39%	16%
 56+ yrs	5%	10%	4%	2%	11%	6%	8%	11%	11%	1%
 Low income	30%	30%	30%	17%	25%	35%	39%	35%	25%	22%
 Medium	45%	45%	42%	39%	38%	36%	30%	26%	42%	50%
 Higher income	5%	25%	24%	42%	33%	21%	25%	34%	26%	23%
 Urban	86%	79%	50%	66%	56%	78%	81%	82%	41%	20%
 Urban outskirts	12%	16%	36%	24%	41%	21%	17%	16%	52%	69%
 Rural	2%	4%	8%	10%	2%	2%	1%	2%	7%	11%
 Household with children	78%	83%	86%	78%	77%	70%	75%	85%	67%	69%
 Household w/o children	22%	17%	14%	22%	23%	30%	25%	15%	33%	31%

Key questions of the biodiversity awareness survey



Knowledge and Understanding

Are people familiar of the term biodiversity (claimed)?

Do they comprehend the elements that make up biodiversity (spontaneous or unaided versus aided)?

When aided with key elements that make up biodiversity, how do they fare?



Attitude and Relevance

How relevant is biodiversity to them?

Do they perceive various issues impacting biodiversity and in turn this impacting their daily lives in any shape or form?

Do they see the importance of taking relevant steps in protecting biodiversity?



Behaviour and Willingness to Act

What is their past behaviour?

What is their willingness to behave, going forward?

What steps are they willing to take?

Are they aware of various initiatives (claimed)?

Learnings from conducting research in developing or emerging countries



All prior research suggests that the people in developing and emerging countries over claim awareness, knowledge, understanding of concepts, issues (and even brands) in market research surveys

Their responses are driven by what is acceptable and not acceptable culturally on top of high aspirational values:

- ✓ Not knowing about an issue is seen as impolite
- ✓ Less knowledge of newer concepts is seen as a lack of information and low education
- ✓ Lower claimed spending means low income (and not necessarily financial prudence)

Over claim ranges between 20% - 35%

(actual or real presence and understanding of the concept versus claimed)



THREE THINGS
SUMMARY

1

**Biodiversity
Knowledge &
Understanding**

2

**Biodiversity
Attitude &
Relevance**

3

**Behaviour &
Willingness to
Act**



1

Biodiversity knowledge and understanding

2

**Biodiversity
Attitude &
Relevance**

3

**Behaviour &
Willingness to
Act**

**We asked people –
can you please
explain the term
'biodiversity' in
your own words**

The term 'biodiversity' was translated to local language



“ Biodiversity “



“ 生物多样性 “



“ Biodiversidad “



“ जैवविविधता “



“ đa dạng sinh học “



“ Biodiversidade “



“ Keanekaragaman hayati “

Spontaneous explanation of 'biodiversity' primarily focuses on the variety of animal, plants and living organism

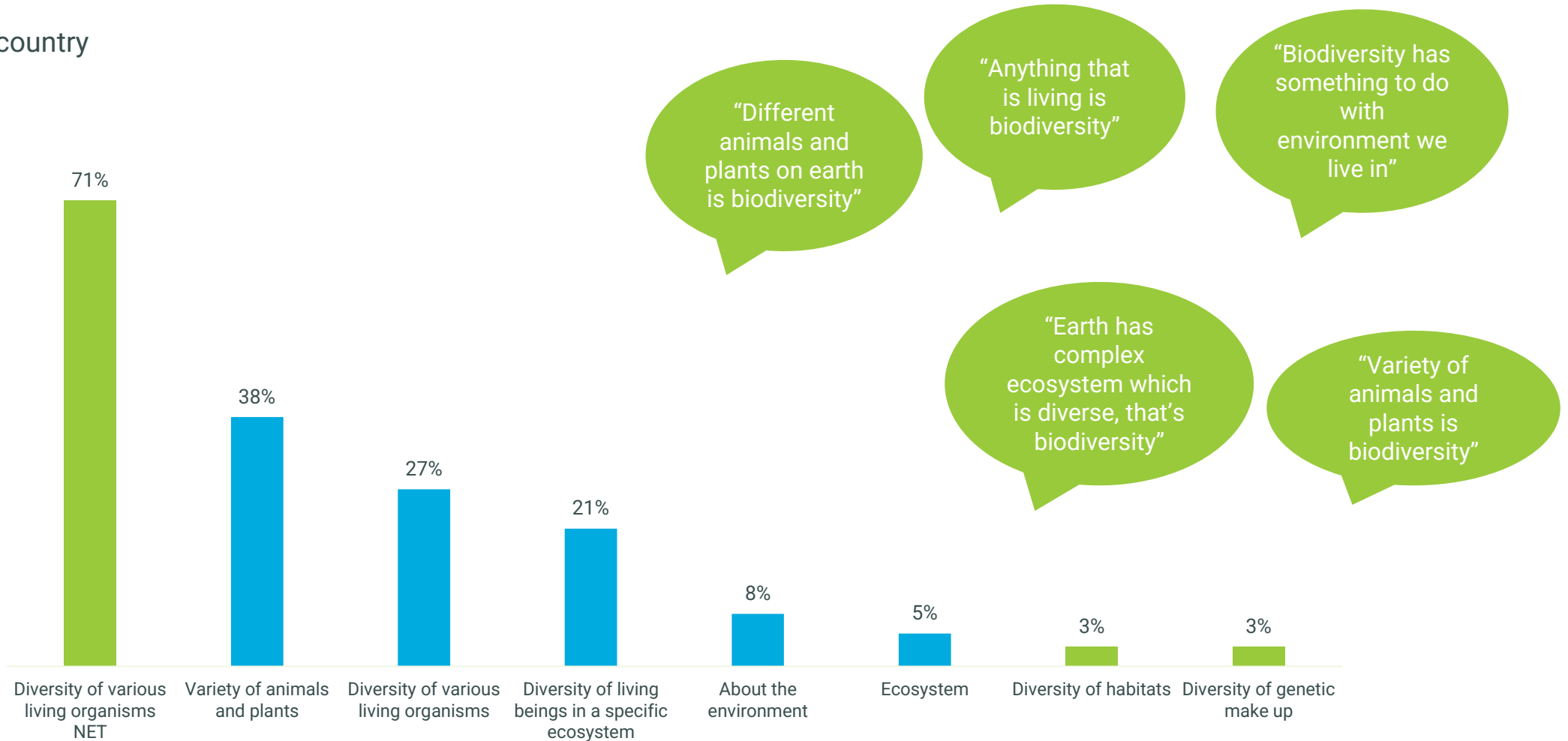
2018



Total sample per country



(Top of mind association)



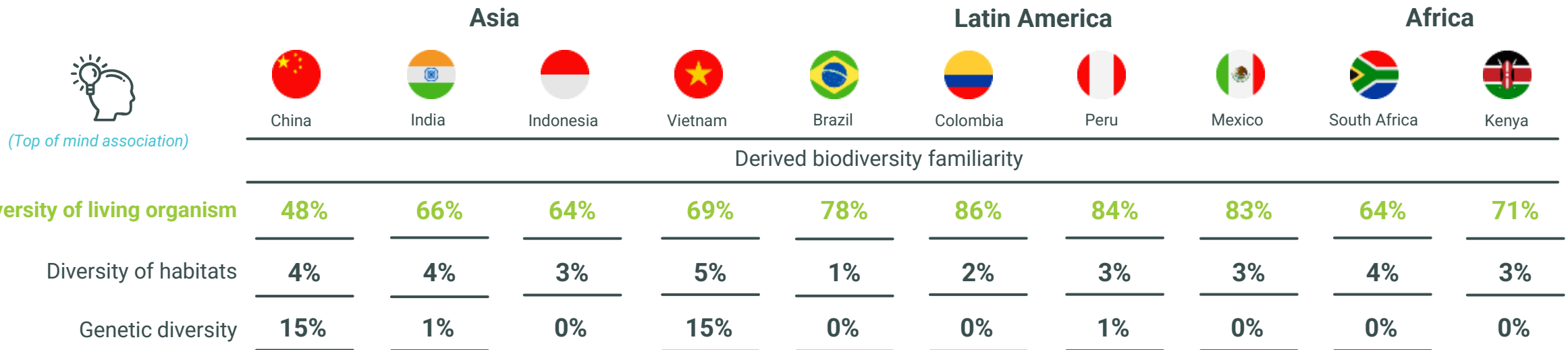
QK2: Can you please explain the term 'biodiversity' in your own words?

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Understanding of 'biodiversity' is largely attributed to the 'diversity of living organisms'

The majority of people across countries have partial understanding of the term 'biodiversity'; relating it to **diversity of living beings/animals/plants**. This can be partially attributed to the actual wording of the term 'biodiversity' which literally means diversity of living organism in different languages.

People rarely relate biodiversity to **diversity of habitats** (oceans, coral reefs, forests), while **genetic diversity** is not known by everyone.



