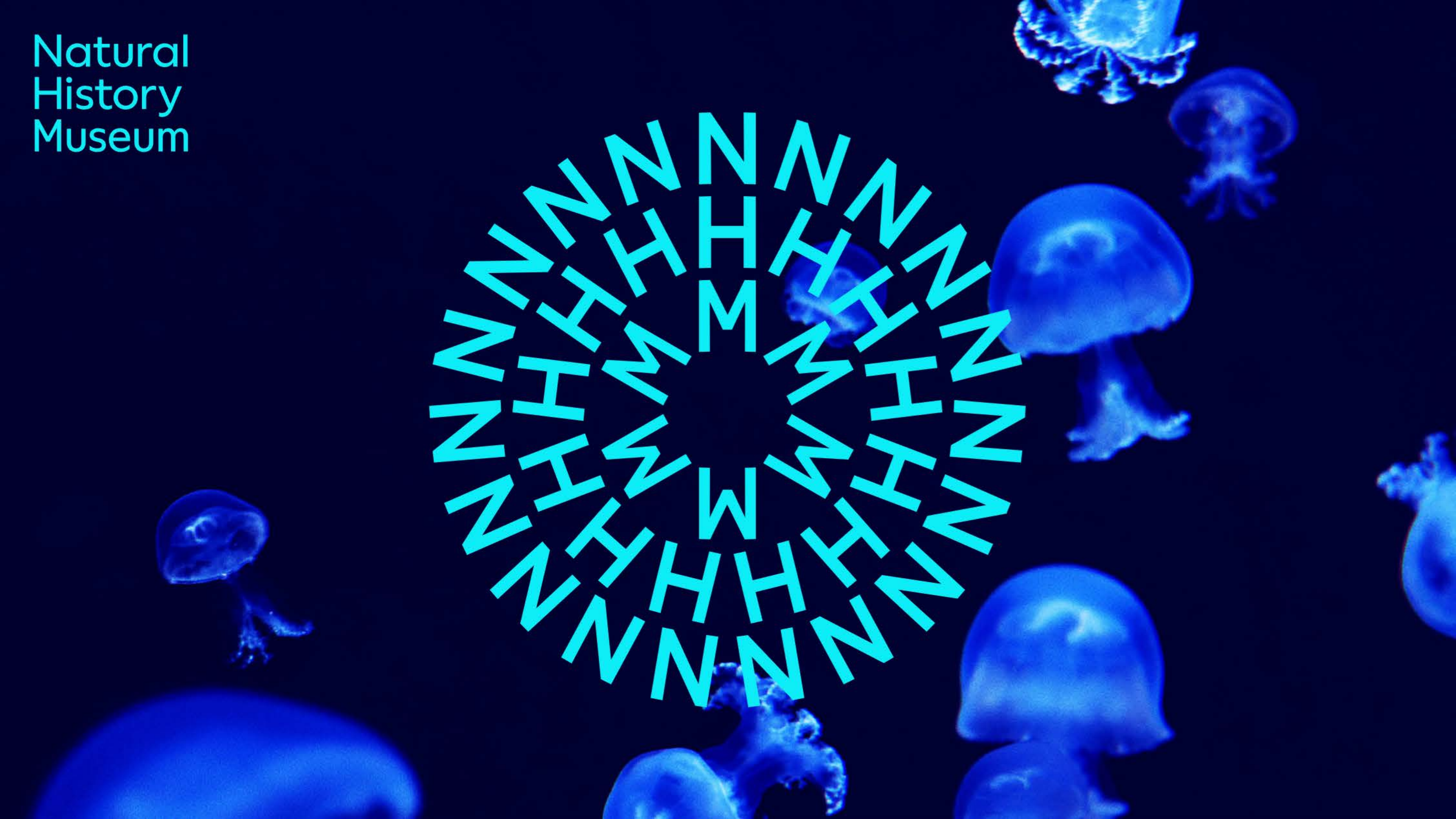
