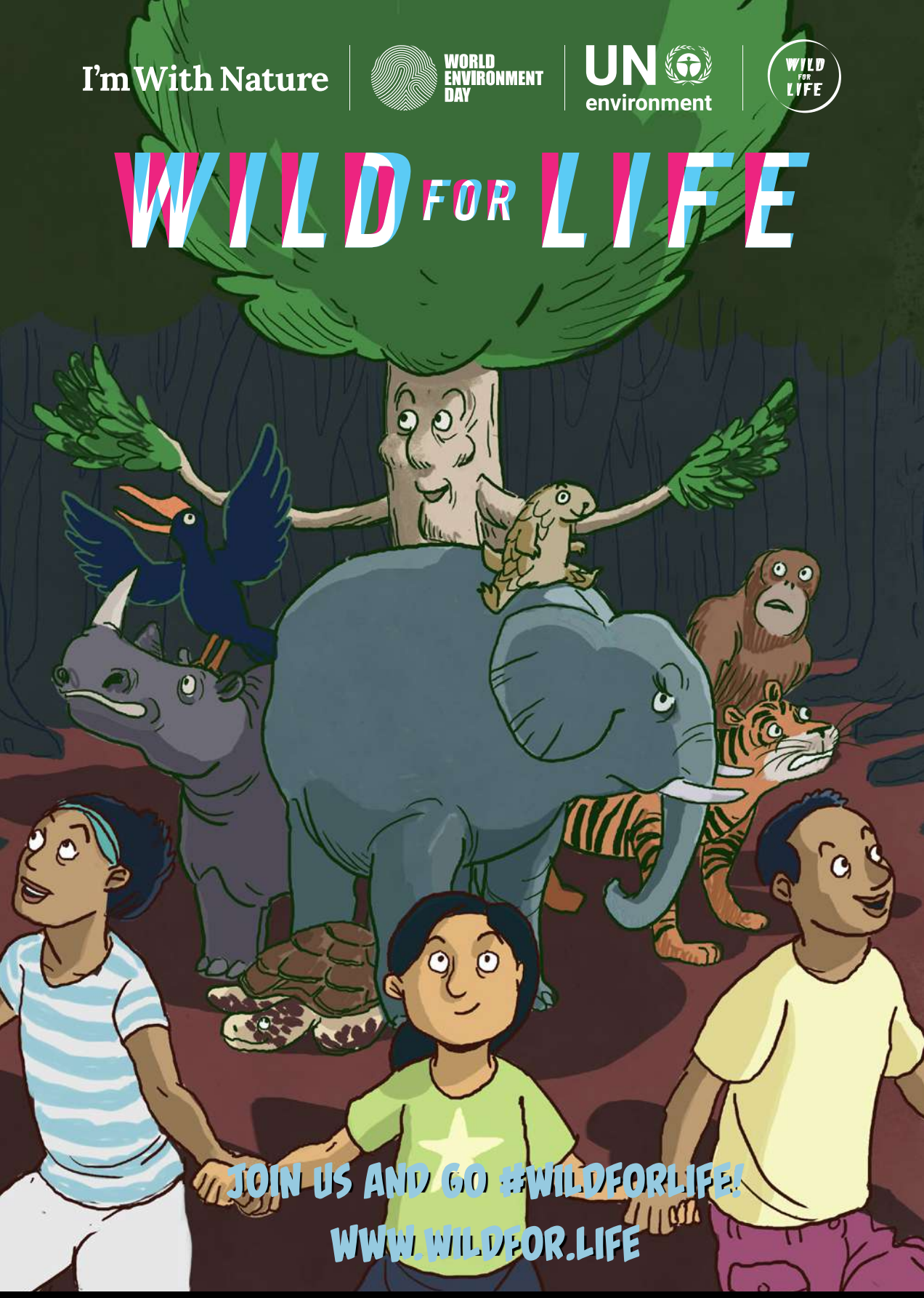
I'm With Nature

WORLD ENVIRONMENT DAY

UN environment

WILD FOR LIFE

# WILD FOR LIFE



JOIN US AND GO #WILDFORLIFE!

