



PRESS RELEASE

Global initiative to conserve 30% of the planet guided by Indigenous knowledge launches at COP28

Dubai, United Arab Emirates, December 1, 2023 Countries across the world are being encouraged to join a groundbreaking new conservation initiative, which brings together governments, Indigenous peoples, and local communities, to help achieve the global goal of preserving 30% of the planet by 2030.

Launched today at COP28 in Dubai by the International Union for Conservation of Nature (IUCN), International Indigenous Forum on Biodiversity (IIFB) and technology company Esri, Act30 brings together



communities, women and youth who are the real changemakers. If governments work with us, we will make progress in fulfilling the Global Biodiversity Framework target **Lucy Mulenkei, Co-chair of IIFB, Indigenous Information Network, Kenya, said.**

Convening dialogues with an initial fourteen priority countries will begin in early 2024 to showcase leadership on best practice for conservation.

Parties that are interested to join the collective effort of Act30 are invited to email swati.hingorani@iucn.org

ENDS

Notes to editors

For more information or to set up interviews, please contact:

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About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

the knowledge, resources and reach of more than 1,400 Member organisations and around 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, Indigenous organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, rest well-being.

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About IIFB:

