



NATIONAL ENVIRONMENTAL TREASURE

Canadian Environmental NGO

Charitable # 86964-8147-RR0001



WHAT IS NET?

The National Environmental Treasure (NET) is a Canadian environmental NGO dedicated to educating and increasing the public's understanding of the environment and the importance of biodiversity.

We were originally founded as a trust fund for the exclusive funding of small to medium-size Canadian environmental organizations to increase their core capacity in environmental literacy, infrastructure support, public communications, and operational sustainability.

NET is currently focused on creating publically accessible digital media that shares positive messages and tangible solutions for halting biodiversity loss.



Artwork by Leanne Cadden, NET artist-in-residence



WHY IS BIODIVERSITY IMPORTANT?

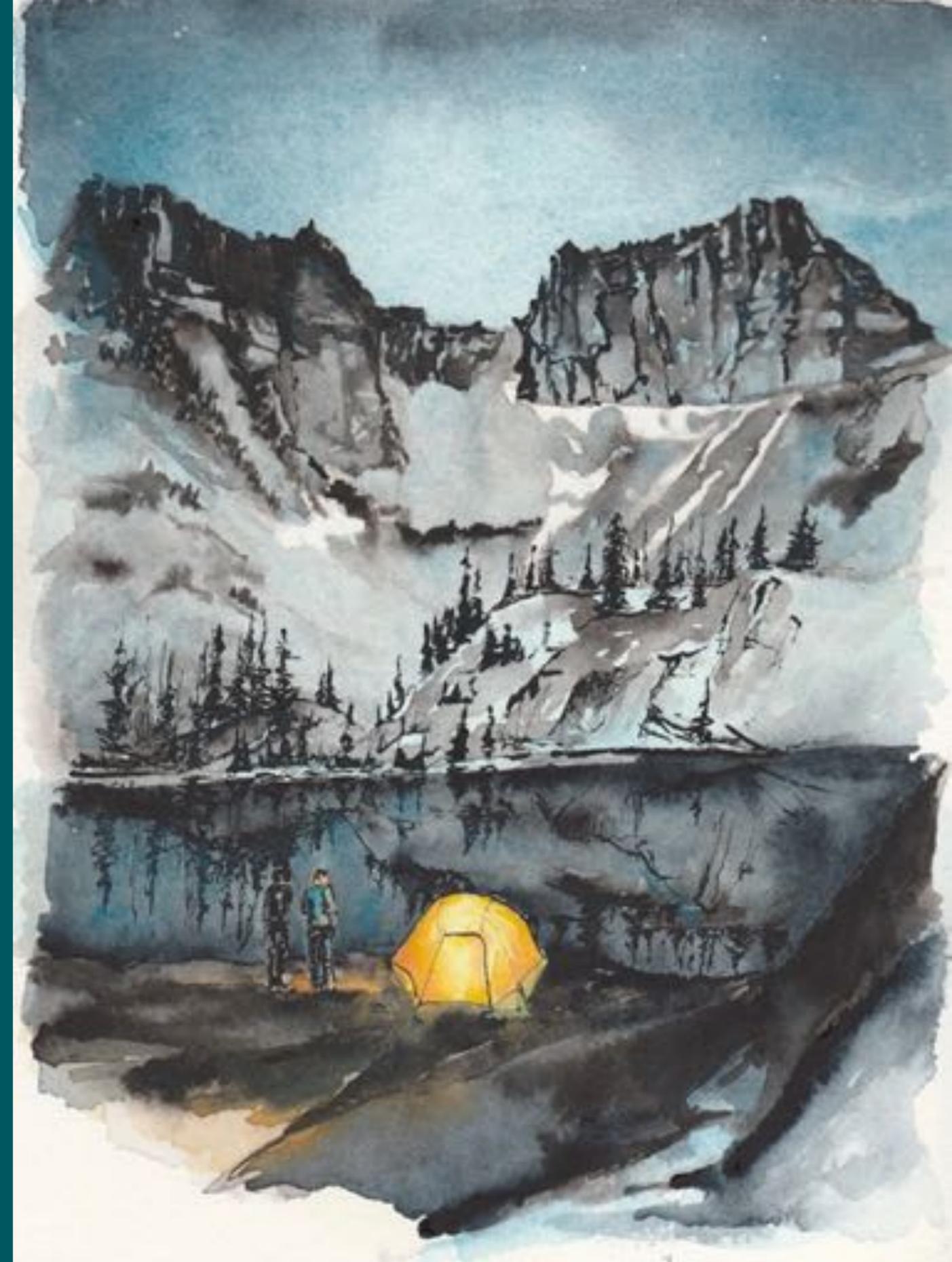
Biodiversity ensures human survival by gifting us with the necessities for life. It also provides for our health and well-being.

