

COP16 | COLOMBIA

'PROMISE' FILM
**SOCIAL MEDIA
TOOLKIT**

EMBARGOED UNTIL OCTOBER 21 AT 9 A.M. ET

ENGLISH

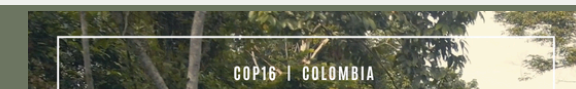
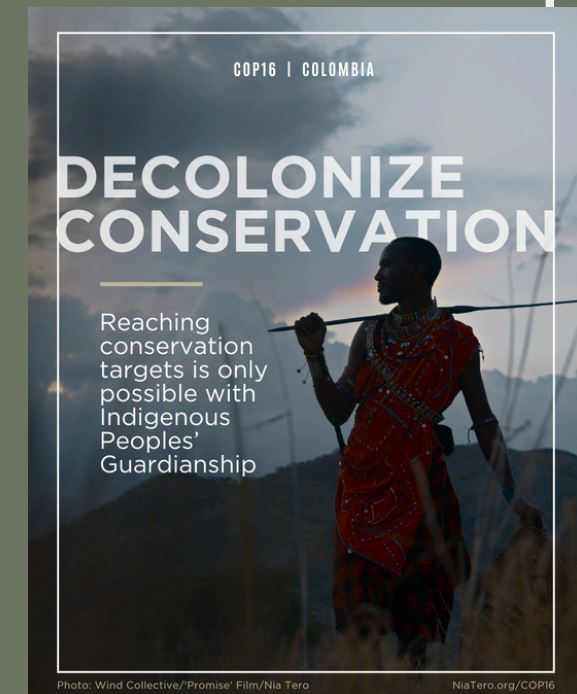
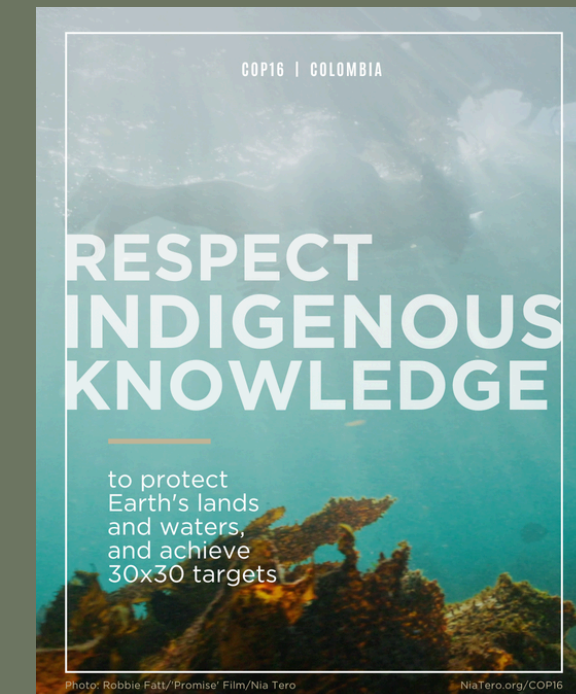
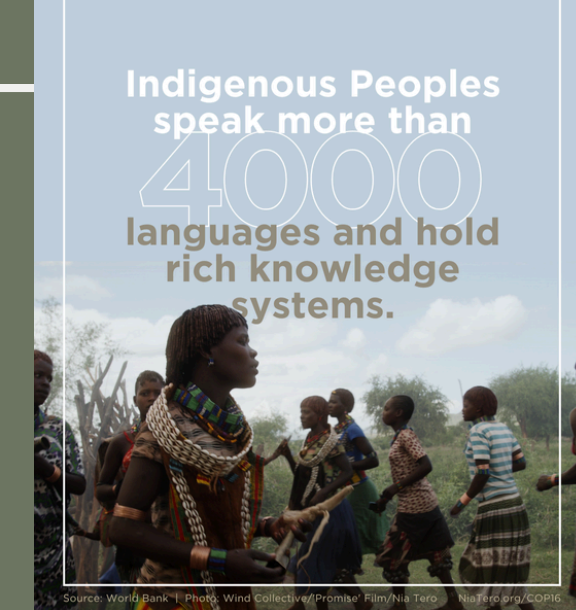
CAMPAIGN OVERVIEW

As COP16 approaches, we seek to seize this key moment of changing global consciousness to illustrate the power of Indigenous guardianship in healing ecosystems and providing a path forward.