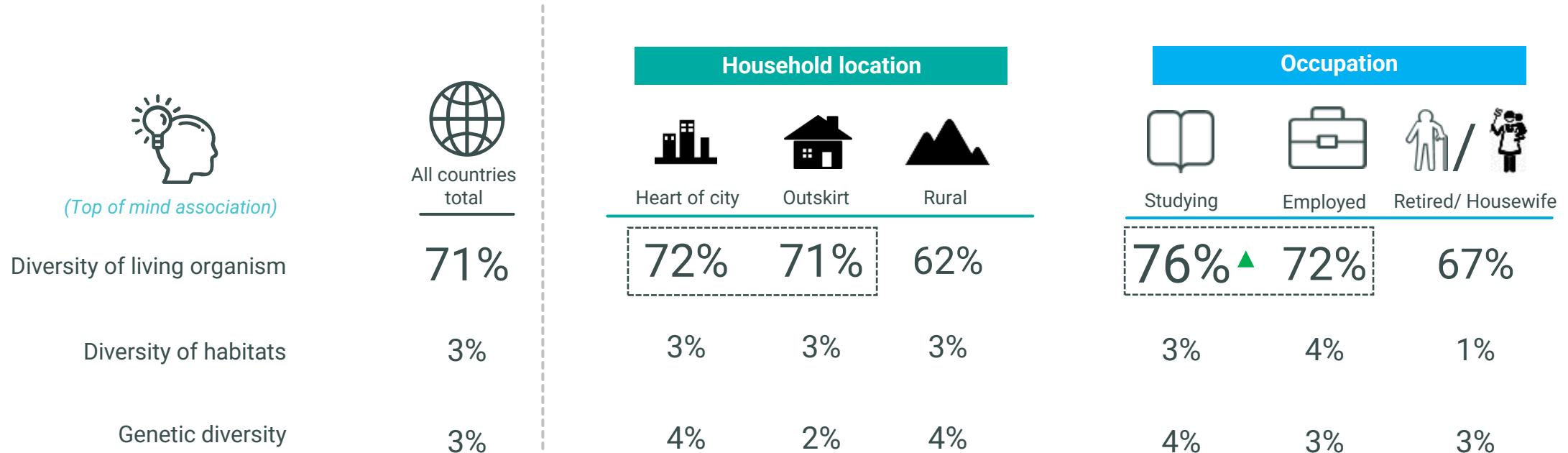
China and Vietnam have more familiarity with genetic diversity, but it may be a reflection of genetically modified and agriculture related issues that were in news prior to the survey

QK2: Can you please explain the term 'biodiversity' in your own words?

Base Total Sample - China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

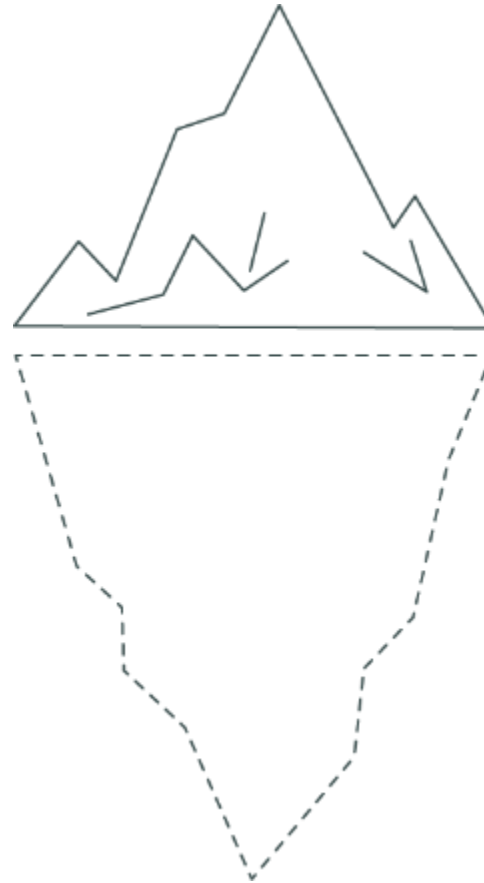
Proportion of students and working adults in urban area have slightly more understanding of the term 'biodiversity', but also associate the term with 'diversity of living organisms'

Unaided familiarity of the term 'biodiversity'- All countries combined



QK2: Can you please explain the term 'biodiversity' in your own words?
 Base Global- Total sample (10328), Heart of city (6675), Outskirt (3144), Rural (509), Studying (1084), Professionals (7605), Retired/housewife (1639)

People's understanding of the term 'biodiversity' is not comprehensive...



Almost no one interviewed has a comprehensive understanding (unaided) of what 'biodiversity' means or stands for...

With only **4%** of the people surveyed across the 10 countries say biodiversity is the variety of living organisms (plants, animals) AND habitats

Almost none relate biodiversity to all three aspects of 'biodiversity': diversity of living organism, diversity of habitats and genetic diversity



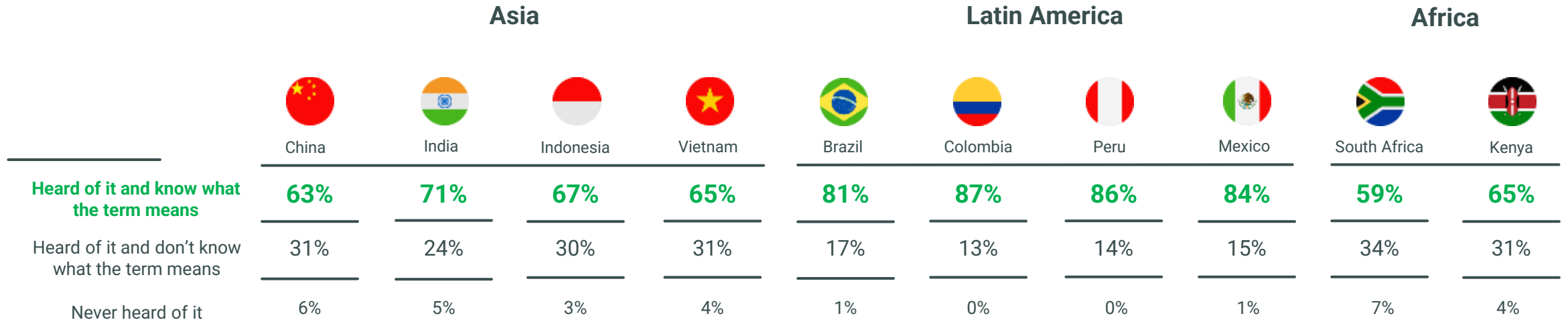
Respondents across the 10 countries claim they are familiar with the term 'biodiversity'

73% of the respondents surveyed across the 10 countries claim that they have heard of 'biodiversity' and know what it means

QK1: How familiar you are with the term 'biodiversity'? (3 point scale)
Base Total sample- All countries combined (10328)
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Claimed familiarity is particularly strong among respondents in Latin America in comparison to respondents in Asia and Africa

Biodiversity familiarity and association (aided question)- Total sample per country



QK1: How familiar you are with the term 'biodiversity'? (3 point scale)

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

When aided, majority of the respondents associate 'diversity of living organisms' and 'habitats' while 'genetic diversity' is associated to a moderate extent

Biodiversity familiarity and association (aided question)- Total sample per country



Diversity of living organisms

89%



Diversity of habitats

57%



Genetic diversity

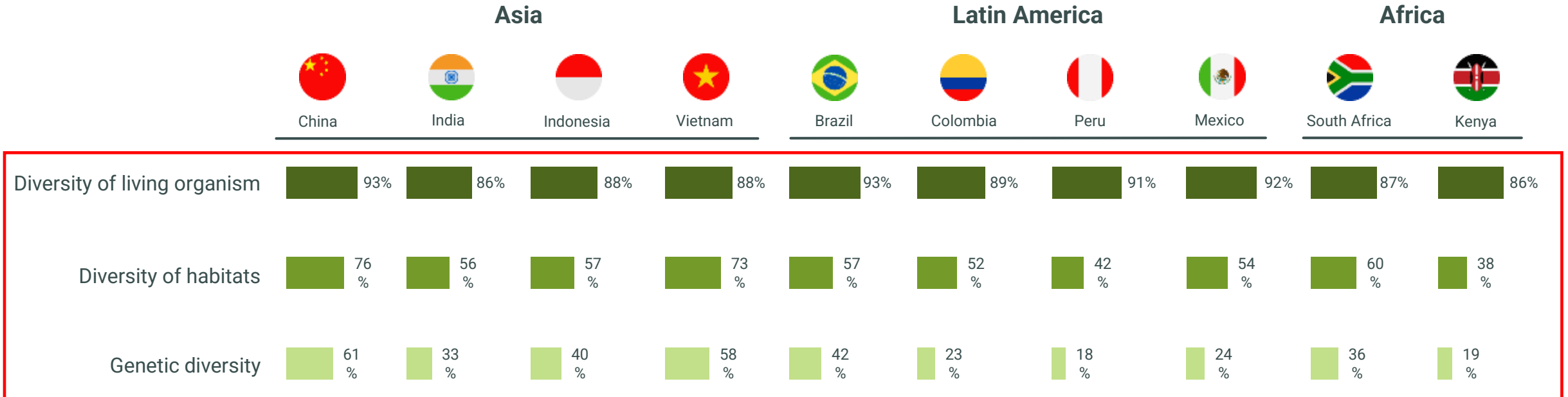
35%

QK3B: And looking at the list below, which of these do you associate with the term 'biodiversity'?

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Aided understanding of 'biodiversity' is quite similar across the 10 countries

Biodiversity familiarity and association (aided question)- Total sample per country



QK3B: And looking at the list below, which of these do you associate with the term 'biodiversity'?

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

49% of all people interviewed are 'very convinced' that biodiversity on earth is in decline

How convinced are they that biodiversity on earth is in decline? -Total sample per country

...but it is important to note that for a majority of these people, 'decline in biodiversity' is 'decline in diversity of living organisms, animals and plants' rather than 'decline in habitats' and 'decline in genetic diversity'.



QK4A: How convinced are you that biodiversity on earth is in decline? Are you...? (T2B)

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Global issues that are perceived to be biggest threats to biodiversity are topic areas with greatest coverage

Global warming/
climate change,
deforestation,
pollution of rivers
& oceans

Biggest threats to biodiversity- over 8 out of 10 consider these global issues as 'very important'














Poaching,
intensive farming,
pollution caused by
transportation,
damage to coastal areas,
draining of wetlands,
growth of cities

Global threats to biodiversity, but to a slightly lower extent: (<7 out of 10 consider these global issues as 'very important')

'Climate change', 'deforestation' and 'river / ocean pollution' are seen as biggest threats to biodiversity and nature, 'converting land to grow crops' as smaller

Ranking of global issues that impact biodiversity and nature ('Very important') -Total sample per country- Top box

		Asia				Latin America				Africa	
											
	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
Global warming through climate change	87%	-10% ▼	1%	0%	-8% ▼	-1%	6% ▲	7% ▲	4% ▲	-3% ▼	-1%
Deforestation and large-scale log of forests	85%	-8% ▼	-10% ▼	0%	3% ▲	5% ▲	13% ▲	4% ▲	4% ▲	-5% ▼	-2%
Pollution of rivers and oceans	84%	-10% ▼	-8% ▼	-6% ▼	-1%	6% ▲	10% ▲	7% ▲	6% ▲	3% ▲	-6% ▼
Poaching of wildlife	76%	-14% ▼	-15% ▼	-1%	5% ▲	7% ▲	8% ▲	-2%	4% ▲	6% ▲	2%
Pollution caused by transport systems	72%	-19% ▼	0%	0%	-9% ▼	5% ▲	13% ▲	7% ▲	10% ▲	2%	-11% ▼
Damage to coastal areas and coral reefs	71%	-10% ▼	-11% ▼	4% ▲	-8% ▼	7% ▲	14% ▲	2%	10% ▲	-3% ▼	-11% ▼
Declining fish numbers in river and oceans	69%	-9% ▼	-11% ▼	-2%	-14% ▼	10% ▲	12% ▲	7% ▲	11% ▲	7% ▲	-8% ▼
Drainage and damage of wetlands	68%	-1%	-10% ▼	-2%	3% ▲	10% ▲	17% ▲	-13% ▼	-4% ▼	5% ▲	1%
Intensive farming practices	65%	-21% ▼	-5% ▼	-5% ▼	-3% ▼	11% ▲	13% ▲	3%	12% ▲	0%	-2%
The growth of cities	60%	-15% ▼	-3% ▼	-3% ▼	-7% ▼	8% ▲	14% ▲	-5% ▼	14% ▲	1%	-4% ▼
Introduction of species to areas outside home	54%	-11% ▼	-8% ▼	4% ▲	-6% ▼	10% ▲	15% ▲	-5% ▼	11% ▲	-1%	-13% ▼
Converting land to grow crops	52%	-13% ▼	3% ▲	4% ▲	-21% ▼	7% ▲	9% ▲	-4% ▼	15% ▲	6% ▲	-2%

Shifts vs. all countries average

QK4B: There are various issues in the world today that impact biodiversity and nature. In your opinion, how important is each of the following issue? (Top box- very important)
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)
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More Latin Americans and Africans see the 12 threats as ‘very important’ compared to the Asians

Importance of global issues that impact biodiversity and nature (Very important) -Total sample per country- Top box



Asia Pacific



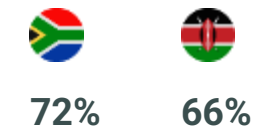
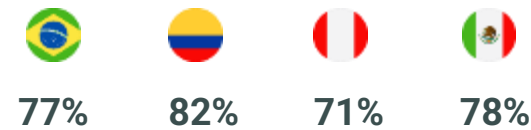
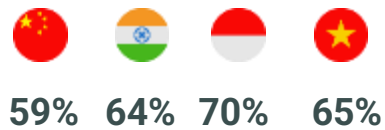
Latin America



Africa



Individual country average % action taken across 12 statements



QK4B: There are various issues in the world today that impact biodiversity and nature. In your opinion, how important is each of the following issue? (Top box- very important)
Base Total sample- All countries combined (10328)

key take aways

Though the majority of respondents claim they are familiar with the term 'biodiversity', there is a lack of comprehensive understanding of what 'biodiversity' really means

People associate 'biodiversity' primarily to living organisms (plants, animals), but not to their habitats or genetic diversity

49% of people are very convinced biodiversity is on the decline and agree that many issues are currently driving this decline

Findings summary

73% of respondents claim they are familiar with the term 'biodiversity'. Respondents associate the term 'biodiversity' primarily to 'living organisms' - plants, animals- (89%), but less to 'habitats' (56%) and to 'genetic diversity' (35%).

Only 4% of respondents know two of three components of 'biodiversity' - 'variety of living organisms' (plants, animals), 'habitats' and 'genetic diversity'.

Comparing these results, we conclude that the respondents lack a comprehensive understanding and knowledge of what the term 'biodiversity' really means

49% of respondents are 'very convinced' that biodiversity on earth is in decline

70% of respondents rate the 12 global threats as 'very important' issues that impact biodiversity and nature.

More than 80% of respondents rate the following 3 global issues/threats as 'very important': Global warming/ climate change, deforestation, pollution of rivers & oceans.

65-75% of respondents rate 6 global issues as 'very important': Poaching, intensive farming, pollution caused by transportation, damage to coastal areas, draining of wetlands, growth of cities

Less than 60% of respondents rate 3 global issues as 'very important': Growth of cities and infrastructure, introduction of species to areas outside home, converting land to grow crops



THREE THINGS
SUMMARY

1

**Biodiversity
Knowledge &
Understanding**

2

**Biodiversity attitude and
relevance**

3

**Behaviour &
Willingness to
Act**

About half of respondents associate the benefits of biodiversity to ‘necessities of life’, such as food, water, and fresh air, while a fifth associate with ‘balance natural order of life’



(Top of mind association)

HOW DOES BIODIVERSITY BENEFIT YOU AND YOUR FAMILY?

- ▶ **BALANCE NATURAL ORDER / HELPS IN CO-EXISTENCE/ MAINTAINING FOOD CHAIN: 20%**
- ▶ **HEALTHY ENVIRONMENT/ NECESSITY OF LIFE: 18%**
- ▶ **AVAILABILITY OF FOOD, PLANT, MEAT: 17%**
- ▶ **BETTER ATMOSPHERE, FRESH AIR, WATER: 16%**
- ▶ **AVAILABILITY/SOURCE OF MEDICINE: 5%**
- ▶ **AESTHETIC VALUE/ NATURAL BEAUTY: 3%**

“Biodiversity boosts ecosystem productivity where each species have an important role to play”



More mentions of ‘natural order’...

“Provide food and herbal treatments, help reduce natural disasters, plants provide oxygen”

Fewer mentions of ‘necessity of life’...

Respondents articulate a mixture of general and individual benefit and values of biodiversity; however, numbers vary strongly between countries. Respondents also see the link between biodiversity and source of food, plant, meat

Benefit of biodiversity- Total sample per country

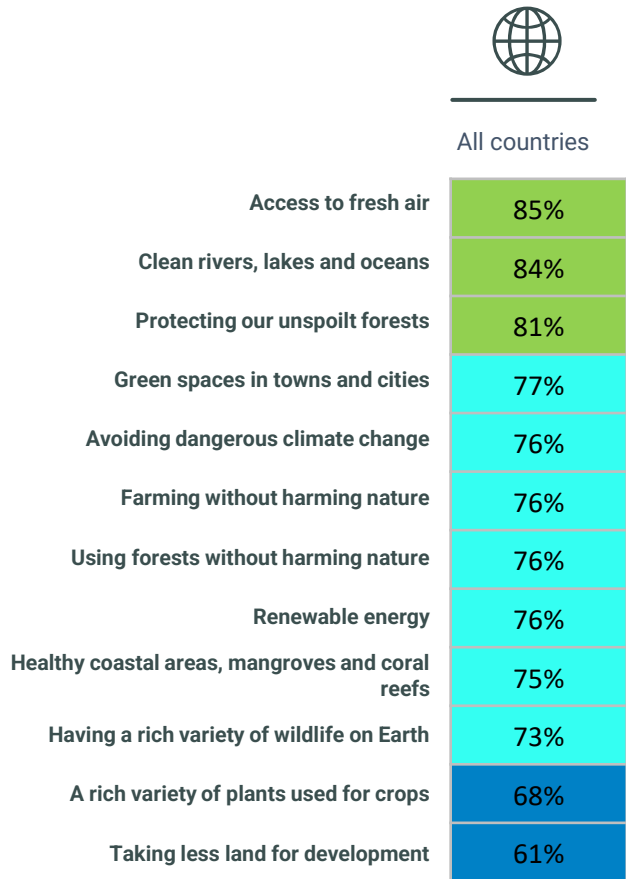
			Asia				Latin America				Africa	
	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya	
Balance order of life, nature, ecosystem, climate	20%	15% ▼	19%	17% ▼	14% ▼	16% ▼	29% ▲	48% ▲	20%	13% ▼	10% ▼	
Enables us to live, providing necessities for life	18%	16%	11% ▼	24% ▲	7% ▼	14% ▼	21% ▲	40% ▲	26% ▲	8% ▼	12% ▼	
Availability and variety of source of food, plant, meat	17%	14% ▼	5% ▼	46% ▲	18%	6% ▼	21% ▲	22% ▲	18%	10% ▼	8% ▼	
Better atmosphere, fresh air, water	16%	11% ▼	8% ▼	32% ▲	16%	9% ▼	29% ▲	25% ▲	10% ▼	12% ▼	7% ▼	
Availability/source of medicine	5%	1% ▼	1% ▼	5%	11% ▲	5%	5%	4%	6%	6%	2% ▼	
Survival or sustainability on earth	4%	5%	2% ▼	1% ▼	3%	10% ▲	5%	0% ▼	8% ▲	3%	2% ▼	
Aesthetic value of biodiversity / Provides natural beauty	3%	7% ▲	0% ▼	0% ▼	2%	0% ▼	6% ▲	3%	6% ▲	4%	3%	

Absolute scores for each country

QK3A. How does biodiversity benefit you and your family?
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

What is very relevant to respondents? ‘Clean air’ and ‘unspoilt ecosystems’ are seen as most relevant...

Relevance - Total sample per country- Top box – ‘Very relevant’



Asia Pacific



Relevance is lowest among Asia particularly in the areas ‘diversity of wildlife’, ‘farming and forestry without harming nature’. This average is mainly being pulled down by China and Vietnam.

Latin America



Strongest level of relevance in Latin America - driven up by Colombia. Factors associated with ‘sustainable energy’ and ‘nature protection’ are particularly important within this continent.

Africa














Relevance in Africa is more in line with the global average. ‘Protection of forest’ has strongest associations in Kenya, although ‘agriculture’ has lower relevance in an emerging country.

QK5: How relevant is each of the following to you? (Top box- very relevant)

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

What is relevant to respondents? Almost every topic appears “very relevant” in the context of biodiversity...