Sadly, 1 MILLION SPECIES are at risk of extinction and many are disappearing 1,000 to 10,000 times their extinction rate. Since 1970, we have lost 60% of mammals, birds, fish and reptiles, and two-third of invertebrates like butterflies and bees. Scientists now warn that the earth has entered SIXTH MASS EXTINCTION; there is no second chance from extinction.

BIODIVERSITY ACTION PROGRAM

OUR PROGRAM AIMS TO:

- Increase public literacy about the critical importance of biodiversity loss.
- Drive support for multiple actions on the ground by Canadians and decision-makers.
- Educate and engage a diversity of Canadians with positive messages and tangible solutions for halting biodiversity loss.
- Share novel solutions and policy actions in more understandable, relatable and engaging ways.
- Show how climate change and biodiversity solutions are interconnected and mutually beneficial.





PROGRAM THEMES

- Why protected areas are vital mechanisms for conserving and regenerating biodiversity hotspots, ecosystems and wildlife.
- How nature-based climate solutions can enhance ecosystems and act as natural carbon sinks.
- Tangible solutions for individuals and communities in our backyards, neighbourhoods and cities.
- The importance of human connection to nature and how we impact the species and ecosystems upon which we depend.
- How to support researchers through the citizen science movement.

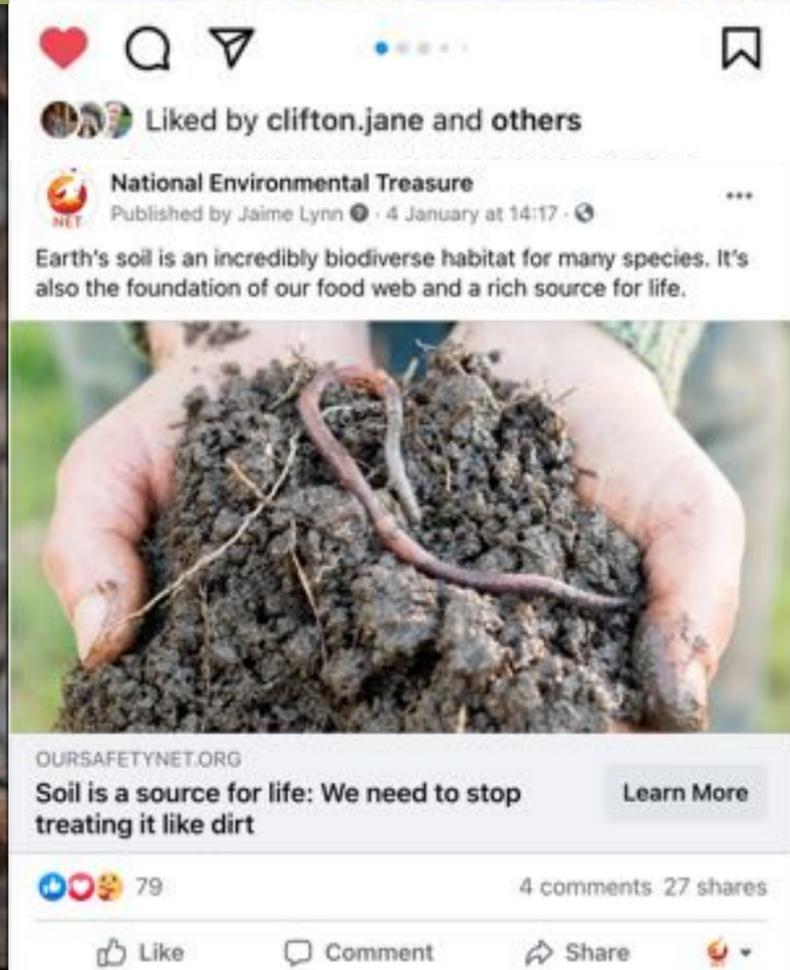
DIGITAL OUTREACH

To strategically reach different age cohorts and to seamlessly integrate within various digital ecosystems, we will create a range of social media content, videos, blog posts and podcast episodes that will be circulated across our existing digital platforms.

