



SAVE OUR SPECIES

SAVE
OUR
SPECIES.



A young girl with short dark hair is shown in profile on the left, looking towards a rhinoceros on the right. The rhinoceros is facing her, with its head and horns clearly visible. They are in a savanna landscape with tall green grass, a large acacia tree in the background, and a clear blue sky. The text "SAVE OUR SELVES." is overlaid in the center in a bold, white, sans-serif font.

SAVE
OUR
SELVES.

A large fraction of life on earth is disappearing at a frightening rate, threatening the very basis of human economies, cultures and livelihoods. Over the last 50 years, human activities have changed ecosystems more rapidly and extensively than at any comparable period of time in history. As a result, thousands of animals and plants currently face extinction — with devastating implications for our own species.

Among well-studied groups, we know that 1 in 4 mammals, 1 in 8 birds, 1 in 3 amphibians, and 1 in 3 corals are at risk of extinction in the wild.

>> WILL YOU ANSWER THE CALL?

BLACK RHINOCEROS

SCIENTIFIC NAME: *Diceros bicornis*

STATUS: Critically Endangered

THREAT: Poaching for horn trade





SAVE OUR SPECIES. SAVE OUR SELVES.

Once species disappear from the natural world, they are lost forever. According to the 2009 update of the International Union for Conservation of Nature's (IUCN) Red List of Threatened Species, 875 plants and animals are already Extinct, or Extinct in the Wild, and an additional 17,291 are known to face a high risk of extinction in the wild. And this is only the tip of an iceberg. Species are disappearing at a rate 100 – 1000 times higher than normal and threats like global climate change will only accelerate biodiversity loss.

The imminent peril of so many species is an ominous signal for the future for our own species. Healthy and diverse species populations are key indicators of how well we are managing our planet and, ultimately, our own health and well-being. Biodiversity supports forestry, fisheries and agriculture and provides essential services on which human life depends — not only food, fuel, and medicine, but also purification of air and water, prevention of soil erosion, regulation of climate, pollination of crops, material for clothing. Furthermore, the cultural, aesthetic and spiritual value of the natural world is a wonder beyond price.

Doing nothing is to watch our basic economic security undermined, and our way of life — even our existence — directly threatened.

Doing nothing is simply not an option.

NORTHERN ROCKHOPPER PENGUIN

SCIENTIFIC NAME: *Eudyptes moseleyi*

STATUS: Endangered

THREAT: Disturbance and pollution from ecotourism and fishing





THERE IS A WAY FORWARD

There is good news in all of this — and a reason for hope — as we wake up to this crisis. Conservation science does work, and species can recover. Conservation professionals understand better than ever how and where to act. Many potential extinctions have already been prevented.

In 2008, the International Union for Conservation of Nature recorded improvements in the threat status for 40 species as a result of strategically implemented initiatives.

And yet, with thousands of species in peril, the scale of the undertaking is daunting without systemic and sustained efforts — and of course, significant funding.

Conservation efforts are gravely under-funded, particularly when compared to other political priorities. Yet what could be more urgent than saving the species and ecosystems that provide the natural framework we depend on to survive?

Save Our Species (SOS) is a global response to the challenge of biodiversity loss, bringing together unprecedented human energy, financial capital, and collaboration from the public and private sector, on a scale that is designed to be commensurate with the crisis.

ECUADORIAN POISON FROG

SCIENTIFIC NAME: *Epipedobates tricolor*

STATUS: Endangered

THREAT: Agrochemical pollution and habitat loss



SOS — A UNIQUE & SCALABLE GLOBAL COLLABORATION

Save Our Species is a programme created by the Global Environment Facility (GEF), the World Bank (WB) and the International Union for Conservation of Nature (IUCN) as a scalable response to a global natural emergency. The World Bank and GEF have each contributed substantial funds to initiate the project, with the objective of matching these funds through private sector engagement, thus building *a major species conservation fund globally by 2015.*





>> Up until now, most species conservation funds and resources for biodiversity have come from public or philanthropic sources. *SOS provides an opportunity for the private sector to engage directly*, allowing biodiversity conservation to benefit from the financial resources and the ingenuity of businesses and corporations.



LOCAL ACTION GRANTS

SOS will provide grants to civil society all around the world to implement conservation action on the ground, focusing on specific threatened species and their habitats.

Grants will vary in size from ten thousand US dollars for emergency action in case of a sudden disaster, to hundreds of thousands for more complex projects.

As it is impossible to fund all species conservation projects, priorities will be identified by the world's top experts, led by the Species Survival Commission of IUCN. Moreover, SOS will ensure synergies with existing conservation programmes that are being implemented by other leading organizations in the nature conservation field.

GREAT WHITE SHARK

SCIENTIFIC NAME: *Carcharodon carcharias*

STATUS: Vulnerable

THREAT: Sports-fishing, commercial trophy-hunting





SPECIES — THE NEW CURRENCY

Species are the fundamental components of biodiversity and are recognized by all societies and cultures. They provide the most useful, and usable, indicators of biodiversity status and loss. Most importantly, the public understands and empathizes with them. Species are symbolic of the very diversity we celebrate in our own societies. They have been extensively studied for more than two centuries, so there is an impressive amount of information dispersed around the world that, once compiled and standardized, can be used to develop unified and wide-reaching strategies to turn back the current extinction crisis.

Our first objective is to raise 10 million US dollars from new donors, in particular the private sector and other non-public entities. How will we do it?

We will make species “the new currency” — through innovative communication, campaigning, community engagement and fundraising.

