

#23for23

CELEBRATING INTERNATIONAL

SNOW LEOPARD DAY

MOBILIZING GLOBAL ACTION THROUGH SPORTS, CULTURE & POLITICAL LEADERSHIP

Showcasing the Global #23for23 Movement for Mountain Biodiversity and the Kyrgyz Republic's National Symbol

POLITICAL LEADERSHIP

From High Altitude Protection to Highest Statecraft

OFFICIAL NATIONAL SYMBOL

Presidential Decree No. 369

Proclaimed the snow leopard as the National Symbol, embedding wildlife protection into state identity, school curricula, and national governance.

RESOLUTION A/RES/79/143

79th UN General Assembly

Formalized International Day of the Snow Leopard to be celebrated globally on October 23, backed by 62 co-sponsoring member states.

SAFEGUARD WATER TOWERS

Ecosystem Guardian

Protects high mountain freshwater towers that sustain life for over a third of humanity across Central and South Asia.

MOVEMENT IMPACT

#23for23 Campaign Global Impact

100M+

Global Reach

Across 50+ countries worldwide

861K+

Public Interactions

97% positive public sentiment

700+

Partner Organizations

Including UN agencies & environmental ministries

What is #23for23?

A global movement inspiring people worldwide to dedicate 23 minutes of physical activity on October 23 — International Snow Leopard Day. By bridging sports, health, and nature conservation, #23for23 turns individual action into collective momentum for mountain ecosystems and high-altitude biodiversity.

- **The Concept:** Dedicating 23 minutes of physical activity on October 23—International Snow Leopard Day.
- **The Purpose:** Uniting sports, health, and nature conservation to empower individuals.
- **The Impact:** Turning everyday movement into global action for mountain biodiversity.



DATE

Wednesday, Oct 21, 2026



TIME

4:30 PM – 5:30 PM (AMT)



LOCATION

Nature Positive Pavilion, Blue Zone

Alignment with Kunming-Montreal GBF Targets

Thematic Pillar	Event Focus	GBF Alignment
Presidential Leadership	Mainstreaming biodiversity into national identity, governance, and state policy.	Target 14 (Decision-Making)
Sports for Conservation	23 minutes of exercise for nature on Snow Leopard Day to engage youth and public.	Target 21 (Information Access)
Inclusive Alpine Stewardship	Fostering human-wildlife coexistence and community-led mountain protection.	Targets 4 & 22 (Inclusion & Conflict)

SESSION BREAKDOWN

Event Agenda (60 Minutes)

16:30 – 16:38	Opening Address: Presidential Vision for the Snow Leopard Minister of Natural Resources, Ecology and Technical Supervision (MNRETS)
16:38 – 16:50	Keynote: The #23for23 Movement – Sports for Species Survival Representative from Snow Leopard Trust (SLT) / GSLEP Secretariat
16:50 – 17:15	High-Level Panel: “Leveraging Sports for Biodiversity Conservation” Range Country Representatives, Multilateral Agencies, NGOs, Athletes & Youth Leaders
17:15 – 17:25	Interactive Engagement & Symbolic Photo Call Live digital poll, Q&A session, and #23for23 pledge activation
17:25 – 17:30	Concluding Remarks & Call to Action Expanding the Sports for Snow Leopards Coalition for future COP milestones

COFFEE AND SNACKS WILL BE SERVED AT THE VENUE...

JOIN THE MOVEMENT

Uniting Policy, Sports, and Communities for High Mountain Biodiversity

Be part of International Snow Leopard Day at CBD COP17 in Yerevan, Armenia.



H.E. Sadyr Japarov, President Kyrgyz Republic



Aisuluu Tynybekova, Olympic medalist



Dia Mirza, UN Goodwill Ambassador



Mountaineers for Snow Leopards