


IUCN-CEC

How to Tell a Love Story



#lovenotloss
www.iucn.org/cec



How to Tell a Love Story

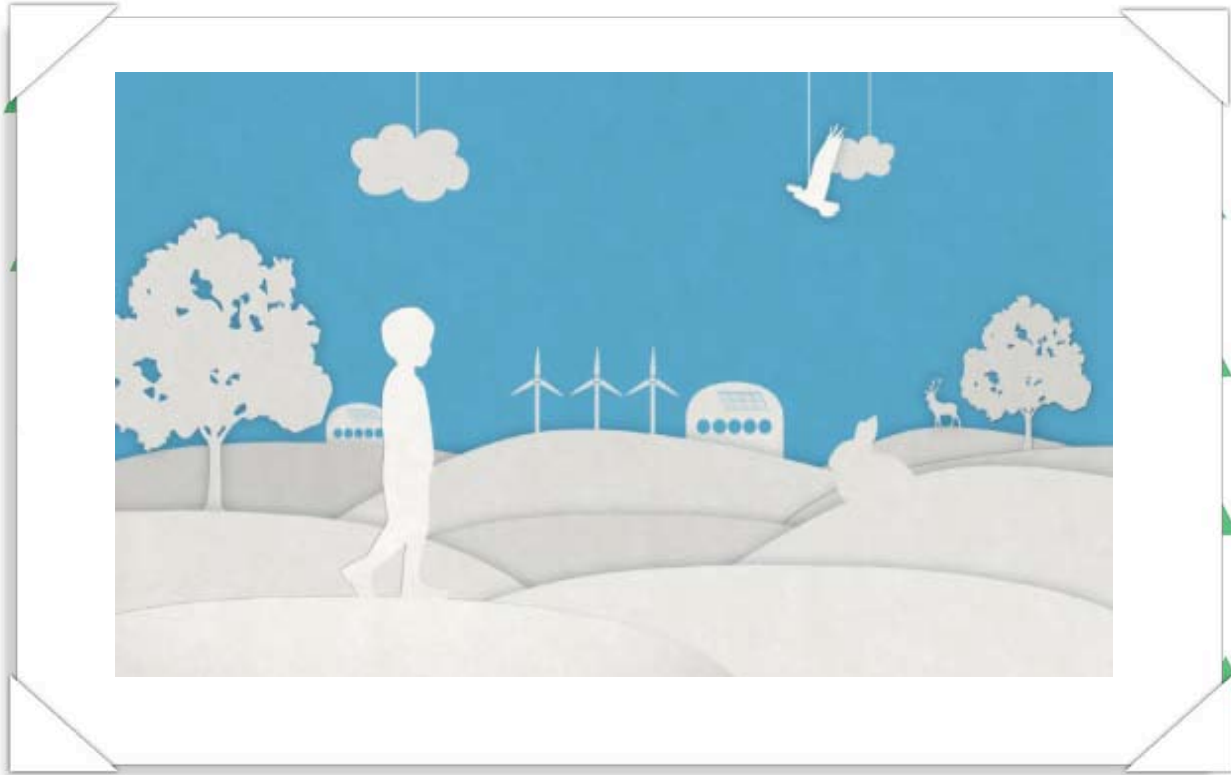
‘How to Tell a Love Story’ is part of our Love Not-Loss campaign. It’s all about why talking about love rather than loss is so important for conservation communication. We have developed an animation and some short films to tell this story.



Film 1: How to tell a Love Story animation

This is a simple animated story which explains why talking about love is so important and shows how this can be done through a series of examples.





Film 2: Series of short films

In order to get as many people as possible to share the love story we've created a series of short films to help raise awareness.





We need your help

This is where we need your help: we'd love you to watch these films and share them with your friends, colleagues or whoever you think should see them.

This promotion pack gives you all the tools you'll need to help us share the love message and includes: images, links and text to share.



The plan

All the films will be launched at the IUCN World Conservation Congress in Jeju on the 7th September. This is also when we'll start promoting the content online and in the media.



Send an email/tweet-twoo

Draft Email

Hi [name],

Here's a short clip from the IUCN which I thought you might enjoy: [link] It shows animals mis-communicating around biodiversity and conservation.

You might also want to watch the film it refers to at the end, called 'How to Tell a Love Story' – which shows how to use positive messaging to reconnect people with nature.

Draft tweet for animation

Learn how to tell a love story for nature: http://www.youtube.com/watch?v=rrz8nxzo_nw #lovenotloss

Example tweet for short films:

Turns out animals aren't great at talking about their problems: [insert link here] #lovenotloss



How to Tell a Love Story

‘How to Tell a Love Story’ is a beautiful tale about how we can all start telling a love story for nature. It shares three principles and gives examples for each.

It’s three minutes long: a perfect length to kick off your workshop or to look at when having your morning coffee.



Funny short films

These are a series of funny films that show animals mis-communicating about conservation and biodiversity.



There are eight short films for you to chose from, each demonstrating an animal communication failure - voiced by Alistair McGowan.

Perfect to grab people's attention... so get sharing!



Funny Talking Frog
IUCN Love not Loss



Funny Talking Antelopes
IUCN Love not Loss



Funny Talking Elephants
IUCN Love not Loss



Funny Talking Flamingos
IUCN Love not Loss



Funny Talking Penguins
IUCN Love not Loss



Funny Talking Raccoon
IUCN Love not Loss



Funny Talking Bears
IUCN Love not Loss



Funny Talking Hippos
IUCN Love not Loss



Who to contact

We want as many people as possible to see these films. However, they'll be particularly relevant to biodiversity communicators and scientists working in areas of climate change, conservation, habitat management, ecology and wildlife. Do you know any people who work:

- as scientists?
- at nature NGOs, charities or lobbying groups?
- at government or UN agencies relevant to nature and conservation?
- media organisations?
- museums/zoos/other institutions?
- individual science communicators?

Share these films and spread the love message



Thanks

It'd be great to know if you've been able to share the films with anyone, so please do drop us a line if you have. ✨
cec@iucn.org

