

# GOALS.

Feel-good UN SDG news





# INTRO.

Welcome to the 8th issue of Goals., Creature & Co.'s monthly E-Book that brings you a snapshot of positive news relating to the UN's Sustainable Development Goal of the Month. This issue is all about Goal #15: Life on Land, which is crucial because it encourages us to protect, restore and promote sustainable use of terrestrial ecosystems; sustainably manage forests; combat desertification; halt and reverse land degradation, and halt biodiversity loss.

At Creature & Co., we've worked on an array of projects that raise awareness of Goal #15. In The Dirt Is Good Academy, our gamified educational programme for Unilever brand Dirt Is Good, we have a whole section dedicated to the goal, aiming to galvanise a generation of young Changemakers into taking action.

Our fantastic, in-house editorial team also produces two editions of National Geographic Kids magazine each month: one for the UK/Ireland markets and one for Australia/New Zealand. Content in the magazine supporting the protection of life on land was the most frequently covered topic in 2021. Of course, deforestation for paper production and production of paper itself is a land and energy intensive operation. To combat this, we seek suppliers who use certified 100% recycled paper and give preference to procuring certified 100%-recycled paper and card packaging for dispatching our products.

As always, we're highlighting the positive ways people and organisations are doing their bit to progress the Goal of the Month's objectives.

Thanks for reading,

**Peter Johnson,**  
Managing Director, Creature & Co.





# WHERE THE WILD THINGS ARE.



Image Credit:  
Eleanor Bentall for RSPB

Nature provides our food, our air, and a home for the precious wildlife on our doorsteps. Devastatingly though, of the UK's wildlife species, 1 in 7 is at risk of extinction. That's why at the start of this month (May 2023), The RSPB, WWF and the National Trust encouraged everyone to participate in the Wild Weekender, a UK-wide weekend of action.

The aim of this initiative, as part of the joint [Save Our Wild Isles](#) campaign, was to create thriving habitats for nature on our doorsteps by encouraging participants to choose one of three actions to create homes for wildlife: plant a wildlife-friendly plant, sow some seeds, or create a mini-meadow.

Check out the #MyWildSpace hashtag on Instagram or Twitter to see all the inspiring successes from the weekend, as well as the recording of the Wild Weekender Live Event which includes 3 hours of wildlife-friendly ideas, inspirational stories, and some famous faces along the way. Enjoy!

Watch the Live Event recording [here](#).





# IT'S RAINING MAN (ISLE OF).

Good news! Creg y Cowin on the Isle of Man and Bryn Ifan near Llyn Peninsula, Wales have been chosen as the first to benefit from a £38m program by the Wildlife Trusts aimed at increasing rainforests in the UK. The initiative aims to restore the ecosystems which make up less than 1% of the British Isles.

As part of the program, native trees will be planted on 70 acres at the Manx site, with a further 20 left to regenerate naturally. The Welsh site will establish over 100 acres of rainforest through native planting and natural regeneration. Restoration of wetlands is expected to provide habitat, store carbon, and benefit local communities, whilst helping species such as the marsh fritillary butterfly. Restoring this habitat will also support adaptation to climate change, reduce threats from extreme heat, flood, and drought, and enable local people to reap the benefits. What's not to like?

Find out more [here](#).



Image Credit:  
Gwynne Jones





# TAKE A WALK ON THE WILD SIDE.



Image Credit:  
Klajdi Cena via Pexels

Did you know that mammals are some of the most under-recorded species in Britain? It's true – with one in four of our native mammals, such as red squirrels and beavers, threatened with extinction, and many others in decline, they need to be recorded now more than ever. This is why UK-based charity Mammal Society are encouraging people to record their sightings by walking a #WildMile.

To get started, you'll need to download [Mammal Mapper](#), a free app from the Mammal Society that allows you to record sightings and signs of mammals in the UK, either as one-off sightings or full surveys. The app provides important data on the distribution, abundance, and conservation status of British mammals, helping researchers understand which regions or habitats are most important for them and detect changes in their ranges and population sizes.

Walking a #WildMile is a great way to get started and contribute to mammal conservation. What will you encounter?

Find out more [here](#).







# WIN SOME, WIN SOME.



Image Credit:  
Gabriel Bush for the  
Whitley Fund for Nature

After a global search for locally led solutions to the challenges of the climate and biodiversity crises, six incredible grassroots conservationists have received Whitley Awards for their work. The awards were presented by the Whitley Fund for Nature (WFN) on 26th April at the Royal Geographical Society in London, and recognised those who are spearheading solutions to the key drivers of biodiversity loss worldwide, including habitat loss, human-wildlife conflict, and invasive species.

The work of these conservationists illustrates the role they play in local communities, from taking a lead in climate change mitigation to protecting globally important carbon stores.

“The Whitley Awards ceremony is such an uplifting celebration of the amazing achievements of grassroots conservation,” said Nat Geo Kids Magazine’s Deputy Digital Editor, Annabel Lever, who attended the awards. “It really shows that taking action for wildlife AND people is the way forward!”

See all the winners [here](#).





# NEW KIDS ON THE BLOCK.



Image Credit:  
Pixabay via Pexels

The cheetah is listed globally as “vulnerable” on the International Union for the Conservation of Nature Red List of Threatened Species, mainly due to hunting, loss of habitat and lack of prey. In fact, the animal has been officially extinct in India since 1952. Well, not anymore – India has recently celebrated the birth of four cheetah cubs, marking the first time the animal has been born in the country since it was declared extinct more than 70 years ago.

The big cats were reintroduced to the country with 8 cheetahs brought over from Namibia last year and a dozen other cheetahs arriving from South Africa in February of this year. The latest four cubs were born in the Kuno National Park wildlife sanctuary, to one of the females brought over from Namibia last year.

Let's hope this is the start of a cheetah resurgence!

Find out more [here](#).





The SDGs are a blueprint for a better world, looking at people and planet in an integrated way. They offer measurable objectives which can be used by countries, companies and communities to achieve their vision of sustainable development by 2030.

When once organisations were reluctant to integrate social goals into their business model, we are now seeing more brands taking important steps to align their purpose with the UN SDGs to help make a real difference. Change is being made in a number of ways; from embedding the SDGs into the way organisations operate, to promoting them via creative campaigns and much more. To quote that big shop at the end of your street, every little helps.

At Creature & Co., we are committed to helping our partners understand how to approach the UN's 17 Sustainable Development Goals. If you think you could be doing more to care for the planet and address the SDGs, we'd love to hear from you!

# CREATURE &CO.

We help brands drive positive change for the benefit of all people and our planet.