Relevance-Total sample per country- Top box “very relevant”

		Asia				Latin America				Africa	
											
	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
Access to fresh air	85%	74% ▼	78% ▼	79% ▼	77% ▼	88% ▲	93% ▲	88% ▲	91% ▲	90% ▲	91% ▲
Clean rivers, lakes and oceans	84%	70% ▼	77% ▼	82%	67% ▼	92% ▲	95% ▲	91% ▲	91% ▲	86%	89% ▲
Protecting our unspoilt forests	81%	63% ▼	71% ▼	79% ▼	65% ▼	91% ▲	96% ▲	89% ▲	89% ▲	77% ▼	91% ▲
Green spaces in towns and cities	77%	64% ▼	72% ▼	76%	66% ▼	83% ▲	88% ▲	82% ▲	84% ▲	77%	72% ▼
Avoiding dangerous climate change	76%	65% ▼	74%	62% ▼	61% ▼	82% ▲	88% ▲	88% ▲	86% ▲	73% ▼	83% ▲
Farming without harming nature	76%	57% ▼	70% ▼	75%	54% ▼	87% ▲	88% ▲	81% ▲	84% ▲	78%	85% ▲
Using forests without harming nature	76%	57% ▼	70% ▼	76%	51% ▼	86% ▲	89% ▲	84% ▲	85% ▲	79%	84% ▲
Renewable energy	76%	62% ▼	70% ▼	65% ▼	55% ▼	85% ▲	91% ▲	82% ▲	87% ▲	82% ▲	82% ▲
Healthy coastal areas, mangroves and coral reefs	75%	56% ▼	67% ▼	79% ▼	53% ▼	86% ▲	88% ▲	78% ▲	85% ▲	77%	77%
Having a rich variety of wildlife on Earth	73%	51% ▼	70% ▼	70%	46% ▼	80% ▲	91% ▲	79% ▲	84% ▲	80% ▲	79% ▲
A rich variety of plants used for crops	68%	53% ▼	67%	66%	51% ▼	75% ▲	79% ▲	68%	77% ▲	72% ▲	72% ▲
Taking less land for development	61%	50% ▼	61%	56% ▼	46% ▼	67% ▲	74% ▲	57% ▲	76% ▲	67% ▲	58% ▼

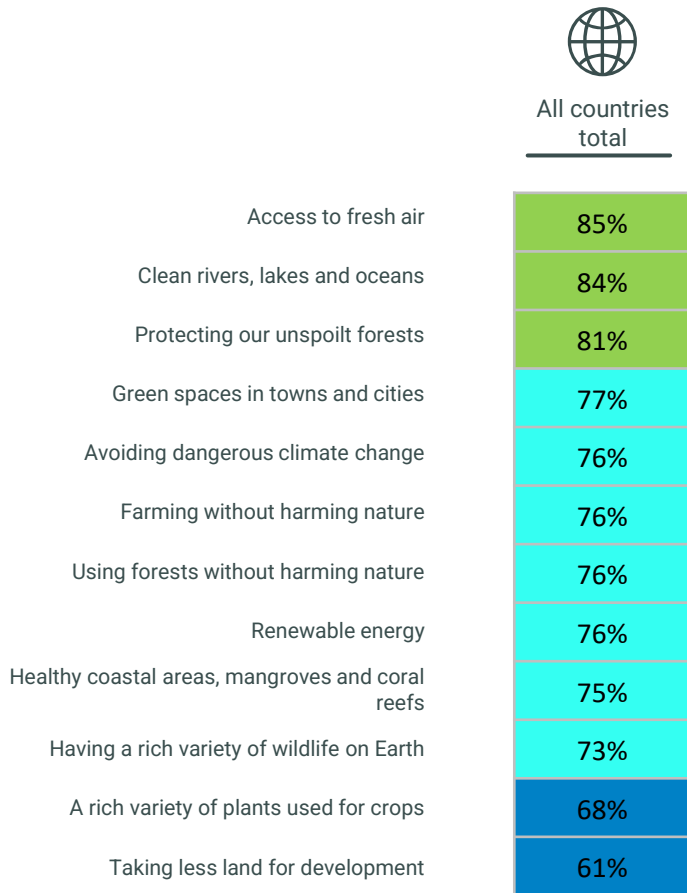
Absolute scores for each country

QK5: How relevant is each of the following to you? (Top box- very relevant)

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Relevance is even similar across the three types of households, and somewhat stronger among those who live in the outskirts of urban regions

Global threat relevance- All countries combined

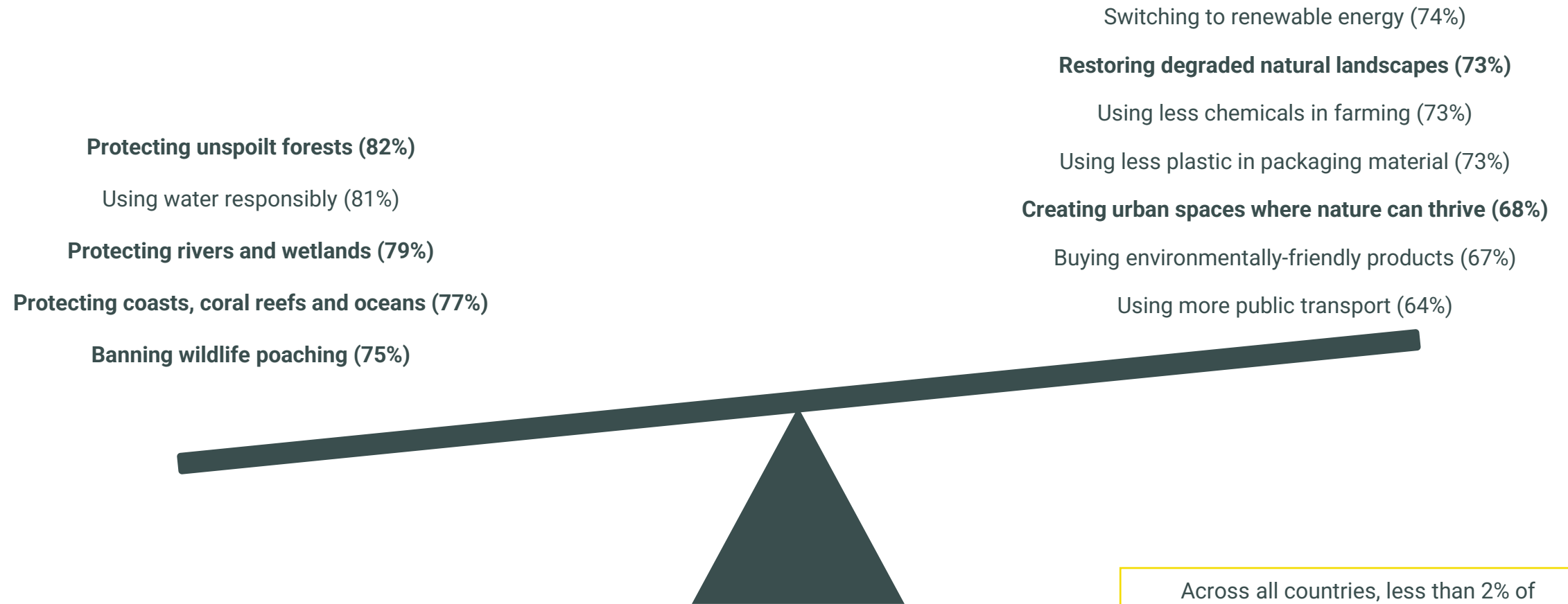


Household location			
	Heart of city	Outskirt	Rural
Access to fresh air	84%	86% ▲	82% ▼
Clean rivers, lakes and oceans	83%	86% ▲	80% ▼
Protecting our unspoilt forests	80%	84% ▲	76% ▼
Green spaces in towns and cities	77%	77%	70% ▼
Avoiding dangerous climate change	77%	75%	72% ▼
Farming without harming nature	76%	78% ▲	67% ▼
Using forests without harming nature	75%	79% ▲	72% ▼
Renewable energy	74%	79% ▲	75%
Healthy coastal areas, mangroves and coral reefs	74%	76%	71% ▼
Having a rich variety of wildlife on Earth	73%	74%	67% ▼
A rich variety of plants used for crops	68%	69%	67%
Taking less land for development	62%	61%	53% ▼

QK5: How relevant is each of the following to you? (Top box- very relevant)
 Base Global- Total sample (10328), Heart of city (6675), Outskirt (3144), Rural (509)

Policy-relevant interventions are perceived to have higher relevance for biodiversity protection than individual ways to protect biodiversity and nature












Factors driving greatest impact of biodiversity protection -Total sample per country- Top box 'has very high impact'



Across all countries, less than 2% of respondents rate any the above interventions to be 'not have impact at all'

Policy-relevant interventions and individual ways are perceived to have higher relevance for biodiversity protection in Latin American countries than in Asian countries

Factors driving greatest impact of biodiversity protection -Total sample per country- Top box 'has very high impact'