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WORLD'S LARGEST LESSON

14 LIFE BELOW WATER

15 LIFE ON LAND

# WILD FOR LIFE

CREATED BY:
UN ENVIRONMENT & PCI MEDIA

WRITTEN BY:
DIEGO OTERO
LISA ROLLS

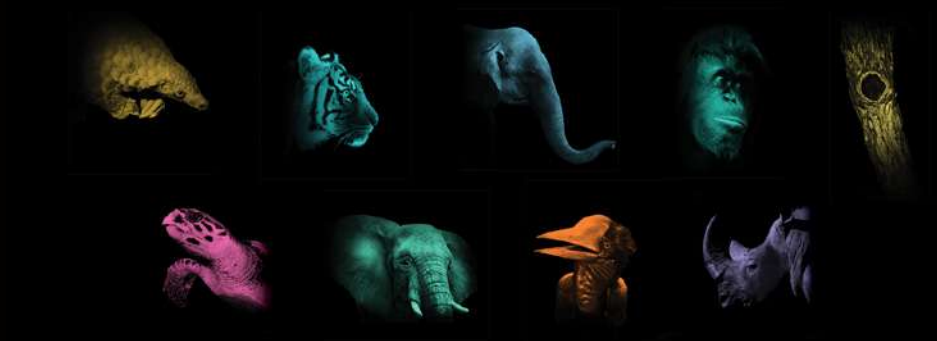
ART & COLORING BY:
DIEGO OTERO

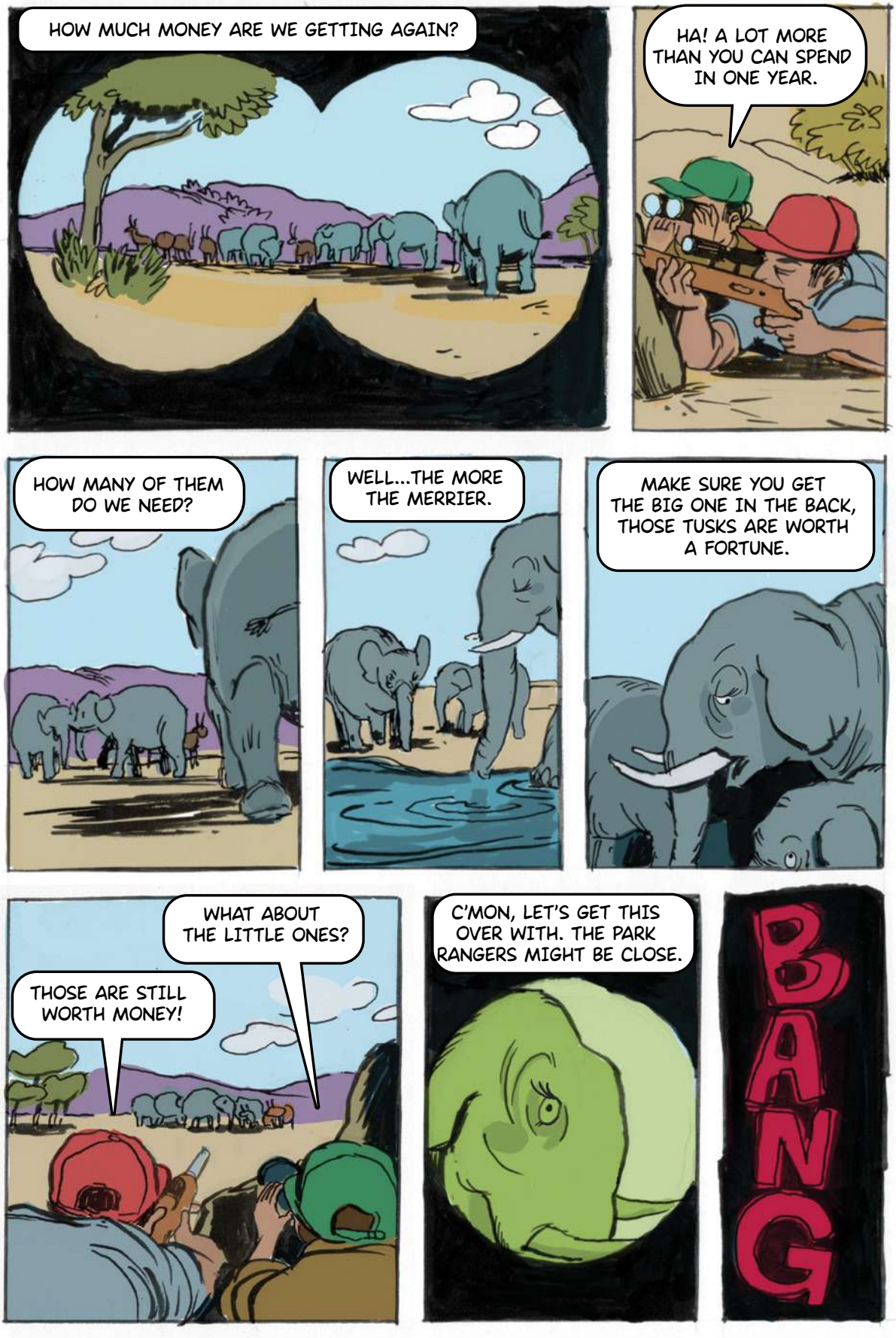
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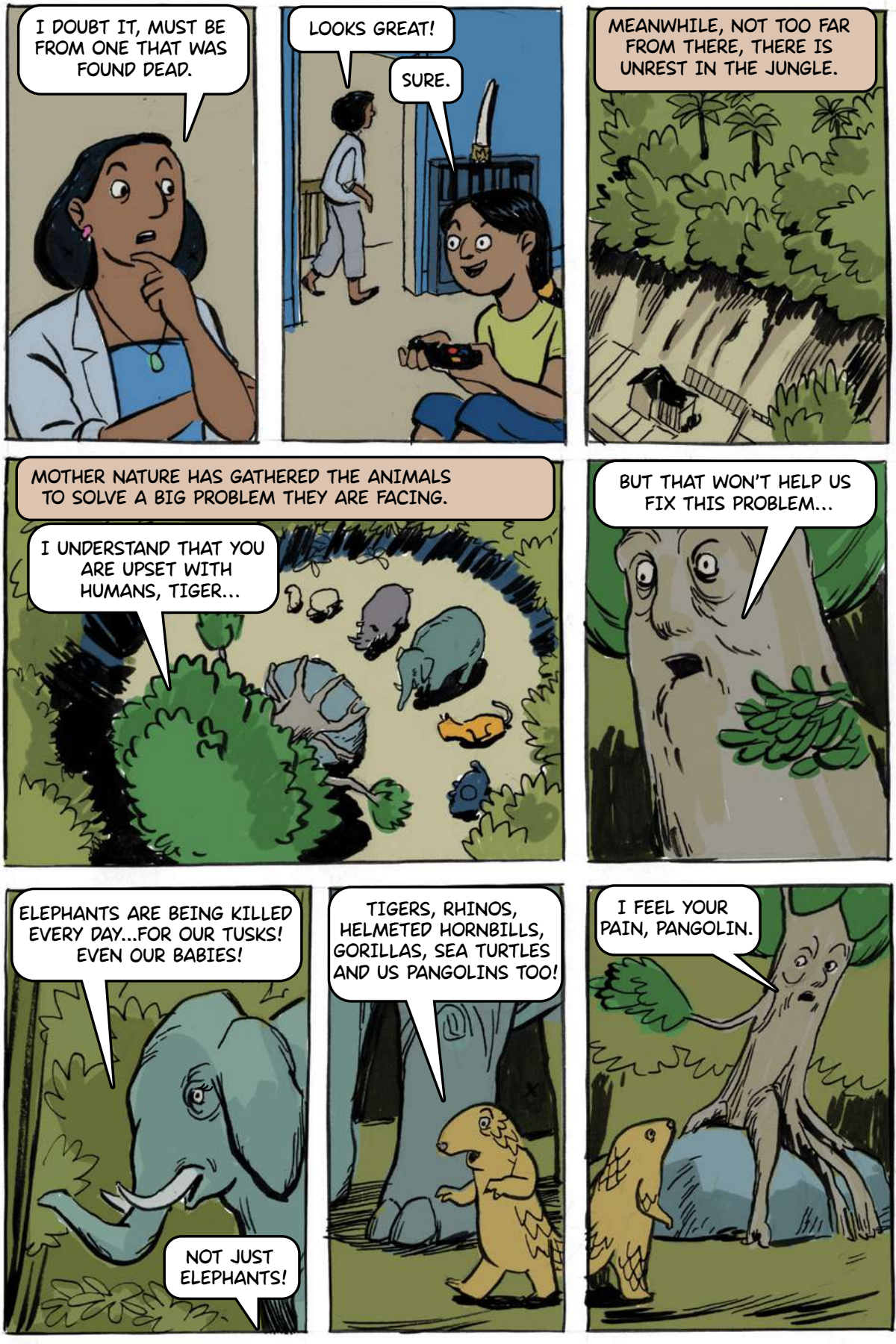
SPECIAL THANKS TO UN ENVIRONMENT AMBASSADORS AND ADVOCATES:
RAGHEB ALAMA, LI BINGBING, GISELE BÜNDCHEN, JACQUELINE FERNANDEZ, NADYA HUTAGALUNG, THU MINH, NIKKI REED, IAN SOMERHALDER, YAYA TOURÉ, AND UN ENVIRONMENT HEAD, ERIK SOLHEIM.

