



# ZOOMING IN ON BIODIVERSITY

ASEAN-WIDE PHOTO CONTEST

#WeAreASEANBiodiversity

7th Communication and Visibility Workshop  
27 January 2022, 13.00-15.00 (GMT+7)



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Head of Communication and Public Affairs  
ASEAN Centre for Biodiversity (ACB)



1. The ASEAN Centre for Biodiversity
2. Zooming in on Biodiversity
3. Lessons & opportunities







# Biodiversity in the ASEAN Region

**3%** Total surface area of the world

**18%** of all known plants and animals

**37%** species assessed by the IUCN in the ASEAN are endemic



**Communicating  
biodiversity  
conservation has  
always been  
challenging**





 **ASEAN CENTRE  
FOR BIODIVERSITY**







*enhance public and leadership awareness of the values of biodiversity and the need for conservation and sustainable management*



**Documenting  
good biodiversity  
practices**



**Engaging  
non-environment  
sectors**



**Forging  
strategic  
partnerships**



**Expanding the  
network of  
communication  
practitioners**



# #WeAreASEANBiodiversity

OUR HOME • OUR LIVES • OUR STORIES

#BiodiversityDay #ForNature

[weare.aseanbiodiversity.org](http://weare.aseanbiodiversity.org)

*A call for each and everyone's earnest participation in an ambitious effort to save the planet and equally conserve biodiversity and humankind through restoration.*





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ASEAN-WIDE PHOTO CONTEST

Through this ASEAN-wide photo contest, ACB aims to:

1. promote appreciation for the ASEAN region's biodiversity;
2. encourage conservation of the region's wildlife species;
3. promote the ASEAN Heritage Parks; and
4. raise awareness on humanity's role in biodiversity conservation





# ZOOMING IN ON BIODIVERSITY

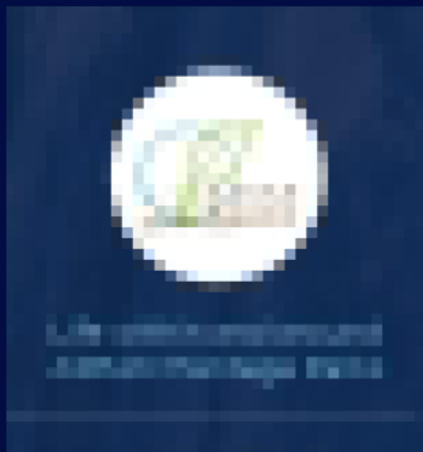
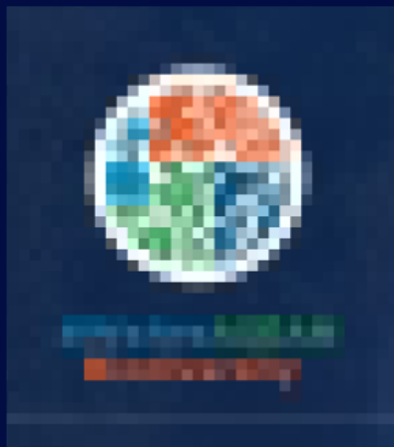
ASEAN-WIDE PHOTO CONTEST

- Sixth staging of the photo contest since 2009
- ASEAN-wide contest, open to all nationals of the 10 ASEAN Member States
- Photo entries submitted under categories
- Target audience: ASEAN creatives and youth

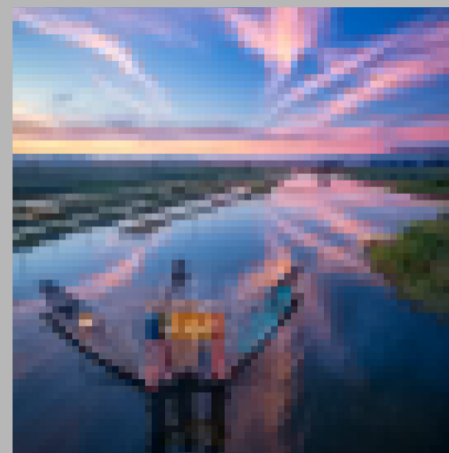
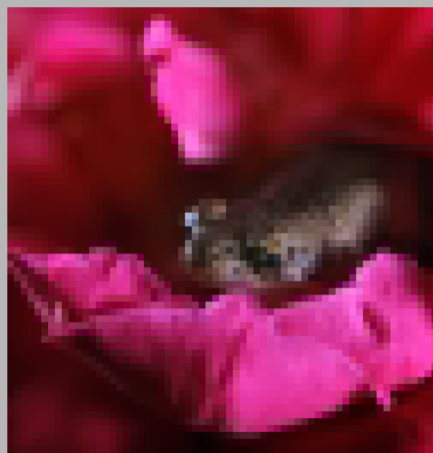
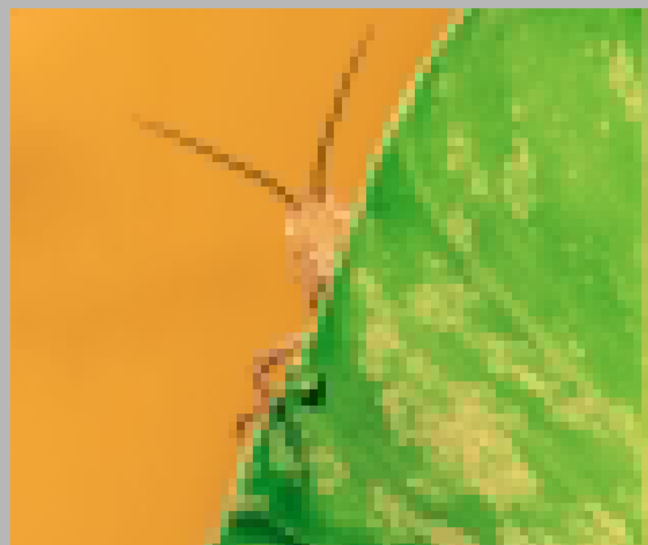
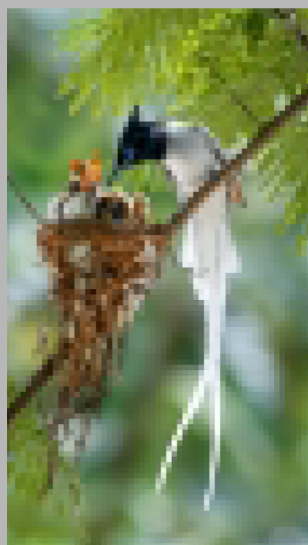


**ZOOMING IN ON  
BIODIVERSITY**  
ASEAN-WIDE PHOTO CONTEST

# 2021 Social Media Integration







Roger Tingle, Philippines

# INSTINCT TO SURVIVE

This photo not only reflects two birds swiftly pecking on the sweetsop waiting to enjoy the sweet knobs of this fruit. It also represents the humble village folks of Barangay Calapugan Natividad, Pangasinan who would forage food tirelessly through the seasonal produce in the face of the COVID-19 pandemic.

The natural drive to adapt is a trait innate to all.





# Lessons and opportunities

**Balancing trends  
and tradition**



**Engaging visuals  
makes a good story**



**Personifying  
pressing issues**







ZOOMING IN ON  
BIODIVERSITY  
ASEAN-WIDE PHOTO CONTEST

# Awards Ceremony

31 January 2022, 15:00 GMT+8

 [facebook.com/ASEANBiodiversity](https://facebook.com/ASEANBiodiversity)

**#WeAreASEANBiodiversity**



BCAMP



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For more information, log on to  
[www.aseanbiodiversity.org](http://www.aseanbiodiversity.org)

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