



**RESTORE  
NATURE  
NOW**

BUSINESS DECLARES

**Amplification Toolkit**

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**Business  
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# What / When / Where



## Restore Nature Now Business Declares an Emergency



## RESTORE NATURE NOW

Business Declares is an official partner of the **Restore Nature Now** march - a peaceful, legal and family-friendly march aiming to create the biggest ever show of support for climate and nature in Central London - to demand stronger domestic and global nature and climate leadership from UK politicians, on Saturday 22nd June.



**Saturday 22 June, 12 o'clock**



**Park Lane, W1K**

Let us know if you would like to join/support us:



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**Saturday June 22**



[bit.ly/BDRestoreNatureNow](https://bit.ly/BDRestoreNatureNow)



bitly

# Context & Key Messages



Nature in the UK is in long-term decline and without radical change, we're set to miss legal targets to restore nature and reduce emissions - the time for action is now:

- In its [annual progress report](#) published in January 2024, the Office for Environmental Protection (OEP) said that 'the Government remains largely off track to meet its environmental ambitions, and must speed up and scale up its efforts in order to achieve them'. Nature in the UK is in long-term decline and the time for action is now.
- The [Committee on Climate Change](#) has analysed UK Government action as insufficient to meet emission reduction targets, and reported that the UK is no longer seen as a climate leader.
- The UK is [ranked](#) as one of the worst countries in the world for nature loss
- The latest [State of Nature report](#) showed the UK has lost almost a fifth (19%) of wildlife populations since 1970, with 1 in 6 wildlife species at risk of extinction from Great Britain.

Through Restore Nature Now a wide-range of dozens of nature, wildlife and climate groups are joining together, united in calls for politicians to support action to restore nature by:

1. Providing more funding to ensure a nature-friendly farming approach
2. Making polluters pay for the damage they do to the environment
3. Creating more space for nature by expanding and improving protected areas and public land
4. Putting a legal right to a healthy environment in law - clean air and water and access to nature for all communities
5. Delivering fair and effective climate action that means we at least halve UK emissions by 2030.

**You can read more about Restore Nature Now's specific demands for action here: [restorenaturenow.com/aims](https://restorenaturenow.com/aims).**



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# Call to Action



Business Declares are encouraging all business leaders, business owners and employees to stand with us, united at this peaceful, legal, family-friendly march for nature in London, as an urgent reminder to UK political parties that action must be taken to restore nature now.

Email your employees to show your business' support for the march, and encourage them to join us at the march on the day. Why not champion those who are attending, with the offer of an extra volunteering day, or pledging a charity donation to support biodiversity projects for each attendee from your organisation?

View more information and sign up below:

[bit.ly/BDRestoreNatureNow](https://bit.ly/BDRestoreNatureNow)



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# Event Logistics

The march procession will be organised into 4 blocks: Woods, Water, Land and Air, which will be assembled as attendees gather at Park Lane W1K, before the main march procession at 1pm.

- **Woods:** includes woodland and Landscape organisations, Family and Youth
- **Water:** includes water organisations (Rivers, Lakes, Oceans, Access) and water pollution
- **Land:** includes landscape and species organisations and animal groups
- **Air:** includes education, faith, justice, health, climate and science groups.

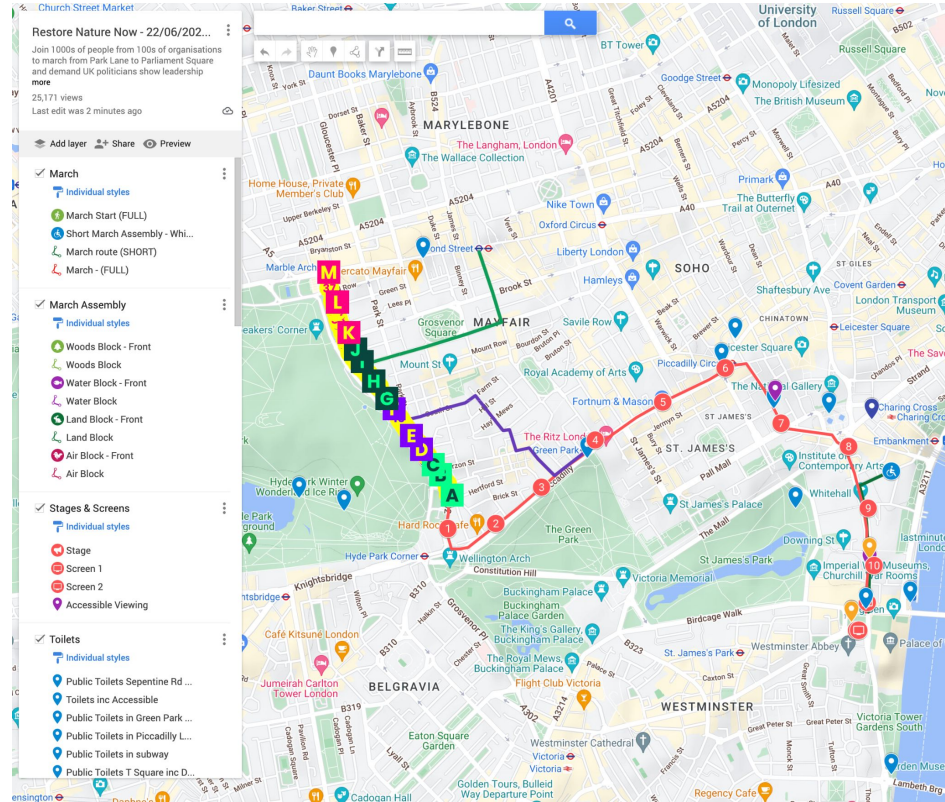
Business Declares have been assigned a position within the march at Park Lane, representing the business voice at the march. Visit [this slide](#) for more information on our meeting point for the Business Declares group, and our exact position in the march on the day.

