

# World Wildlife Day

**3<sup>RD</sup> MARCH  
2024**

*Theme: "Connecting People and Planet: Exploring Digital Innovation in Wildlife Conservation"*

## About World Wildlife Day

World Wildlife Day, celebrated annually on March 3<sup>rd</sup>, is a global observance dedicated to raising awareness about the importance of wildlife conservation and biodiversity protection. This day serves as a reminder of the vital role that wildlife plays in maintaining ecological balance and sustaining our planet's ecosystems.

Wildlife encompasses a diverse range of species that enrich our lives in countless ways. However, due to human activities such as habitat destruction, poaching, and climate change, many species are facing threats to their survival.

World Wildlife Day provides an opportunity for individuals, communities, and governments worldwide to come together and take action to protect and preserve wildlife and their habitats.

## Theme

The theme of the United Nations World Wildlife Day theme, "Connecting People and Planet: Exploring Digital Innovation in Wildlife conservation", it aims to raise awareness about the latest applications of digital technologies in wildlife conservation and trade about the impact of digital interventions on ecosystems and communities around the world. This theme underscores the need for collaboration between people and technology to address challenges facing wildlife conservation.



**It encourages the exploration and adoption of digital tools, such as remote sensing, artificial intelligence and data analytics, to improve conservation efforts and ensure the long-term survival of our planet's diversity.**

## **History of World Wildlife Day**

**World Wildlife Day was established by the United Nations General Assembly in 2013 to raise awareness about the importance of wildlife conservation and biodiversity protection. The date, March 3<sup>rd</sup>, was chosen to commemorate the adoption of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) in 1973, which is an international treaty aimed at regulating and monitoring the trade of endangered species to prevent their exploitation and extinction.**

**The first World Wildlife Day was celebrated on March 3<sup>rd</sup>, 2014, and since then, it has become an annual global event observed by governments, organizations, and individuals worldwide. Each year, World Wildlife Day focuses on a specific theme related to wildlife conservation and biodiversity, providing an opportunity to highlight pressing issues, showcase success stories, and mobilize action to protect wildlife and their habitats.**

**Through various activities such as educational campaigns, community events, policy discussions, and wildlife conservation projects, World Wildlife Day aims to promote sustainable practices, raise awareness about the threats facing wildlife, and inspire people to take action to safeguard the natural world for future generations.**





## Did you Know?

There are an estimated 8.7 million species of plants and animals on Earth, with millions more yet to be discovered.

## Significance of World Wildlife Day

The significance of World Wildlife Day lies in its role as a global platform for raising awareness about the importance of wildlife conservation and biodiversity protection. This observance serves several key purposes:

- **Raising Awareness:** World Wildlife Day brings attention to the critical issues facing wildlife and their habitats, including habitat destruction, poaching, illegal wildlife trade, climate change, and human-wildlife conflict. By raising awareness, it helps educate the public about the value of wildlife and the urgent need to protect and preserve it.
- **Promoting Conservation:** World Wildlife Day promotes conservation efforts by highlighting the importance of protecting endangered species and their habitats. It encourages governments, organizations, and individuals to take action to safeguard biodiversity and restore ecosystems, ensuring the long-term survival of wildlife populations.



- **Celebrating Biodiversity:** World Wildlife Day celebrates the rich diversity of life on Earth, from iconic species like elephants and tigers to lesser-known plants and insects. By showcasing the beauty and uniqueness of wildlife, it fosters appreciation for the natural world and inspires people to become stewards of biodiversity.
- **Mobilizing Action:** World Wildlife Day serves as a catalyst for action, mobilizing governments, organizations, and individuals to implement policies, initiatives, and projects aimed at conserving wildlife and their habitats. It provides a platform for collaboration and cooperation at local, national, and global levels to address the threats facing wildlife.

Overall, World Wildlife Day plays a crucial role in support for wildlife conservation and biodiversity protection, driving positive change for the benefit of both people and the planet.

### • DID YOU KNOW? •



Wildlife-based tourism, or ecotourism, generates significant economic benefits for local communities and countries.

### • DID YOU KNOW? •



Wildlife provides essential ecosystem services, including pollination, seed dispersal, pest control, nutrient cycling etc.

