



2022 TOOLKIT

YOUR GUIDE
TO BEING A
CATWALK 2022
PARTNER

ORGANIZATIONS



CONTENTS

PART 1

ABOUT CATMOSPHERE

WHY BIG CATS AND WELLBEING?	3
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PART 2

WHAT IS CATWALK?

CATWALK DETAILS (WHEN WHERE HOW)	5
CATWALK 2021 IN NUMBERS	6
HOW DOES CATWALK WORK?	7
CATWALK: GUIDE FOR ORGANIZATIONS	9
SUPPORTING CATWALK IS AN OPPORTUNITY	10
WHAT YOU NEED TO DO AND WHEN: ORGANIZATIONS	11
HOW TO PROMOTE YOUR CATWALK: SOCIAL MEDIA POSTS AND DIGITAL ASSETS ...	13
CATWALK FAQs	16

PART 3

A PURRFECT PARTNERSHIP

SPECIAL THANKS TO PANTHERA AND THE ROYAL COMMISSION FOR ALULA	17
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ABOUT CATMOSPHERE

It was in the context of world-leading, wild cat conservation charity, Panthera, partnering with the Kingdom of Saudi Arabian's Royal Commission for AlUla (RCU), to secure a future for the Arabian Leopard in its native habitat, that in 2019 the Catmosphere team were asked to raise awareness about Big Cat conservation, with a special focus on the Arabian Leopard and the joint work being undertaken by RCU and Panthera.

This resulted in the formation of the Catmosphere foundation, a vehicle through which this objective is achieved through a variety of activities, with Catwalk being the flagship campaign.

The concept for Catwalk came about during the Covid-19 pandemic, which underlined the critical need for successful coexistence between animals and humans. The Catmosphere team saw an opportunity to tell not only the story of the Arabian Leopard, but the stories of the 7 Big Cats, to an audience receptive to the concept that the health of nature and the health of themselves is interconnected. The outcome was Catwalk, an annual, global, up-to-7km outdoor walk, designed to raise awareness about our interconnected wellbeing by highlighting the plight of the 7 Big Cats, and the work of Panthera in securing their futures.



WHY BIG CATS AND WELLBEING?

By focusing on how self-care and caring for nature are intrinsically linked, Catwalk strives to demonstrate that

ALL OUR WELLBEING IS INTERCONNECTED

WHAT'S THE LINK BETWEEN THE WELLBEING OF BIG CATS AND HUMANITY?

We are all dependent upon our environments,
and how we make use of them, for our wellbeing.
It is essential that we take an active role in creating healthy
environments on both a local and global scale.



HOW DOES A HEALTHY ENVIRONMENT CONNECT TO A HEALTHY PERSON?

A healthy environment is crucial to health. 24% of all global
human deaths are attributable to environmental factors,
while a quarter of the world's population are at health
risks from not doing sufficient exercise in our increasingly
sedentary society*.



HOW DOES A HEALTHY ENVIRONMENT CONNECT TO BIG CATS?

Big Cats are even more dependent on their environments.
They are all threatened by habitat loss, and the Tiger, Lion,
Leopard and Cheetah have disappeared from between
65% and 96%** of their historic range.

Sources: *WHO on environmental factors: <https://www.who.int/activities/environmental-health-impacts>
+ WHO on physical activity: <https://www.who.int/news-room/fact-sheets/detail/physical-activity>
+ **Panthera on Big Cats and habitat loss: [Panthera.org](https://panthera.org)

WHAT IS CATWALK?

In 2021, Catmosphere launched a flagship mass participation walk as part of its global campaign to raise awareness about our interconnected wellbeing.



CATWALK DETAILS

Catwalk is an annual, global, up-to-7km outdoor walk, designed to raise awareness about our interconnected wellbeing by highlighting the plight of the 7 Big Cats, and the work of world-leading wild cat conservation organization Panthera.

