

The Bern Convention launches Voices of Nature, a campaign that showcases participatory nature conservation

The campaign sheds light on the conservation of natural heritage through human rights protection and democratic participation.

- The content on the campaign website, www.voicesofnature.eu, highlights the work conducted by individuals and organisations alike for the benefit of nature and human wellbeing. More content will be published on the website on a regular basis.
- Two of the initiatives presented on the campaign website will participate in the [World Forum for Democracy online forum lab](#) on the theme “**The Nature of Biodiversity: Involving Local Stakeholders for Global Change**”, that will take place on the **22nd of April at 4.30 pm CET**. The talk focuses on achieving nature conservation through local democratic actions.

Strasbourg, 19th April 2021 – The Bern Convention has launched a new online campaign, Voices of Nature, which promotes the connection between wildlife and people. The campaign website showcases stories of natural heritage conservation, human rights protection and democratic participation around Europe.

Through the protection of natural heritage, the Bern Convention safeguards basic human rights, including rights to life, health, food, livelihood, water, housing and culture. By engaging multiple sectors of society in nature conservation and accepting complaints from concerned citizens, the Bern Convention strengthens democratic participation.

Currently the Voices of Nature website includes multiformat articles about real-life success stories of individual citizens and organisations achieving change to **protect nature through democratic participation**. From resuscitating ancient farming traditions for conservation in Ireland, to citizens rescuing the fish species of King of the Doubs in Switzerland all the way to developing a network of protected habitats in Georgia, the articles show how different parts of society can come together and speak up for the benefit of nature and biodiversity. More content, such as videos and blog interviews, will be published on the website regularly in the upcoming months. The campaign hashtag in social media is **#VoicesOfNature**.

Two of the initiatives presented in the success stories, the Irish Burren Programme and the King of the Doubs protection initiative led by Pro Natura, will participate in the World Forum for Democracy online forum lab that will take place on the **22nd of April 2021 at 4.30 pm CET**. The discussion will focus on the importance of local action to conserve nature by implementing local policies, creating sustainable urban planning, or defending biodiversity. This year the World Forum for Democracy organises online discussions throughout the year, touching on different monthly topics. The year aims to culminate in the classic World Forum for Democracy event in Strasbourg from 8-10 November 2021.



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