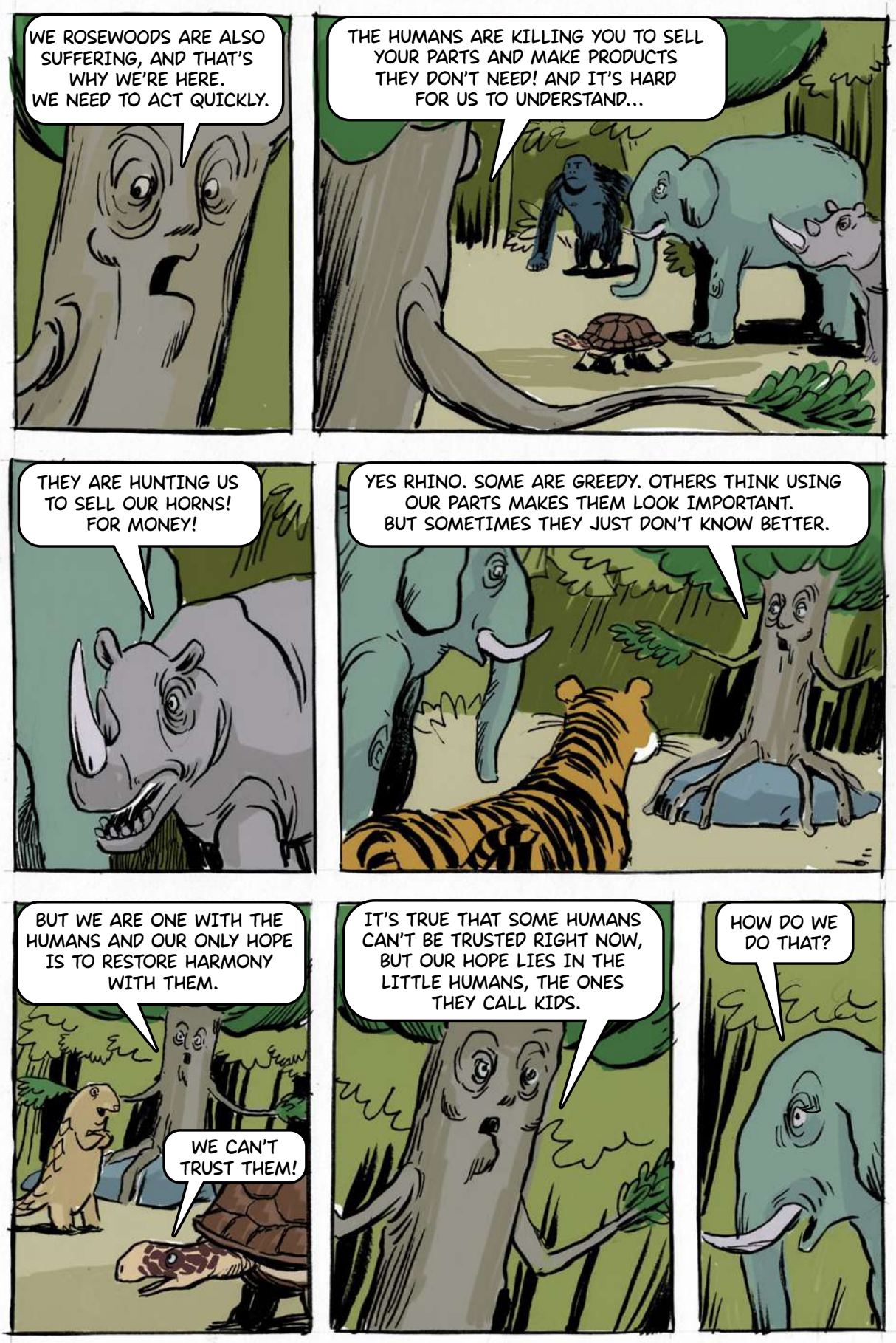
ALSO THANKS TO:
LORETTA CHEUNG AND MARCO RODRIGUEZ