MADAGASCAR PITCHER PLANT

SCIENTIFIC NAME: *Nepenthes
madagascariensis*

STATUS: Vulnerable

THREAT: Habitat destruction





BUILDING MOMENTUM, ACTING BOLDLY

Key to our collective success is building international momentum, politically, culturally and quickly, among diverse and widespread audiences.

SOS will be launched in 2010, the International Year of Biodiversity. The Conference of Parties of the Convention for Biological Diversity, to be held in Japan in October 2010, will be a pivotal opportunity for SOS communications.

SOS business partners will benefit from this global platform to demonstrate their commitment to our natural world — and they will play an essential role in reaching out beyond the traditional conservation community.

The SOS team, together with its partners, will leverage relevant conferences and media events but also organize its own SOS events to profile unique projects and results each year.

COTTON-HEADED TAMARIN

SCIENTIFIC NAME: *Saguinus oedipus*

STATUS: Critically Endangered

THREAT: Deforestation



An aerial photograph of a herd of elephants in a dry, savanna-like environment. The elephants are scattered across the frame, some standing and some partially obscured. The ground is reddish-brown and dusty, with sparse green vegetation. The elephants have dark brown skin and prominent white tusks. A semi-transparent dark brown rectangle is overlaid on the left side of the image, containing white text.

CALLING ALL COMPANIES & COMMUNITY PARTNERS

As an SOS partner, you will benefit from high profile and highly credible engagement in species conservation science and on-the-ground action. SOS sponsors will be able to leverage the SOS brand and communications platform, and support global and local campaigns to catalyze political attention towards species conservation action. Creative and innovative opportunities can be explored with the SOS multi-media team to *help raise the global profile of the extinction crisis.*



» Our aim is to respond to priorities according to species status in the wild, and to cover all groups of species. However, some species are clearly more charismatic than others. Many are central to the branding of companies, sports teams and even countries or regions. Partners will be able to target their investment towards a particular species of interest while supporting SOS's overall objective: *preserving the diversity of all living organisms.*



Photo credit
Chris van Swaay, De Vlinderstichting/Dutch Butterfly Conservation

BENEFITS AS DIVERSE AS THE SPECIES YOU HELP SAVE

By becoming an SOS partner, you will join other world-class brands and organizations in a historic movement. And you stand to gain not only through reputation but through results.

Trusted source of guidance

IUCN, with its track record in species conservation and partnership with the World Bank and GEF, gives the SOS initiative undeniable credibility and staying power. Being associated with this programme will strengthen your positioning as a leader in biodiversity conservation while supporting your own corporate sustainability strategies. >>CREDIBILITY

Strong emotional appeal

Stories about species offer a universal connection between people and their natural world. SOS offers partners a unique opportunity to use innovative communication and marketing approaches to help save specific species and habitats. And it offers a powerful reason for hope — because while the loss of certain species may be inevitable, there are ample opportunities to reverse the trend and deliver true conservation successes. >>HOPE

NICKERL'S FRITILLARY BUTTERFLY

SCIENTIFIC NAME: *Melitaea aurelia*

STATUS: Vulnerable

THREAT: Habitat loss





BENEFITS AS DIVERSE AS THE SPECIES YOU HELP SAVE

Truly action oriented

Delivering on-the-ground species conservation in a limited time frame is the key driver of SOS. Success will breed success as measurable results will encourage more efficient policies and mobilize additional funds. >> RESULTS

Designed for success

SOS campaign partners will be provided with an inspiring communication platform and set of tools and opportunities that companies can adopt and adapt according to their needs. A sophisticated website, global advertising campaign, PR strategy and celebrity involvement are currently being developed to drive awareness. As a result, SOS has the potential to draw significant press attention and positive publicity in the coming years for its supporting partners.

>> VISIBILITY

>> WILL YOU ANSWER THE CALL?

CAYMAN BLUE IGUANA

SCIENTIFIC NAME: *Cyclura lewisi*

STATUS: Critically Endangered

THREAT: Predation by feral and free-roaming dogs and cats





SOS FOUNDING PARTNERS



>> About IUCN

IUCN, International Union for Conservation of Nature, is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN produces the Red List of Threatened Species, the world's most comprehensive information source on the global conservation status of wild plant and animal species. For its species work, it benefits from the expertise of its Species Survival Commission (SSC), a science-based network of some 7,500 volunteer experts from almost every country of the world. www.iucn.org, www.iucn.org/species, www.iucnredlist.org

>> About the Global Environment Facility (GEF)

GEF unites 179 countries in partnership with international institutions, NGOs, and the private sector to address global environmental issues while supporting national sustainable development initiatives. Today the GEF is the largest funder of projects to improve the global environment. An independent financial organization, the GEF provides grants for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants. www.thegef.org

>> About World Bank

The World Bank's mission is to help developing countries and their people to alleviate poverty. The World Bank also addresses global challenges in ways that advance an inclusive and sustainable globalization — that overcome poverty, enhance growth with care for the environment, and create individual opportunity and hope. To date, the World Bank is the largest international funding source for biodiversity in developing countries. www.worldbank.org

SIBERIAN CRANE

SCIENTIFIC NAME: *Grus leucogeranus*

STATUS: Critically Endangered

THREAT: Wetland loss and agricultural development



SAVE OURSELVES SPECIES.

» WILL YOU ANSWER THE CALL?

For thousands of species around the globe — for the world we inhabit, and for ourselves — the clock is ticking.

For further information, contact us at saveourspecies@iucn.org

www.SOSpecies.org