If you prefer, please do join any of the 4 sections above, especially if you or your family / children plan to dress up as your favourite creature!

Visit a map of the route of the march here:

[www.restorenaturenow.com/route-map](http://www.restorenaturenow.com/route-map)

A detailed interactive Google map [here](#) has been created to help attendees to navigate to the march assembly area in Park Lane, follow the march and attend the rally safely.



**Business Declares**

# Event Logistics

If you are joining on the day, be sure to check out Restore Nature Now's information below about the March:

1. [Restore Nature Now's new March assembly guide](#), for information on:



The March Route



The March Blocks



Meeting points



Travel Information



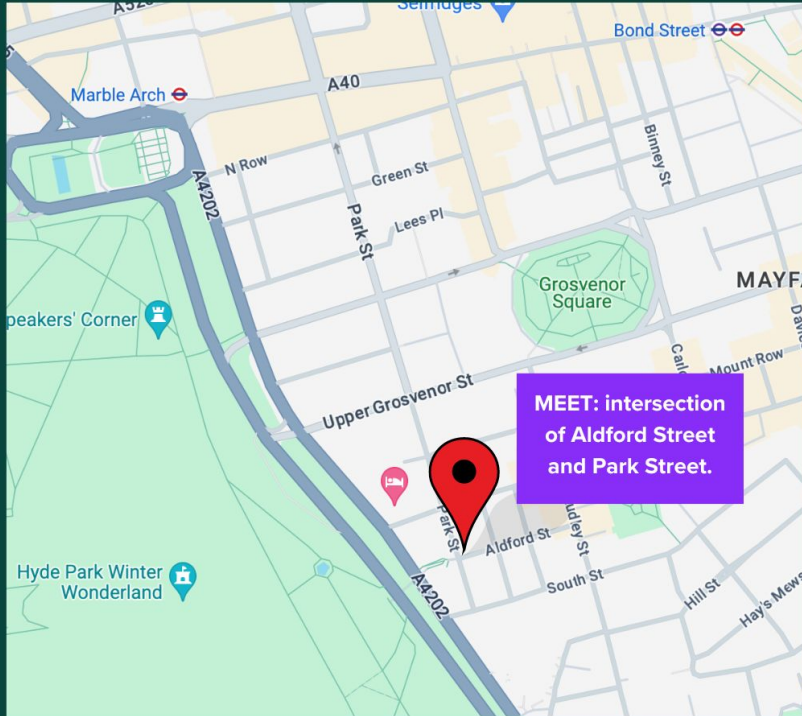
Accessible Meeting Points

2. [The March Route Map](#)
3. [Programme for the Restore Nature Now march](#)
4. [Accessibility Information](#)




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# On the Day for the Business Declares Group



 Meet at **12.00-12.30pm**

 On the **intersection of Aldford Street and Park Street.**

 Nearest tubes: Bond Street and Marble Arch

Our Business Declares group will be meeting altogether at 12.00-12.30pm, on the intersection of Aldford Street and Park Street, after which we will make our way to our position at the march, between the 'Water' and 'Land' blocks, at Park Lane W1K.

Business Declares will be walking between the Water and Land blocks.



# Staff Email / Newsletter Copy to share



Join us in showing the world that Business Declares an Emergency.