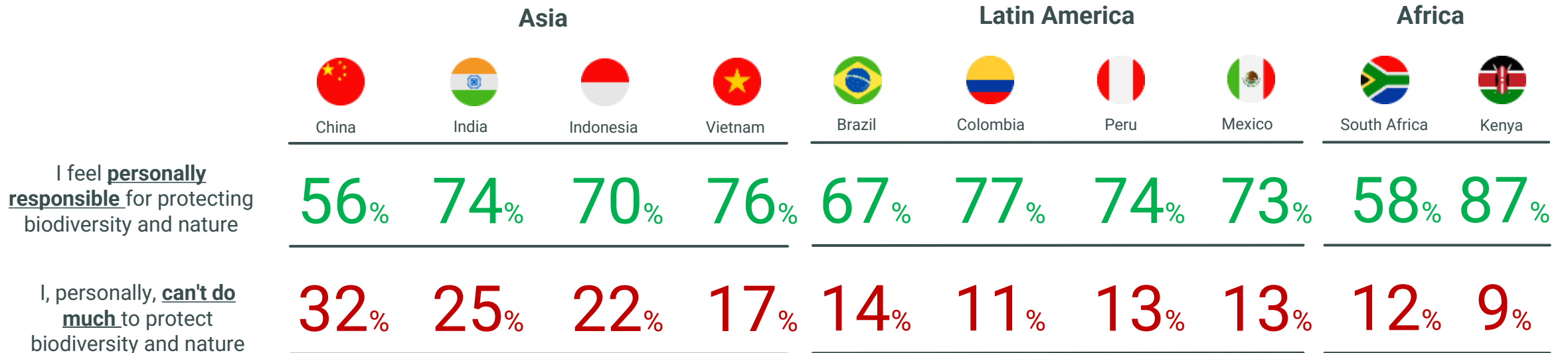
		Asia				Latin America				Africa	
	All countries										
Protecting unspoilt forests	82%	-10% ▼	-13% ▼	-2%	0%	5% ▲	9% ▲	2%	3% ▲	-4% ▼	6% ▲
Using water responsibly	81%	-13% ▼	-6% ▼	-6% ▼	-12% ▼	5% ▲	12% ▲	7% ▲	8% ▲	4% ▲	-5% ▼
Protecting rivers and wetlands	79%	-13% ▼	-6% ▼	-5% ▼	-12% ▼	6% ▲	13% ▲	3% ▲	3% ▲	2%	7% ▲
Protecting coasts, coral reefs and oceans	77%	-12% ▼	-12% ▼	4% ▲	-5% ▼	6% ▲	11% ▲	1%	6% ▲	-1%	-1%
Banning wildlife poaching	75%	-15% ▼	-8% ▼	-1%	-1%	0%	9% ▲	1%	5% ▲	3% ▲	9% ▲
Switching to renewable energy	74%	-11% ▼	-5% ▼	-11% ▼	-10% ▼	5% ▲	10% ▲	4% ▲	9% ▲	4% ▲	6% ▲
Restoring degraded natural landscapes	73%	-18% ▼	-8% ▼	-1%	-6% ▼	6% ▲	11% ▲	2%	11% ▲	-3% ▼	4% ▲
Using less chemicals in farming	73%	-20% ▼	-7% ▼	0%	-6% ▼	7% ▲	8% ▲	4% ▲	6% ▲	0%	5% ▲
Using less plastic in packaging material	73%	3% ▲	-2%	0%	-9% ▼	3% ▲	11% ▲	6% ▲	7% ▲	-1%	7% ▲
Creating urban spaces where nature can thrive	68%	-18% ▼	-4% ▼	2%	-7% ▼	7% ▲	11% ▲	5% ▲	10% ▲	2%	-4% ▼
Buying environmentally-friendly products	67%	-10% ▼	1%	1%	-7% ▼	6% ▲	2%	-2%	0%	-2%	11% ▲
Using more public transport	64%	6% ▲	3% ▲	4% ▲	-3% ▼	6% ▲	0%	-1%	5% ▲	-5% ▼	-2%

Shifts vs. all countries average

QK6: There are various ways to protect biodiversity and nature. In your opinion how much of an impact does each of the following have? (Top box- Has very high impact)
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)
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More than 70% of respondents across the 10 countries feel they are personally responsible for protecting biodiversity

Personal responsibility for protecting biodiversity -Total sample per country- Top box 'agree completely'



Cultural differences in perception of responsibility – personal vs. others are recognised

Top box is reported in order to pull out key differences within and across countries

QA2: Thinking about your personal responsibility towards biodiversity and nature, how much do you agree to the following statements? (Top box- Agree completely)
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Who else must take responsibility to protect biodiversity and nature?

More respondents feel richer countries should help the poor, while using less land for agriculture and forestry to preserve biodiversity is less agreeable

Agreement with the following statements -Total sample per country - Top box 'agree completely'



	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
Poorer countries should receive financial support from richer countries to protect biodiversity and nature	58%	50% ▼	61% ▲	53% ▼	41% ▼	67% ▲	75% ▲	71% ▲	61% ▲	52% ▼	53% ▼
The amount of land used for homes, industry, factories, mining and roads should be reduced to protect biodiversity and nature	47%	52% ▲	52% ▲	54% ▲	38% ▼	41% ▼	53% ▲	50% ▲	49%	36% ▼	48%
The amount of land used for agriculture and forestry should be reduced to protect biodiversity and nature	30%	48% ▲	35% ▲	32%	23% ▼	36% ▲	32%	28%	22% ▼	23% ▼	22% ▼

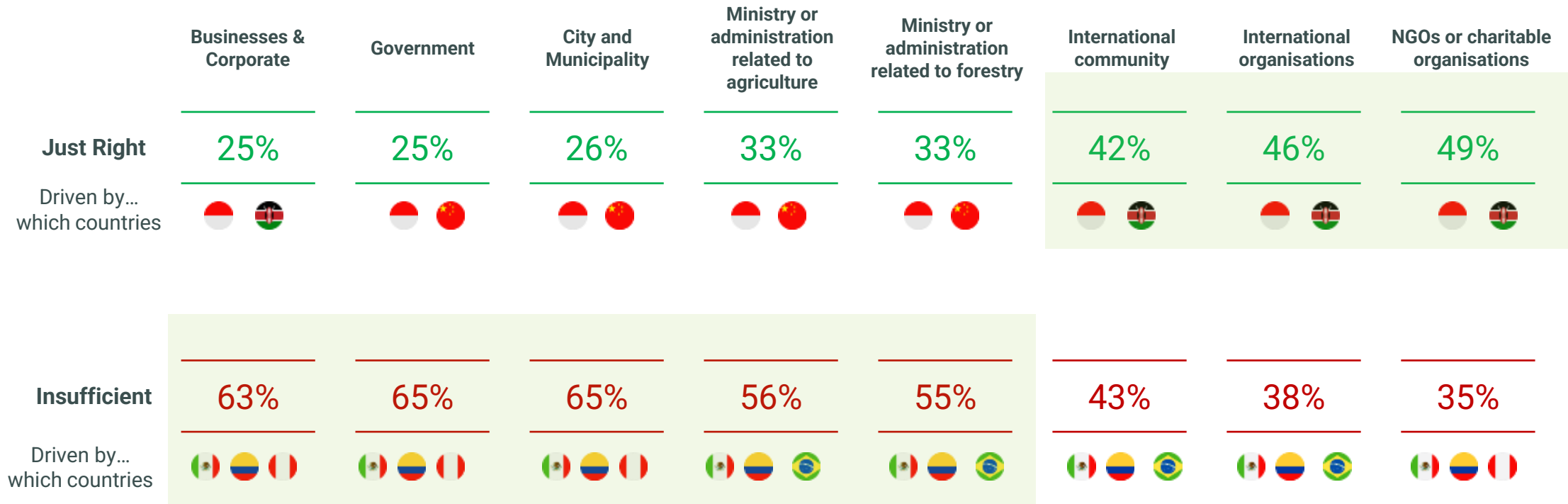
The green and red arrows represent whether the positive or negative shifts are significant; a shift that does not have an arrow adjacent is below +2% or above -2%.

Top box is reported in order to pull out key differences within and across countries

QA2: Thinking about your personal responsibility towards biodiversity and nature, how much do you agree to the following statements? (Top box- Agree completely)
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Commitment of international organisations is rated as ‘just right’, while the commitment of governmental institutions and businesses are rated as ‘insufficient’

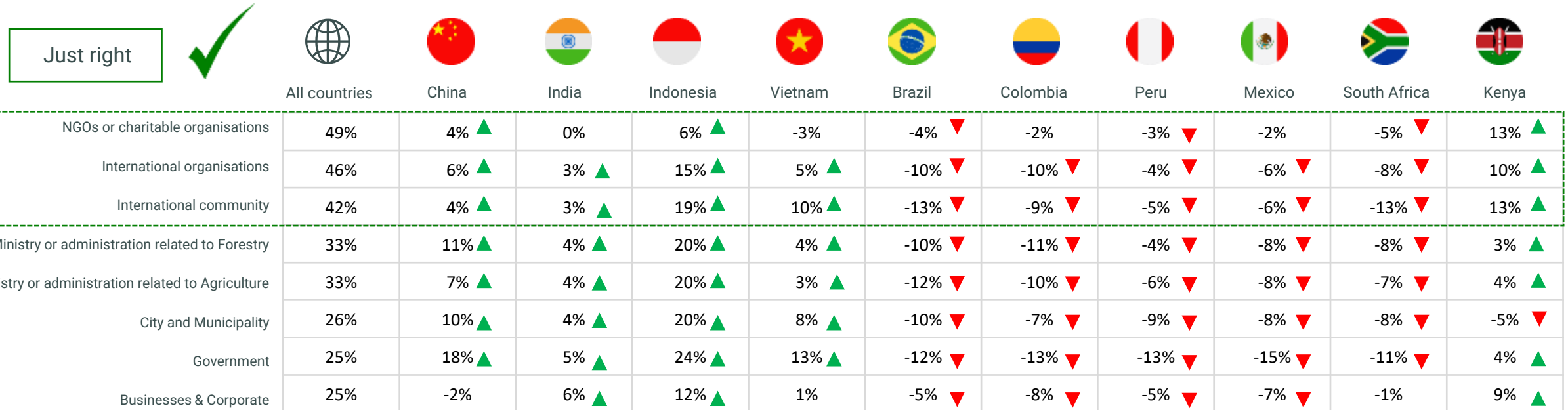
Current rating of commitment levels of state and non-state actors in biodiversity – Total sample – all countries



Respondents do expect a lot more from national and local governments, cities, and businesses

The commitment of NGOs and international organisations is seen as adequate for conservation of biodiversity and nature