Leaders and stakeholders will soon gather in Cali, Colombia, to advance discussions on how to ensure that 30% of lands and seas are protected by 2030 (30x30 target), as recognized in the Kunming-Montreal Global Biodiversity Framework (GBF).

The 196 countries that ratified or accepted the GBF must fulfill their promise to heal our planet while respecting Indigenous territories and ensuring their rights and effective participation in decision-making.

Indigenous Peoples' guardianship and sovereignty are key to meet these ambitious targets. Now is the time to commit to their time-earned knowledge and place-specific technologies as global solutions to address biodiversity loss.



THE 'PROMISE' FILM

Featuring Indigenous Peoples from territories across four continents and the Pacific – and co-produced with the Achuar Nation of Ecuador – “Promise” is a short film that tells the story of the growing recognition that **Indigenous Peoples are the best caretakers of Earth’s biodiversity.**

Anchored by the words of emerging youth leader Erika Kawarim and the small Amazon community of Chichirat, the film seizes the current moment of changing global consciousness to illustrate that **for Indigenous guardians to continue to protect their thriving territories, world leaders must fulfill their promises.**

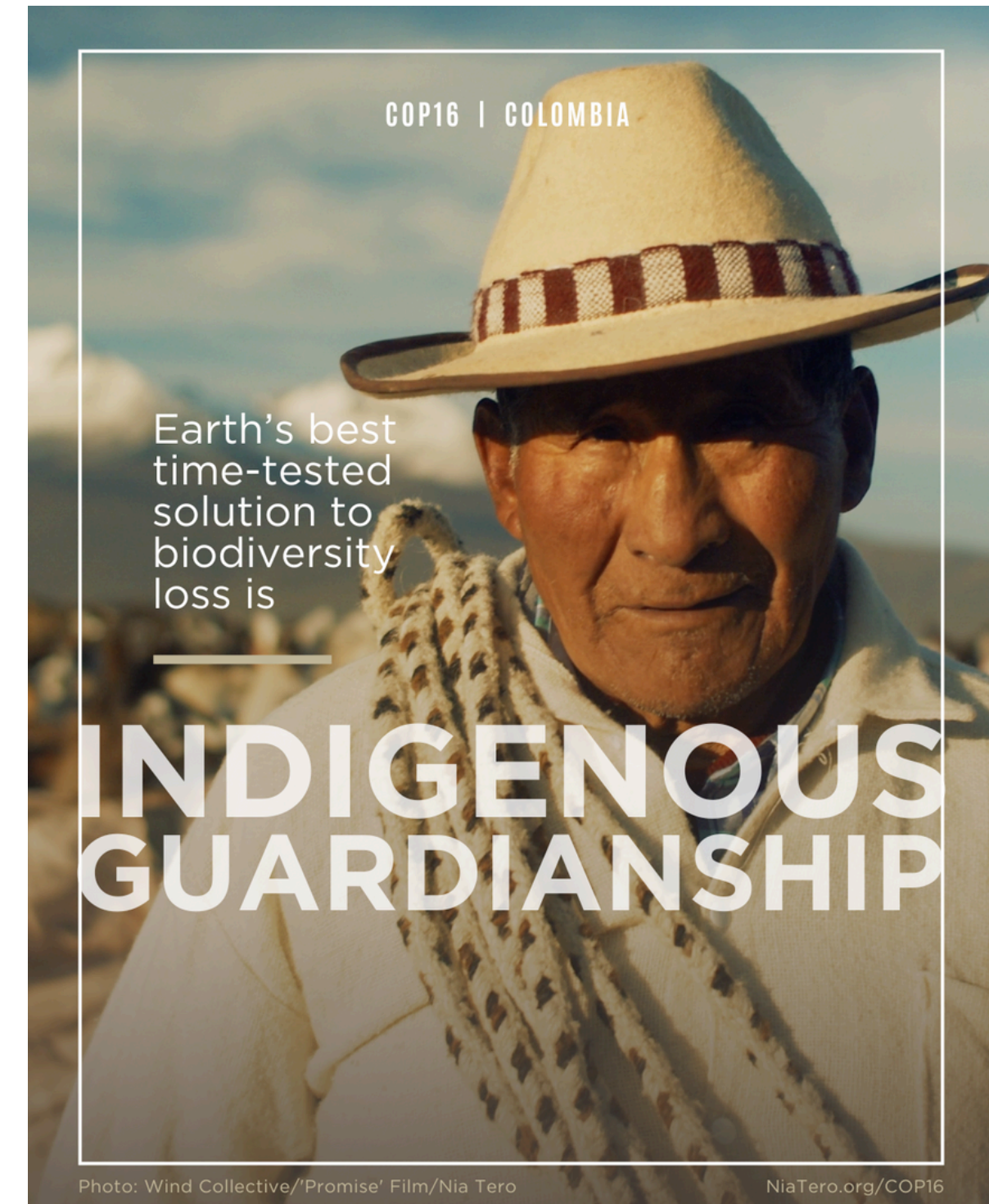


OUR KEY MESSAGES

Indigenous Peoples' guardianship is critical to fulfilling the promise of protecting 30% of Earth's lands and waters by 2030.

Much of the planet's biodiversity storehouses persist because of Indigenous Peoples' guardianship. Their time-earned knowledge systems and place-specific technologies sustain vital ecosystems.

This deep and ancestral relationship with lands and waters underscores the need for humanity to interact with the natural world as a partner rather than a commodity.



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INDIGENOUS VOICES FOR THE WORLD

Indigenous Peoples and their traditional knowledge must be included in global discussions about managing and protecting ecosystems, as world leaders make crucial decisions addressing biodiversity loss.

From Congo to Ecuador to the Philippines, Indigenous leaders emphasize that their guardianship must be included in any pathways envisioned for the protection of Earth and all beings.

It is crucial to ensure that Indigenous rights, cultures, lifeways, and wisdom are safeguarded throughout global efforts to achieve the 30X30 target.



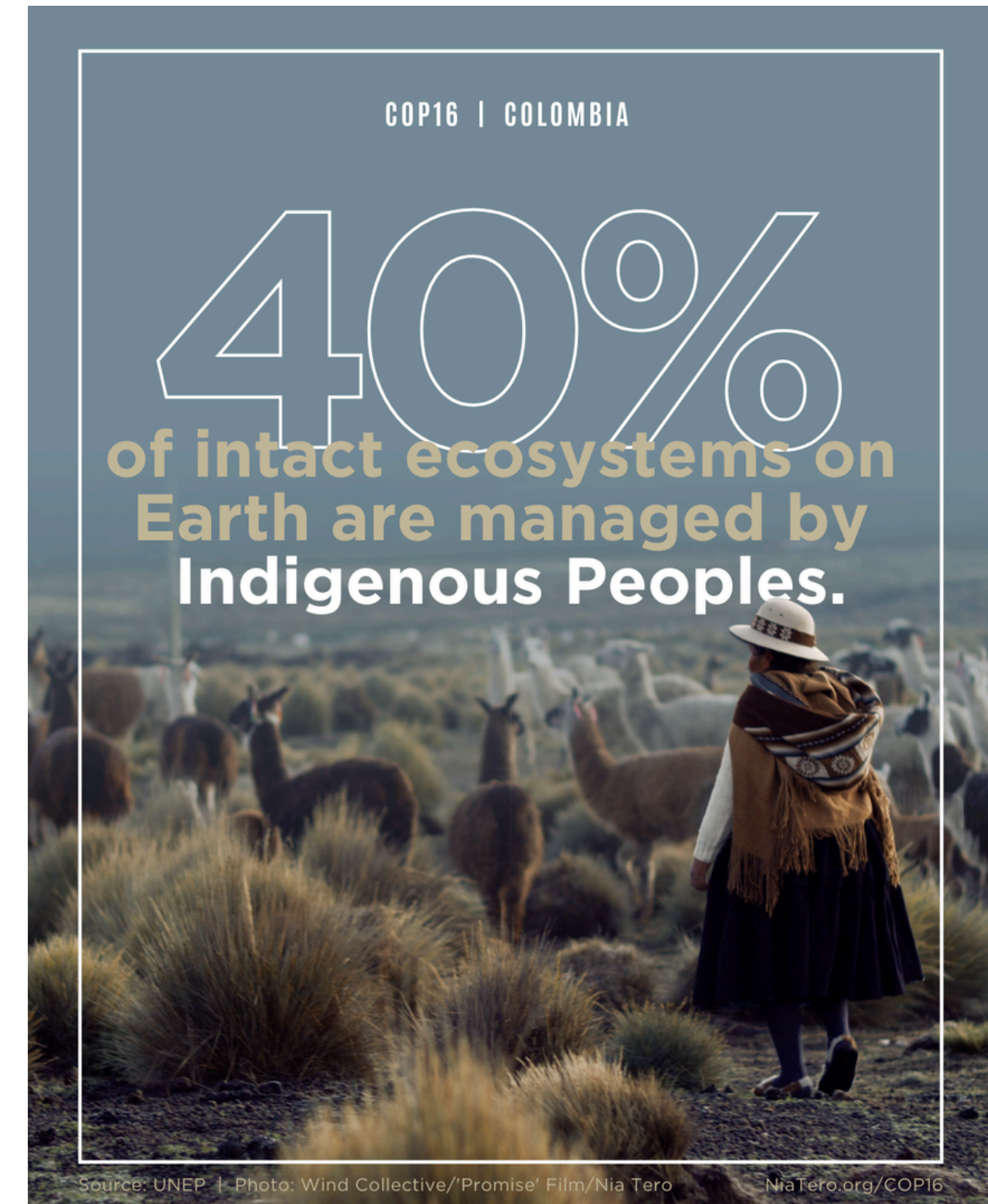
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KEY FACTS: INDIGENOUS GUARDIANSHIP OF BIODIVERSITY

40% of intact ecosystems on Earth are managed by Indigenous Peoples.

Indigenous Peoples speak more than 4,000 languages and hold rich knowledge systems.

Nearly 50% of globally threatened mammals find protection in Indigenous lands.



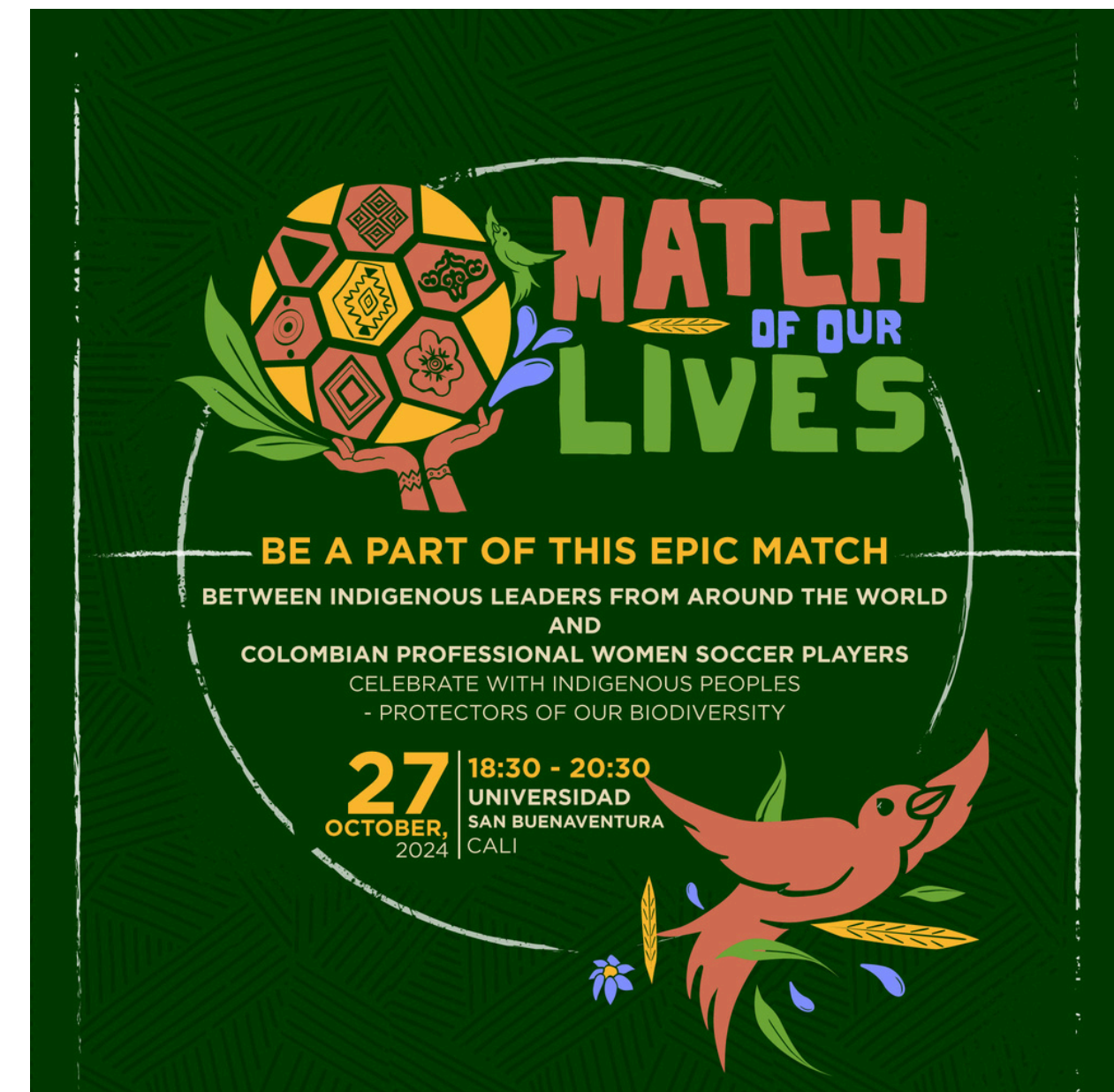
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FOOTBALL EVENT: 'MATCH OF OUR LIVES'