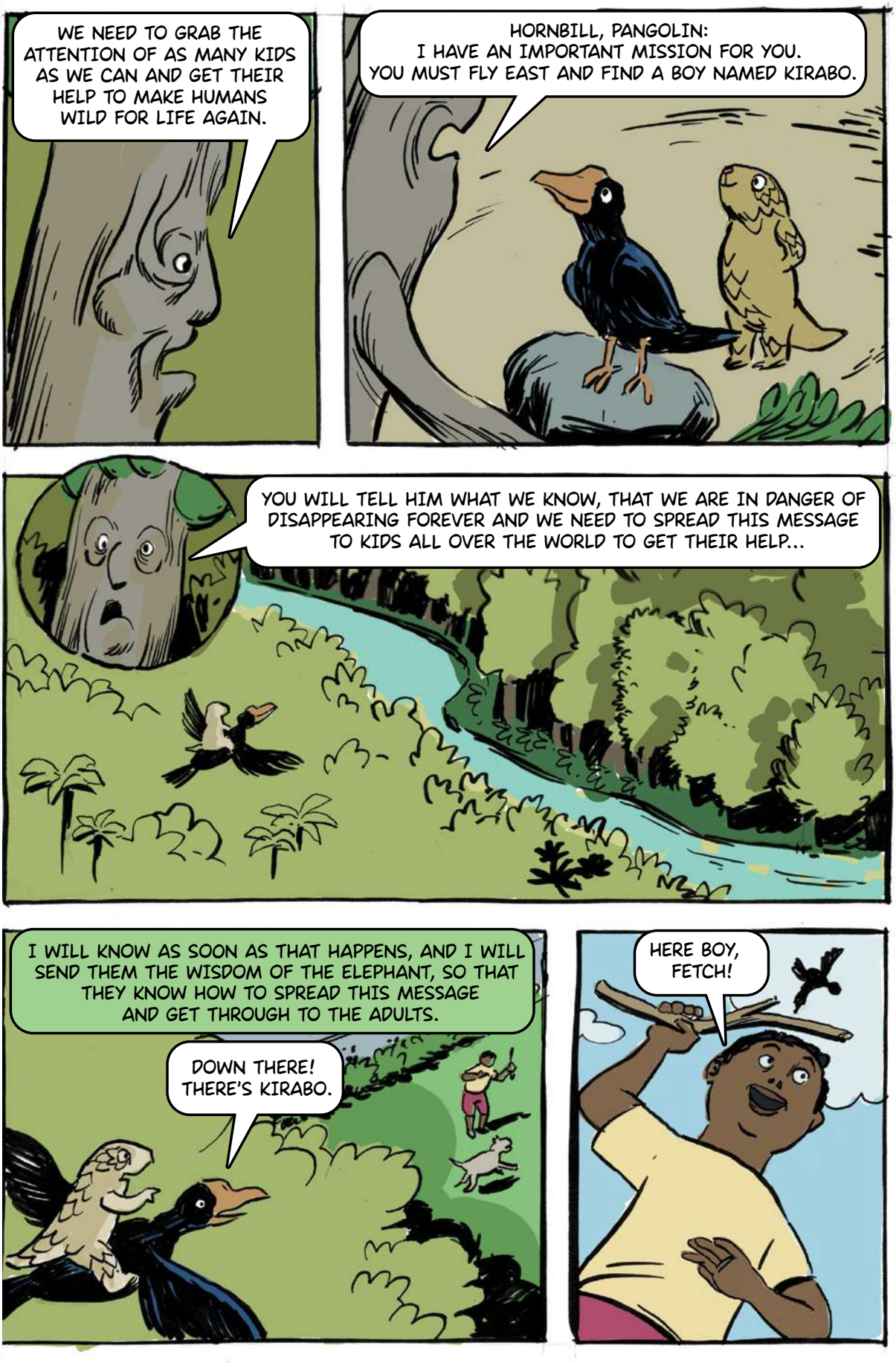


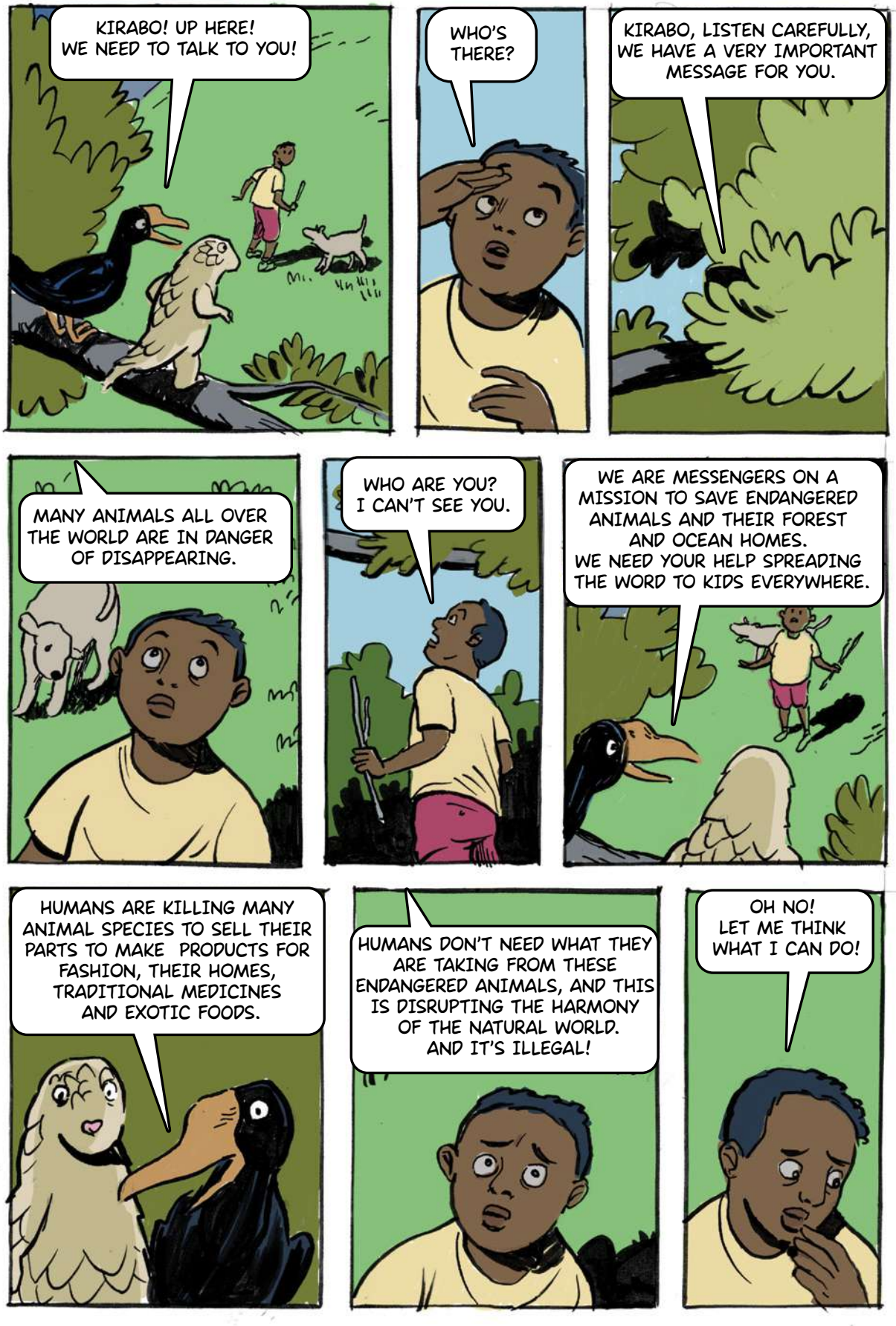

HOW MUCH MONEY ARE WE GETTING AGAIN?
HA! A LOT MORE THAN YOU CAN SPEND IN ONE YEAR.
HOW MANY OF THEM DO WE NEED?
WELL...THE MORE THE MERRIER.
MAKE SURE YOU GET THE BIG ONE IN THE BACK, THOSE TUSKS ARE WORTH A FORTUNE.
WHAT ABOUT THE LITTLE ONES?
THOSE ARE STILL WORTH MONEY!
C'MON, LET'S GET THIS OVER WITH. THE PARK RANGERS MIGHT BE CLOSE.
BANG

