



*Daniel Leturesh Maasai leader, Southern Range Lands Kenya and Laura Yawanawá leader of the Yawanawá Community, Acre Brazil at COP28.*

## **Indigenous leaders arrive at COP28 to introduce business model to protect their land.**

Indigenous leaders and established nature protection organizations collaborating in the Union of Nature, arrive at COP28 to introduce a sustainable business model to protect 30% of the planet by 2030.



This is an official press release of the Union of Nature Foundation.

Source: [uon.org](https://uon.org) | Media contact: [press@uon.org](mailto:press@uon.org) | Announcement: Dec. 12, Blue zone



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المنتدى العالمي للمناخ  
البيئي



*From the left: Vance Martin, Union of Nature Board Member; Daniel Leturesh Maasai leader, Southern Range Lands Kenya; Laura Yawanawá leader of the Yawanawá Community, Acre Brazil at COP28.*

## **Union of Nature delegates arrive at COP28 to introduce a sustainable business model to protect nature at scale.**

The Union of Nature, a worldwide group of Indigenous leaders and established nature protection organizations, introduces a sustainable business model to accelerate nature protection.

The model provides a simple and accessible proposition for anyone, at any scale, to contribute to the 30x30 global target by protecting nature, meter x meter.



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*Union of Nature Board Members, Maasai, Kogi and Yawanawá Indigenous representatives introducing a pioneering solution to scale nature protection at COP28*

## **Union of Nature delegates arrive at COP28 to introduce a sustainable business model to protect nature at scale.**

The Union of Nature, a worldwide group of Indigenous leaders and established nature protection organizations, introduces a sustainable business model that can significantly amplify global efforts towards nature protection.

The model provides a simple and accessible proposition for anyone, at any scale, to contribute to the 30x30 global target by protecting nature, meter x meter.



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