

NOTIFICATION TO THE PARTIES

No. 2025/101

Geneva, 22 August 2025

CONCERNING:

Theme of World Wildlife Day 2026

1. In 2026, World Wildlife Day will focus on the fundamental importance of medicinal and aromatic plants (MAPs) to nature and people. Under the theme **“Medicinal and Aromatic Plants: Conserving Health, Heritage and Livelihoods”**, the Day will bring in innovators and partners active in the field and offer a space for dialogue on the sustainable and legal trade and conservation of MAPs. The celebrations will aim to celebrate MAPs conservation efforts, strengthen knowledge and awareness on the commercial value, livelihoods benefits and ecosystem roles of MAPs, and encourage research, innovation and partnerships that ensure MAP species continue to exist the wild.
2. The 2026 theme supports the goals of the [2030 Agenda for Sustainable Development](#) which calls for ensuring healthy lives and well-being, promoting sustained and inclusive economic growth, ensuring sustainable management of natural resources and halting biodiversity loss. The theme also supports the achievements of the goals and targets of the [Kunming-Montreal Global Biodiversity Framework](#) which calls for the sustainable use of biodiversity and equitable benefit-sharing, and the [CITES Strategic Vision 2021-2030](#) which seeks to ensure that all international trade in specimens of wild plants and animals is legal and sustainable.
3. Parties and stakeholders are invited to submit photos, videos, data, and/or stories that represent or showcase global, regional, national or local efforts to conserve MAPs. These examples will be collected for potential use in the online campaign leading up to the Day as educational and inspirational references for the general public.

Please submit any contributions as early as possible and preferably before **15 October 2025** to wildlifeday@un.org.

4. The Secretariat, with partners such as the UN Development Programme (UNDP), the International Fund for Animal Welfare (IFAW), Jackson Wild and the Geneva Environment Network, will host the World Wildlife Day 2026 celebration event on Tuesday, 3 March 2026 (time and place, to be confirmed). The event will be livestreamed to the public. More information will be made available on www.wildlifeday.org and the World Wildlife Day social media channels in due course.
5. Any questions regarding this Notification may be addressed to wildlifeday@un.org.