

IUCN SSC presents: Species of the Day every day !

The Species Survival Commission, which coordinates all the activities pertaining to the IUCN Red List and many other events and projects, has created an unusually creative and informative "calendar" on their website. The purpose is to promote awareness of the earth's biodiversity and call attention to the plight of threatened species. The "calendar" is a continuous day by day feature of a threatened species on the IUCN Red List 'Species of the Day'.

Biodiversity Conservation is the hub of the work of IUCN and this innovative website featuring Red Listed species is a component of IUCN's participation in the International Year of Biodiversity.

The earth is currently experiencing an extinction crisis. Dr. Jane Smart said "The latest analysis of the IUCN Red List shows the 2010 target to reduce biodiversity loss will not be met. It's time for governments to get serious about saving species and make sure it's high on their agendas for next year, as we're rapidly running out of time." Dr. Smart, Director of the IUCN, says its time to take action. In order to remind highlight the importance of saving each species, a different threatened species will be featured daily along with crucial threat information. According to the website, these 365 species (adding up to a year) are representative of all taxonomic groups from all the worlds regions. They begin with more familiar, charismatic species which we all know but before the year is over other obscure, less well-known plants, fungi, invertebrates, etc. will be introduced, making available a memorable way to learn about them to all web visitors.

The website url is <http://www.iucnredlist.org/species-of-the-day>. Access it and see a picture of the day's species. Click on the picture and you get a small poster profiling the species, which can be downloaded as a pdf (see next page).



Photo : Ajay Desai

Check it out every day ! Start your day's work by learning about the Species of the Day. By the end of the year you will be knowledgeable about so many threatened species. If you are a teacher, this Red List education project is an innovative way to teach your students about biodiversity, about the red list assessments and IUCN, and a whole Noah's Ark of rare animals and plants.

Archive : See the Species of the Day archive on the website! All earlier Species of the Day will be accessible there and the "day's" feature will be included. You can download them all.

This project is a collaborative undertaking of the IUCN Species Programme and the Species Survival Commission (SSC) with financial support of UNEP and ARKive.

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Creative virtual threatened species calendar by the Species Survival Commission. Click on any picture you want to learn about ...or all of them.

January 2010



go to <http://www.iucnredlist.org/species-of-the-day> for a wildlife calendar like you have never seen before.



Web Wisdom for your Website featuring Species of the Day

Add Species of the Day to *your* website

Those of you that maintain websites, SSC has created an eye-catching button to place on your website which will link directly to the SSC Species of the Day webpage. All you have to do is ask your webmaster to embed the following code: `<iframe src="http://feeds.iucnredlist.org/species-of-the-day" frameborder="0" width="180" height="205" scrolling="no"></iframe>` in your website. This code can be easily cut and pasted when you access the SSC Species of the Day site. When the code has been fixed to your website, the picture on the button will change automatically each day!

Follow Species of the Day on Twitter!

Species of the Day now has its very own Twitter feed! Head over to <http://twitter.com/speciesoftheday> and follow daily Species of the Day tweets, and help IUCN SSC spread the word!

USE this site !

Some creative ways to generate interest in Wildlife and Biodiversity in kids/school students of all ages using SSC IUCN Species of the Day website

1. Download the current Species of the Day and make at least enough copies for each few students to have one. Ask them to form small working groups and, with the information in the species profile, write a series of "tweets" according to twitter rules on the species and its prospects, each from a different perspective. Select the best tweet from each group and contribute them to twitter ! and help IUCN SSC spread the word.
2. If your kids or students all have internet access, ask them to check the SSC site for the new species of the day and either download the profile or make notes about the range of each species. Get a global wall map and plot where each species occurs day by day on the map for a year.
3. Check the Species of the Day site daily and download the profile. Organise the information on the featured species in a table so that day by day you have a way of comparing the different species that demonstrates their differences. After a few weeks, the diversity of the different species will be documented. It will make an impression on a youngster and lead to curiosity about the next day's species.
4. After a couple of months have gone by with a small part of each day devoted to a species, organise an event such as a series of short dramas or role plays featuring some of the species covered. Ask each child to select a species and "speak" for it in the drama.
5. By the end of one year, if you and your youngsters or students are disciplined, they will have garnered a great deal of knowledge about species and many other related topics. Future projects come to mind such as continuing the exercise, assigning students to find species that have not been covered in the IUCN Red List and do their own research in order to complete a profile.

Announcement for Zoos from SSC IUCN

IUCN Red List logo & threatened categories scale materials available

We now have 'Zoo info pack' containing the IUCN Red List logo, scale and guidelines which we will be rolling out to zoos and aquariums over the coming months. At present, 15 zoos/aquariums are in the process of incorporating the logo and scale into their enclosure signage, and it is hoped that in 2010 more and more zoos/aquariums will follow suit. Go to our site and click to view examples of the [logo](#) and [scale](#) in use at Edinburgh Zoo and Bristol Zoo. http://intranet.iucn.org/webfiles/doc/SpeciesProg/Bulletin/BZG_Aquarium_ID_examples.pdf. To obtain the information pack contact Leigh Ann Hurt at LeighAnn.hurt@iucn.org. <http://www.iucnredlist.org/species-of-the-day>