

## **Biodiversity Strap Lines**

Wales Biodiversity Partnership ....putting wildlife first in Wales

“Love your Welsh Wildlife....do one thing to protect your natural heritage”  
followed by a listing of things the public can do.

“I’m doing my bit for Wales’s Wildlife”

The Wild Wild West....No Cowboys only Welsh Wildlife at its Best

Dragons, Beasts and Damsel(flies) in Distress...Welsh Wildlife is Epic

Your Wildlife Needs You....and your brother, sister, mum and dad. Be a hero,  
do your bit for Wales’s Wildlife

Brilliant Biodiversity – I’m doing my bit to protect Welsh Wildlife, are you?

Make Space for Nature

Our Wales....Our Wildlife...Our Responsibility!

Our World....Our Wales...Our Wildlife!

Discover Welsh Wildlife

### **Slogans for Hessian Bag**

- My Brill Biodiversity Bag
- My Bag for Welsh Wildlife
- I’m Working for Welsh Wildlife
- Wonderful Welsh Wildlife – I’m helping to protect it
- Wonderful Welsh Wildlife – I’m doing my bit to conserve it, are you?

**Biodiversity matters:** We can't live without it

**Biodiversity matters**  
A sponge to soak up water

**Wildlife matters**  
Like the canary in the coalmine

**Biodiversity matters**  
No wildlife, no food

**Wildlife matters**  
For breathable air

**Biodiversity matters**  
Green plants absorb carbon

**Wildlife matters**  
Imagine life without dung beetles

**Biodiversity matters**  
Trees are the planet's lungs

**Wildlife matters**  
Pollinating insects

**Biodiversity matters**  
Rainforests for climate regulation

**Wildlife matters**  
Do windfarms on peatbogs save carbon?

**Biodiversity matters**  
Should rainforest be cleared to grow bio-fuels?

**Biodiversity matters**  
Blanket bog for natural flood defence

**Wildlife matters**  
Floodplains to keep your carpets dry

**Biodiversity matters**  
There is no soil without it

**Wildlife matters**  
Warmer upland streams (+1°C) means fewer insects (-21%)

**Biodiversity matters**  
ocean algae trap carbon but die as temperature rises

**Biodiversity matters**  
There is no life without it

**Biodiversity matters**  
Sand dunes natural coast defence

**Wildlife matters**  
Saltmarsh for natural coast defence

**Wildlife matters**  
Leeks and daffodils

**Wildlife matters**  
20-30% species extinction if temperature rises >1.5-2.5°C  
*ipcc Nov 2007*

**Biodiversity matters**  
Urban green cools the town  
*+8°C for 10% greenery loss by 2100, GLA 2006*

**Wildlife matters**  
Bee food

**Biodiversity matters**  
Wood and paper

**Biodiversity matters**  
Colours our landscape

**Wildlife matters**  
Poetic inspiration

**Wildlife matters**  
Mangroves for natural coast defence

**Biodiversity matters**  
For waste disposal

**Biodiversity matters**  
Restful green

**Wildlife matters**  
Festive decoration!

**Wildlife matters**  
Bird Food

*Credit: Liz Dean for providing the 'Biodiversity Matters' Slogans*