

# Leaflet and booklet



Am I cute  
enough to survive?



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# Biodiversity Loss

Currently, we are living in a time of mass extinction during which the number of species is decreasing drastically. This is leading to biodiversity loss and ecological imbalance.

Ecosystems are complex systems, and removing one species can cause the cascade effect. However, we are not able to say which animals are the most crucial; thus, we should consider protecting not only the popular creatures, which often win our hearts with their adorable faces, for instance, pandas.

According to the IUCN Red List of Threatened Species, there are currently over 48,000 species threatened with extinction.

*There is still time to react and minimize damage.*

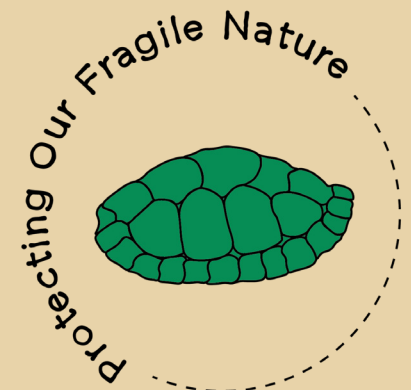


# Protecting Our Fragile Nature

**Protecting Our Fragile Nature** is a campaign to introduce lesser-known critically endangered animals, for instance, the Tasmanian Live-Bearing Seastar, and raise awareness that in the time it takes to look at these posters, some species will have disappeared forever. The project focuses on a few lesser-known animals and raises the question: Why do we protect certain animals over others?

The campaign concentrates on six critically endangered species, which are less well-known, and do not necessarily meet the criteria of cute animals.

It aims to show that all animals have their adorable side, even though they have long tails, more than four paws or tiny bodies.



# Lesser-known critically endangered species

The Central Rock-rat



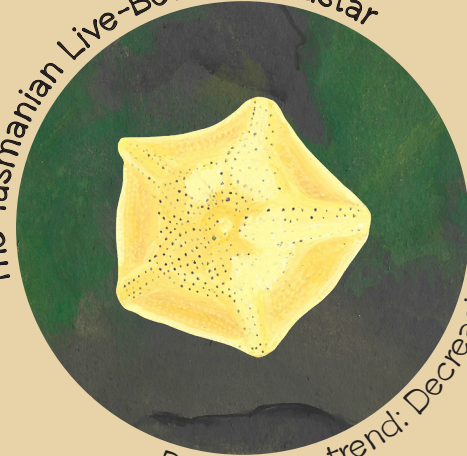
Number of individuals: 800

The Spinetail Devil Ray



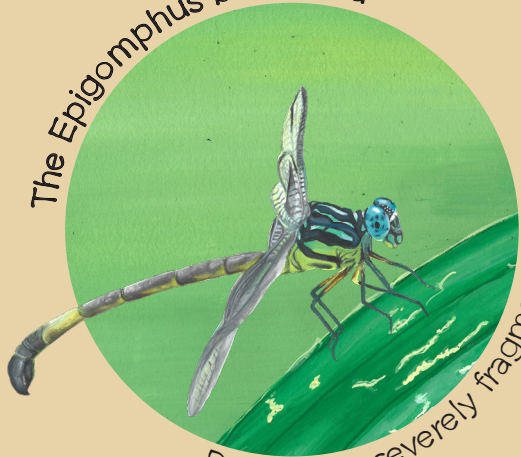
Population trend: Decreasing

The Tasmanian Live-Bearing Seastar



Population trend: Decreasing

The Epigomphus brilliantina



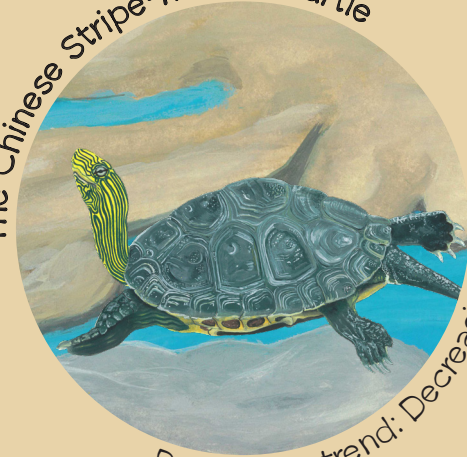
Population severely fragmented

The Metioche payendeei



Number of individuals: 1,200

The Chinese Stripe-necked Turtle



Population trend: Decreasing



*Baby appearance...*

We are more likely to protect cute animals due to their appearance, for instance, big eyes.

## *Am I cute enough?*

The Spinetail Devil Ray is a critically endangered species, but it doesn't look as cute as a panda or other bears.

