



AN ECO-WAKENING

MEASURING GLOBAL AWARENESS, ENGAGEMENT AND ACTION FOR NATURE



The natural world is under threat

In the Amazon Basin, more than 150 acres of rainforest are burned and lost every minute of every day. Scientists warn that one million species, out of an estimated total of eight million, face extinction and many within decades. This decline is putting the future of the planet and everyone on it at risk.

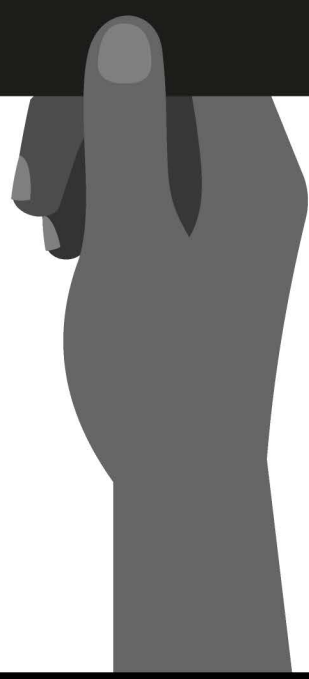
Do people care?

Given the scale of the problem, it would be easy to assume that ordinary people are turning away, not only believing that biodiversity-loss is not a priority but also that nothing can be done.

Yes - they do

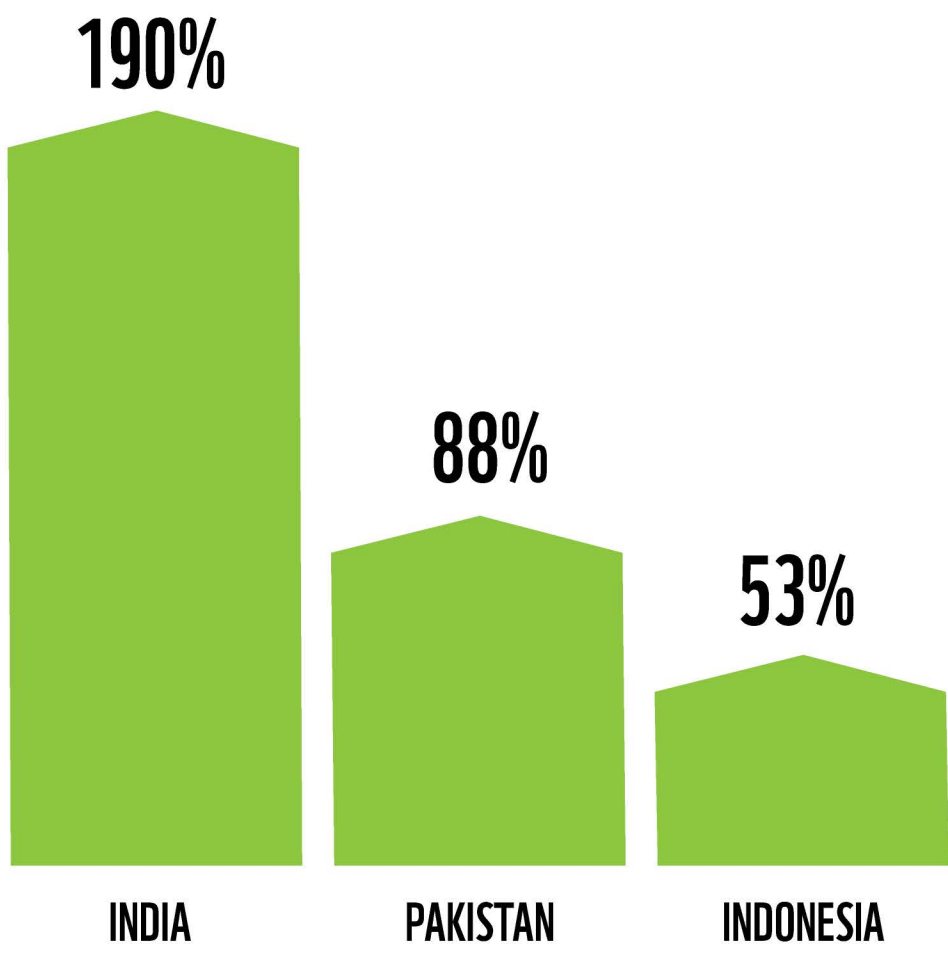
New research by the Economist Intelligence Unit, commissioned by WWF, shows that hundreds of millions of people all over the world are concerned about nature loss and that number is growing. People are demanding more radical action on behalf of the planet.

TIME IS RUNNING SHORT
AND ACTION TO PREVENT
FATAL NATURE LOSS IS
URGENTLY NEEDED



Concern for nature has increased globally by **16%** in the past 5 years

This trend has been driven by growth in emerging markets, especially in Asia. This shift in public sentiment reflects a hard reality, as people in emerging markets most likely to experience the devastating impact of nature-loss.