OUR GOALS ARE TO:

- Create digital media that speak the 'language' of the public
- Seamlessly integrate within various digital ecosystems
- Use the bite-size science method where information is framed into brief and engaging media for younger audiences
- Use art and design to amplify messaging





SOCIAL MEDIA ENGAGEMENT

- Photographs, artworks and videos
- Solutions and action-focused
- Information curated for public understanding
- Science communicated in bite-size
- Framed for user interaction

PLATFORMS

- Facebook: blog post promotion, content curation and paid marketing
- Twitter: blog post promotion and content curation
- Instagram: posts, reels, stories, IGTV and paid marketing
- TikTok: videos, digital trend monitoring and engagement with younger audiences

WEBSITE

- Designed by NET & Lot2.Media
- Artworks by Ojibway artist, Jason Adair
- Blog post artworks by Leanne Cadden

WEBPAGES

- [Interactive colouring home page](#)
- [What is biodiversity?](#)
- [Biodiversity Action Agenda](#)
- [Podcast](#)
- [Blog](#)



Biological diversity, better known as **BIODIVERSITY** is the **LIBRARY OF LIFE**.

From bears, salmon and worms to trees, soil and fungi, it is the diversity of species living in an area and the relationships they have with one another. It is made up of three features: ecosystem diversity, species diversity and genetic diversity. The more they are interconnected, the more resilient the **NET OF BIODIVERSITY** becomes.