🐾 LEOPARD 🐾 LION 🐾 TIGER 🐾 JAGUAR 🐾 PUMA 🐾 SNOW LEOPARD 🐾 CHEETAH

WHEN

Anytime on

5 NOVEMBER 2022

WHERE

To Catwalk, all participants need to do is register, and then walk wherever they are in the world. It is also possible to join an organized walk or organize a walk.

HOW

Fun, flexible and inclusive, Catwalk is open to everyone of all abilities. When registering for Catwalk, participants will be asked to choose which Big Cat they want to dedicate their Catwalk to. This will be their Cat Crew.

IN 2021, MOST PARTICIPANTS DEDICATED THEIR CATWALK TO THE LEOPARD.
WHICH BIG CAT WILL RECEIVE THIS HONOUR IN 2022?

CATWALK IN NUMBERS

IN 2021

CATWALK INSPIRED OVER

27,000

PEOPLE TO COLLECTIVELY
WALK MORE THAN

150,000 *km*

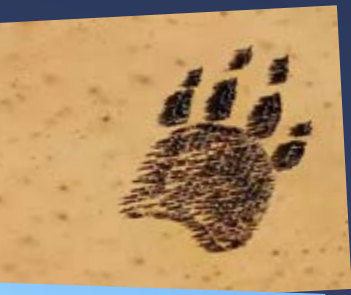
IN
102
COUNTRIES

IN SUPPORT OF BIG CAT
CONSERVATION AND WELLBEING.

Catwalk 2021 demonstrated a communal
commitment to our common interests.

IN 2022

CATWALK
FOR
COLLECTIVE
WELLBEING



HOW DOES CATWALK WORK FOR PARTICIPANTS?

Catwalk registration opens on
Catmosphere's website in September 2022

catmosphere.org

and we will alert you once it's live.

STEP

01



FROM 1 SEPTEMBER
REGISTER

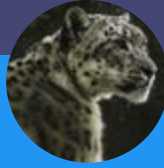
When registering for Catwalk 2022, participants are asked to dedicate their Catwalk to one of the seven Big Cats. This is their Cat Crew. The registration process includes information about the Big Cats so that participants can choose.

MEET THE BIG CATS



ARE YOU PARTIAL TO PUMAS?

- Holds the world record for the mammal with the most names, including the Cougar, Catamount and Mountain Lion.
- Largest geographical range of any native terrestrial mammal in the Western Hemisphere.
- The Puma has strong hind legs that make it an excellent high and long jumper.
- The Puma is unable to roar.



ARE YOU SMITTEN BY SNOW LEOPARDS?

- Snow Leopards can cover up to marathon distances in a single night.
- The Snow Leopard's long fur is adapted to the cold and barren climates in which they live.
- Snow Leopards live at extreme altitudes of up to 5,500 meters above sea level.



ARE YOU CHARMED BY CHEETAHS?

- Cheetahs are the fastest land mammal, at over 100 km/hour.
- The Cheetah's body is built for speed, with a slender build, long legs, flexible spine, and a flat tail for maneuvering.
- Cheetahs have an iconic spotted yellow coat.
- The Cheetah is most active during the day.



DO JAGUARS MAKE YOU JUMP FOR JOY?

- The Jaguar is an excellent swimmer and often hunts for prey in the water.
- The Leopard's doppelgänger, the Jaguar also sports fetching dark rosettes and solid spots. Dark Jaguars are commonly referred to as 'Panthers'.
- The tropics-loving Jaguar typically lives in the forest and is known for its strong jaws resulting in a bone-crushing bite.



ARE YOU TRANSFIXED BY TIGERS?

- The world's largest cat species.
- Easily recognizable with their dark vertical stripes and reddish/orange fur, and every Tiger's coat is unique.
- Fast, strong and a good climber and swimmer.



DO YOU LIKE LIONS?

- The most social of the Big Cats, Lions live in groups called 'prides'.
- The Lion has the loudest roar of any cat.
- Male Lions are easily distinguishable by their manes.
- Lions have whisker holes, with the pattern on each cat a unique fingerprint for life!



DO YOU LOVE LEOPARDS?

- A well-travelled feline, the Leopard has the largest range of any Big Cat.
- Leopards have sharp black rosettes, and dark colored Leopards are commonly referred to as 'Panthers'.
- Leopards are great tree climbers, equipped with long tails for balance, as well as being strong, and able to swim.
- Solitary and nocturnal.

HOW DOES CATWALK WORK FOR PARTICIPANTS? (CONT'D)

STEP

02

AFTER REGISTRATION
AND BEFORE SATURDAY 5 NOVEMBER

PROMOTE CATWALK

Participants should tell their friends and family about Catwalk. Spread the word about how all our wellbeing is interconnected. We can't do this alone: encourage communities to Catwalk for Collective Wellbeing too.

DECIDE WHERE TO CATWALK

If possible, participants can join an organized walk in their area or walk alone or with friends / family.

More information about local organized walks will be announced on our social media accounts and website.

STEP

03

SATURDAY 5 NOVEMBER 2022

CATWALK!

Participants can Catwalk, either:

01.



CATWALK

Catwalk
up to 7 km.

02.



CATWALK CUBS

Catwalk
700 meters.

OR



CATWALK: GUIDE FOR ORGANIZATIONS

COLLECTIVE WELLBEING AT AN ORGANIZATIONAL LEVEL

Catwalk's 2021 success was only possible as a result of impactful contributions from organisations around the world. They understood that a commitment to collective wellbeing can be leveraged at an organizational level too.

These 2021 Partnerships are continuing their support of Catwalk in 2022, and now we are pleased to welcome you to this collective.

2021 PARTNERS



SUPPORTING CATWALK 2022 IS AN OPPORTUNITY FOR YOUR ORGANIZATION TO:



Demonstrate commitment to a sustainable cause.



Engage your employees in a fun, team-building activity.



Offer your team an opportunity to get fitter whilst getting to know each other better, all for a positive cause.

WHAT YOU NEED TO DO AND WHEN ORGANIZATIONS

DATE	ACTIONS
 Now - For everyone	<p>Ensure that your own Organization's social media accounts are following @catmosphenenow on social media, and encourage your employees to follow @catmosphenenow as well.</p> <p>Catwalk 2022 is on Saturday 5th November 2022. SAVE THIS DATE in your organization's calendar and tell your network and / or employees to save the date too. We have provided a "SAVE THE DATE" post to be shared on social media. When posting about Catwalk, always use #catwalk2022 + tag @catmosphenenow</p> <p>Consider whether your organization will initiate its own walk or you will suggest that people join other organised walks. Details about some organised walks will be announced on Catmosphere's social media accounts and website closer to the Catwalk date.</p>
 Now - If you are organizing a Catwalk	<ol style="list-style-type: none"> 1. Consider where your Catwalk will be located. Are permissions needed to walk there on 5th November 2022? Is the location accessible for the people you will invite? Does the location offer any advantageous photo opportunities (such as landmarks)? 2. Does your proposed location accommodate an up-to-7km walk? If it's not 7km long, can people do one or more loops to make up the distance if they want to do the full 7km? 3. If the location is confirmed before you send out a SAVE THE DATE, then include the location information. 4. Prepare a Catwalk Check List, from now till the event date. Every country / city / location is unique so make sure you research what is needed in your community to host a successful Catwalk. The below will help shape that list.
 From Thursday 1 September - For everyone	<p>Catwalk Registration is now open.</p> <p>You received this Toolkit because your organization is part of a larger Network that is committed to Catwalk. Follow the link your Network Activator has provided to you and follow the instructions in order to register your organization.</p> <p>Whether you are organizing your own Catwalk, or encouraging people to join another organized walk, from today the Brand Guidelines for Catwalk Day Assets are available to download. These include selfie signs, Big Cat fact sheets, social media posts and distance signages: catmosphere.org/resources</p>
 From Thursday 1 September - If you are organizing a Catwalk	<ol style="list-style-type: none"> 1. If you are producing Catwalk day assets, such as signages and flyers etc, consider what budget is needed? Decide who you will work with for printing and production and what budget is needed asap. 2. Might your Catwalk benefit from sponsorship to cover elements such as production costs and / or refreshments? Now would be a good time to approach sponsors for in-kind or monetary support. 3. Do you want to produce any additional materials for your Catwalk? In 2021 some participants produced T-shirts, caps and water bottles. 4. Will your Catwalk be supported in any additional way that need organising, such as the presence of health-care professionals or security or catering? 5. In 2021 some participants added extra activities to their Catwalks. Some people collected trash, others planted trees and some created artistic initiatives for children and adults. Will your Catwalk be an opportunity for other activities and if so who in your community do you need to reach out to, to organise this? 6. Catwalk is an opportunity to engage with the local volunteering community, and invite them to support a sustainable cause. Are there any local volunteer groups that you would like to engage with? What aspects of your Catwalk would benefit from volunteering support (this could range from trash collection to social media reporting to Catwalk Day logistics help)?