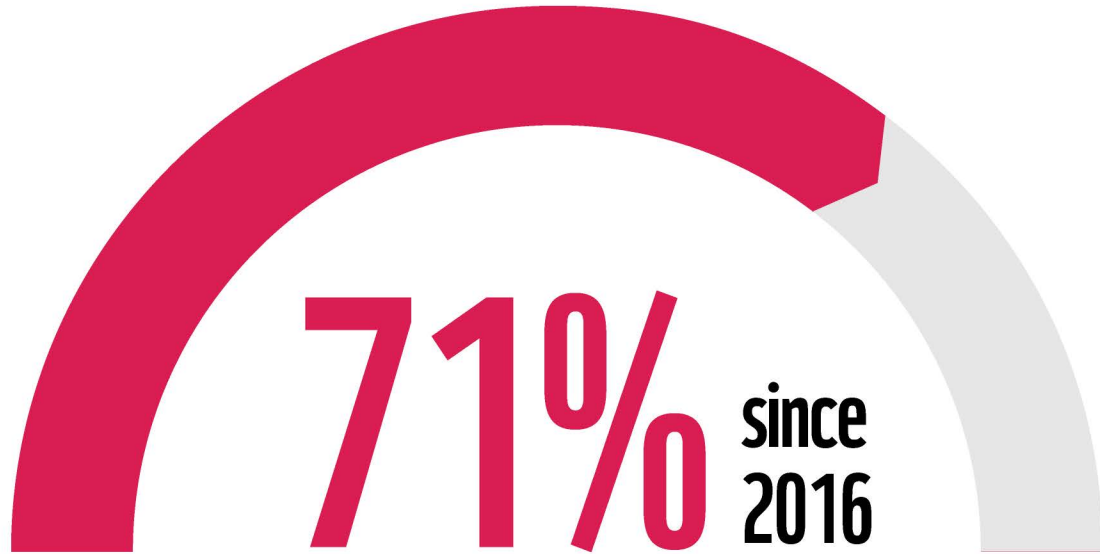
The number of nature-loss conversations has grown

65% in Twitter mentions since 2016

Nature-loss and biodiversity issues are gaining more traction online than ever before, with the most significant growth occurring in emerging markets. Major influencers around the world including political figures, celebrities and religious leaders are using their platforms to amplify nature issues, with messages reaching almost 1 billion people worldwide.



Consumers are changing their behaviour, with the popularity of searches for sustainable goods increasing globally by **71%** since 2016

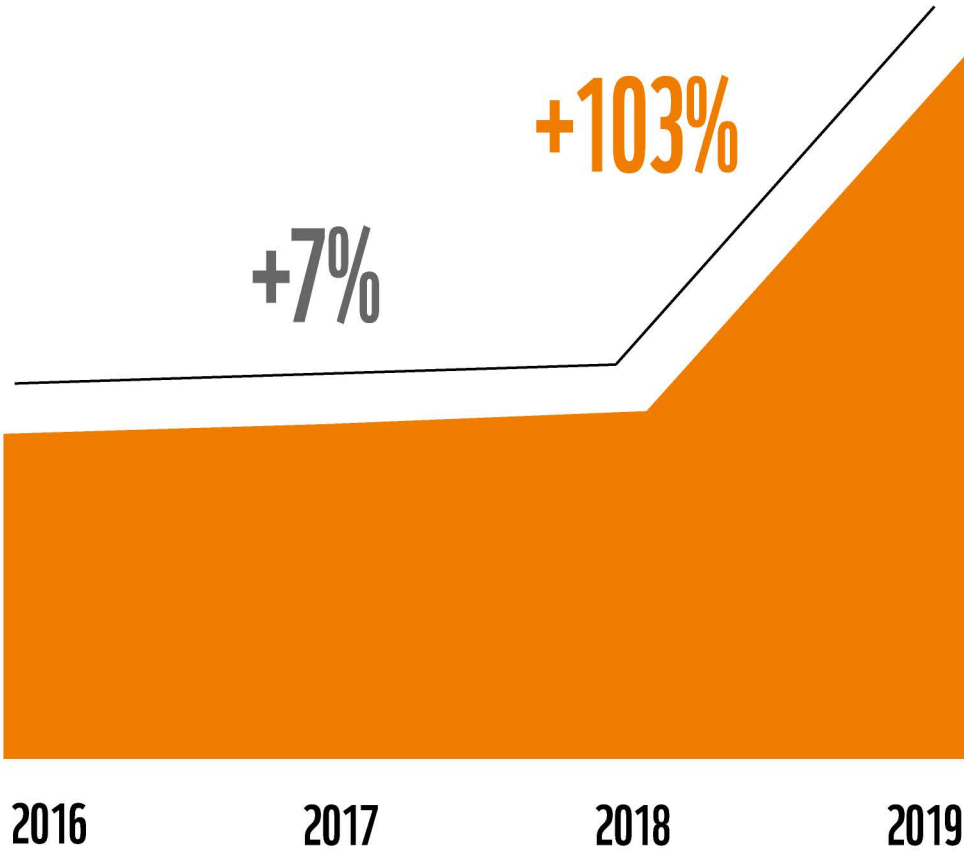


Corporations are responding to consumer demand, particularly in the cosmetics, pharmaceutical, fashion and food sectors.



Public demand for action is rapidly growing through protests, petitions and campaign donations

From 2016-2018, global news media coverage of nature-based protests grew by a steady 7%. Between 2018 and 2019, however, coverage jumped by a whopping 103%.



THE CALL FOR BOLD, DECISIVE ACTION BY GOVERNMENTS AND BUSINESS ON BEHALF OF THE PLANET AND FUTURE GENERATIONS IS GETTING LOUDER AND LOUDER.

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