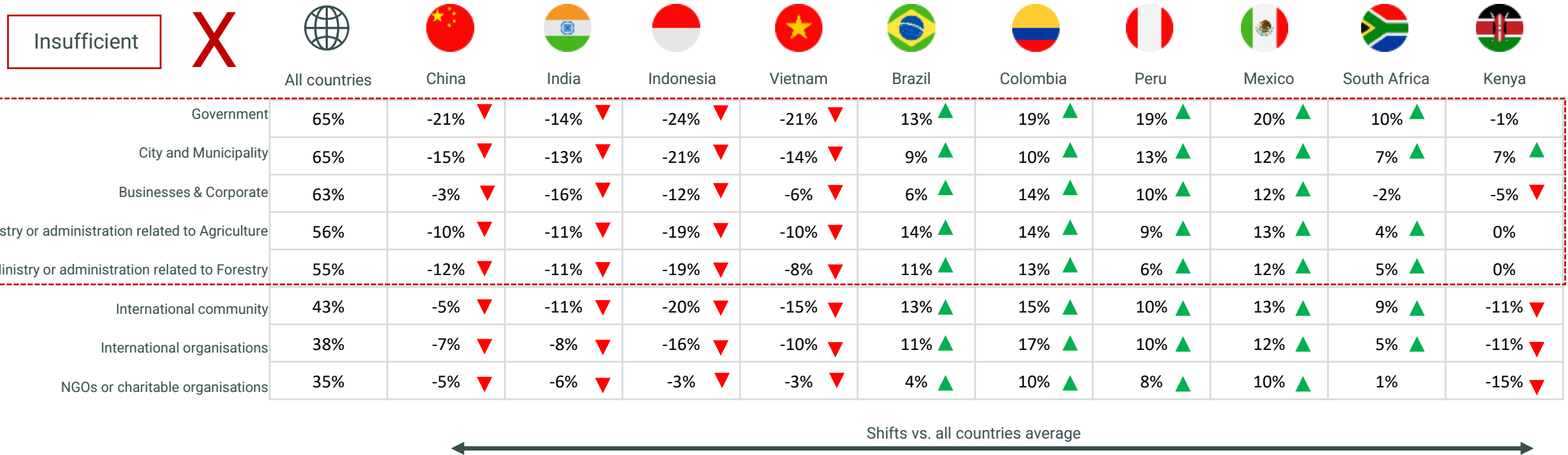
Current commitment levels of state and non-state actors in biodiversity - box 'just right'



Shifts vs. all countries average

The commitment of governments and businesses is seen insufficient

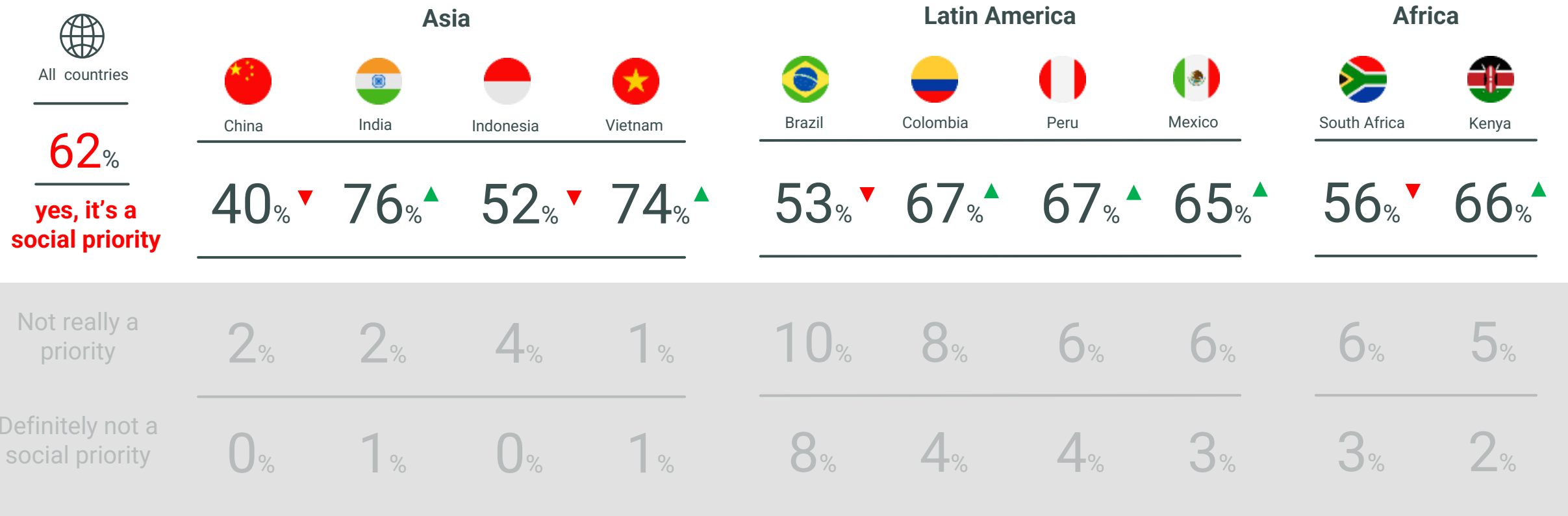
Current commitment levels of state and non-state actors in biodiversity - box 'insufficient'



QK7: The conservation of biodiversity and nature is the task of many actors in the country. How do you rate the current commitment of the following actors...
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)
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In each country except China, over half of the respondents perceive that biodiversity conservation is a social priority

Consideration of biodiversity as a social priority - Total sample per country



Top box is reported in order to pull out key differences within and across countries

QK8: [Name of respective country] has committed itself to international agreements to conserve biodiversity. To what extent do you consider biodiversity conservation to be a social priority? Would you say...? (T2B)

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

key take aways

Almost 70% of people across the 10 countries feel they are personally responsible and have a role to play in protecting biodiversity, but less agree using land for agriculture and forestry in order to preserve biodiversity

The commitment of NGO's and international organisations towards protecting biodiversity is seen 'just right', but the commitment of governments and businesses is clearly insufficient

Policy-relevant interventions are perceived to have more impact than individual measures to protect biodiversity and nature

Only 20% of all people associate the benefits of biodiversity to necessities of life or food or water and fresh air, while a fifth associate with balance natural order of life

Findings summary

About 20% of respondents associate benefits of biodiversity with life necessity and sustainable living

Clean air, rivers-lakes-oceans and unspoilt forests are seen as most relevant benefits and values of biodiversity

Policy-relevant interventions are perceived to have more impact than individual measures to protect biodiversity and nature

More than 70% of respondents feel personally responsible and more than half see biodiversity conservation a social priority

Richer countries should help poorer countries to protect biodiversity; agriculture and forestry should have less responsibility

NGOs and international organisations have more credibility in protecting biodiversity and nature than national governments and companies



THREE THINGS
SUMMARY

1

**Biodiversity
Knowledge &
Understanding**

2

**Biodiversity
Attitude &
Relevance**

3

**Behaviour and willingness to
act**

Simple and easy everyday things which do not really need a major lifestyle change are being claimed to be done currently...

Action taken in the last 12 months to protect biodiversity and nature - all countries average



A large majority claim they take these steps (>66%)

- Turn off unnecessary lights & electricals (84%)
- Recycle wherever possible (75%)
- Cut down on food and water waste (74%)



A moderate number have taken these additional steps (33-66%)

- Buy energy efficient appliances (60%)
- Use public transport and fly less (49%)
- Draw the attention of your friends to biodiversity (45%)
- Keep informed biodiversity development (44%)



While only a minority have taken the other steps (<33%)

- Switch a brand of products (28%)
- Use a practical guide when shopping (26%)
- Participate actively in nature conservation (25%)
- Donate money to a protected area (19%)
- Engage in a global biodiversity campaign (15%)

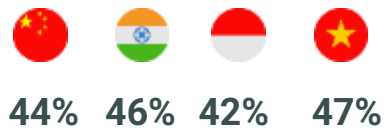
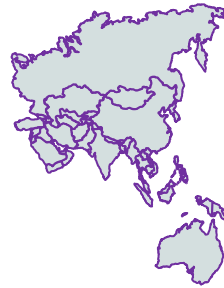
QA3: Which of the following actions have you taken in the last 12 months to protect biodiversity and nature?
Base Total sample- All countries combined (10328)

Almost four out of ten in all regions claim to be taking actions on protecting biodiversity and nature

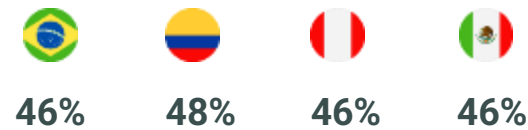
Action taken in the last 12 months to protect biodiversity and nature- Total sample per country


All countries average % action taken across 12 statements
45%

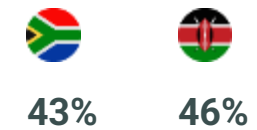
Asia Pacific



Latin America














Africa



Individual country average % action taken across 12 statements

More respondents from Latin America and African countries quote to have taken steps to protect biodiversity and nature, than those in Asia

Action taken in the last 12 months to protect biodiversity and nature- Total sample per country

	 All countries	 China	 India	 Indonesia	 Vietnam	 Brazil	 Colombia	 Peru	 Mexico	 South Africa	 Kenya
Turn off unnecessary lights & electricals	84%	-11% ▼	-12% ▼	0%	5% ▲	0%	10% ▲	9% ▲	5% ▲	3% ▲	-5% ▼
Recycle wherever possible	75%	1%	-8% ▼	-25% ▼	-11% ▼	2%	14% ▲	14% ▲	11% ▲	-1%	0%
Cut down on food and water waste	74%	-3% ▼	-13% ▼	-6% ▼	-2%	8% ▲	10% ▲	6% ▲	5% ▲	1%	-6% ▼
Buy energy efficient appliances	60%	-4% ▼	2%	-2%	6% ▲	3% ▲	-3% ▼	-3% ▼	-4% ▼	5% ▲	5% ▲
Use public transport and fly less	49%	7% ▲	6% ▲	-11% ▼	-1% ▼	-9% ▼	5% ▲	8% ▲	8% ▲	-15% ▼	6% ▲
Draw the attention of your friends to biodiversity	45%	-12% ▼	1%	-17% ▼	-4% ▼	9% ▲	20% ▲	1%	9% ▲	-10% ▼	-1%
Keep informed biodiversity development	44%	-11% ▼	-3% ▼	-6% ▼	-8% ▼	8% ▲	8% ▲	4% ▲	7% ▲	-8% ▼	6% ▲
Switch brand products	28%	-1%	5% ▲	9% ▲	8% ▲	-6% ▼	-3% ▼	0%	-3% ▼	-1%	-11% ▼
Use a practical guide when shopping	26%	7% ▲	0%	2%	3% ▲	16% ▲	-9% ▼	-6% ▼	-12% ▼	10% ▲	-6% ▼
Participate actively in nature conservation	25%	6% ▲	8% ▲	1%	10% ▲	-12% ▼	-8% ▼	-9% ▼	-6% ▼	-5% ▼	14% ▲
Donate money to a protected area	19%	5% ▲	11% ▲	6% ▲	11% ▲	-7% ▼	-11% ▼	-9% ▼	-6% ▼	0%	2%
Engage in a global biodiversity campaign	15%	1%	6% ▲	3%	5% ▲	-6% ▼	-3% ▼	-2%	-5% ▼	-3% ▼	4% ▲

Shifts vs. all countries average (45%)

QA3: Which of the following actions have you taken in the last 12 months to protect biodiversity and nature?

Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

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▲ ▼ Significantly higher/lower than global

Ethical reasons appear more important than the connection that biodiversity is the source of raw materials

Top 3 Reasons for protecting biodiversity- Across all countries



Saving our basis of life

89%



Future generation to experience diversity of nature

80%



Animals and plants right of existence

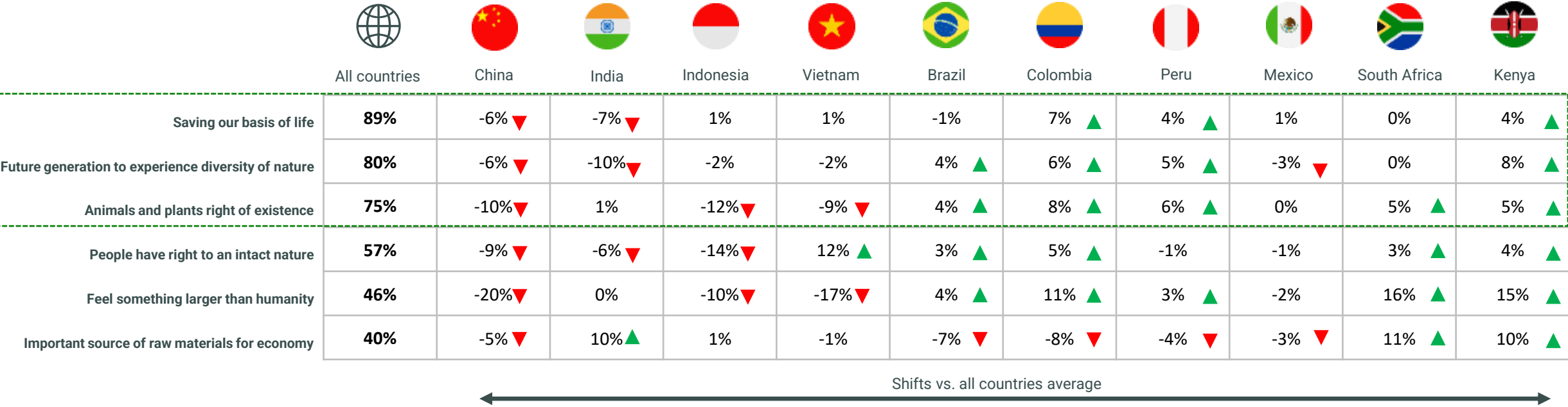
75%

lesser respondents (40%) see biodiversity as a 'source of raw materials'

While protecting biodiversity for future generations to experience is seen important by a majority, lesser people see biodiversity as a source of raw materials

Reasons for protecting biodiversity and nature

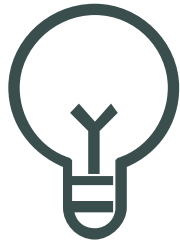
Protecting biodiversity and nature is very important to me because...



QA4: Here are some possible reasons for protecting biodiversity and nature. Please select all, that are important to you. "Protecting biodiversity and nature is very important to me ..."
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

The majority quote they are ready to take steps, but future actions mirror those they are already doing to protect biodiversity and nature

Future lifestyle changes to protect biodiversity and nature - Total sample per country - Top box 'very willing'



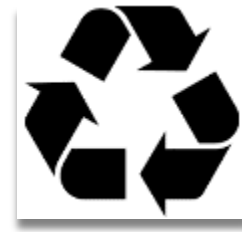
Turn off unnecessary
lights & electricals

76%



Cut down on food
and water waste

70%



Recycle wherever
possible

68%














Buy energy efficient
appliances

67%

People claim they are ready to have lifestyle changes to preserve biodiversity

Future lifestyle changes to preserve biodiversity and nature - Total sample per country - Top box

		Asia				Latin America				Africa	
											
	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
Turn off unnecessary lights & electricals	76%	-9% ▼	-2%	1%	3% ▲	-54% ▼	16% ▲	13% ▲	10% ▲	9% ▲	10% ▲
Cut down on food and water waste	70%	-3% ▼	-5% ▼	-2%	-1%	-47% ▼	19% ▲	15% ▲	13% ▲	7% ▲	7% ▲
Recycle wherever possible	68%	-4% ▼	-2%	-13% ▼	-8% ▼	-46% ▼	19% ▲	16% ▲	14% ▲	8% ▲	18% ▲
Buy energy efficient appliances	67%	-5% ▼	-1%	0%	2%	-46% ▼	10% ▲	7% ▲	7% ▲	11% ▲	16% ▲
Draw attention of friends to biodiversity	55%	-9% ▼	1%	-9% ▼	-9% ▼	-37% ▼	19% ▲	10% ▲	11% ▲	2%	21% ▲
Keep informed biodiversity development	55%	-14% ▼	1%	-3% ▼	-7% ▼	-37% ▼	17% ▲	11% ▲	10% ▲	0%	21% ▲
Use public transport and fly less	55%	-2%	6% ▲	-8% ▼	0%	-37% ▼	13% ▲	12% ▲	13% ▲	-12% ▼	15% ▲
Switch brand products	54%	-10% ▼	0%	-1%	3% ▲	-39% ▼	13% ▲	10% ▲	10% ▲	4% ▲	6% ▲
Use a practical guide when shopping	46%	-2%	0%	0%	-4% ▼	-28% ▼	8% ▲	7% ▲	5% ▲	7% ▲	11% ▲
Engage in a global biodiversity campaign	46%	-8% ▼	2%	-6% ▼	2%	-33% ▼	10% ▲	7% ▲	4% ▲	-6% ▼	24% ▲
Participate in a nature conservation	43%	-2%	6% ▲	-5% ▼	3% ▲	-31% ▼	6% ▲	1%	0%	-3% ▼	29% ▲
Donate money to a protected area	35%	1%	5% ▲	2%	6% ▲	-5% ▼	-1%	-6% ▼	-1%	-3% ▼	21% ▲

Shifts vs. all countries average




QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 Base Total sample (1042), China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

▲ ▼ Significantly higher/lower than global

As expected, there is a positive relationship between biodiversity understanding and the intent people show to change behaviour to protect biodiversity and nature

Future lifestyle changes to preserve biodiversity and nature - all countries combined

	 All countries total	Biodiversity understanding		
		Good	Moderate	Poor
Turn off unnecessary lights & electricals	76%	84% ▲	78%	67%
Cut down on food and water waste	70%	78% ▲	73%	61%
Recycle wherever possible	68%	75% ▲	71%	60%
Buy energy efficient appliances	67%	76% ▲	69%	60%
Draw attention of friends to biodiversity	55%	65% ▲	57%	49%
Keep informed biodiversity development	55%	58%	58%	46%
Use public transport and fly less	55%	58%	58%	46%
Switch brand products	54%	61% ▲	56%	47%
Use a practical guide when shopping	46%	48%	48%	41%
Engage in a global biodiversity campaign	46%	50%	48%	40%
Participate in a nature conservation	43%	49%	45%	39%
Donate money to a protected area	35%	43% ▲	35%	34%

Those who have demonstrated 'good understanding' i.e. those who can associate biodiversity beyond diversity of living organisms are significantly more prepared to take action going forward

QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 Base Global- Total sample (10328), Biodiversity understanding: Good (420), Moderate (7181), Poor (2727)

Current Behaviour

Turn off unnecessary lights & electricals	84%
Recycle wherever possible	75%
Cut down on food and water waste	74%
Buy energy efficient appliances	60%
Use public transport and fly less	49%
Draw the attention of your friends to biodiversity	45%
Keep informed biodiversity development	44%
Switch brand that jeopardies biodiversity	28%
Use a practical guide when doing your shopping	26%
Participate actively in nature conservation	25%
Donate money to a protected area	19%
Engage in a global biodiversity campaign	15%

Avg.



decrease - 0-10% increase - 11-20% increase - > 20% increase

Turn off unnecessary lights & electricals	76%
Cut down on food and water waste	70%
Recycle wherever possible	68%
Buy energy efficient appliances	67%
Draw the attention of your friends to biodiversity	55%
Keep informed biodiversity development	55%
Use public transport and fly less	55%
Switch brand that jeopardies biodiversity	54%
Use a practical guide when doing your shopping	46%
Engage in a global biodiversity campaign	46%
Participate actively in nature conservation	43%
Donate money to a protected area	35%

Avg.

Future Behaviour

QA3: Which of the following actions have you taken in the last 12 months to protect biodiversity and nature?

QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)

Base Total sample- All countries combined (10328)

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Possible opportunities to encourage future actions beyond steps that are currently taken through future communications and initiatives

Future lifestyle changes to preserve biodiversity and nature - All countries combined



All countries total

Turn off unnecessary lights & electricals	76%
Cut down on food and water waste	70%
Recycle wherever possible	68%
Buy energy efficient appliances	67%
Draw the attention of your friends to biodiversity	55%
Keep informed biodiversity development	55%
Use public transport and fly less	55%
Switch brand products	54%
Use a practical guide when doing your shopping	46%
Engage in a global biodiversity campaign	46%
Participate actively in a nature conservation	43%
Donate money to a protected area	35%



QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 Base Global- Total sample (10328), Biodiversity understanding: Good (420), Moderate (7181), Poor (2727)

key take aways

Simple and easy everyday actions which do not need a major lifestyle change and also bring economical benefits are done currently to preserve biodiversity and nature

Positively, the majority is ready to take additional efforts to protect biodiversity. But actions beyond those already taken and are more challenging need to be encouraged further

While protecting biodiversity for its intrinsic value and future generations to experience is seen important by a majority, lesser people see the value of biodiversity as a source of raw materials, which can be encouraged

Findings summary

Steps with positive impact on biodiversity and nature which need less effort are applied by majority, those with more effort by minority

Top three reasons to protect biodiversity and nature appear ethical, anthropocentric reasons are rated less important

Majority of respondents (>75%) quote they are ready to take steps to protect biodiversity and nature: turn out lights, reduce food and waste water, recycle whenever possible – which are more environment-related and easy to do

Future actions mirror those they are already doing

Less than 30% of respondents apply steps which need more effort, such as: switch brand products, use a practical guide when doing your shopping, engage in a global biodiversity campaign, participate actively in nature conservation, donate money to a protected area.