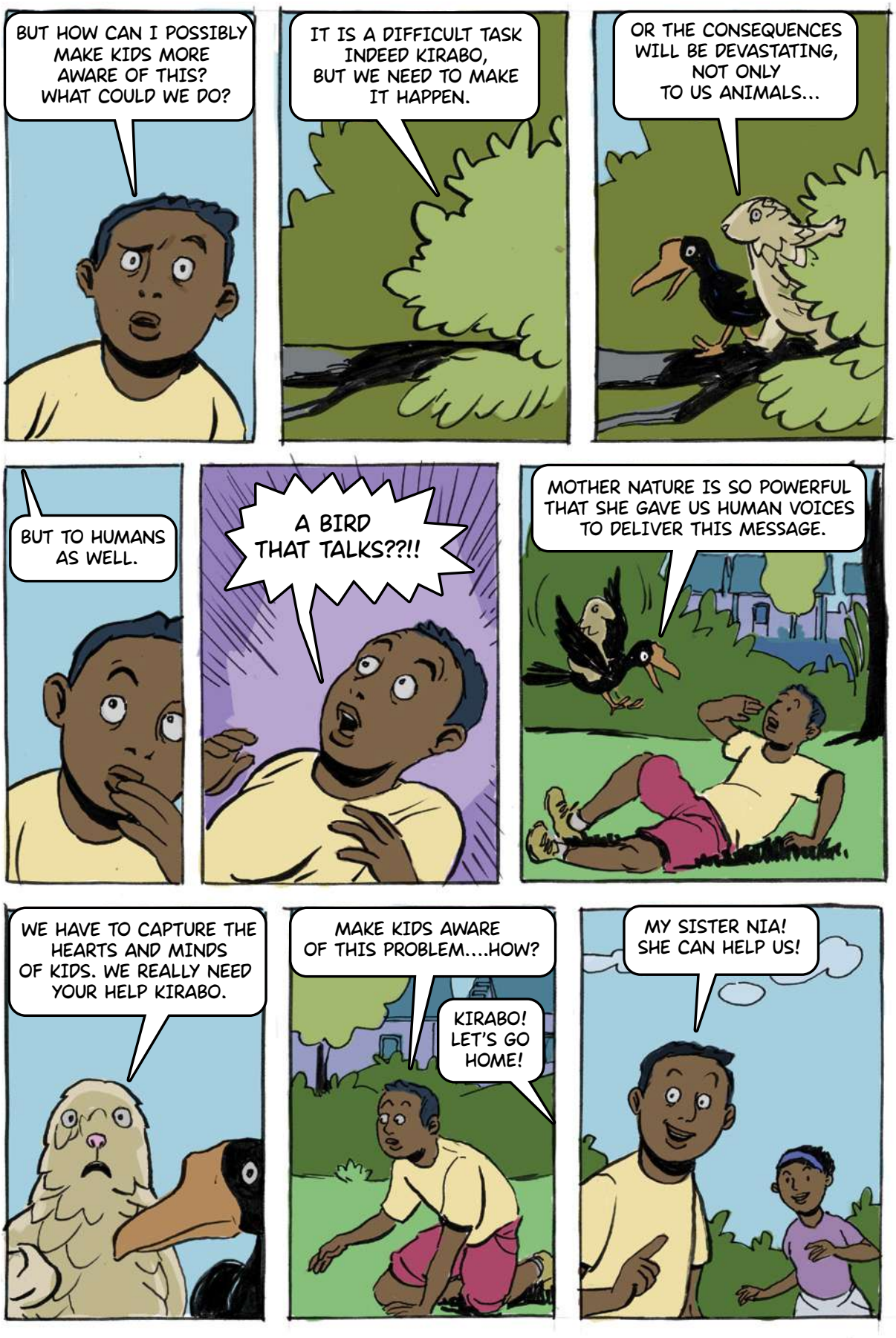

HI HONEY, HOW WAS YOUR DAY?
PRETTY GOOD!
LOOK WHAT I GOT AT THE FLEA MARKET.
WOW! BEAUTIFUL! SHOW IT TO ANAYA! SHE'S IN HER ROOM.
HEY KIDDO, LOOK WHAT I GOT FOR YOUR ROOM.
WOW, COOL!
DON'T THEY LIKE KILL THE ELEPHANTS OR SOMETHING TO GET THOSE?


I DOUBT IT, MUST BE FROM ONE THAT WAS FOUND DEAD.
LOOKS GREAT!
SURE.
MEANWHILE, NOT TOO FAR FROM THERE, THERE IS UNREST IN THE JUNGLE.
MOTHER NATURE HAS GATHERED THE ANIMALS TO SOLVE A BIG PROBLEM THEY ARE FACING.
I UNDERSTAND THAT YOU ARE UPSET WITH HUMANS, TIGER...
BUT THAT WON'T HELP US FIX THIS PROBLEM...
ELEPHANTS ARE BEING KILLED EVERY DAY...FOR OUR TUSKS! EVEN OUR BABIES!
NOT JUST ELEPHANTS!
TIGERS, RHINOS, HELMETED HORNBILLS, GORILLAS, SEA TURTLES AND US PANGOLINS TOO!
I FEEL YOUR PAIN, PANGOLIN.


WE ROSEWOODS ARE ALSO SUFFERING, AND THAT'S WHY WE'RE HERE. WE NEED TO ACT QUICKLY.
THE HUMANS ARE KILLING YOU TO SELL YOUR PARTS AND MAKE PRODUCTS THEY DON'T NEED! AND IT'S HARD FOR US TO UNDERSTAND...
THEY ARE HUNTING US TO SELL OUR HORNS! FOR MONEY!
YES RHINO. SOME ARE GREEDY. OTHERS THINK USING OUR PARTS MAKES THEM LOOK IMPORTANT. BUT SOMETIMES THEY JUST DON'T KNOW BETTER.
BUT WE ARE ONE WITH THE HUMANS AND OUR ONLY HOPE IS TO RESTORE HARMONY WITH THEM.
WE CAN'T TRUST THEM!
IT'S TRUE THAT SOME HUMANS CAN'T BE TRUSTED RIGHT NOW, BUT OUR HOPE LIES IN THE LITTLE HUMANS, THE ONES THEY CALL KIDS.
HOW DO WE DO THAT?


WE NEED TO GRAB THE ATTENTION OF AS MANY KIDS AS WE CAN AND GET THEIR HELP TO MAKE HUMANS WILD FOR LIFE AGAIN.
HORNBILL, PANGOLIN:
I HAVE AN IMPORTANT MISSION FOR YOU.
YOU MUST FLY EAST AND FIND A BOY NAMED KIRABO.
YOU WILL TELL HIM WHAT WE KNOW, THAT WE ARE IN DANGER OF DISAPPEARING FOREVER AND WE NEED TO SPREAD THIS MESSAGE TO KIDS ALL OVER THE WORLD TO GET THEIR HELP...
I WILL KNOW AS SOON AS THAT HAPPENS, AND I WILL SEND THEM THE WISDOM OF THE ELEPHANT, SO THAT THEY KNOW HOW TO SPREAD THIS MESSAGE AND GET THROUGH TO THE ADULTS.
DOWN THERE! THERE'S KIRABO.
HERE BOY, FETCH!