WHAT YOU NEED TO DO AND WHEN ORGANIZATIONS

DATE	ACTIONS
<p> Monday 5 September - For everyone</p>	<p>It's <u>two months</u> till Catwalk.</p> <p>Please post the “CATWALK: 2 MONTHS COUNTDOWN” post on social media and / or use the post to communicate with your networks via email, intranet, SMS etc. When posting about Catwalk, always use #catwalk2022 + tag @catmosphenenow</p>
<p> End September / early October - For everyone</p>	<p>We are producing promotional animations about Catwalk 2022 (one about the importance of Catwalk and another about how to participate), and will share these with you so that you can also post them on your platforms or share with your networks.</p>
<p> From Saturday 1 October - If you are organizing a Catwalk</p>	<ol style="list-style-type: none"> 1. Participants will appreciate as much notice as possible on the invite including date and location. Have you shared the invite with as many people as possible? Are you reminding them regularly about Catwalk? 2. Do you want to create a press release about your Catwalk and support of Catmosphere? Will you invite any media or social media influencers to attend your Catwalk? Are there any assets you'd like to share with them that will help publicise your Catwalk? 3. Are you ready for your Catwalk? Think about questions such whether the location permissions are received, if the invites with start time and map are shared etc? This list will be specific to your Catwalk.
<p> Wednesday 5 October - For everyone</p>	<p>It's <u>one month</u> till Catwalk.</p> <p>Please post the “CATWALK: 1 MONTH COUNTDOWN” post on social media and / or use the post to communicate with your networks via email, intranet, SMS etc. When posting about Catwalk, always use #catwalk2022 + tag @catmosphenenow</p>
<p> Saturday 29 October - For everyone</p>	<p>It's <u>one week</u> till Catwalk.</p> <p>Please post the “CATWALK: 1 WEEK COUNTDOWN” post on social media and / or use the post to communicate with your network via email, intranet, SMS etc. When posting about Catwalk, always use #catwalk2022 + tag @catmosphenenow</p>
<p> Saturday 5 November - For everyone</p>	<p>TIME TO CATWALK!</p> <p>Please post “CATWALK TODAY” post on social media. Please take photos of your Catwalks. When posting about Catwalk, always use #catwalk2022 + tag @catmosphenenow Please email us high-res images and videos of your Catwalk info@catmosphere.org</p>
<p> After Catwalk, during November - For everyone</p>	<p>You will receive an email requesting you participate in a survey about your experience as a Catwalk Partner.</p> <p>Any of your employees who registered as individuals using the unique link you shared with them will also receive an email requesting they participate in a survey about their experiences as a Catwalk participant.</p>
<p> December 2022 / January 2023 - For everyone</p>	<p>Impact Report will be shared.</p>

HOW TO PROMOTE YOUR CATWALK SUPPORT:

DIGITAL ASSETS

Catwalk Summary

These explain Catwalk in short and long forms and can be shared with any of your networks or platforms.

1.

