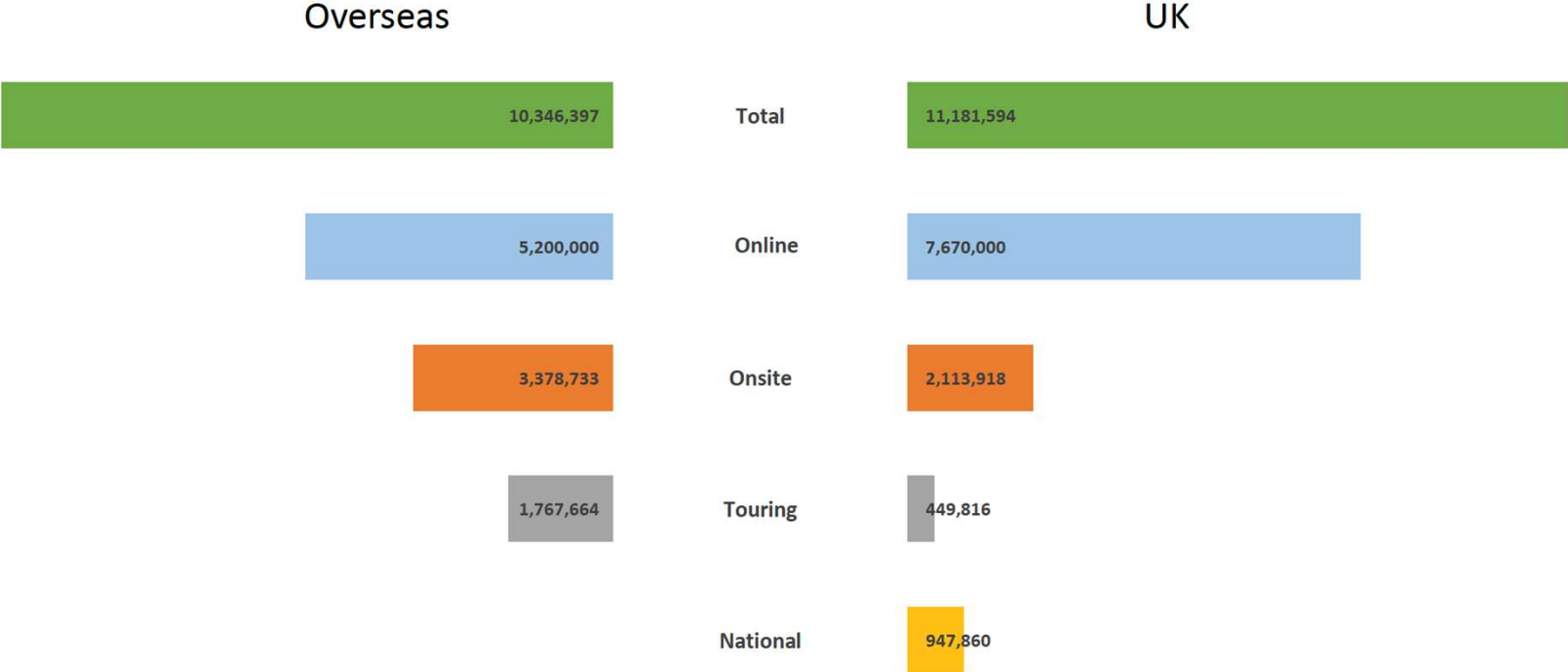


**Reframing the
Natural History
Museum in the
context of a planetary
crisis**





An Annual Reach of 21 Million



**We face a planetary
emergency**

So where are we now

- Doom and gloom is paralyzing
- Facts don't change minds
- Climate scientists have been under attack
- Need to balance motivation and despair
- Told to be relevant
- Business and policy are increasingly active in this space
- Natural history museums are trusted and loved institutions



