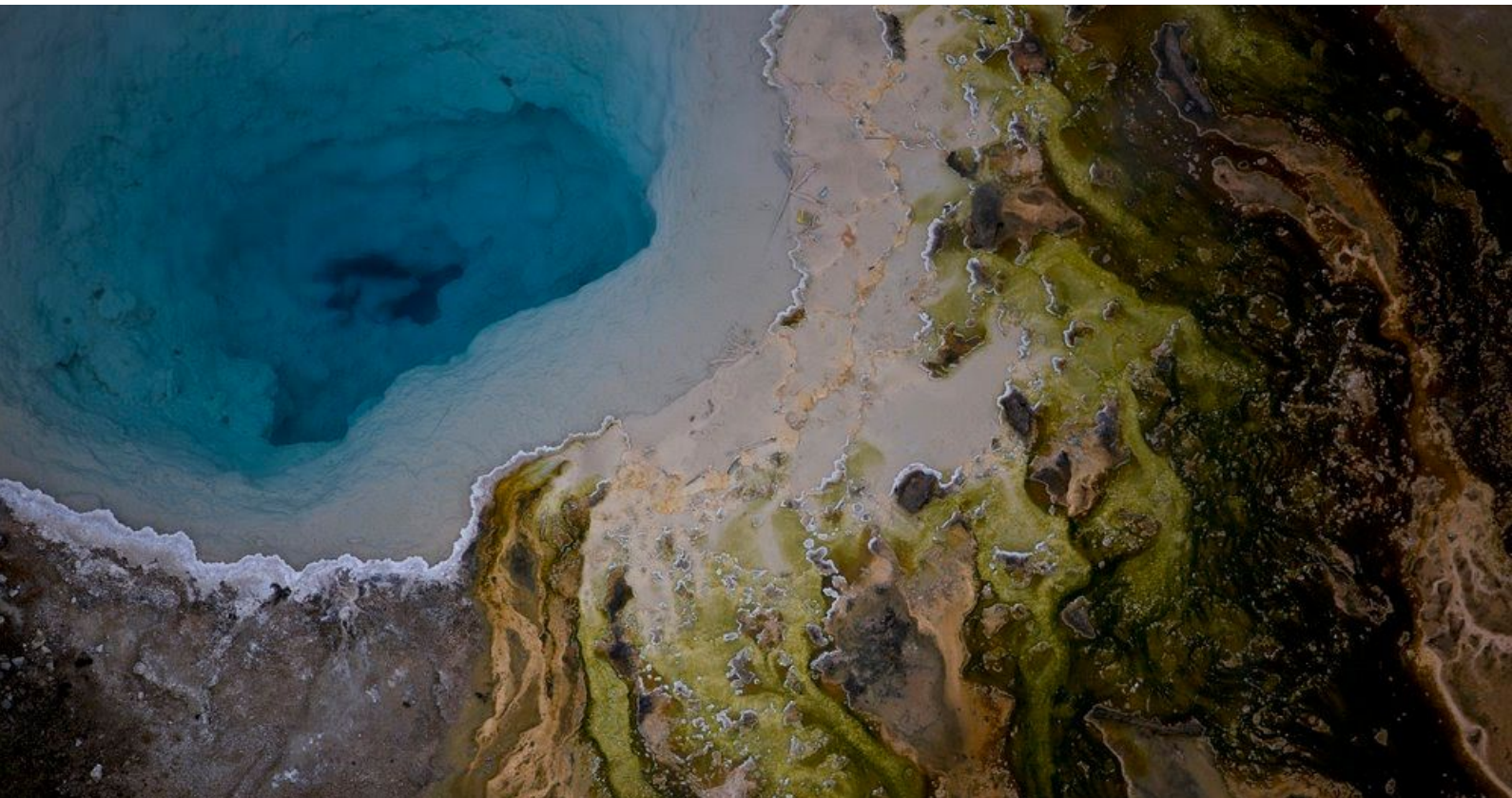


## REPORT: Protecting 30% of the planet for nature: costs, benefits and economic implications

Thanks for visiting the Campaign for Nature ***“Protecting 30% of the planet for nature: costs, benefits and economic implications,”*** social media toolkit!