Catwalk Summary / Short:
ideal for Facebook, Twitter
or any digital platforms, or
by email.



2.

Catwalk Summary / Long:
ideal for sharing by email
with your network (whether
organizations or employees
or community or friends).
You can also post it on social
media or any digital plat-
forms.



HOW TO PROMOTE YOUR CATWALK SUPPORT:

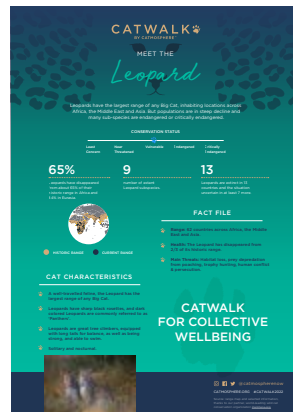
DIGITAL ASSETS

Meet the Big Cats Fact Pages

- Fact Pages about each of the 7 Big Cats, to be shared by email with your network (whether organisations or employees or community or friends).
- You can also post them on social media or any digital platforms.
- You can also print these out for personal distribution.
- These Fact Pages will soon be available in Arabic language versions (downloadable on the Catmosphere website).
- In September these Fact Pages will be available in 'roll-up' or 'banner' format (also downloadable on the Catmosphere website), to be printed and used at your Catwalk.



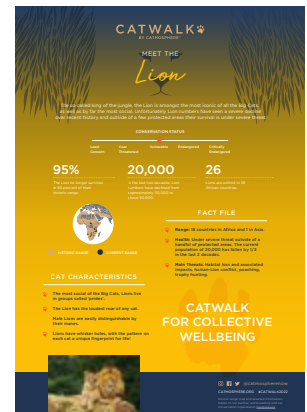
Tiger



Leopard



Cheetah



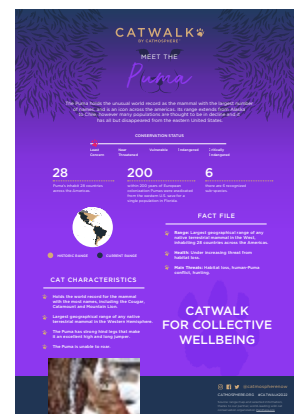
Lion



Snow Leopard



Jaguar



Puma

HOW TO PROMOTE YOUR CATWALK SUPPORT:

SOCIAL MEDIA POSTS

Use your preference of English-language only, Arabic-language only, or Bilingual. Always tag us and hashtag:

@CATMOSPHERENOW #CATWALK2022

Suggested support text to accompany these posts is available in Word document format in the Catwalk Resources folder or on the Catwalk Resources page on our website.

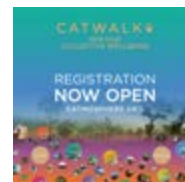
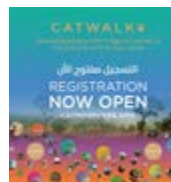
Post:
CATWALK SAVE THE DATE

Posting date:
ANYTIME FROM NOW



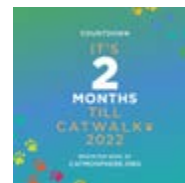
Post:
CATWALK REGISTRATION NOW OPEN

Posting date:
FROM 1 SEPTEMBER 2022



Post: Countdown:
2 MONTHS TILL CATWALK

Posting date:
5 SEPTEMBER 2022



Post: Countdown:
1 MONTH TILL CATWALK

Posting date:
5 OCTOBER 2022



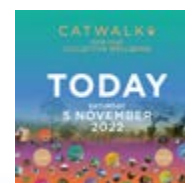
Post: Countdown:
1 WEEK TILL CATWALK

Posting date:
29 OCTOBER 2022



Post:
CATWALK TODAY

Posting date:
5 NOVEMBER 2022



CATWALK FAQs

WHAT IS CATWALK?

Catwalk is an annual, global, up-to-7km outdoor walk, designed to raise awareness about our interconnected wellbeing by highlighting the plight of the 7 Big Cats.