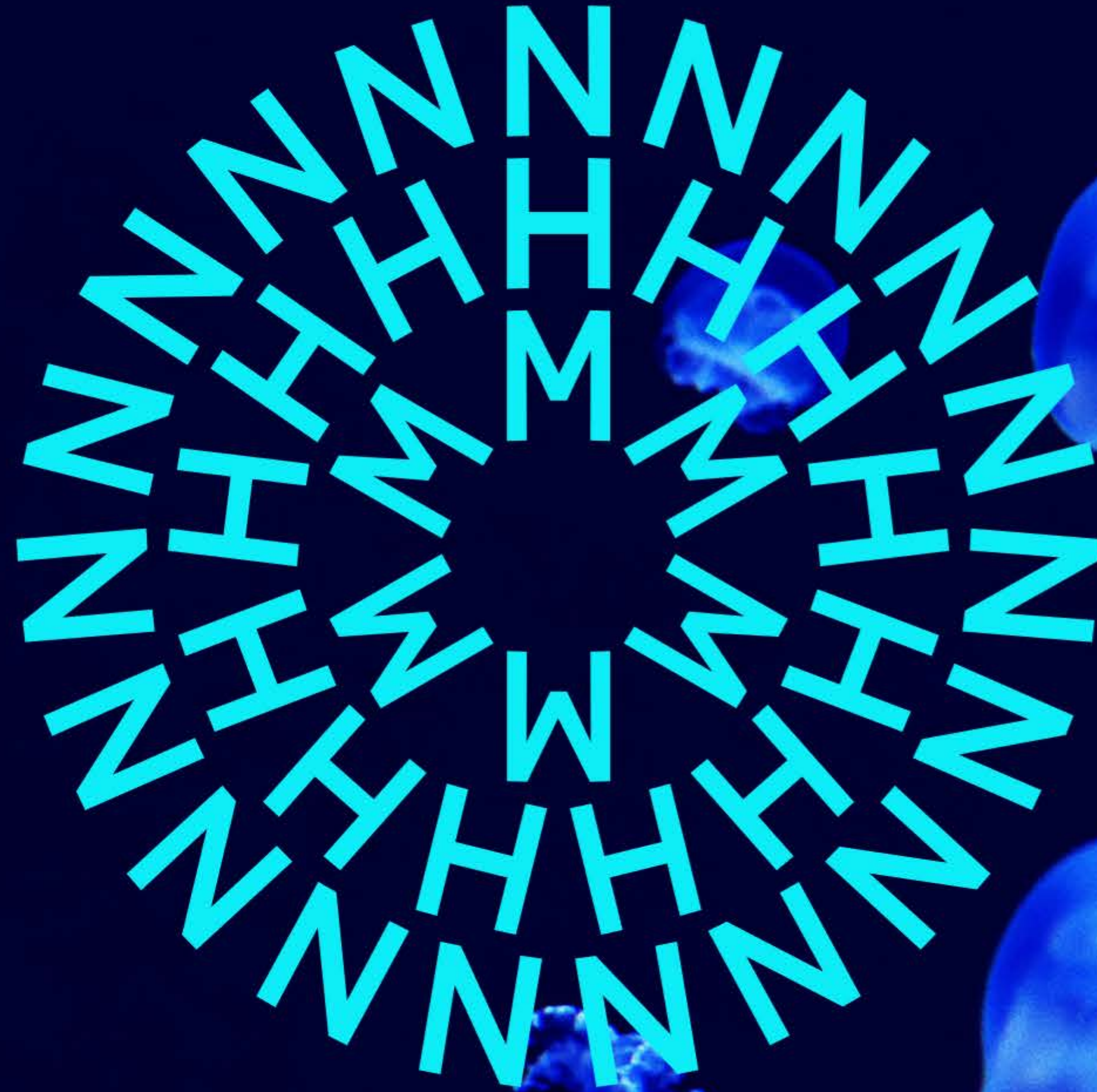