The following sections include campaign information and social media posts for your use:

1. [Explore Sample Social Content](#)
2. [Learn About the Report](#)



The Campaign for Nature team stands ready to help you with questions about this effort. Please email Mary Price ([mprice@ngs.org](mailto:mprice@ngs.org)) if you need assistance.

# Learn About The Report

## Overview

**“Protecting 30% of the planet for nature: costs, benefits and economic implications”** is the first ever analysis of protected area impacts across multiple economic sectors, including agriculture, fisheries, and forestry in addition to the nature conservation sector. It measures the financial impacts of protected areas on the global economy and non-monetary benefits like ecosystem services, including climate change mitigation, flood protection, clean water provision and soil conservation. Across all measures, the experts find that the benefits are greater when more nature is protected as opposed to maintaining the status quo.

**The report considers various scenarios of protecting at least 30% of the world’s land and ocean to find that the benefits outweigh the costs by a ratio of at least 5-to-1.** The report offers new evidence that the nature conservation sector drives economic growth, delivers key non-monetary benefits and is a net contributor to a resilient global economy.

The Campaign for Nature (CFN), which commissioned this report, is working with a growing coalition of over 100 conservation organizations and scientists around the world in support of the 30%+ target and increased financial support for conservation. CFN is also working with Indigenous leaders to ensure full respect for Indigenous rights and free, prior, and informed consent.

For more information and to access the entire report, you can visit the report hub page at <https://www.campaignfornature.org/protecting-30-of-the-planet-for-nature-economic-analysis>

Below, please find sample content to share on your social channels surrounding the release of “Protecting 30% of the planet for nature: costs, benefits and economic implications.”

## Hashtags

#**30x30** (primary)  
#**CampaignForNature** (optional)  
#**Protect30x30**(optional)

## Accounts

- Twitter: [@InsideNatGeo](#)
- Facebook: [National Geographic Society](#) (@insidenatgeo)
- Instagram: [@insidenatgeo](#)

## Sample Posts

**Post #1**

An independent report out today shows the benefits of protecting nature outweigh the costs by a ratio of at least 5-to-1. The report from over 100 experts reinforces the viability of the global effort to protect at least 30% of the planet by 2030. #30x30 [LINK]

**Post #2**

Governments and businesses can no longer afford to view protecting nature as counter to our prosperity, says new report. Protecting 30% of the planet would lead to ~\$250 billion/yr in increased economic output and ~\$350 billion/yr in improved ecosystem services. #30x30 [LINK]

**Post #3**

A new report shows the investment needed to protect at least 30% of the planet by 2030—what scientists say is necessary to stave off the worst effects of climate change & biodiversity loss—would amount to just 0.16% of global GDP. #30x30 [LINK]

**Post #4**

Scientists have shown that at least 30% of the planet must be protected to help address mass extinctions and climate change. New report from over 100 experts shows that protecting 30% of the world's land and ocean would help the global economy, too. #30x30 [LINK]

**Post #5**

New report from over 100 experts shows that the benefits of protecting at least 30% of the planet outweigh the costs by more than 5:1. To achieve these benefits, we need greater investment in nature from all sources, including governments, businesses, and philanthropists. #30x30 [LINK]

## Graphics

[Dropbox link]

