



BECOMING A WILD CITIES CHAMPION: WHAT DOES IT MEAN?

WILD Cities Project Vision: *We imagine a planet of interdependent WILD Cities integrated with the larger web of nature that supports all life. These cities flourish with green, with trees, parks and trails where people play, exercise, gather and move along with wildlife. These WILD Cities include people connected to each other in support of wild nature.*

The WILD Cities Project is a collaborative global campaign to regenerate wild nature in urban areas to improve quality of life for all. It forwards an inclusive common vision shared by an intergenerational and international network of diverse perspectives and professions. Organizations sign the non-binding *WILD Cities Declaration* to become a WILD Cities Champion while individuals pledge a commitment to actions that further the Project's goals.

The project's coordinated approach integrates ecological, economic, social and cultural concerns while focusing specifically on wild nature as the foundation upon which all else is sustained. The WILD Cities Project mobilizes Champions around the world to advance on-the-ground work and create more support for effective policies to protect, restore and regenerate wild nature in urban areas.

All participation is voluntary, and depth of engagement and association with the WILD Cities Project and any of its events, products, workshops and webinars is at the discretion of each Champion.

How do WILD Cities Champions benefit from joining the campaign?

1. **Champions gain collective capacity:** The Project facilitates an experience-sharing network, peer-to-peer exchange, and connected and multiplied efforts, with support from the WILD Cities Project team.
2. **Champions increase impact with new partners:** The Project builds creative interaction among Champions and between social, cultural and environmental sectors.
3. **Champions extend reach and amplify voice via coordinated campaign and messaging:** The Project brings together divergent voices and translates technical messages to civic language for new and diverse audiences.
4. **Champions gain resources, connections and practices:** The Project builds a global learning collaborative and supports established networks to increase knowledge and sharing of new tools and policy ideas.
5. **Champions gain collective energy and inspiration:** The Project provides a consistent platform for the optimistic, hopeful and innovative WILD Cities vision.
6. **Champions get more work done on the ground:** The Project establishes partnerships among Champions and with the Project team.
7. **Champions reach new audiences:** The Project promotes the work of its Champions.
8. **Champions reach new potential funders and partners:** The Project team identifies co-funding opportunities and may direct support to Champions.

How are WILD Cities Champions invited to contribute?

1. **Champions sign and commit to advancing the vision, principles and actions** included in the WILD Cities Declaration.
2. **Champions voluntarily contribute replicable practices, concepts and policies** for potential application around the world.
3. **Champions join with others to act as “ambassadors,”** sharing case studies and stories to inspire broad participation and spread the campaign’s messages as appropriate.
4. **Champions engage voluntarily in WILD Cities Project workshops, webinars and global gatherings,** adding to dialogue about campaign priorities, common messages and strategies to heighten impact.
5. **Champions voluntarily recruit others to join** the Project and endorse the *WILD Cities Declaration*.
6. **Champions agree to be listed as such** on any and all materials/communications distributed by The WILD Foundation related to the Project.
7. **Champions agree that fellow champions** and project partners may also communicate the list of Champions at their discretion.
8. **Champions voluntarily contribute written material, images/video, specific project work** and other products that advance the shared vision and goals of WILD Cities. The Project may promote this work.

Who is invited to sign the WILD Cities Declaration?

- Environmental nonprofit organizations
- Municipal governments and planners
- Social and economic nonprofit organizations
- Cultural nonprofit organizations
- Community development corporations
- City associations/coalitions
- Businesses
- Civic group leaders
- Neighborhood/block groups
- Parks and recreation agencies
- Amateur and professional sports organizations
- Protected area authorities
- Zoos
- Development/economic think tanks
- Schools and universities
- County governments
- Religious institutions
- Architects and engineers
- Individuals