



PHOTO: NEIL ALDRIDGE

# World Rewilding Day 2024

*#HopeIntoAction*

**This is a day for celebrating rewilding and inspiring people and organisations across the globe to become involved in nature recovery.**

World Rewilding Day was launched in 2021 by the Global Rewilding Alliance. On March 20, 2024, it will see rewilding initiatives and people from six continents come together again to raise awareness of rewilding and the need for nature recovery around the globe, inspiring huge numbers of people and organisations to support and participate in practical rewilding. This year, we aim to demonstrate how the hope rewilding offers to both nature and people translates into on-the-ground actions that effect change.

**We invite your organisation to become part of this worldwide community and celebrate World Rewilding Day 2024!**



## What is rewilding?

Rewilding is an innovative way of restoring wild nature. It's about letting nature take care of itself, enabling natural processes to shape land and sea and restore degraded landscapes.

We can give it a helping hand by creating the right conditions – by removing dykes and dams to free up rivers, by reducing active management of wildlife populations, by allowing natural forest regeneration, and by reintroducing species that have disappeared as a result of man's actions. Then we should step back and let nature manage itself.

Wild nature is an essential element of a prosperous and healthy society. Discover more about European rewilding and its principles [here](#).

## Rewilding benefits

Today, Europe and its people face a wide range of challenges, including biodiversity decline, rising global temperatures, and declining opportunities for rural economies. Applied at scale, rewilding can help to address all of these challenges.

Allowing nature to recover its full health and functionality can mitigate the scale and impact of global warming, enhance biodiversity, and create new sources of sustainable revenue for communities.

Rewilding also helps nature to deliver a range of other benefits that are essential to human existence, such as clean air, fertile soil, good health and wellbeing, and resilience to disease.



## Plans for WRD 2024

On World Rewilding Day, hundreds of organisations and thousands of people worldwide will spread the word about rewilding, organise events, and make great rewilding plans for future.

For example, rewilding landscapes teams in Europe will hold festivals, screen rewilding videos, invite children to educational meetings, organise guided visits to the landscape to see the impact of rewilding first-hand, share success stories, and a lot more.

There are a lot of ways that your organisation can join the global rewilding movement.

# Become part of World Rewilding Day 2024

We sincerely hope that you choose to join us on this important day, and have prepared a list of ways that you can participate – whether you represent an organisation, business, school, or any other organisation. Spread the positive message of nature recovery by showing how rewilding's hopeful narrative translates into tangible action and positive impact on the ground, helping to create a better world for all.

## Spread the word

World Rewilding Day is about raising awareness and engaging people. Informing and inspiring people is a key part of rewilding – you can play an important role in this in many different ways:

- Post content on social media with the hashtag #HopeIntoAction. We've prepared a social media pack to make your life easier.
- Post an article about World Rewilding Day or any rewilding success story on your website, or add a banner leading to [www.rewildingeurope.com/WRD](http://www.rewildingeurope.com/WRD). Banners of different sizes are included in our materials pack.
- Send out a press release to your local and/or national media about WRD 2024. Feel free to add information about your event or initiative. A draft text will be made available in the package for your inspiration.
- Make a short video about some of your rewilding actions and share it on social media with the hashtag #HopeIntoAction.
- Print posters about the WRD 2024 (the layout is in the materials pack) and share them with your colleagues, partners or pupils about the event.



#HopeIntoAction



## Gather together

Only together can we change and rewild the world! On this day organise an event or join existing events to gather together with like-minded people, share your rewilding actions and ideas for the future, and inspire new rewilders to join the movement. There are plenty of formats that you can choose from for your WRD 2024 event.

- Organise a screening of a rewilding video or film (we will help you with the options) with your colleagues and partners.
- Carry out a workshop or informal event where you can present rewilding ideas to students, your supporters, customers or friends. You can request a presentation for school classes from Rewilding Europe or your local rewilding team.
- Visit a rewilding landscape or other wild area with your team to reconnect with and be revitalised by nature.
- Invite people to a festival or any kind of celebration event held in connection with WRD.
- Organise a marathon, bike ride, or other competition or fundraising event to raise awareness and money for rewilding initiatives in your area.
- Dream, brainstorm, look for inspiration for any other event that you find interesting and aligned with your organisation.

When the plan for your WRD 2024 event is finalised, [submit it to the map](#) to show the world that your organisation is part of the global movement and invite people to participate (if it is open to visitors). We would love to receive pictures and videos from your events, to promote them and show how World Rewilding Day is celebrated across Europe!



## Make a pledge

World Rewilding Day 2024 is only one day in 365. Here are some ways that you can go beyond the day and plan long-term rewilding actions:

- If you are a conservation or rewilding organisation – plan the rewilding actions for the next year and share your commitment on your online channels or through media. We have put together a [Rewilding Toolkit](#) to fuel your imagination and spark creativity.
- If you want to [join the European Rewilding Network](#), find out more and connect with Rewilding Europe for the next steps. We have tools such as the European Wildlife Comeback Fund that can support your rewilding actions.
- If you are a business, foundation or private donor and are passionate about making Europe wilder, we warmly invite you to become our strategic or corporate partner, or donor. You can also just make a one-time or regular donation or support the European Wildlife Comeback Fund.
- Other organisations, schools, universities and groups can reach out to rewilding initiatives in their country or region to see if they can support and engage in rewilding actions through volunteering, or by spreading the word.
- As an individual or group take local rewilding action by setting aside part of your garden or other green space for rewilding, or ask your municipality to consider rewilding an area in your neighbourhood.
- We warmly invite young people to join the [European Young Rewilders](#) network. We would love to see you participating in the rewilding movement during World Rewilding Day 2024 and beyond!



### Resources available

In the run-up to World Rewilding Day the following resources and materials will become available through our website, making your preparations for WRD easier. Many of them will be translated into different European languages.

- Social media pack (posts for FB, Twitter, Instagram etc., visuals, headers, and more)
- Press release
- Banners of different sizes
- [Rewilding Toolkit](#)
- [Posters](#)
- [Map of WRD 2024 events across Europe](#)
- [List of the best rewilding videos](#) from Europe and beyond
- [List of inspiring rewilding books](#) to boost your rewilding knowledge
- Learn more about rewilding by listening to episodes of [‘The Rewild Podcast’](#)
- Also check the [website of the Global Rewilding Alliance](#) to see what's happening world wide

**Further information and the materials pack are available at**  
**[rewildingeurope.com/WRD](https://rewildingeurope.com/WRD)**