*When it comes to making a donation, which one would you support?*



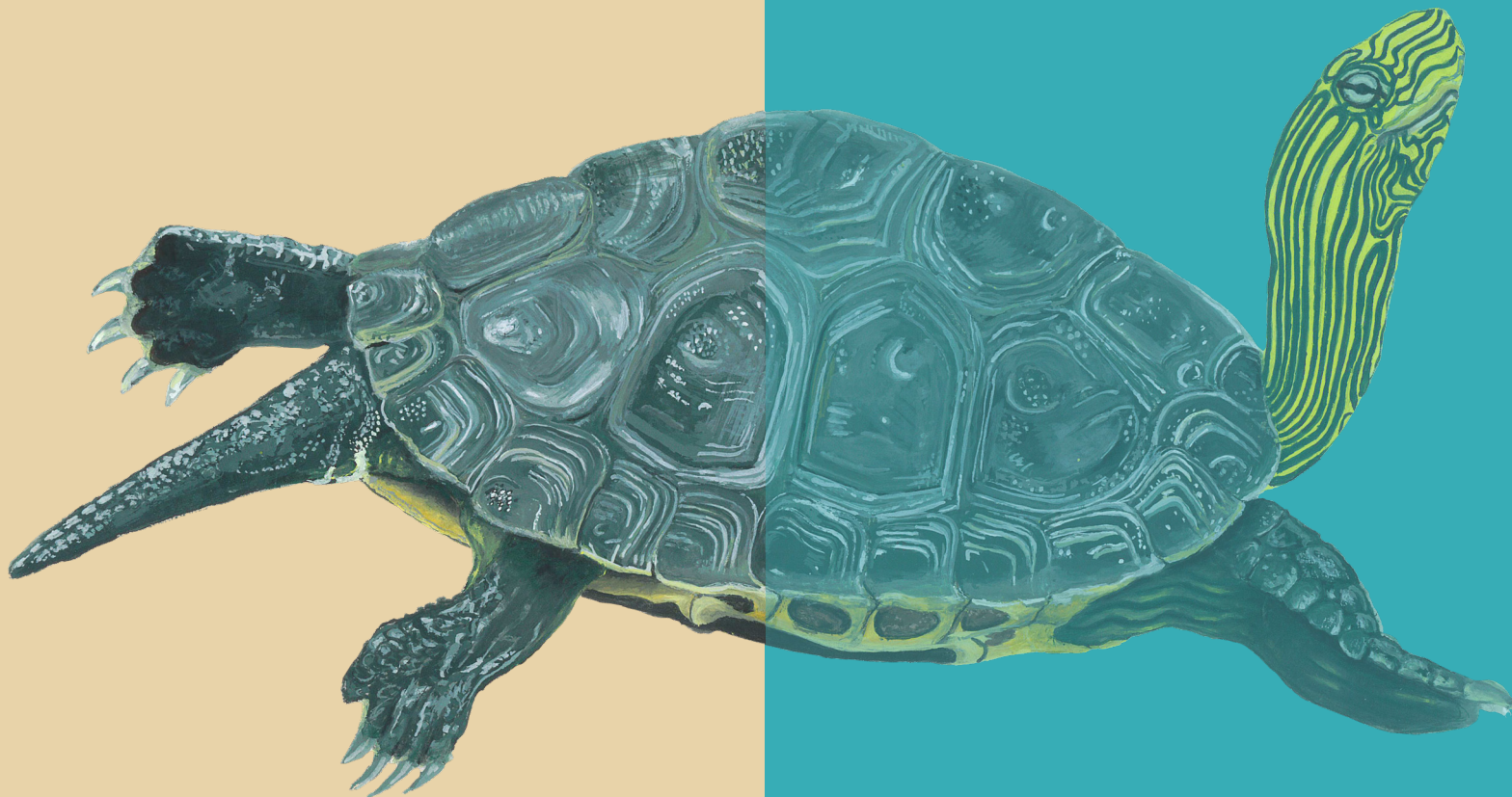
# Consequences

By ignoring ecological issues, we run the risk of accelerating the process of extinction. We should be more considerate about all

species and their habitats rather than only a few of the most popular ones.

Everything is connected; thus, some animals that we do not care about can be crucial for the survival of the species we find more

important. The protection of more species can be beneficial for people as they allow us to experience a variety of nature.



## Our responsibility

Humans have the right to use natural resources; however, simultaneously we have an undeniable obligation to protect the environment. We are part of a complex nature system; thus, using our power against it sooner or later will backfire on us. So coming back to nature and caring for it holistically can be better for humanity. For this practical reason, we should protect the nature.

Additionally, by being conscious about nature we can learn about the inevitability and fragility of existence and understand better the momentariness of life. As a result, we could be more present in our lives.



## Actions!

However, for this to happen, we should consider our biases towards animals and familiarise ourselves with different species, which can be adorable in their own way.

In the **Protecting Our Fragile Nature** campaign we are trying to raise awareness about unpopular, critically endangered animals. We are not focusing on the cutest ones to get your attention; instead, we would like to present species which are next in line to disappear and make you curious about exploring the subject.