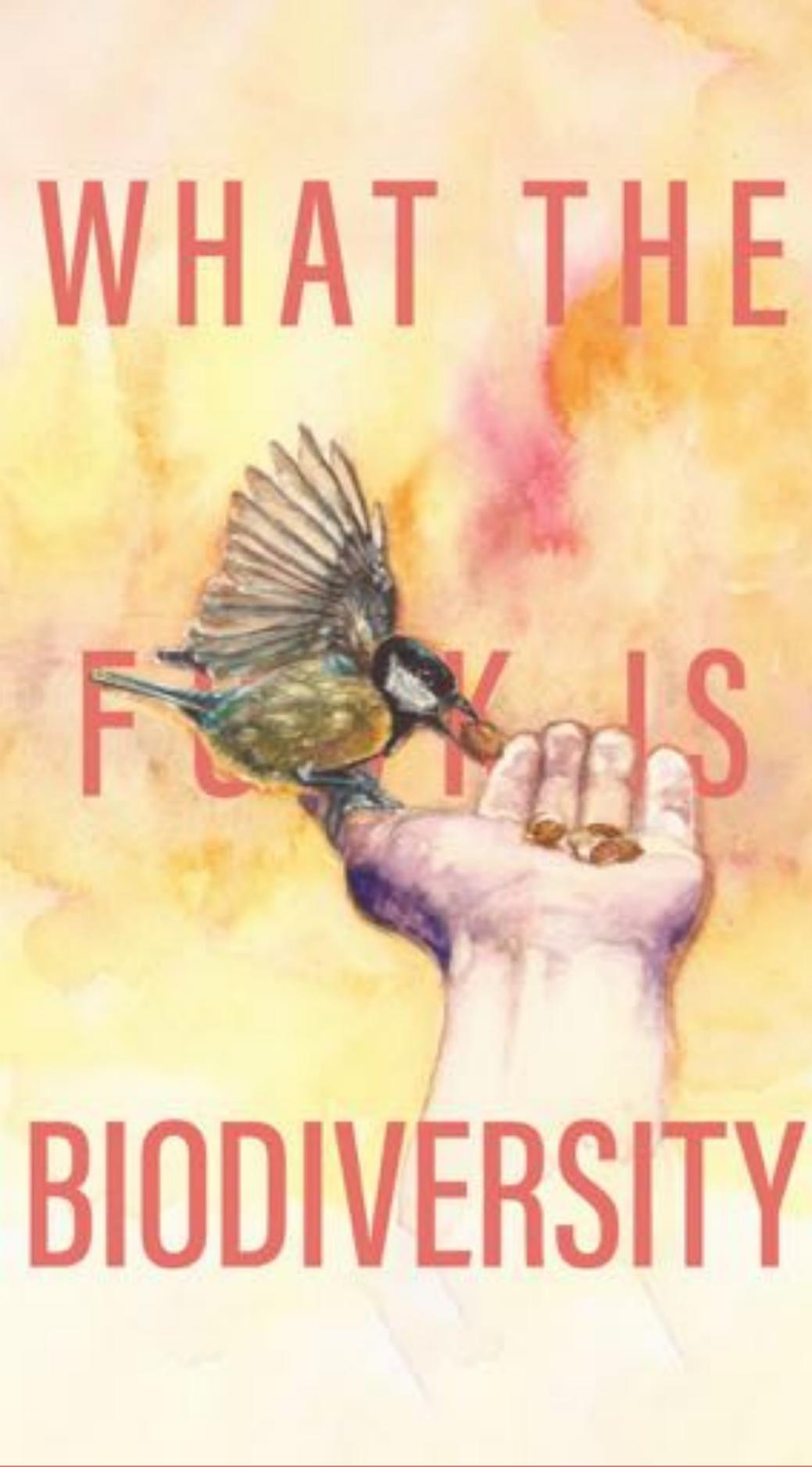
ECOSYSTEM DIVERSITY



SPECIES DIVERSITY



GENETIC DIVERSITY

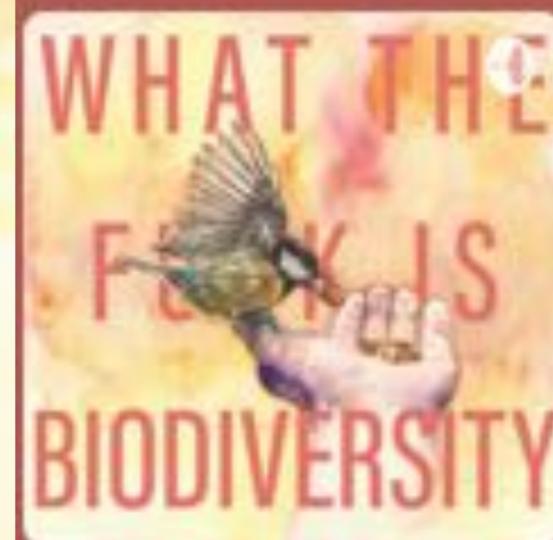


PODCAST

- On [Spotify](#), [Stitcher](#), [Apple Podcasts](#) & [Google Podcasts](#)
- Released the National Day for Biological Diversity
- Listeners from Canada, UK, US, Brazil, and Germany
- 2500+ plays with episodes listened to in full, on average

EPISODE TOPICS

- **Episodes 1-9:** Soil Biodiversity, Protected Areas, Food and Biodiversity, Urban Biodiversity, Connecting to Nature, Giraffes, Beauty and Nature, Environmental Sector in Canada, and Native Bees.



Episode 4: Urban biodiversity with Nina-Marie Lister

What the f*** is biodiversity?

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NET SUCCESSES & STATS

- Awarded \$10,000/month [Google Ad Grant](#)
- Awarded \$25,000 [Eco Canada Digital Skills for Youth Internship Grant](#)
- Established blog reposting collaboration with the Nature Conservancy of Canada
- Accepted to global [Conservation Optimism Network, ConservationNOW](#)

STATS - NOV 2019 - JUNE 2021

- 2.8 Million Facebook Impressions
- 2.2 Million Instagram Impressions
- 40K TikTok views (launched November 2020)
- 106K Website Pageviews
- 165K Google Adwords Impressions