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Children’s books, HarperCollins, 2019

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Dear Reader,

What a year 2020 has been! We were all faced with unprecedented challenges, and struggled to adapt to a new normal in times of a global pandemic. But whenever challenges arise, so do opportunities. As lockdowns and social distancing rules shut the doors on how we usually interacted and conducted business, a whole new digital world opened up and helped us remain connected.

We at WWF India welcomed technology and the digital space with open arms. We believe that the pandemic has made the role of environment education even more critical, and therefore created several digital programmes to ensure children remained connected with nature. And in doing so, we have made a happy discovery! Now, our programmes can reach scales never imagined before as every single child in the country can access them from their homes.

This year, we conducted the Wild Wisdom quiz entirely online, ensuring that the Wild Wisdom movement continued to burn strong in the hearts of all students participating over these years. All the buzz was created on the Wild Wisdom website and social media platforms. These were filled with knowledge about wildlife and nature through visual and engaging content like videos, story books, newsletters and more. It was made interactive with each participant having their own personal dashboard with newsletters and prep quizzes.

This year, our prizes were more experiential with the top 20 winners receiving a chance to interact with Chess Grandmaster Viswanathan Anand, our Ambassador for youth and environment education. International finals were held between winners from India, Nepal, Colombia and Hong Kong. They enjoyed a performance from SOS from the Kids, a UK based community choir famous for using music to raise awareness about nature. The WWF CEO’s from these countries joined the international finale and inspired participants to continue seeking knowledge about wildlife and nature, and champion the cause of environment conservation.

This year’s theme – Re-imagining our planet – was apt with the times. It challenged the participants to think about how the planet can be saved from various environmental challenges, and what solutions can help re-imagine a future in which wildlife and nature thrives in harmony with humans.

In its new digital avatar, the quiz has tremendous potential to reach every corner of the country in multiple languages, and this shall be our future endeavour.

We are grateful to the Central Board of Secondary Education and Jawahar Navodaya Vidyalaya Vidyalaya for their continued partnership and endorsement over the years. Heartfelt gratitude to our education team in New Delhi and states across India, who rose to the challenge and delivered an unforgettable experience for our participants. And as always, thank you to all our students who participated with such enthusiasm, vigor and passion.

We hope you enjoy reading about the quiz.

Best wishes,

Radhika Suri
Director, Environment Education
WWF India
II. IN THE SPOTLIGHT

Wild Wisdom Quiz, an initiative of WWF India and TRAFFIC India, was conceived in 2008 as an engaging and exciting way of encouraging young minds to learn about the natural world and its relationship with humans. It aims to inspire children to take positive action for the planet.

Today, a quiz that began in just one city has become a global movement among students, witnessing participation from more than seven countries in 2019. It was organised in three international languages – English, Spanish and Cantonese. The quiz is successfully inspiring children around the world to be the “green generation” and the voice of the planet.

Truly Digital - Conducted entirely online in the face of a global pandemic.

60,200+ students participated from 4 countries - India, Nepal, Colombia and Hong Kong.

Regional quizzes organised in three states - Madhya Pradesh, Andhra Pradesh and Telangana. More than 13,000 students from 4,392 schools participated at state and district level in MP, where we partnered with the MP State Biodiversity Board State Department of Education. More than 12,600 students from 168 tribal welfare schools participated in Andhra Pradesh and Telangana, where we partnered with the State Tribal Welfare Departments.

3 International languages - English, Spanish and Cantonese
2 Regional languages - Hindi and Telugu

Wild Wisdom Book Volume 3 was published in collaboration with Penguin India.

CBSE and NVS partnered and endorsed the quiz once again.

Top 20 winners of national finals interacted with Chess Grandmaster Viswanathan Anand.
This year’s quiz was themed “Re-imagining our planet” – a step ahead from the journey embarked upon in 2019 where we explored the marvelous earth and all its beings through the award-winning Netflix documentary series Our Planet. Narrated by Sir David Attenborough, the series told the story of the most incredible species living in spectacular natural places and highlighted the most pressing challenges faces them today.