Business Declares is an official partner of the [Restore Nature Now](#) march in London on 22nd June. This event is led by Chris Packham and is non political and non-disruptive with over 200 partner organisations including the RSPB, National Trust and WWF and will include activities for families and children.

The purpose of the event is to raise awareness about the plight of nature and biodiversity in the UK and this promises to be the biggest show of support for the natural world the UK has ever seen with a gathering a Park Lane and march to Parliament Square, where there will be speeches from a number of notable figures.

Business Declares is bringing together businesses/employees to join the event as a visible demonstration that it's not just environmental organisations that care about nature - businesses actually care too. We would love you to join us on the day, representing your business or yourself and stand with us and thousands of other people calling on whoever the next UK Government is, to transform the UK from a nation of nature loss to a nation of nature leaders.

 Saturday 22 June

 Park Lane

## Let us know you're coming

Please [complete this form](#) if you are thinking about joining/supporting us.

## Stay up to date

Stay in touch with the latest Business Declares details for the day by joining our Whatsapp Group or you can find further details about the march [here](#).





# WhatsApp Copy to share



The Restore Nature Now march is taking place on the 22 June because the UK is one of the most nature-depleted countries in the world, and we need whoever the next UK Government is to transform the UK from a nation of nature loss to a nation of nature leaders.

Business Declares is an official supporter of the Restore Nature Now march, and we're encouraging all business leaders, business owners and employees to stand united at this peaceful, legal, family-friendly march in London. We're aiming to create the biggest ever gathering of UK businesses to demand stronger domestic and global nature and climate leadership from UK politicians.

 Saturday 22 June  
 Park Lane

We will be gathering at Park Lane, London, W1K, and from there the march will take a predetermined route through the city before ending in Parliament Square.

Join us in showing the world that Business Declares an Emergency!

More info and sign up here: [bit.ly/BDRestoreNatureNow](https://bit.ly/BDRestoreNatureNow)



# Images to share

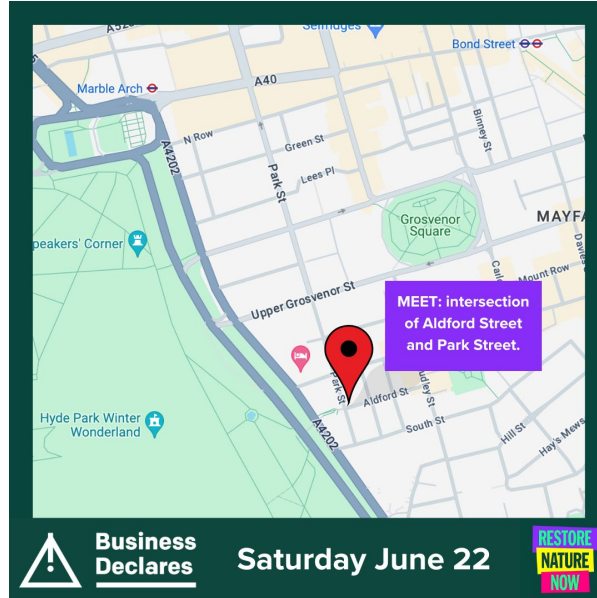
Here are images you can share: [BD Assets Pack - Restore Nature Now](#)

## Restore Nature Now Business Declares an Emergency



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**Saturday June 22**



## ON THE DAY

- Meet at 12.00-12.30pm on the intersection of Aldford Street and Park Street - see map on next slide...
- Nearest tubes - Bond Street & Marble Arch.
- Business Declares will be walking between the Water and Land blocks.



**Business  
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**Saturday June 22**



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# Social Media Handles

## Business Declares

Website: [businessdeclares.com](https://businessdeclares.com)

LinkedIn: [Business Declares](https://www.linkedin.com/company/businessdeclares)

Twitter: [@BizDeclares](https://twitter.com/BizDeclares)

Instagram: [@bizdeclares](https://www.instagram.com/bizdeclares)

## Restore Nature Now

Website: [restorenaturenow.com](https://restorenaturenow.com)

Twitter: [@RNNMarch](https://twitter.com/RNNMarch)

Instagram: [@RestoreNatureNow](https://www.instagram.com/RestoreNatureNow)

Facebook: [Page | Event](#)

Register to join/support Business Declares at Restore Nature Now:

[bit.ly/BDRestoreNatureNow](https://bit.ly/BDRestoreNatureNow)



**Thank you for helping to  
amplify Business Declares'  
support for Restore Nature  
Now**



[bit.ly/BDRestoreNatureNow](https://bit.ly/BDRestoreNatureNow)

