Campaign Guidelines
We cannot get to 1.5 degrees without nature.
We need to protect, restore, fund nature.
We need #NatureNow
PURPOSE OF THIS DOCUMENT

Our nature-based solutions movement needs to speak, wherever possible, with one voice—to achieve our collective goals at the UN Summit and beyond into 2020.

This document provides communications partners with:

- Simple messaging for non-specialist audiences
- Links to additional content and supporting evidence
- Tone of voice guidance

It should also allow communications partners to interpret #NatureNow creatively, while staying on message.

This document is targeted at the ‘outside game’ audience and is supplemented by the nature-based solutions (NBS) messaging framework document which is aimed at a slightly different audience group—the ‘inside game’ audience.
Nature is the forgotten solution no more.

In the last 12 months, the climate emergency has permeated mainstream politics, business and media in some geographies, and as part of that, nature as a climate solution is gaining more exposure.

The ‘enemy’ is no longer awareness, but inertia.

While nature is a much bigger part of the conversation, nature-based solutions are still not fully understood. And consequently, they remain underfunded, under-used in policy and corporate spheres, and their immediate deployment at scale is not happening.

It is now time for action. At scale. And quickly.

The science is clear on nature-based solutions: the major climate benefits will only have a significant impact if they are deployed on a global scale well before 2030.

Nature is a viable and immediate climate solution.

As the voice of nature, our coalition must dramatically raise the levels of ambition and catalyze immediate action. It is our role to convince decision-makers that nature-based solutions are an absolute priority—they are proven, they are practical, they can be implemented immediately, and they bring significant benefits even beyond climate adaptation and mitigation.
Governments integrate nature-based solutions into climate policies:

Governments increase and ‘mainstream’ nature-based solutions in policy-related instruments such as:

- Nationally Determined Contributions (NDCs)
- National Adaptation Plans
- Long-term low emission development plans
- National development plans

...in ways that promote ambition, transparency and environmental integrity.

This will send strong signals to the private sector and generate demand for finance.

Investment is ramped-up and aligned to nature-based solutions

We need a dramatic shift in existing public and private domestic and international financial flows, as well as the generation of new sources of finance for both adaptation and mitigation. This includes:

- providing new public and private funds to invest in nature-based solutions
- shifting subsidy regimes to reward nature-based solutions
- committing to and facilitating results-based payments for mitigation
- facilitating finance for green infrastructure
- ensuring deforestation-free supply chains and defunding deforestation.

**WHAT DOES SUCCESS LOOK LIKE?**
COMMUNICATIONS OBJECTIVES

1. Increase salience, familiarity and consideration of nature-based solutions
   By creating cut-through, impact and high levels of engagement via our creative messaging.
   And encouraging the target audiences to spend time with, and be inspired by NBS case study content and the NBS Mapper.

2. Motivate ambition, change behaviours, catalyze action
   Use #NatureNow to create a rallying call for immediate action.
   Demonstrate leadership—for countries, non-state actors, companies, organizations, individuals.
   Underline the urgency, but also demonstrate the practical viability of the solutions.
Nature-based solutions offer a powerful line of defense against harmful current and future environmental change; they provide viable ways to store and reduce carbon emissions by changing the way we protect, manage and restore our lands, waters and oceans. They simultaneously provide human well-being and biodiversity benefits.
Nature is a viable and immediate climate solution. We need to protect, restore, fund nature. That’s why we need #NatureNow
NATURE IS A VIABLE AND IMMEDIATE CLIMATE SOLUTION.

Nature-based solutions offer a powerful line of defence against harmful current and future environmental change; they provide viable ways to store and reduce carbon emissions by changing the way we protect, manage and restore our lands, waters and the ocean.

They are proven to be scientifically, financially and logistically viable—nature-based solutions are cost-effective, durable and immediately scalable.

They are also politically and socially viable because they create jobs and stimulate economic growth, protect wildlife, deliver long-term resilience and food security, and underpin all the UN sustainable development goals.

We cannot achieve the 1.5 degree target without implementing nature-based solutions at scale—over the next decade—starting today.
NATURE-BASED SOLUTIONS ARE VIABLE AND IMMEDIATE BECAUSE THEY ARE PROVEN TO BE:

**POWERFUL**
NBS can provide more than a third of the emissions reductions needed by 2030, but only if they are implemented at scale now.

**COST-EFFECTIVE**
Nature-based solutions are affordable—in fact, a lot can be achieved for less than $10 per tonne of CO₂.

**DURABLE**
The impact of NBS—once invested in and delivered—endures over the medium & long-term.

**SCALABLE**
NBS can be implemented immediately in every country in the world and most of these solutions require no changes to existing land use.

FIND OUT MORE:
The evidence can be seen in CASE STUDIES of NBS in action all around the world, which demonstrate the impact they can deliver if scaled globally.

SEE ALSO THE MAPPER TOOL—which shows the effect of different NBS on NDC targets by country.
NATURE-BASED SOLUTIONS ALSO:

CREATE JOBS AND STIMULATE ECONOMIC GROWTH

NBS can lift 1 billion people out of poverty, create 80 million jobs, and add an additional $2.3 trillion in productive growth to the global economy.