Join us for a friendly football match in Cali during COP16 aimed at engaging world leaders, Indigenous communities, and key stakeholders in a dynamic dialogue on the role of Indigenous Peoples as key actors in biodiversity conservation and climate action.

The match will take place Sunday, October 27. The event is open to the public. Please help us spread the word utilizing the toolkit available by clicking the "Download Here" button.

The event will feature a group of professional female football players from Colombia against Indigenous leaders from across the globe. It will be a moment for open sharing, visibility and common alignment for a powerful cause. Before the match starts, players will unite, holding a banner in a photo opportunity to highlight the event's key message.



[DOWNLOAD HERE](#)

GENERAL SOCIAL COPY

The time is now! ⏰

Leaders and stakeholders are currently meeting at #COP16 in Colombia to discuss how to fulfill their promise to protect 30% of the world's lands and waters by 2030. 🌍

Indigenous Peoples' rights, self-determination, cultures, lifeways, and knowledge must be safeguarded throughout the process. 🤝

Please join us in supporting Indigenous Peoples who have cared for our planet's biodiversity since time immemorial. 📣

#ProtectBiodiversity #COP16Colombia
#COP16Cali #PeaceWithNature
#IndigenousPeoples #IndigenousGuardians
#IndigenousGuardianship #Environment

Join us in supporting Indigenous Peoples, who've been the best protectors of our planet's biodiversity since time immemorial!



Indigenous Peoples' guardianship is critical to fulfill the promise of protecting 30% of Earth's lands and waters by 2030. 🏃

They must have a seat at the table at #COP16 in Colombia.

Indigenous People have sustained the world's richest ecosystems for millennia. 🌱

Their deep connection to Earth teaches us that the natural world must not be treated as a commodity, but as a partner to be cared for. 🌍

As global leaders gather in Colombia to discuss global biodiversity conservation, let's stand in solidarity with Indigenous Peoples! 📣

#COP16Colombia #IndigenousPeoples
#IndigenousGuardianship #IndigenousRights
#Biodiversity
#EnvironmentalJustice #ClimateAction
#EnvironmentalJustice

At COP15, world leaders adopted the Global Biodiversity Framework - which recognizes Indigenous Peoples's vital role in protecting the planet's biodiversity. 🌱

Now, as they gather at #COP16 in Colombia, it is important that Indigenous Peoples have full and effective participation in the implementation process. ⏰

This way, Indigenous Peoples can continue to protect their thriving territories, which are home to about 40% of the world's intact ecosystems. ✨

The world cannot achieve its biodiversity goals without Indigenous Peoples. 🌍

#IndigenousPeoples #IndigenousWisdom
#IndigenousGuardianship #COP16Colombia
#ClimateAction #EnvironmentalSustainability
#GlobalLeaders

TAKE ACTION & SHARE

As 2030 rapidly approaches, it is more important than ever to honor Indigenous Peoples' traditional knowledge and role in caring for ecosystems and protecting biodiversity.

By showcasing Indigenous Peoples as the best caretakers of our planet, we aim to drive concrete political action during COP16 for the benefit of Indigenous Peoples and the rich biodiversity in their territories.

At this decisive moment in global decision-making, it is critical to urge leaders to fulfill their promises to Indigenous Peoples, whose ancestral guardianship has proven to be the best time-tested solution to heal our planet.

We invite you to share the Promise campaign on social media channels, as the world turns its eyes to COP16 in Colombia.



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THANK YOU

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