



### **Stop climate change, says the tiger**

As the Earth's climate is changing, communicators throughout the world are trying in various ways to raise public awareness of the importance of taking action - and the impact if we don't. A new campaign - CLIMATE TRACKERS - is based on the original idea of presenting global warming through the eyes of selected animals.

The campaign has just been launched by WWF-Belgium with the support of the European Commission. It aims to explain to the ordinary citizens of Europe how climate change affects biodiversity, and encourage them to reduce their impact on the climate.

### **Animals tell the story**

The campaign includes 35 video clips on how the lives and habitats of different species have already changed due to global warming. In each clip, an animal speaks directly to each of us, telling how the effects of climate change are already visible in its environment, and encouraging us to change our behaviour before it is too late. In order to reach as many viewers as possible, the clips are made available to television channels.

### **Interactive campaign website**

On the interactive campaign website, visitors may view the campaign videos, or they can measure their CO2 emissions and learn about concrete actions to reduce their impact on the climate. The website is available in 8 European languages at:

**[www.climatetrackers.net](http://www.climatetrackers.net)**

For more information, please contact campaign coordinator  
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