




Week 1: Protect Global Biodiversity

For this first week of the **#MyActionsMatter** campaign, we will be focusing on biodiversity and how you can help protect it.

Fun fact: Scientists have estimated that over 8 million species of plants and animals exist on Earth. But did you know that only around 1.2 million species have been identified and described so far, most of which are insects!

Day	Action
1	 <p data-bbox="288 1615 592 1648">Action 1: Nature Dipping</p> <ol data-bbox="336 1686 1358 2007" style="list-style-type: none"> <li data-bbox="336 1686 1358 1805">1. Take a 10-minute walk in a green space. It can be a nearby forest, park, beach, or even your own garden/under a tree. For 30 seconds, close your eyes, stand or sit still, relax, breathe, and just listen to your surroundings. <li data-bbox="336 1850 1358 2007">2. Open your eyes and look around for a flower, plant, bird, or insect that you find beautiful or interesting. Take a photo of it and share it in your community on the app together with a caption that shares two things that you appreciate about the plant or animal in the photo. You can also post the photo on FB/Instagram with

the hashtag #MyActionsMatter.

3. Before going back home, you can select the emotions that resonate with you at this moment in your Treasure Earth app diary and log it down.
4. To learn more, watch this Canadian video on Biodiversity 101:
https://youtu.be/5A2QH_tM7ME

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Action 2: Nurture Nature

1. Do you know how easy it is re-grow veggies and herbs from kitchen scraps? Look around your kitchen and see if you can find veggies or fruit seeds that can be replanted. For inspiration, check out this video: <https://youtu.be/Jze8utzpLhg>
2. Track your plants' progress by taking photos of them on a weekly basis. As a practice of gratitude, are there new things that you observed about your plant that you can express gratitude for? Upload your weekly photos along with an expression of gratitude in your community in the app or FB/Instagram with the hashtag #MyActionsMatter!
3. Since you have started this journey of compassionate actions, you can help us by answering a short survey: <https://www.surveymonkey.com/r/QX9P5MM>

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Action 3: Recording Nature

1. Create your own biodiversity mini-documentary! With your phone/camera, record any animal or plant on your balcony, garden, nearby park, or nature area. Find its name and research its role in the eco-system. Tip: try out <https://www.inaturalist.org/>
2. Find out: Is it a native or invasive species? Does it attract pollinators? Is it a keystone species? Does it migrate? What are two ways in which we are connected to this species? (similarities/dependence on one another etc.) Put it all together in a short video and share it online with the hashtag #MyActionsMatter.
3. You could be inspired by this YRE video from Scotland: <https://yrecompetition.exposure.co/scotland-10>

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Action 4: Life in Danger

An endangered or threatened species is a species that is very likely to become extinct in the near future, either worldwide or in a particular area. Endangered species may be at risk due to factors such as habitat loss, poaching and invasive species.

1. Talk to your family or teachers about what animals that might be endangered in your region. If you are not sure, you can have a look here:
<https://www.iucnredlist.org/>
2. Consider what would it feel like to be on the brink of extinction? Write one sentence that you would like to share if you were an animal about to be extinct? Share your feelings with friends and family. If you feel any sadness or despair, you may like to take a moment to take three deep breaths and pay attention to the sensations of your feet on the ground.

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Action 5: Labels to Look For

1. Take a look around your kitchen and see how many environmental labels you can find on your food-products. You might find labels such as the Marine Stewardship Council (MSC), the Roundtable on Sustainable Palm Oil (RSP), Rainforest Alliance Certified, or the Forest Stewardship Council (FSC).
2. Choose one label and do a little research on what it stands for – how does it help protect nature and biodiversity? You can share your learnings in your community in the app.
3. Next time you are in the supermarket, take a few moments to look if any of the available products have an environmental label. Are you willing to buy a product with an environmental label even if it is more expensive?

**Action 6: Have a Party!**

1. Find a good spot for your party on your balcony, in your garden, or an outside common area. You can celebrate in different ways, for example by setting up a bird feeder with different kinds of seeds, making a water station for bees and other pollinators, or planting a few outdoor flowers. You can find more ideas here: <https://youtu.be/EWtchv7aU7Y>
2. It might take some time before your wild guests find their way to the party, so stay patient 😊 When they arrive, take a photo of your outdoor biodiversity celebration and share it in your community. Remember to not frighten your friend!
3. How do you feel in the moment of celebration? Select the emotions that resonate with you at this moment in your Treasure Earth app diary and log it down.
4. You can share the picture of your guests in your community in the app or post it on FB/Instagram with the hashtag #MyActionsMatter!



Action 7: Checking In

Thank you for your efforts so far! Here are a few additional steps we recommend you take to reinforce your intentions and appreciate your efforts.

1. Pause for 1 minute and be present in the now and here. Close your eyes and focus on one breath in, and one breath out. Repeat this three times. Place your hand/s on your heart, pay attention to the warmth and contact of your hand. Recall the intentions that you had set as well as the practices and acts that you have completed.
2. Taking a big deep breath, how do you feel in this moment, without any judgement? In your Treasure Earth app diary, select the emotions that resonate with you and log it down.
3. Sign the pledge to support a healthy and safe planet for everyone here: <https://www.leaf.global/gad-pledge>