KIRABO! UP HERE! WE NEED TO TALK TO YOU!
WHO'S THERE?
KIRABO, LISTEN CAREFULLY, WE HAVE A VERY IMPORTANT MESSAGE FOR YOU.
MANY ANIMALS ALL OVER THE WORLD ARE IN DANGER OF DISAPPEARING.
WHO ARE YOU? I CAN'T SEE YOU.
WE ARE MESSENGERS ON A MISSION TO SAVE ENDANGERED ANIMALS AND THEIR FOREST AND OCEAN HOMES. WE NEED YOUR HELP SPREADING THE WORD TO KIDS EVERYWHERE.
HUMANS ARE KILLING MANY ANIMAL SPECIES TO SELL THEIR PARTS TO MAKE PRODUCTS FOR FASHION, THEIR HOMES, TRADITIONAL MEDICINES AND EXOTIC FOODS.
HUMANS DON'T NEED WHAT THEY ARE TAKING FROM THESE ENDANGERED ANIMALS, AND THIS IS DISRUPTING THE HARMONY OF THE NATURAL WORLD. AND IT'S ILLEGAL!
OH NO! LET ME THINK WHAT I CAN DO!

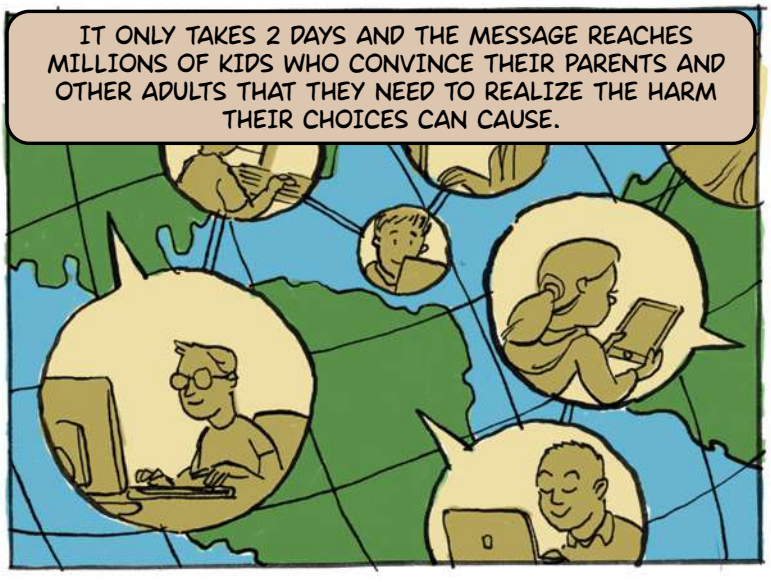

BUT HOW CAN I POSSIBLY MAKE KIDS MORE AWARE OF THIS? WHAT COULD WE DO?
IT IS A DIFFICULT TASK INDEED KIRABO, BUT WE NEED TO MAKE IT HAPPEN.
OR THE CONSEQUENCES WILL BE DEVASTATING, NOT ONLY TO US ANIMALS...
BUT TO HUMANS AS WELL.
A BIRD THAT TALKS??!!
MOTHER NATURE IS SO POWERFUL THAT SHE GAVE US HUMAN VOICES TO DELIVER THIS MESSAGE.
WE HAVE TO CAPTURE THE HEARTS AND MINDS OF KIDS. WE REALLY NEED YOUR HELP KIRABO.
MAKE KIDS AWARE OF THIS PROBLEM....HOW?
KIRABO! LET'S GO HOME!
MY SISTER NIA! SHE CAN HELP US!

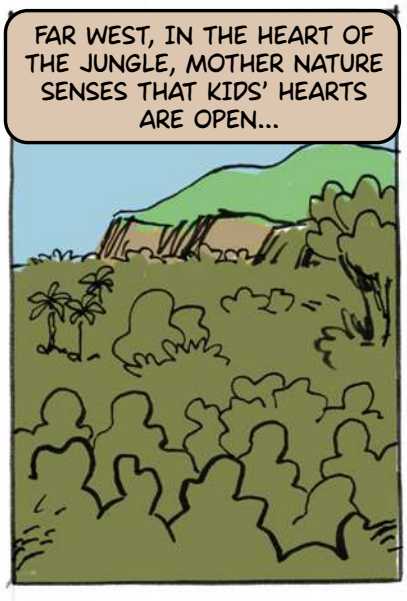

MY SISTER KNOWS HOW TO WRITE CODE, AND I KNOW ALL THE BEST ONLINE GAMES THAT EVERY KID IS PLAYING.


WE CAN SEND YOUR MESSAGE THROUGH THESE ONLINE GAMES. EVERY KID WILL LEARN ABOUT THIS PROBLEM.


I THINK THIS COULD WORK!