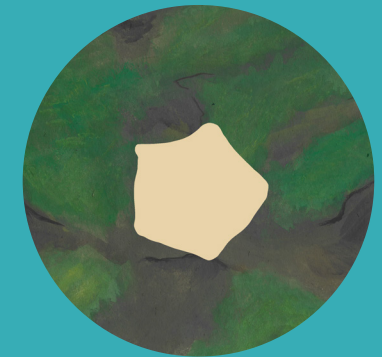
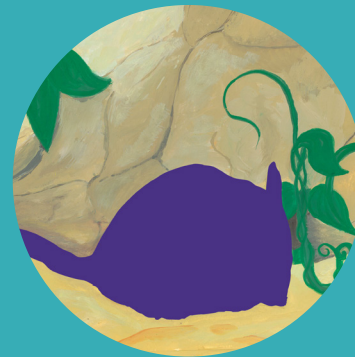
We focus our attention on a different animal each week, presenting illustrations and some facts about it. As a result, we aim to expand knowledge about species which need our support and normally would not have a chance to be shown.



How many of us need to disappear for you to notice?



Biodiversity is declining



## Extra Information

We are launching our campaign by presenting one species every week on our Instagram and website:

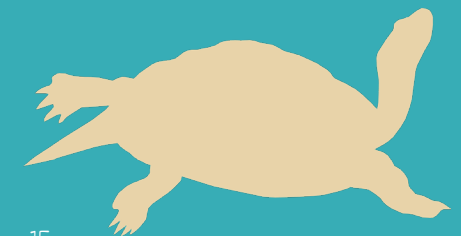
- The Chinese Stripe-necked Turtle
- The Tasmanian Live-Bearing Seastar
- The Metioche payendeei
- The Central Rock-rat
- The Epigomphus brillantina
- The Spinetail Devil Ray

Also, we will provide some links for ecological organisations, so you can support them.

For more information, please visit our:

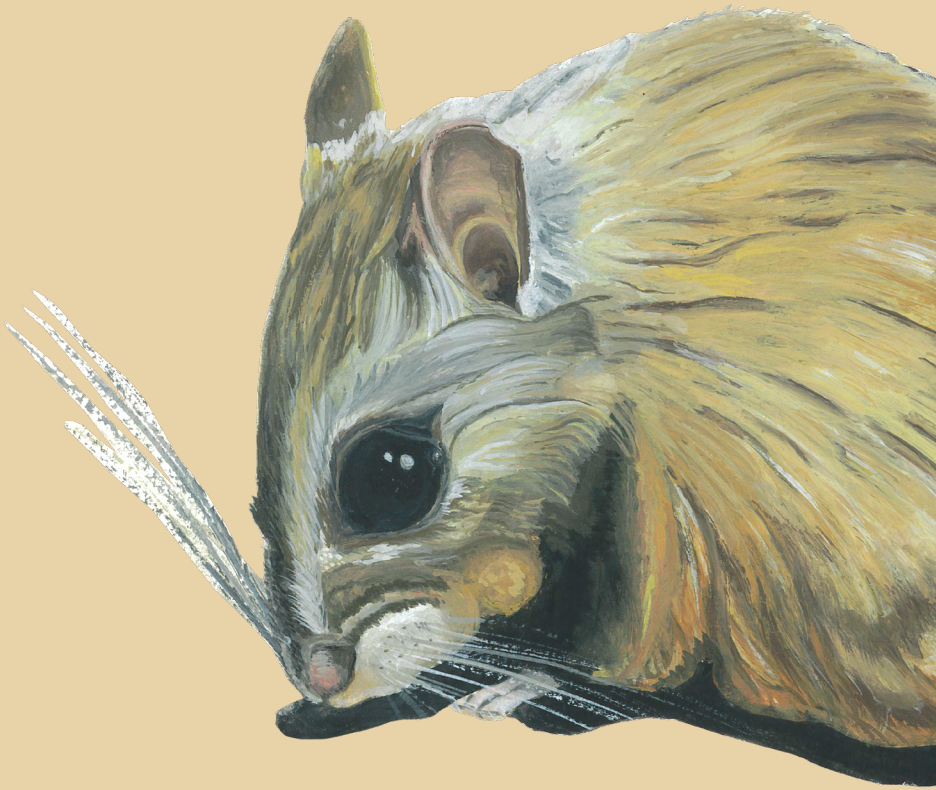
- Instagram: [@ourfragilenature](#)
- Website: [www.ourfraagilenature.com](http://www.ourfraagilenature.com)

Every moment  
the world is  
getting emptier



Our current goal for the year 2026 is to present 50 endangered species and challenge bias towards some animals. Right now, there are 4,277 critically endangered animals listed on the IUCN Red List; thus, we encourage people to message us with names of species they would like to hear about.





*I hope I am...*