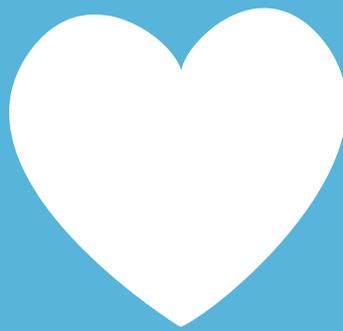


**HOW TO  
TELL**



**A LOVE  
STORY**

**Once upon a time, nature  
and people were in love.**

**We lived close together – making  
the wild a part of our lives.**

**We loved the characters we found  
– we're all animals after all.**

**And we talked about nature all the  
time – sharing stories of experiences  
and encounters.**





**NATURE**



**But then something happened.  
We lost our connection with nature.  
Right now, we're at a crossroads.  
Either we carry on moving further  
and further away from nature, or we  
fall in love with it all over again.  
It's decision time.**





**The best way to rekindle a lost love  
is not to talk about what went wrong  
— extinction, habitat loss or resource  
scarcity.**

**It's to remember what we loved  
in the first place.**

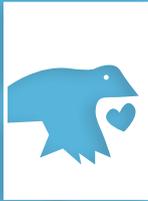
**The question is: how do we help  
people fall in love again?**

**Well, some nature organisations  
have already worked out how to  
tell love stories ...**





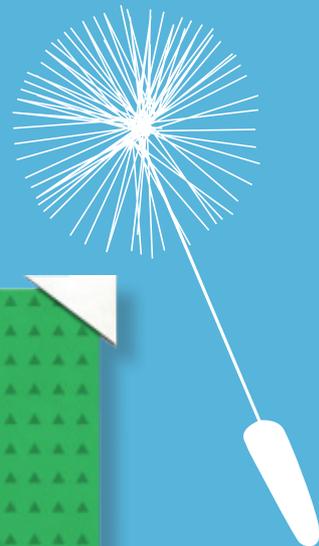
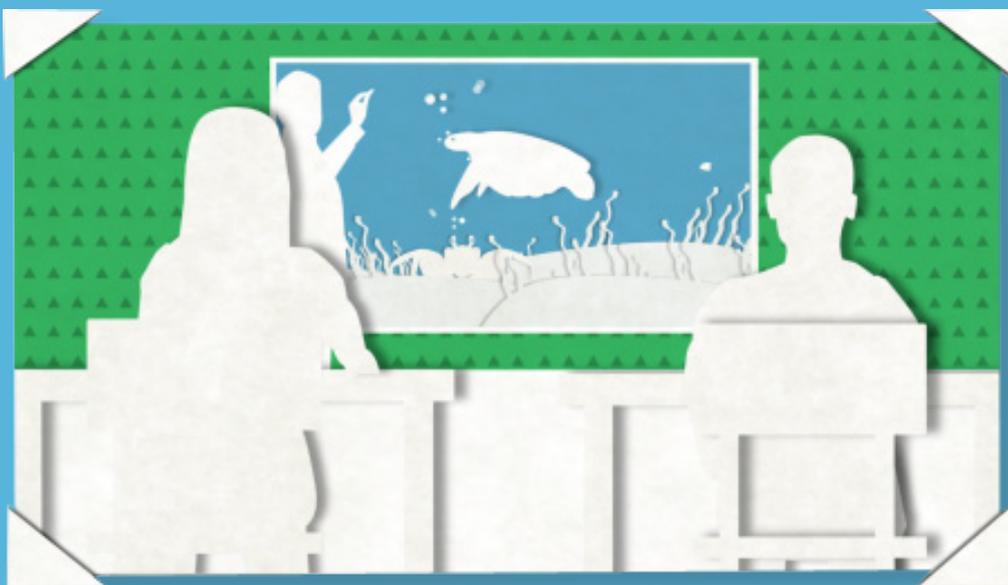
LOVE



In Nicaragua, the local market demand for turtle eggs is threatening the survival of the specific species.

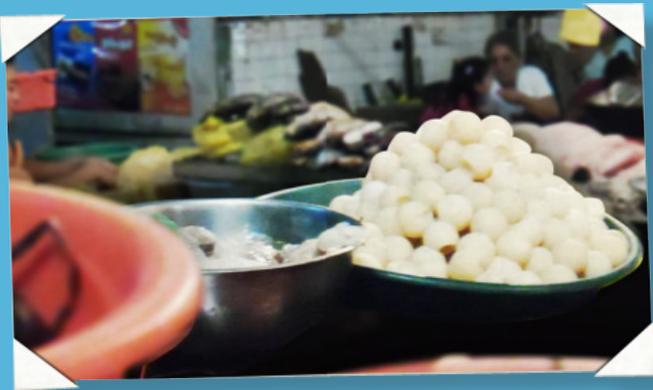
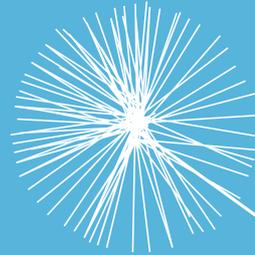
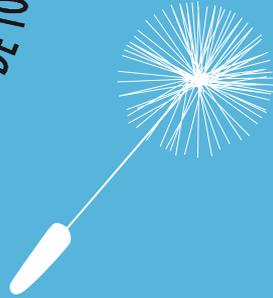
Fauna & Flora International's national collaborative media campaign *I don't eat turtle eggs*, is solving this by taking children to the beach to release turtle hatchlings, and running a publicity campaign to make it feel unpatriotic to eat the eggs.

This campaign is personalising nature. By building a personal connection between people and animals and making the issue locally relevant, the campaign has shifted public attitude across the country.





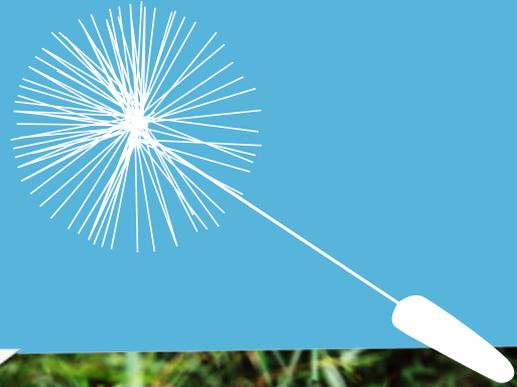
[www.tortugasnicas.org](http://www.tortugasnicas.org)





WILDTEAM®

[www.wild-team.org](http://www.wild-team.org)



**Tigers in the Sundarbans forest in Bangladesh are under threat from poachers and loggers.**

**Wild Team's solution, a campaign called *Motherlike Sundarbans*, repositions the forest as a mother figure for local communities.**

**The campaign uses real stories from people who live in the area to show how they depend on the forest for food and protection.**

**By humanising nature — talking about the forest in human terms — the campaign helps people to relate to it and the challenges it faces.**





**The UK is famous for its garden birds but many species are in decline. How do you engage people with something that's getting harder and harder to see?**

***The Big Garden Birdwatch* gets the nation nature spotting together for one weekend in January.**

**Using its huge network, The RSPB mobilises over five hundred thousand people to survey birds and in doing so raises awareness of millions more.**

**The campaign works because it publicises positive actions to protect nature.**



[www.rspb.org.uk/birdwatch/](http://www.rspb.org.uk/birdwatch/)



**So what happens next in our story?**

**Do people and nature fall back in love?**

**It's up to all of us to write the last chapter.**

**If you want a happy ending for nature and people, it has to be a love story.**

**Personalise. Humanise. Publicise.**

**Starting now.**



**HUMANISE**

**PUBLICISE**





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#lovenotloss