STOP BIODIVERSITY DECLINE

We’re in the middle of an extinction crisis, putting ecosystems at risk and losing species at the fastest rate in recorded history, as many as 1 million species could be gone within decades.

DELIVER LONG-TERM RESILIENCE AND FOOD SECURITY

Protection, restoration and regeneration strategies have been estimated to have the potential to avoid more than $3.7 trillion in damages from climate change.

UNDERPIN ALL THE UN SDGs

Nature-based solutions support vital ecosystem services, biodiversity, access to fresh water, improved livelihoods, healthy diets and food security from sustainable food systems.
<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>AUDIENCES</th>
<th>DESIRED OUTCOMES</th>
<th>ONE KEY MESSAGE</th>
<th>CREATIVE TOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Increase salience, familiarity and consideration of nature-based solutions. B. Motivate ambition; change behaviours; catalyze action.</td>
<td>POLICY MAKERS</td>
<td>Governments to integrate nature into climate solution policies—which will increase private sector ambition and generate demand for finance.</td>
<td>Nature is a viable and immediate climate solution. That’s why we need Nature Now.</td>
<td>CALL TO ACTION</td>
</tr>
<tr>
<td></td>
<td>CORPORATES</td>
<td>– Ramping up of public and private funds to invest in NBS, shifting subsidy regimes, and facilitating finance for green infrastructure.</td>
<td>#NatureNow—a rallying cry for action / demonstrating leadership / providing case-study inspiration</td>
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<td></td>
<td>INVESTORS</td>
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<td>CLIMATE COMMUNITY</td>
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### RTB 1:
**Nature-based solutions are viable & immediate because they’re proven to be:**

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<thead>
<tr>
<th>POWERFUL</th>
<th>COST-EFFECTIVE</th>
<th>DURABLE</th>
<th>IMMEDIATELY SCALABLE</th>
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<td>Nature-based solutions are affordable—in fact, a lot can be achieved for less than $10 per tonne of CO2</td>
<td>NBS can provide more than a third of the emissions reductions needed by 2030, but only if they are implemented at scale now.</td>
<td>The impact of NBS—once invested in and delivered—endures over the medium &amp; long-term.</td>
<td>NBS can be implemented immediately in every country in the world and most of these solutions require no changes to existing land use.</td>
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### RTB 2:
**Nature-based solutions also...**

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<tr>
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<th>UNDERPIN THE UN SDGs</th>
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<td>NBS can lift 1 billion people out of poverty, create 80 million jobs, and add an additional $2.3 trillion in productive growth to the global economy.</td>
<td>We’re in the middle of an extinction crisis, putting ecosystems at risk and losing species at the fastest rate in recorded history, as many as 1 million species could be gone within decades.</td>
<td>Protection, restoration and regeneration strategies are estimated to have the potential to avoid more than $3.7 trillion in damages from climate change.</td>
<td>NBS support vital ecosystem services, biodiversity, access to fresh water, improved livelihoods, healthy diets and food security from sustainable food systems.</td>
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### FIND OUT MORE:
The evidence can be seen in **CASE STUDIES** of NBS in action all around the world, which demonstrate the impact they can deliver if scaled globally.

**SEE ALSO THE MAPPER TOOL**—which shows the effect of different NBS on NDC targets by country.
4 AUDIENCES WE ARE TRYING TO ENGAGE

<table>
<thead>
<tr>
<th>Policymakers</th>
<th>Corporations</th>
</tr>
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<tbody>
<tr>
<td>Incorporate NCS into NDCs, and shape an enabling policy environment</td>
<td>Forestry and agri-food businesses transform practices and create new markets</td>
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<th>Investors</th>
<th>Climate Community</th>
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<tr>
<td>Build a case for, and incentivise longer-term investment in NCS</td>
<td>Build the scientific and economic case and demonstrate projects on the ground</td>
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</table>
CAMPAIGN IDENTITY
Master logo (horizontal lock-up)
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Nature Now

Master identity on grey
PRIMARY COLOR PALETTE

Nature Now Blue
- HEX: #013f51
- RGB: 1/63/81
- CMYK: 96/60/45/43

Light Grey
- HEX: #f0f0ec
- RGB: 240/240/236
- CMYK: 07/04/08/00
SECONDARY
COLOR PALETTE

Soil
HEX: #9b3a35
RGB: 155/58/53
CMYK: 27/84/73/25

Agriculture
HEX: #d14747
RGB: 209/71/71
CMYK: 13/83/68/3

Food
HEX: #dfb70d
RGB: 233/183/13
CMYK: 14/25/96/3

Forest
HEX: #8aae59
RGB: 138/174/89
CMYK: 53/14/78/1

Wetland
HEX: #59ae91
RGB: 89/174/161
CMYK: 66/10/42/0

Ocean
HEX: #0098cc
RGB: 0/152/204
CMYK: 78/23/7/0

Wildlife
HEX: #e0870f
RGB: 224/135/15
CMYK: 10/53/99/1
SUB-BRAND VARIATIONS
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NATURE NOW
FOOD

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Sub-Brand Variations

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