Natural
History
Museum



Our Strategy





Venom
Killer and Care
Visit today



Wildlife
Photographer
of the Year
Visit today





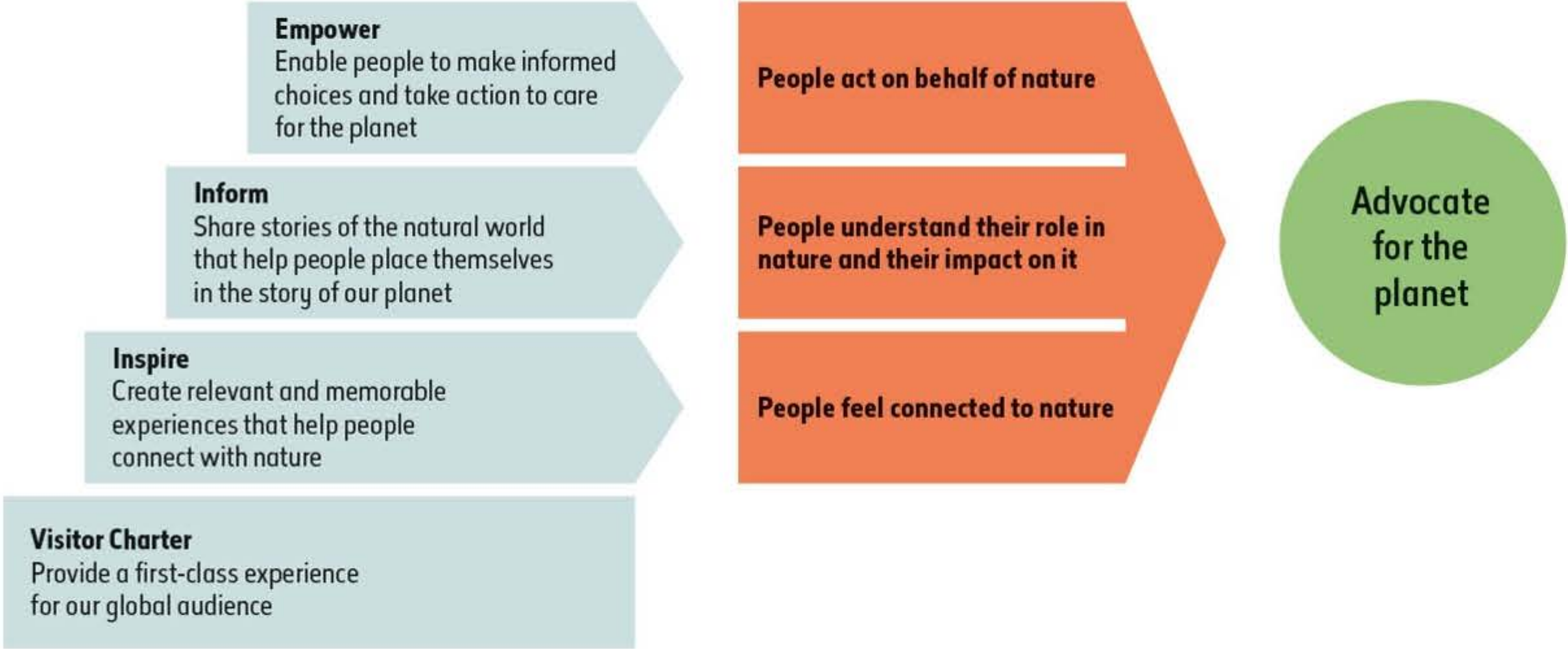
*"The future of the natural world,
on which we all depend, is in your hands."*
Sir David Attenborough



**Our vision is a future
where both people and
planet thrive**

**Our mission is to create
advocates for the planet**

Advocate Engagement Framework



A photograph of a penguin, likely a King penguin, standing on a snowy surface. The penguin is facing the camera with its beak wide open, showing a bright orange interior. Its wings are slightly out to the sides, and its orange feet are visible. The background is a soft-focus white snow.

An advocate for the planet is someone who speaks up on behalf of nature and takes action to help create a future where both people and the planet thrive. Our actions will inform, inspire and empower.