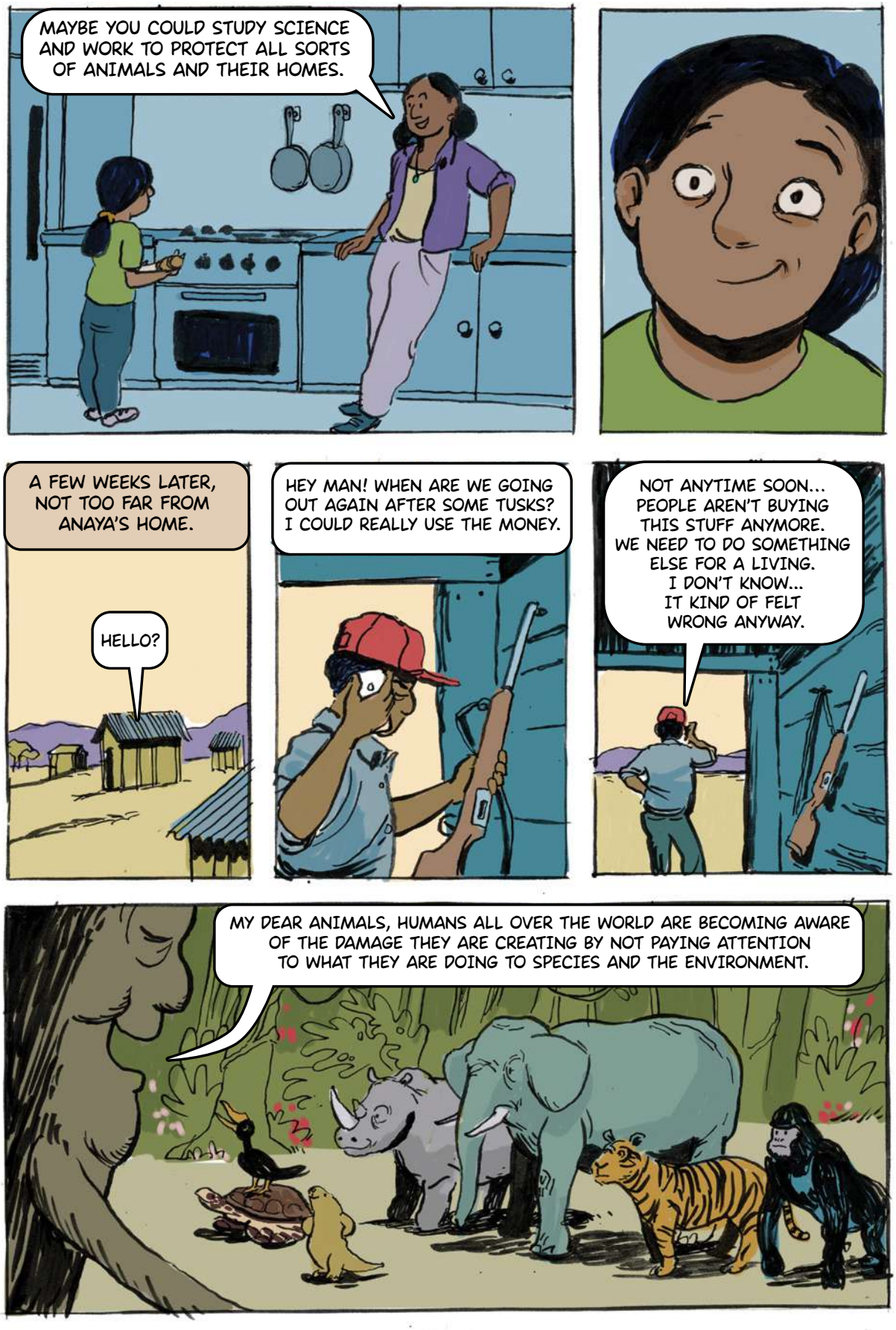

KIRABO AND NIA WORK ON THE MESSAGE FOR THE GAME.

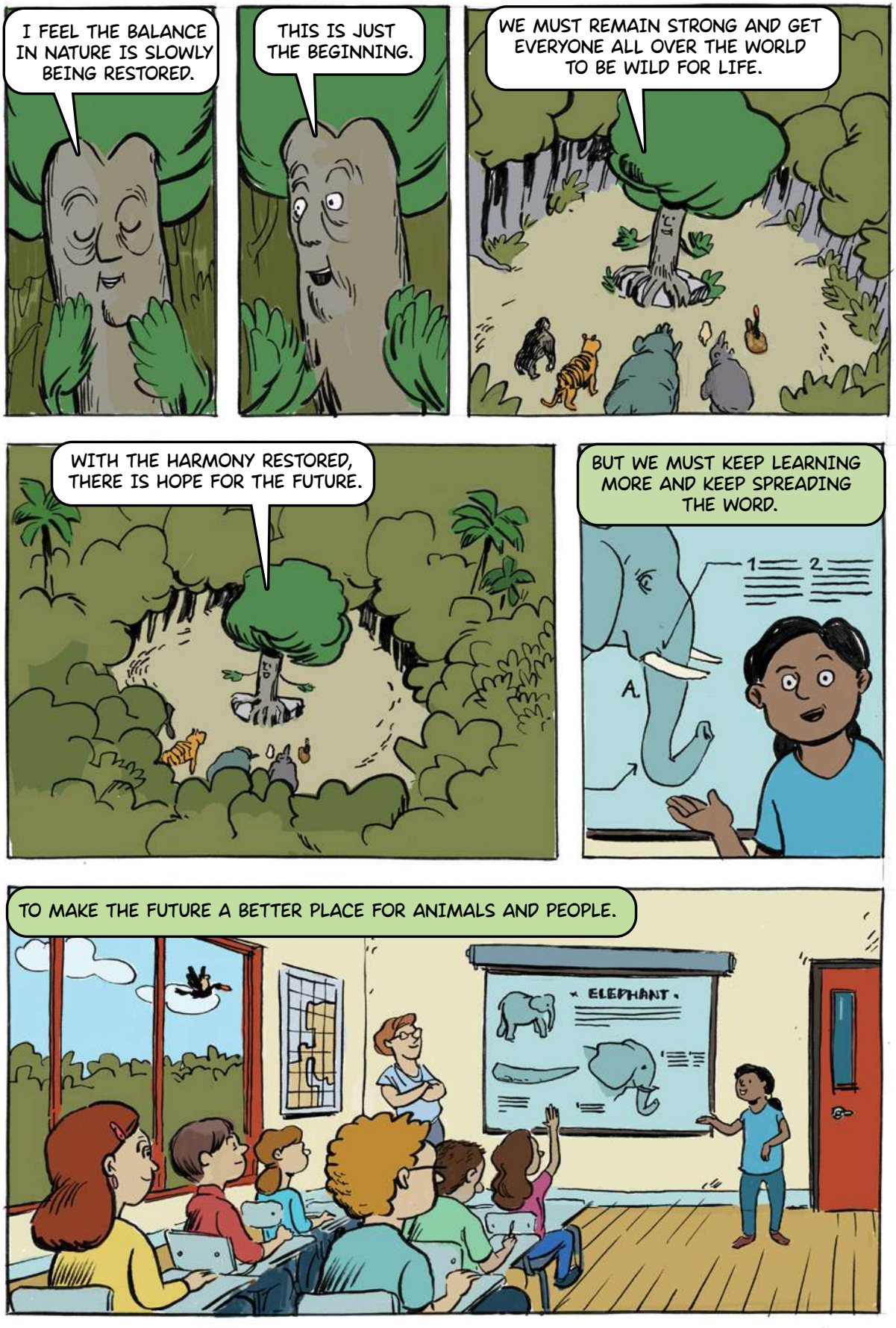

IT ONLY TAKES 2 DAYS AND THE MESSAGE REACHES MILLIONS OF KIDS WHO CONVINCE THEIR PARENTS AND OTHER ADULTS THAT THEY NEED TO REALIZE THE HARM THEIR CHOICES CAN CAUSE.