However, many respondents are ready to improve their efforts to preserve biodiversity and nature.

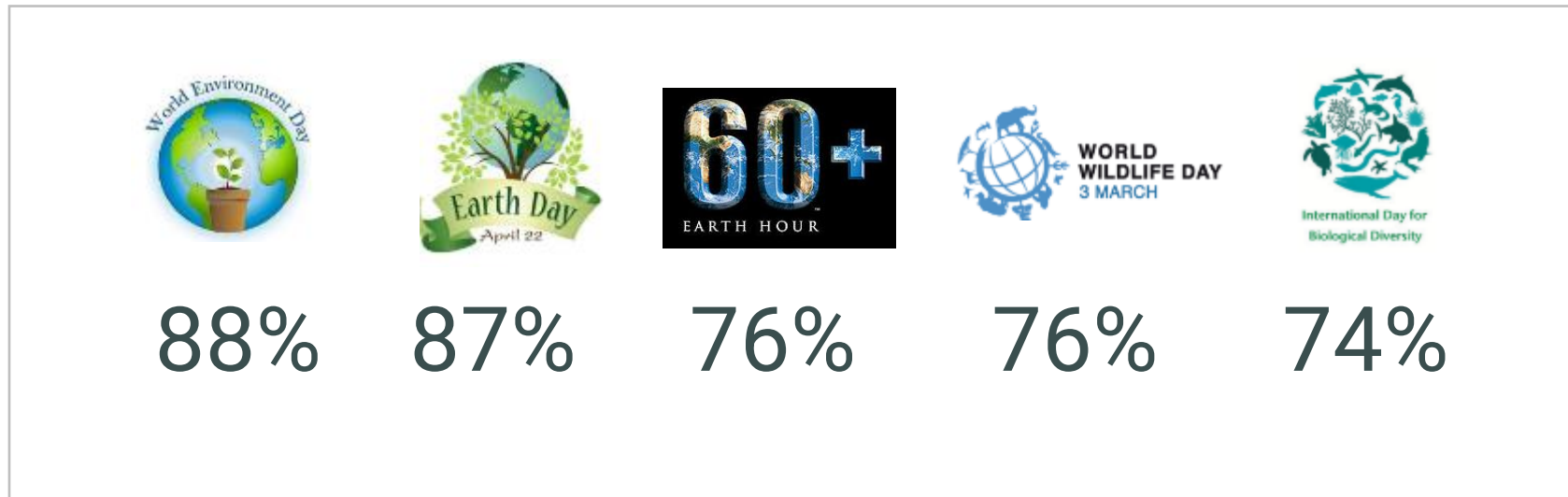


Media consumption

A large majority of respondents claim they have heard or know various global communication initiatives

Knowledge of current biodiversity-related communication initiatives - Total sample - all countries combined

Top 5 global communication initiatives














QM2: Have you heard of, or know about the following...?

Base: Total Sample: China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Many respondents across the 10 countries have knowledge of various biodiversity-related communication initiatives

Knowledge of current biodiversity-related communication initiatives - Total sample per country

		Asia				Latin America				Africa	
	All countries										
	All countries	China	India	Indonesia	Vietnam	Brazil	Colombia	Peru	Mexico	South Africa	Kenya
World Environment Day	88%	6% ▲	3% ▲	0%	3% ▲	3% ▲	-5% ▼	0%	-4% ▼	-13% ▼	4% ▲
Earth Day	87%	6% ▲	1%	3% ▲	4% ▲	-4% ▼	8% ▲	7% ▲	1%	-4% ▼	-18% ▼
Earth Hour	76%	19% ▲	2%	2%	22% ▲	-14% ▼	-5% ▼	17% ▲	-6% ▼	-3% ▼	-34% ▼
World Wildlife Day	76%	9% ▲	13% ▲	-5% ▼	-2%	-14% ▼	-5% ▼	-7% ▼	-5% ▼	4% ▲	10% ▲
International Day on Biodiversity	74%	2% ▲	5% ▲	4% ▲	-1% ▲	4% ▲	6% ▲	4% ▲	4% ▼	-27% ▼	-4% ▼
Change Climate Change	72%	-21% ▼	4% ▲	-12% ▼	23% ▲	-19% ▼	11% ▲	11% ▲	9% ▲	-11% ▼	6% ▲
World Ocean Day	62%	26% ▲	14% ▲	8% ▲	8% ▲	-12% ▼	-9% ▼	-11% ▼	-7% ▼	-5% ▼	-11% ▼
Climate March	55%	6% ▲	10% ▲	-3% ▼	16% ▲	3% ▲	2%	-3% ▼	-5% ▼	-19% ▼	-2%
United Nations Decade on Biodiversity	52%	13% ▲	13% ▲	5% ▲	9% ▲	-1%	-11% ▼	-10% ▼	-6% ▼	-17% ▼	6% ▲
Connect2Earth	49%	2% ▲	21% ▲	7% ▲	7% ▼	-4% ▼	-10% ▼	-11% ▼	0% ▼	-10% ▼	0%
World Tiger Day	47%	9% ▲	34% ▲	9% ▲	4% ▲	-10% ▼	-9% ▼	-14% ▼	-1%	-12% ▼	-6% ▼

Shifts vs. all markets average



















QM2: Have you heard of, or know about the following...?
 Base: Total Sample: China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)






▲ ▼ Significantly higher/lower than global

Digital medium seems critical, people have come across information related to biodiversity and nature from across a mix of traditional, digital and social media

Biodiversity information sources - Total sample per countries

	 TV	 Digital	 Social	 Radio	 Print	Other
	65%	74%	62%	35%	55%	78%
	60%	79%	44%	18%	47%	71%
	50%	69%	62%	26%	61%	80%
	69%	77%	63%	21%	50%	72%
	67%	76%	76%	43%	63%	82%
	64%	66%	54%	20%	33%	67%
	75%	75%	70%	43%	63%	84%
	75%	76%	65%	38%	60%	86%
	65%	72%	63%	28%	45%	75%
	45%	65%	52%	44%	54%	72%
	77%	81%	73%	68%	71%	85%












Key

-  TV
Cable TV / Free to Air TV
-  Digital
Internet, video sites, banner ads/ pop ups, online paid video streaming
-  Social
Social media
-  Radio
Radio
-  Print
Posters, magazines, newspapers
- Other**
Friends/Family, direct mail, in school, events, emails. Zoos & other

QM1: Have you come across any information or news related to biodiversity and nature, in any of the following sources?
 Base Total sample- China (1042), India (1014), Indonesia (1024), Vietnam (1039), Brazil (1031), Colombia (1052), Peru (1031), Mexico (1044), South Africa (1031), Kenya (1020)

Zoos/ Parks and schools are also key ways in sourcing information related to biodiversity

Biodiversity information sources: 'Other sources' breakdown - Total sample per countries

	Friends/family discussions	Direct Mail	In school/ college	Events	Emails	Zoos/parks & aquariums
	51%	10%	39%	16%	14%	41%
	49%	3%	16%	8%	10%	44%
	58%	12%	37%	20%	15%	38%
	45%	12%	35%	19%	10%	36%
	48%	6%	50%	18%	11%	49%
	46%	5%	31%	6%	18%	20%
	60%	17%	48%	17%	21%	48%
	53%	12%	48%	18%	12%	52%
	42%	12%	36%	12%	11%	44%
	50%	7%	31%	13%	18%	38%
	61%	9%	56%	30%	17%	40%

key take aways

A majority (>70%) of respondent have heard of some global communication initiatives, but this appears unrealistic driven by over claims

Digital media seem very important for sourcing of information on biodiversity and nature in the 10 countries

Around half of people receive information from traditional media such as print and TV while other sources including communications with friend, in schools and zoos/parks also have a role to play

We know there are four key influences on behaviour

SEE

To be seen, the issue or cause needs to be **DISTINCTIVE & CLEAR**

FEEL

People need to feel a strong instinctive emotional **CONNECTION**

THINK

They need to think there are some **EASY ADVANTAGES**

DO

People then **COMMIT** and recommit

BIODIVERSITY

Why variety in nature is so vital

CONCLUSIONS FOR A COMMUNICATION STRATEGY UP TO 2020

Broaden the understanding of the 'biodiversity' concept to go beyond 'diversity of living organisms' to include 'diversity of habitats and ecosystems'

→ Messaging can be focused on different types of habitats / ecosystems and their critical role for human well-being

The benefits of biodiversity and nature need to be associated clearly with resources like food, air, water and overall well-being

→ Showing real-life examples of the impact of declining biodiversity on peoples' well-being

Recognizing current efforts with a view to adopting significant lifestyle changes over the years should be the intended aim

→ Capitalize on existing positive behaviour (no food waste, energy saving, recycling etc.) to draw the connection with the values of biodiversity and nature



Scaling up Biodiversity Communication for Achieving Aichi Target 1

More information about the IKI project

<https://www.international-climate-initiative.com/en/nc/details/?projectid=2925&cHash=a49af204418a13e65d4148d44f4f4be9>

Or contact

Dr. Christine van Deuren

IKI Project Coordinator, christine.vandeuren@wwf.de

Günter Mitlacher

Director International Biodiversity Policy,
IKI Project Lead, guenter.mitlacher@wwf.de
WWF Germany