

How to become a biodiversity hero – Join the movement!

Today: Our everyday life

Chapter 1: The Foodie

Elena and her family want to eat healthy and help the environment. They buy organic food which is produced without synthetic pesticides.

Be(e) the change you want!

Intensive farming typically uses synthetic pesticides. These toxic chemicals are harmful for nature and their excessive use has caused a drastic decline of bee populations in recent decades. Yet 3/4 of the leading types of food crops depend to some extent on animal pollinators such as bees.¹

3/4
of crops depend on pollinators



Chapter 2: The Fashionista

Anne knows fashion trends are always making a comeback. Instead of buying new clothes, she loves to go shopping in second hand stores to look for vintage pieces that meet her needs.

Be trendy and thoughtful like Anne.

The fashion industry has a dramatic impact on nature. The processing of new clothes requires around 8000 different chemicals² which contaminate around 20%³ of all lakes, rivers and other freshwater sources.

20%

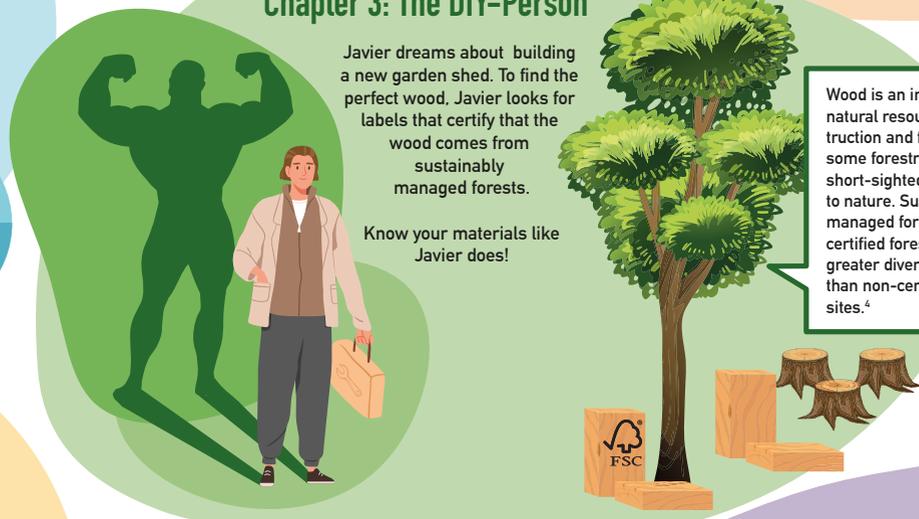


Chapter 3: The DIY-Person

Javier dreams about building a new garden shed. To find the perfect wood, Javier looks for labels that certify that the wood comes from sustainably managed forests.

Know your materials like Javier does!

Wood is an important natural resource for construction and furniture. Yet some forestry practices are short-sighted and harmful to nature. Sustainably managed forests (e.g. FSC-certified forests) support a greater diversity of wildlife than non-certified logging sites.⁴



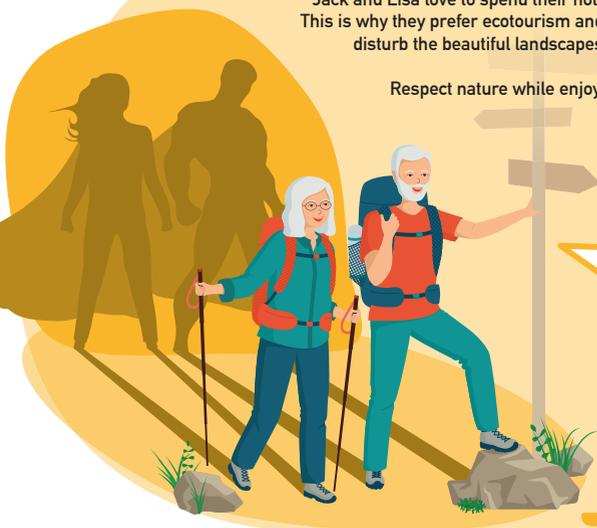
Chapter 4: The Travellers

Jack and Lisa love to spend their holidays in nature. This is why they prefer ecotourism and take care not to disturb the beautiful landscapes they visit.

Respect nature while enjoying it!

On the one hand, nature & wildlife are major tourist attractions. On the other hand, biodiversity is threatened by conventional tourism through increasing pollution and land conversion for tourism infrastructure such as hotels, streets and parking lots.

1. Don't disturb local wildlife and nature
2. Choose sustainable experiences, modes of transport and accommodations
3. Support protected areas and conservation projects in your region



Chapter 5: The Digital-Native

Tayo uses his digital devices every day and is proud of their long lifetime. When small problems arise, he brings them to a repair shop instead of buying new devices right away.

Not only his wallet is happy about this, but also various species of animals all over the planet.

Be smart and green at the same time!

Smartphones, tablets and many other devices are likely to be powered by lithium-ion batteries⁵. Lithium often comes from Andean salt lakes in South America. Huge quantities of salty groundwater are pumped to the surface to extract lithium by evaporation. As a result, local water balances are irreversible disturbed and rare animal species lose their habitat, including flamingos.⁶

