RESTORE OUR FUTURE

BONN CHALLENGE

IUCN

Supported by:

Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag

COMMUNICATIONS TOOLKIT

RESTORE OUR FUTURE
BONN CHALLENGE

USING THE TOOLKIT

USING THE TOOLKIT
2020 MILESTONE EVENT
GET INVOLVED
SOCIAL MEDIA
BRAND GUIDELINES
CONTACTS

This digital toolkit provides partners and stakeholders with useful information on participation and promotion of the Bonn Challenge milestone event on the Wednesday 2 September 2020

You will find essential information on messaging, ready-to-use social media assets, and pre-drafted posts to help you participate and invite others.

Please use the left-hand menu to navigate.

Twitter	@IUCN_Forests
Facebook	www.facebook.com/IUCNForest
Hashtags	#RestoreOurFuture
URL	www.bonnchallenge.org
Contact	Swati.Hingorani@iucn.org

BONN CHALLENGE 2020 MILESTONE EVENT
OVERVIEW

USING THE TOOLKIT
2020 MILESTONE EVENT
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On Wednesday 2 September 2020, the IUCN will host a global event celebrating the first milestone year of the Bonn Challenge and the enormous impact of the forest landscape restoration (FLR) movement.

The 24-hour digital event is called #RestoreOurFuture and it will profile one country on the hour every hour. During this 24-hour period an exciting programme of live activity will launch through all the time zones, including: videos, content and live interviews and panels.

Global leaders and restoration champions will celebrate the diversity of benefits that FLR brings and call for increased global commitments from governments to reach the 2030 target of 350 million hectares under restoration, in advance of the UN Decade on Ecosystem Restoration.

Influencers and spokespeople already involved include Bianca Jagger, Dr. Bruno Oberle (Director General, IUCN), Jochen Flasbarth (State Secretary, BMU), and hundreds of other restoration influencers and champions.

We invite you to join the event live on the day and share your experiences and thoughts on why restoration is an essential solution to tackling climate change, economic and social issues.

GET INVOLVED

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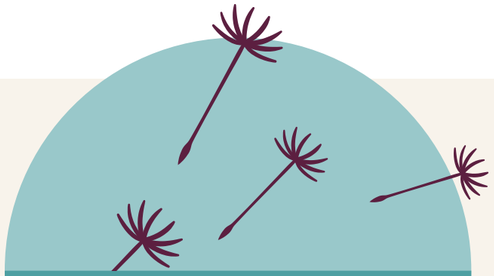
HERE ARE 5 WAYS YOU CAN GET INVOLVED...

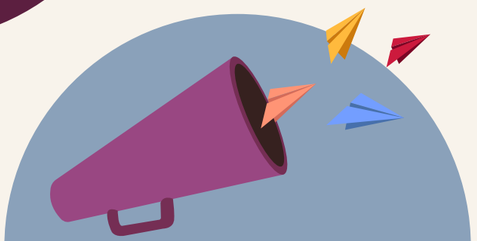


1. **Follow** @IUCN_Forests on Twitter and the #RestoreOurFuture hashtag

2. **Share** videos, photos or news articles of any restoration project that you have been a part of, or that **inspires you.**

3. **Share** a video talking to camera about the Bonn Challenge and why restoration is **important to you.**

4. **Share** content from this toolkit, retweet and engage with the **live content** during the day.



5. **Remember: Always share everything with the hashtag #RestoreOurFuture!**

SOCIAL MEDIA
HASHTAGS AND HANDLES

USING THE TOOLKIT
2020 MILESTONE EVENT
GET INVOLVED
SOCIAL MEDIA
- Hashtags and handles
- Assets
- Pre-written post

BRAND GUIDELINES
CONTACTS

The Bonn Challenge 2020 milestone event is taking place 100% online and open to everyone on social media across the 24 hours.

In this section you'll find social media assets to make promoting the event as simple as possible.

To help as many people as possible to find and engage with the event, please include the hashtags & handles on the right-hand side when posting on social media channels. The more activity we collectively generate the more awareness and conversations will grow around the impact of Forest Landscape Restoration (FLR) projects.

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SOCIAL MEDIA
ASSETS

USING THE TOOLKIT

2020 MILESTONE EVENT

GET INVOLVED

SOCIAL MEDIA

- Hashtags and handles
- **Assets**
- Pre-written post

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CONTACTS

In this section, you'll find ready-to-use visual assets for social media. These include promotional event images and quote graphics. You will see an example of each type, with more variations available via each download link. On the next page you'll find pre-drafted words to pair with them on social media.

Tip: We'll be regularly adding more content to these download links in the run-up to the event date, so please keep checking back for more images to share.

BONN CHALLENGE PROMOS
DOWNLOAD

QUOTE CARD PACK
DOWNLOAD

SOCIAL MEDIA
PRE-WRITTEN POSTS

USING THE TOOLKIT
2020 MILESTONE EVENT
GET INVOLVED
SOCIAL MEDIA
- Hashtags and handles
- Assets
- **Pre-Written Posts**

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CONTACTS

We have written a selection of social posts to help get you started. You can use these templates as they are or rework them to make your own. We recommend putting them into your own words.

PRE-WRITTEN POST PACK
DOWNLOAD

BRAND GUIDELINES
COLOURS, FONTS AND LOGO USAGE

USING THE TOOLKIT
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Would you like to create your own unique content to share with the #RestoreOurFuture hashtag during the event? If so, here are some useful guidelines and materials for the Bonn Challenge and supporter logos.

LOGO

RESTORE OUR FUTURE
BONN CHALLENGE

SUPPORTER LOGOS

IUCN

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TYPE

HEADERS **Lato Bold**
BODY Lato Regular
QUOTES Merriweather Regular

CORE COLOURS

HEX: #6BA242
RGB: 107, 162, 66
CMYK: 64, 16, 100, 2

HEX: #03747A
RGB: 3, 116, 122
CMYK: 88, 34, 47, 12

HEX: #164375
RGB: 22, 67, 117
CMYK: 100, 81, 29, 14

ACCENT COLOURS

#B5D067 #5C1F40 #FF8742 #E2CFAF #9AD676 #858889

BRAND PACK
DOWNLOAD

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If you need any support with using this toolkit, accessing files or have queries about sharing your restoration story, please get in touch.

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