



EMPOWERING NATIONS TO CHART A COURSE FOR NATURE, OCEAN AND CLIMATE

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SECRETARIAT

Campaign for Nature

Helping Global South countries develop ambitious 30x30 plans

1. **Prioritize** the countries most important for biodiversity;
2. **Support** transboundary conservation on land and in the ocean;
3. **Support** Indigenous Peoples and local communities as biodiversity stewards;
4. **Cultivate** 30x30 champions at all levels of government;
5. **Encourage** a link between 30x30 and government strategies on climate change and development;
6. **Encourage** the prioritization of marine protections within EEZs in government 30x30 plans

Whole-of-country approach



Political commitment

Secure high-level support to drive policy, finance, and whole-of-government action.



Planning

Convert commitments into inclusive spatial, programmatic, regulatory and financial plans with strong political backing.



Funding

Align diverse funding sources - public, private, domestic, and international - to fully support GBF goals.



Implementation

Mobilize implementation partners and set up clear governance to ensure lasting, high-quality implementation.



Our primary focus is on the GBF's first four targets



Objective 1

Halt habitat loss, especially in high biodiversity areas



Objective 2

Effectively restore 30% of degraded ecosystems



Objective 3

Conserve at least 30% of terrestrial, freshwater, and marine areas



Objective 4

Stop extinction of endangered and at-risk species

Our steps

1

Conduct diagnostic

- Identify and debrief all program stakeholders
- Set up program governance
- Collect data
- Conduct interviews with relevant stakeholders to understand challenges and ongoing efforts
- Run diagnostic against GBF targets, existing financial resources and regulatory framework
- Conduct workshop to discuss diagnostic findings and align on priorities

~3 Weeks

2

Develop the plan

- Begin mobilization conservation center
- Align on priority programs and impact aspiration
- Create program working groups (incl. external stakeholders)
- Work with working groups to design program initiatives (spatial, programmatic, regulatory, financial)
- Create implementation plans
- Syndicate with stakeholders and obtain sign-off

3

Identify funding

- Estimate program costing
- Detail out benefits and develop business cases
- Identify and size potential funding mechanisms
- Conduct funder outreach
- Develop roadmap for unlocking funding mechanisms
- Support on funder engagement and funding mobilization (e.g. debt conversion, PFP, LEAF, etc.)

4

Mobilize for implementation

- Identify implementation partners, align on and formalize role
- Stand up and support governance cadence
- Hand over activities to conservation center and working groups
- Integrate plan with NBSAP, NDCs and budget
- Launch program to the general public and kick-off implementation

5-6 months (all three run in parallel)



Campaign
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Contact us for more information:
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THANK YOU