

30.06.16 - UNDP launches their adorable new campaign to support sustainable development!

This year UNDP launched their [Animal Ambassadors campaign](#) . The first two animals to be designated 'animal ambassadors' were two baby pandas from Chengdu, China. The campaign includes over 20 zoos from 13 countries that will assist in promoting and communicating the message of the UN Sustainable Development Goals (SDGs).

Part of the Animal Ambassadors campaign is [the competition to name the two baby pandas](#) ! The cubs, both male, were born in 2015 during the week when world leaders convened to adopt the new Sustainable Development Goals.



Pandas with panda-handler handling pandas. Photo: UNDP

Winners of the competition to name the pandas will win a trip to Chengdu in China to visit the home of the giant panda and to learn about panda conservation. Plus they will get the opportunity to tour Sichuan province meeting locals in impoverished areas, in primary and secondary schools to learn about poverty relief – contributing to SDG 1 (No poverty).

Pandas symbolize the plight of the world's diminishing wildlife in the face of climate change and the loss of natural habitats. This situation doesn't just affect wildlife like pandas – both biodiversity and healthy ecosystems are essential for improving and sustaining human wellbeing.

This links to the [Sustainable Development Goals](#) , which explicitly call for the protection of biodiversity. Especially SDG 15. (Life on Land). Demographic changes, overconsumption, and the use of technologies that damage the environment, combined with climate change, are pushing our planet to its limits, and biodiversity losses we are now witnessing are diminishing the potential for sustainable development.



Launch of the Animal Ambassadors event. Photo: UNDP

[The United Nations Development Program](#) is committed to responding to the challenges of this unsustainable development and pushing for a greener future. To this end, UNDP operates a portfolio that includes over \$1.5 billion in funding in over 132 countries.