

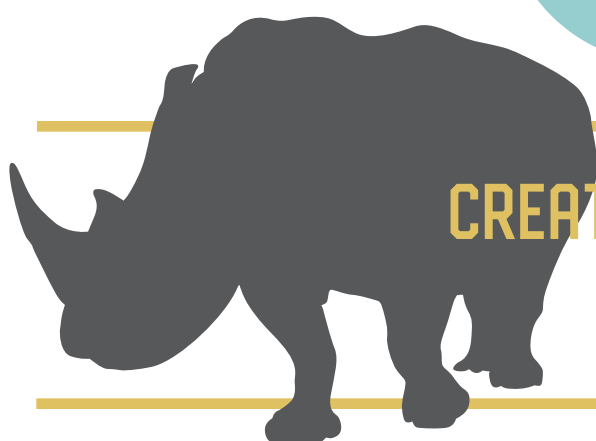
# Why Nature Needs You.

## THE GOAL ▶



END  
6TH  
MASS EXTINCTION

CREATE A LASTING RELATIONSHIP  
WITH NATURE



## HOW TO DO IT ▶

STEP BY STEP WE CAN DO IT!

1.

### GET PEOPLE TALKING ABOUT HALF

This is called agenda-setting, and it helps reassure government officials that they have the support of the public to make big decisions.

## POLICY VICTORIES!

Key national-level policy decisions are essential if we are to achieve half in every country. We must also strengthen international environmental commitments. For example, we are advocating for increasing protected area targets at the next United Nations Convention on Biodiversity from 17% land and 10% seas to 50% across the board.

2.

## POLICY IMPLEMENTATION

Many government decisions are signed into law but are never effectively implemented. With sustained public attention, we can hold government accountable and improve conservation measures. Nature Needs Half is a movement that will engage leaders across sectors to ensure this big idea - a respectful and sustainable relationship with the natural world - becomes a planetary reality.

**Together, we will keep Earth wild.**

Sign-up at [natureneedshalf.org](http://natureneedshalf.org) for the Nature Needs Half newsletter and stay informed about our latest calls to action for 2020.

Alternatively, contact [jackieb@natureneedshalf.org](mailto:jackieb@natureneedshalf.org) to learn how you can become a member organization.