WHEN/WHERE IS CATWALK 2022 HAPPENING?

It is taking place on Saturday 5th November 2022.

To Catwalk all you need to do is register and then walk, wherever you are in the world.

You can also join an organised walk or organise your own walk.

HOW DO I CATWALK?

Fun, flexible and inclusive, Catwalk is open to everyone and can be achieved in the way that best suits you.

You can either:

Catwalk up to 7 kilometres, and dedicate your walk to your favourite Big Cat.

Catwalk 700 metres. This shorter distance designed for families, children, others. (Children who Catwalk are called Catwalk Cubs).

DO I NEED TO CATWALK 7KM?

7km represents 1km each for each of the 7 Big Cats. But the 7km distance is just a suggestion. You can Catwalk any distance (1km, 2km etc) up to 7km. You can decide your distance during Registration. Also if your walk location is not 7km long, you can do loops or walk back and forth.

I'D LOVE TO RUN OR JOG MY CATWALK, WILL THAT BE OK?

Yes, you can achieve your distance however you like. We recommend walking or running but you can hop, skip, jump, bike ride, wheel... however you like!

WHAT IF I CAN'T BE OUTDOORS, CAN I WALK OR RUN THE 7KM INDOORS?

We encourage outdoor participation but if not then indoors is fine.

WHAT IS CATWALK'S AIM?

By focusing on how self-care and caring for nature are intrinsically linked, Catwalk strives to demonstrate that all our wellbeing is interconnected.

WHAT'S THE LINK BETWEEN THE WELLBEING OF BIG CATS AND HUMANITY?

We are all dependent upon our environments, and how we make use of them, for our wellbeing. It is essential that we take an active role in creating healthy environments on both a local and global scale.

HOW DOES A HEALTHY ENVIRONMENT CONNECT TO A HEALTHY PERSON?

A healthy environment is crucial to health. 24 percent of all global human deaths are attributable to environmental factors, while a quarter of the world's population are at health risks from not doing sufficient exercise in our increasingly sedentary society.

HOW DOES A HEALTHY ENVIRONMENT CONNECT TO BIG CATS?

Big Cats are even more dependent on their environments. They are all threatened by habitat loss, and the Tiger, Lion, Leopard and Cheetah have disappeared from between 65% and 96% of their historic range.

HOW DOES CATWALK CONNECT TO THESE IDEAS?

The Catwalk invites participants to get active in nature so as to underline the critical need that Big Cats have for their natural habitats, while simultaneously triggering appreciation of the physical and mental benefits of doing sports outside.

Sources: *WHO on environmental factors: <https://www.who.int/activities/environmental-health-impacts> + WHO on physical activity: <https://www.who.int/news-room/fact-sheets/detail/physical-activity> + **Panthera on Big Cats and habitat loss: [Panthera.org](https://panthera.org)

I UNDERSTAND THAT WHEN I REGISTER FOR CATWALK 2022, I WILL DEDICATE MY CATWALK TO MY FAVOURITE BIG CAT. THIS WILL BE MY CREW. SO HOW CAN I LEARN MORE ABOUT THE BIG CATS?

Follow [@catmosphenenow](https://twitter.com/catmosphenenow) on social media and sign up to our mailing list where we will be sharing lots of news about the 7 Big Cats so that when you Register for the Catwalk you can select which Crew best suits you. You can also read more about the 7 Big Cats on the Catmosphere website.

IS THERE A WINNER OR A PRIZE?

Not in the traditional sense. Last year more people dedicated their Catwalk to the Leopard, so we considered that the 'leading Big Cat in 2021'. We don't know which Big Cat will take that title in 2022, and will only know at the end of Catwalk which Big Cat had the most dedications.

Rather than a traditional winner or prize, we think that the more people who take part in Catwalk, and learn about the beautiful Big Cats, and start to appreciate them and their environments, so we will all be winners. We think that it's the participants, and their neighbourhoods, and nations who are the winners.

Catwalk participation itself demonstrates interest and learning and personal commitment, and this is what it will take on a personal level to make a difference globally.