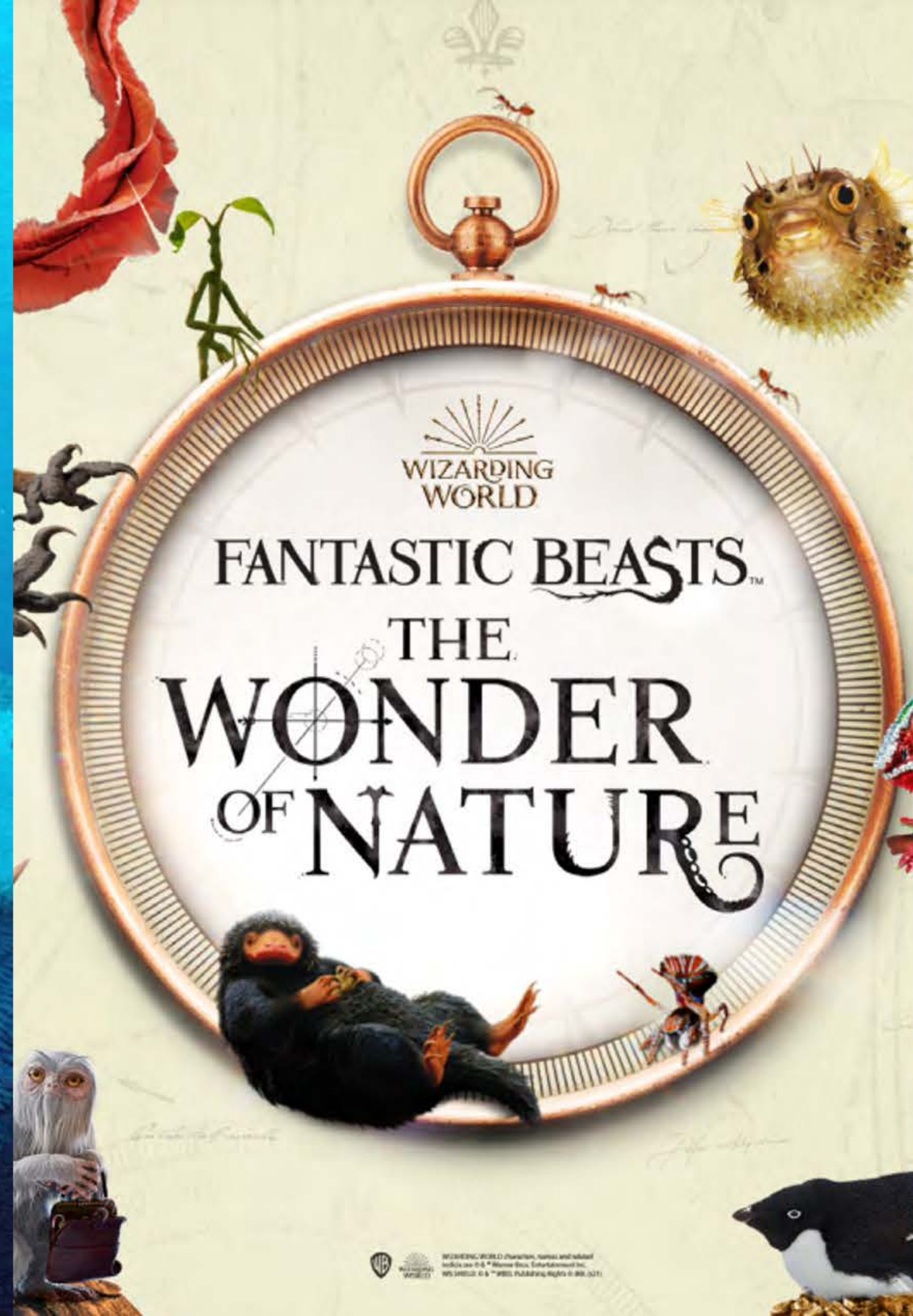


**What does that look
like globally?**

**Mass public reach // focussed stakeholder
partnerships**

JURASSIC OCEANS

MONSTERS OF THE DEEP







The Charm of Ruthy
Ariel Fields, Israel

Expanding cities lead hyenas to scavenge for food in human settlements, making them unpopular. Seventeen-year-old Ariel wanted instead to show the peaceful side of this animal.









United Against
the Climate Crisis

Camilla



BY FLOWING
OR DRINKING
THIS DARTER
ARTHOLOGIST
HOW DEEP
WIDE REACH
THANKS
DISCOVERY OF
TODAY

WESCO

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WESCO



Natural History Museum

Thank you