



## 30x30 Toolkit

### Protecting 30 percent of America's Lands and Waters by 2030

#### What is the 30x30 campaign?

The 30x30 campaign is a science-based initiative to conserve 30 percent of America's lands and waters by 2030 to fight climate change and reverse the destruction of our wildlife, waters and natural places. 30x30 efforts must embrace the campaign's five core principles: support locally led conservation; work toward a more equitable and inclusive vision for nature conservation; honor the sovereignty of tribal nations; support private conservation; and be guided by science.

#### The Science

[The Global Assessment Report on Biodiversity and Ecosystem Services: Summary for policymakers](#), *Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services*. This report identifies the primary causes of extinction in the natural world and concludes that expanding and effectively managing protected lands and waters is critical to the protection of biodiversity and our ecosystems.

[A Global Deal for Nature: Guiding principles, milestones, and targets](#), *Science Advances*. This article makes the argument for 30 percent of the planet to be protected by 2030 to preserve Earth's biodiversity and ecosystems and mitigate climate change impacts.

#### How Can You Help?

- Add your name to support 30x30. This is one of the simplest ways you can support the 30x30 goal. Click [here](#) to sign your name today.
- Endorse 30x30 efforts by adopting a local board resolution, writing an opinion piece for the media, or posting a video or message to social media. For the latter, use the hashtags **#30x30**, **#ThirtyByThirty**, **#NatureForAll** and **#NatureInCrisis**. Contact Program Coordinator Jessica Pace at [jess@westernleaders.org](mailto:jess@westernleaders.org) for assistance.

#### Messaging

- We're facing a mass extinction of the plants, animals and microorganisms that keep our air clean, our water pure and our food supplies plentiful. We've lost 60 percent of the planet's wildlife since 1970, 1 million species are at risk of extinction around the world, and two-thirds of wetlands have disappeared.

Western Leaders Network

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## Messaging, continued

- **The collapse of nature is increasing the risks of pandemics and other disasters.** Research shows that nearly [two-thirds](#) of infectious diseases originate in animals including COVID-19, Ebola, sudden acute respiratory syndrome (SARS) and HIV-AIDS. Habitat and biodiversity loss are disrupting ecosystems that have naturally regulated diseases and protected human health.
- **To save ourselves, we need to save nature.** Nature gives us clean drinking water, clean air, healthy food supplies, natural places where we can get outside, and the biodiversity that protects us from disease and that is the source of so many cures in medicine.
- **According to scientists, protecting 30 percent of all lands and ocean is the bare minimum needed to save nature.** Scientists are warning that saving nature and stabilizing the climate will require protecting at least 30 percent of the planet en route to conserving half the Earth – a target that world-renowned ecologist EO Wilson has said is absolutely necessary to safeguard the building blocks of our economy, including clean water, clean air, and ample food.
- **The health and safety of all of us is intimately connected with the health of our natural world.** Protecting more places, providing close-to-home opportunities to get into nature, and improving community access to outdoor spaces has a wide-range of health benefits. Spending time in nature is [associated with](#) better health and well-being, including lower risks of diseases like type II diabetes, cardiovascular diseases, high blood pressure, obesity, and mental distress. The coronavirus pandemic has demonstrated that nature is not an amenity: it is essential to our well-being.
- **The nature crisis and the climate crisis are two sides of the same coin.** One of the most cost-effective strategies for mitigating climate change is to protect more land and water. Just like climate change, the loss of nature is an existential threat for communities and economies.
- **We must protect 30 percent of U.S. lands and ocean by 2030 in a way that reflects the needs and values of all communities.** For too long, the costs and impacts of nature loss have fallen disproportionately on low income communities and communities of color in the U.S. Accelerating the pace of conservation must be done alongside all communities. Any effort to accelerate the pace of conservation must respect tribal sovereignty and help tribal communities fulfill their visions and priorities for the stewardship of natural, cultural, and historic resources.
- **30x30 is a U.S.-led effort to accelerate conservation, being driven by local communities committed to protecting our outdoor and natural heritage.** Every level of government, from town councils, county commissions, and state legislatures must act quickly to protect far more of America's lands, waters, and ocean.



## Legislation & Support

### Congress

- Senate Resolution 372: "[Thirty by Thirty Resolution to Save Nature.](#)" led by Senators Tom Udall and Michael Bennet
- House Resolution 835: "[Thirty by Thirty Resolution to Save Nature.](#)" led by Representatives Deb Haaland, Joe Neguse, Ted Lieu, Ruben Gallego and Ed Case

### States

- California has introduced a bill to declare a state goal of protecting at least 30 percent of land and ocean by 2030. Read the text [here](#).
- Hawaii's Department of Land and Natural Resources has committed to effectively manage 30 percent of the state's nearshore marine environment by 2030. Read about the initiative [here](#). Gov. Ige also committed to protect 30 percent of Hawaii's highest priority watershed forests by 2030. Read more [here](#).
- South Carolina has introduced the "South Carolina Thirty-by-Thirty Conservation Act" with bipartisan support. Read the text [here](#).

### Letters

- Organizations sent this [letter](#) to Congress supporting the Senate and House 30x30 resolutions and a [letter](#) to presidential candidates endorsing the 30x30 initiative.
- Former members of Congress sent a bipartisan [letter](#) to the head of the Convention on Biological Diversity endorsing 30x30.

### Resources

- Visit the **American Nature Campaign** [website](#) for 30x30 news and to learn more about 30x30 goals and supporters.
- Leaders like Senator Tom Udall who are at the head of the conservation movement are leading virtual tours of the West to discuss a collaborative vision for protecting our natural places. Visit the **Road to 30** [website](#) to learn more about these tours.
- This **National Caucus of Environmental Legislators** [blog post](#) summarizes state-level 30x30 efforts.
- The **Center for American Progress report**, "[How Much Nature Should America Keep?](#)" finds that we're losing a football field worth of natural areas every 30 seconds and outlines principles the U.S. could adopt to achieve the 30x30 goal. Another CAP report, "[The Green Squeeze.](#)" details where the nation is losing natural areas most quickly and why.
- The **Conservation in the West** annual [poll](#) found that 73 percent of western voters in eight states favor the 30x30 goal.