FAR WEST, IN THE HEART OF THE JUNGLE, MOTHER NATURE SENSES THAT KIDS' HEARTS ARE OPEN...


...AND SENDS OUT THE ELEPHANT'S WISDOM TO MAKE THEM AWARE OF THE DANGER FOR ANIMALS.


MOM...
WE NEED TO FIND OUT WHERE THIS TUSK CAME FROM.
IF IT CAME FROM ILLEGAL TRADE, WE NEED TO ALERT THE AUTHORITIES RIGHT NOW.
YOU KNOW ANAYA? I THINK YOU ARE RIGHT, LET'S FIND THAT OUT.
OH, AND ALSO...
I DON'T WANT TO HAVE PRODUCTS FROM ENDANGERED SPECIES IN OUR HOME.
EVEN IF THEY LOOK NICE, I'M SURE WE CAN FIND OTHER PRETTY THINGS.
I'M SURE WE CAN! AND WE CAN ENJOY WILDLIFE ON TV.
I'D LOVE TO SEE ELEPHANTS IN THE WILD ONE DAY MOM.


MAYBE YOU COULD STUDY SCIENCE AND WORK TO PROTECT ALL SORTS OF ANIMALS AND THEIR HOMES.
A FEW WEEKS LATER, NOT TOO FAR FROM ANAYA'S HOME.
HELLO?
HEY MAN! WHEN ARE WE GOING OUT AGAIN AFTER SOME TUSKS? I COULD REALLY USE THE MONEY.
NOT ANYTIME SOON... PEOPLE AREN'T BUYING THIS STUFF ANYMORE. WE NEED TO DO SOMETHING ELSE FOR A LIVING.
I DON'T KNOW... IT KIND OF FELT WRONG ANYWAY.
MY DEAR ANIMALS, HUMANS ALL OVER THE WORLD ARE BECOMING AWARE OF THE DAMAGE THEY ARE CREATING BY NOT PAYING ATTENTION TO WHAT THEY ARE DOING TO SPECIES AND THE ENVIRONMENT.


I FEEL THE BALANCE IN NATURE IS SLOWLY BEING RESTORED.
THIS IS JUST THE BEGINNING.
WE MUST REMAIN STRONG AND GET EVERYONE ALL OVER THE WORLD TO BE WILD FOR LIFE.
WITH THE HARMONY RESTORED, THERE IS HOPE FOR THE FUTURE.
BUT WE MUST KEEP LEARNING MORE AND KEEP SPREADING THE WORD.
1
2
A.
TO MAKE THE FUTURE A BETTER PLACE FOR ANIMALS AND PEOPLE.
ELEPHANT

**TOGETHER, LET'S MAKE IT OUR MISSION TO HELP END THE ILLEGAL TRADE IN WILDLIFE AND PRESERVE OUR PRECIOUS PLANET --FOR NOW, FOREVER.**

VISIT
WWW.WILDFOR.LIFE

AND:

- LEARN MORE ABOUT SOME OF THE WORLD'S MOST ENDANGERED SPECIES.
- TAKE A QUIZ TO FIND YOUR KINDRED SPECIES.
- MAKE A PLEDGE TO HELP PUT AN END TO THE ILLEGAL TRADE IN WILDLIFE.
- LEARN HOW YOU CAN STAY ENGAGED WITH THE #WILDFORLIFE CAMPAIGN!

WILD FOR LIFE

## GISELE BÜNDCHEN



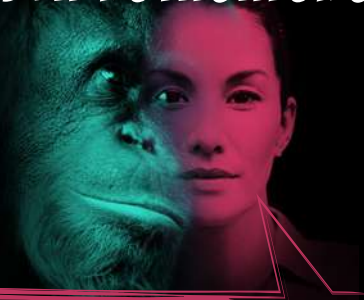
ONLY 1 IN 1,000 TURTLE EGGS SURVIVE ADULTHOOD, SO ANY ADDITIONAL THREATS ARE DEVASTATING TO THESE FRAGILE POPULATIONS.

## RAGHEB ALAMA



WE DON'T NEED PRODUCTS THAT THREATEN SPECIES, LET'S ENJOY THESE MAGNIFICENT ANIMALS ALIVE.

## NADYA HUTAGALUNG



WE HAVE THE POWER TO SAVE AMAZING SPECIES FOR FUTURE GENERATIONS. TELL YOUR FRIENDS AND FAMILY TO SAY NO TO ILLEGAL WILDLIFE PRODUCTS.

# WILDLIFE CRIME JUST GOT PERSONAL

## FIND YOUR KINDRED SPECIES AT WWW.WILDFOR.LIFE

### IAN SOMERHALDER



I HAVE FAITH IN THE WORLD'S YOUTH TO HELP END THE ILLEGAL TRADE IN WILDLIFE.

### JACQUELINE FERNANDEZ



WE SHOULD NOT BE USING ILLEGAL WILDLIFE PRODUCTS FOR FALSE MEDICINE, ENTERTAINMENT, FASHION, OR ANYTHING ELSE.

### NIKKI REED



WHEN TREES ARE ILLEGALLY CUT DOWN, IT THREATENS THE MANY PLANTS, ANIMALS AND PEOPLE THAT DEPEND ON THEM. LET'S LEARN MORE ABOUT THE IMPORTANCE OF FORESTS!

### LI BINGBING



I DON'T WANT, WEAR OR USE ANYTHING MADE FROM ENDANGERED ANIMALS. WE CAN FIND SUBSTITUTES THAT ARE JUST AS BEAUTIFUL.

### THU MINH



THERE IS AS MUCH SENSE IN BITING YOUR NAILS AS THERE IS IN BUYING RHINO HORNS. THEY ARE MADE OF THE SAME THING.

### YAYA TOURÉ



I PREFER ELEPHANTS ALIVE AND MAGNIFICENT. LET'S STOP THIS NOW, TOGETHER.

UN environment

SUSTAINABLE DEVELOPMENT GOALS




## GOAL 14: LIFE BELOW WATER

**Conserve and sustainably use the oceans, seas and marine resources for sustainable development.**

**The #WildforLife campaign contributes to the target to:**

- Effectively end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices.




## GOAL 15: LIFE ON LAND

**Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.**

**The #WildforLife campaign contributes to the target to:**

- Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products.

## TO FIND OUT MORE, GO TO:

WILD FOR LIFE

WWW.WILDFOR.LIFE

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