CAN I DONATE TO THE CAUSE?

Catmosphere and Catwalk are not seeking participation donations.

If you would like to make a donation, please donate directly via Panthera's dedicated page: panthera.org/catmosphere

IS THERE A COST TO PARTICIPATE IN CATWALK?

No. Catwalk is a free event for everyone. Simply go out there and have fun being active!

If you would like to donate to Big Cat Conservation, please do so directly to Panthera at panthera.org/catmosphere

SPECIAL THANKS TO

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



CATMOSPHERE CONTEXT

In 2019, the Catmosphere team were asked to raise awareness about Big Cat conservation, with a special focus on the Arabian Leopard and the joint work being undertaken by RCU and Panthera. This resulted in the formation of the Catmosphere Foundation, which achieved a variety of successes including the flagship Catwalk campaign, as well as contributions to other awareness-raising initiatives internationally. In 2021 this included being part of the team that secured the Arabian Leopard Day as a nationally-recognised day in KSA, the creation of partnerships with the International Olympic and Special Olympic Committees and Google, amongst others, and founder-participation in high-profile speaking engagements.

ABOUT ROYAL COMMISSION FOR ALULA

Royal Commission for AlUla (RCU) was established to protect and safeguard AlUla, a region of outstanding natural and cultural significance in North-West Saudi Arabia. RCU, which is regenerating a 22,561km² area as a global destination for natural and cultural heritage, recognised the urgent need to conserve the Critically Endangered Arabian Leopard, by establishing a variety of initiatives. RCU partnered with world-leading wild cat conservation charity, Panthera, to secure a future for the Arabian Leopard in its native habitat. RCU has also committed USD 25 million to the Arabian Leopard Fund, an independent organisation created to implement conservation projects across the Leopard's home range. RCU has designated five nature reserves covering 12,500km² and will be working with leading experts including Panthera and the International Union for Conservation of Nature (IUCN) to activate, conserve and safeguard these protected areas with a vision that Leopards might someday roam free again.

ABOUT PANTHERA

Founded in 2006, Panthera is devoted to the conservation of the world's 40 species of wild cats and the vast ecosystems they inhabit. Panthera's team of biologists, data scientists, law enforcement experts and wild cat advocates studies and protects the seven species of big cats: Cheetahs, Jaguars, Leopards, Lions, Pumas, Snow Leopards and Tigers. Panthera also creates targeted conservation strategies for the world's most threatened and overlooked small cats.

WWW.RCU.GOV.SA

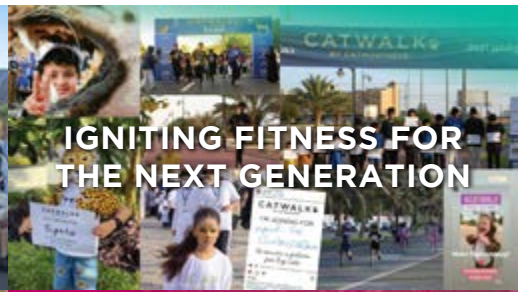
WWW.PANTHERA.ORG



**LITTLE CATS (AND DOGS)
FOR BIG CATS**



**MOVEMENT
IS INCLUSIVE**



**IGNITING FITNESS FOR
THE NEXT GENERATION**



**SAUDI'S NEW FACES
OF FITNESS**



**THIS IS JUST
THE START (LINE)**



**WALKING TOGETHER
FOR A COMMON CAUSE**



**DIFFERENT PATHS,
ONE DESTINATION**



**A JOURNEY TO
A HEALTHY FUTURE
FOR ALL**



**GENERATION
CONSERVATION!**



**INTERGENERATIONAL
FAMILY FUN**



**MOVEMENT
ON THE MOVE**



**INTERNATIONAL
OUTREACH**

**FOR ADDITIONAL INFORMATION OR ANY QUESTIONS
PLEASE EMAIL US AT
INFO@CATMOSPHERE.ORG**