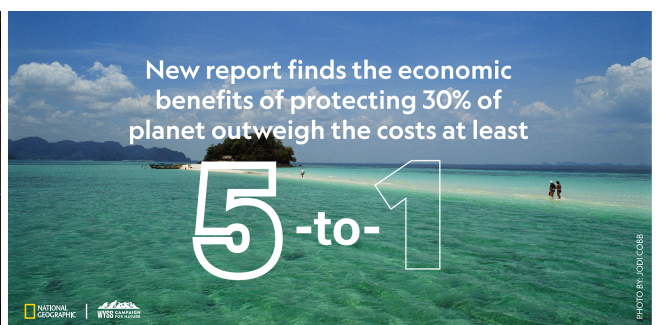
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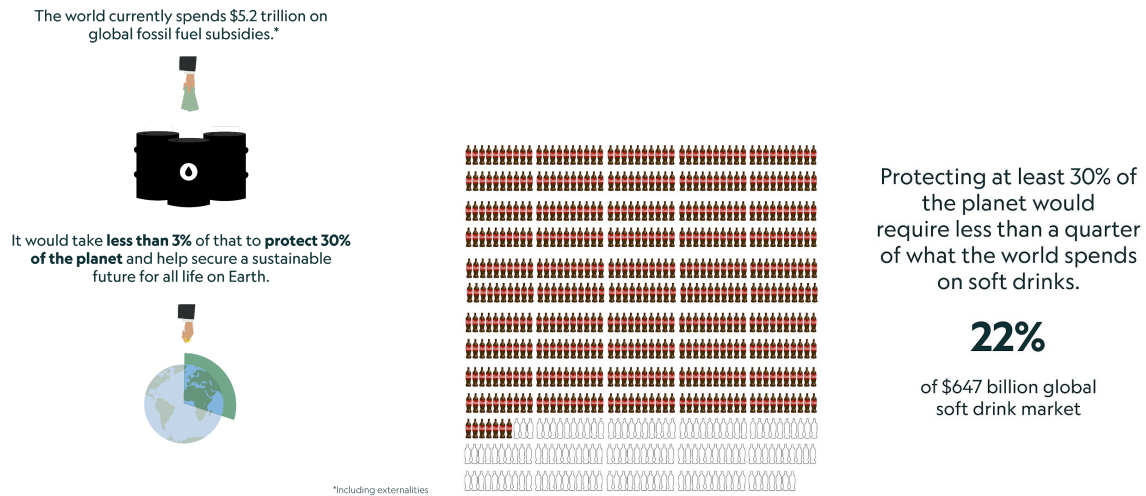
**Less than 3%**

of the \$5.2 trillion in the world currently spends in global fossil fuel subsidies\* could instead be used to protect at least 30% of the planet. Thereby helping secure a sustainable future for all life on Earth.



\*Including externalities





## Background on the Campaign for Nature

The [Campaign for Nature](#) is a global effort to raise awareness of the threats facing our natural world and to inspire world leaders to take action to protect it. Launched in October 2018, the Campaign for Nature represents a growing coalition of conservation organizations and advocates, including the Wyss Campaign for Nature and the National Geographic Society, who are calling on policy makers to commit to a global deal for nature – to be signed at the 15th Conference of the Parties to the Convention on Biological Diversity (CBD) – to protect 30% of the planet by 2030.

Our primary call to action on social media is to raise awareness of the goal to protect at least 30% of the planet by 2030 and build a groundswell of public support to influence world leaders to make transformative and concrete action toward this goal. There are also several offline actions that governments, NGOs and businesses can take to get involved in the campaign; learn about them [here](#).

## Key Messages

- **Our survival depends on nature, but nature is under immense threat.**
  - The air we breathe, the water we drink, and the food we eat all depend on a healthy natural world.
  - Yet the natural world is disappearing at an unprecedented rate.
- **There is still time to act: To sustain life on earth, scientists say that we need to protect at least 30% of the planet by 2030.**

- Diverse regions and habitats, in the ocean and on land, must be protected in order to stave off the interconnected crises of climate change and the rapid loss of biodiversity.
- **We are the solution: To achieve this target, it will take all of us.**
  - This year, we have an opportunity to get governments worldwide to agree to protect at least 30% of the planet's land and ocean by 2030, and preserve intact ecosystems and wilderness at the Convention on Biological Diversity COP15 Summit in 2021.
  - We need people to come together from all over the planet to call for urgent action. It will take government officials, business leaders, Indigenous Peoples and local communities, scientists, conservationists, philanthropists, youth, and you to enact the transformative change we need.
- **The world is uniting to protect and heal the planet. Join us.**
  - Sign the [30x30 for Nature petition](#).
  - Learn more at [www.campaignfornature.org](http://www.campaignfornature.org).