A New Strategic Plan to 2031

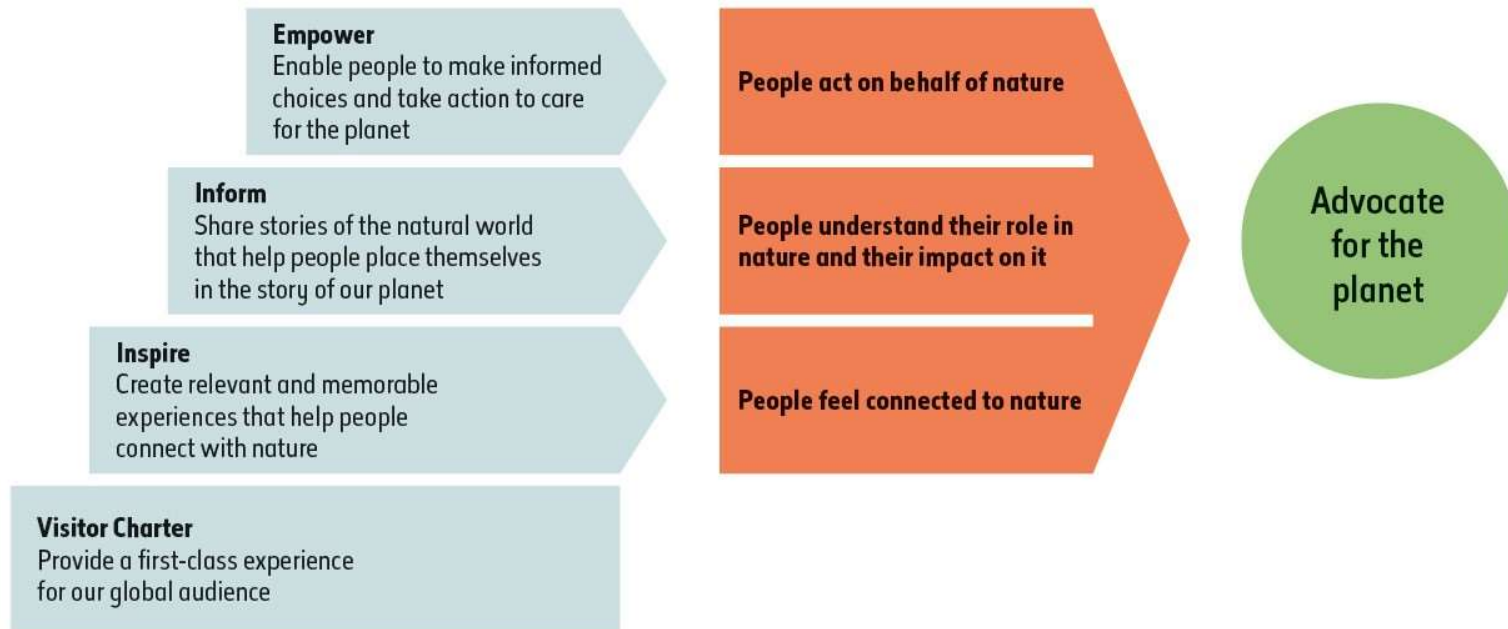
*"The future of the natural world,
on which we all depend, is in your hands."*
Sir David Attenborough



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

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

Advocate Engagement Framework



**Our Broken Planet:
How we got there
and ways to fix it**



OUR BROKEN PLANET

HOW WE GOT HERE AND WAYS TO FIX IT

#OurBrokenPlanet





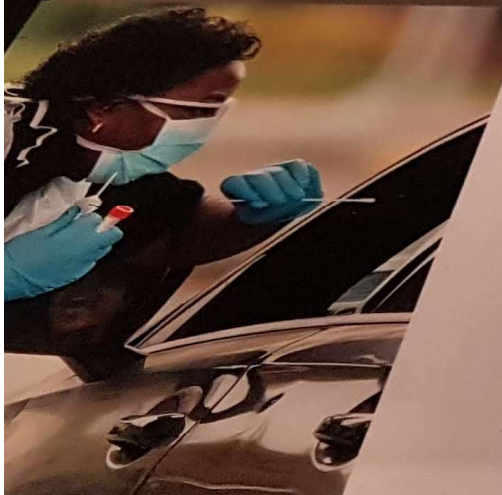
The origins of COVID-19

Did this pandemic start with an infected bat? The source of COVID-19 is not confirmed, but scientists strongly suspect that it originated in a wild animal. From HIV to SARS, many diseases have 'jumped' from animals to humans. As we hunt and sell wildlife, squeeze animals into industrial farms and destroy precious natural habitats, we increase our likelihood of facing many more pandemics in future.

*Chinese rufous horseshoe bat
Rhinolophus sinicus*

“ Hundreds of coronaviruses have been found in bats, but only a few species have been scanned for viruses. We're using our vast collection to investigate how bats spread disease. ”

Vince Smith
Museum scientist

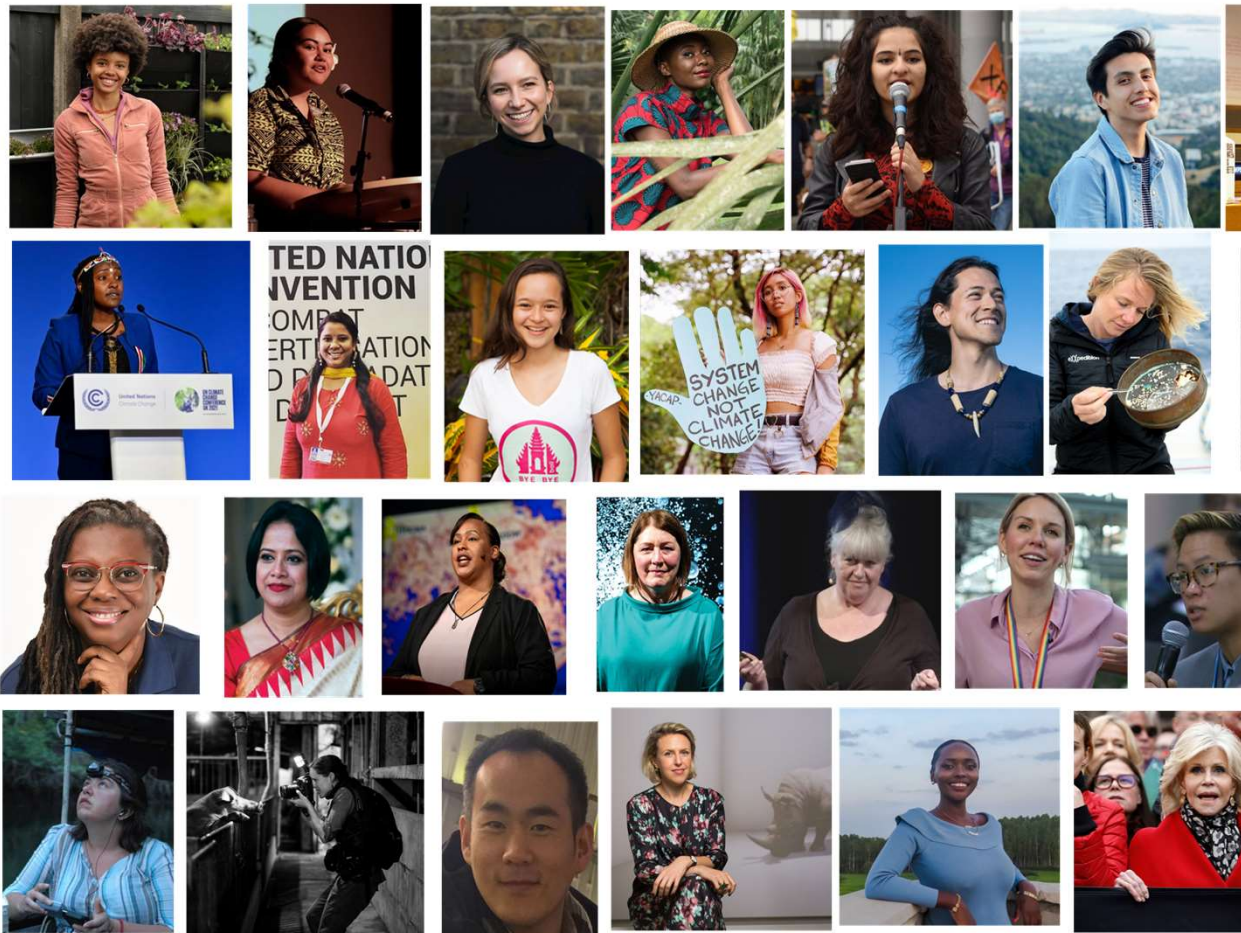


A new touring approach; that uses IP rather than objects.



New programming approach

Global issues, global partnerships with global voices





March 20-25

GENERATION

HOPE

ACT FOR THE PLANET