In 2020, our theme encouraged participants to dig deeper into the hidden spectacles of nature and ask a critical question – how can our planet be saved from the challenges it faces? Students explored the tiniest and most unique creatures of the 6 biomes and learnt about their adaptability, behavioural activities, ecological interactions and their importance for human survival. They learnt about the interconnectivity in nature, and how destruction of any species or natural resource creates an imbalance in nature.

Re-imagining our planet focused on the biomes and their features such as:

- Lesser-known plants and animals
- Interdependence in biomes
- Adaptations in species
- Conservationists around the world who are leading a change
- Innovative solutions/technology for conservation
- Unique Ecological Behaviors and adaptations
IV. GEAR UP RESOURCES FOR QUIZZERS

Our much sought after resources like the Wisdom Nuggets newsletter, prep quizzes online and the Wild Wisdom books continued to captivate the audience.

Wisdom Nuggets:

Six Wisdom Nuggets newsletters were shared through the year, reaching nearly 35,000 students. These carried snippets of interesting information related to the theme, short preparatory quizzes to help students’ practice, as well as latest world and India news on the environment.

Wild Wisdom Quiz Book Vol 3:

With two best selling volumes already in circulation since 2014, we published a third volume in collaboration with Penguin India. It is packed with fascinating facts, little-known details and mind-boggling trivia about the natural world.

It covers biomimicry, evolution, conservation heroes and more, with delightful illustrations and artwork to make learning fun and keep the reader happily engaged. Relevant in today’s changing world, this book tells us why it is high time we wise up, wipe the slate clean and achieve a perfect score with the New Deal for Nature and People by 2030.

Available on Amazon and Nature Shop.
V. PARTNERSHIPS AND COLLABORATIONS

We share the success of the Wild Wisdom quiz with many brands, organizations, corporates, education boards and school chains, who supported us in various capacities to ensure maximum outreach and participation. We are grateful for their support and sincerely thank them for their collaboration.

OUTREACH PARTNER

- CBSE
- Navodaya Vidyalaya Samiti

SPONSORS

- SONY
- Liberty

REGIONAL SPONSOR

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WWQ PRIZES

- WWF Trophy & Medal
- Play Station 4
- WWF Bag
- Wild Wisdom Quiz Book Vol. 1-3
- Birds in your Backyard Book
- WWF Reusable Straw & Seed Pencil
- WWF Sipper
- WWF Bag
This year, the quiz was conducted entirely online in two phases -

**PHASE I - Central Board for Secondary Education**

The Central Board for Secondary Education has been supporting the quiz for the last 5 years. More than 30,000 students from classes 3 – 8 participated from CBSE schools in 13 states. The quiz was hosted on the Wild Wisdom website where participants registered and had their own personal dashboard with access to all content on the website – newsletters, videos, stories, prep quizzes and more. Students who scored more than 70% in the elimination round made it to the finals. The top 2 winners Arham Jain and Priyansh Jain from Rajasthan represented India at the international finals.
The participants in the JNV Wild Wisdom Quiz were quick to adapt to a digital quiz. What made the event thoroughly interesting was the close fight amongst competitors joining in from different parts of the country. I thank WWF for continuing with the Wild Wisdom Quiz even in such trying times, because learning never ends.”

- Mr. Ajay Punia, famous quiz master and author of children books

PHASE II - Navodaya Vidyalaya Samiti

Navodaya Vidyalaya Samiti, a government organization of central schools for talented students from rural areas, joined Wild Wisdom Quiz second time this year. They promised participation from 213 JNV schools from Delhi, Uttar Pradesh, Rajasthan and Bihar. Jawahar Navodaya Vidyalaya is a chain of central schools under the Ministry of Education run by the Navodaya Vidyalaya Samiti. They are tasked with finding talented children from rural India and providing them with education equivalent to the best residential schools as per their socio-economic status.

More than 3,000 students from 14 JNV schools participated in the quiz online. Participants signed into the Wild Wisdom website at a specific time and went through several elimination rounds. The top 5 participants participated in the finals organised on ZOOM, which was hosted by famous quiz master and author of childrens books Mr. Ajay Punia. Mr. Benny Joseph, Assistant Commissioner, NVS was the Guest of Honour for the finale, where the 3rd volume of the WWQ book was launched.

The proud winners of the quiz from JNV schools are:

- **Rank 1**: Aditya Sharma, JNV Faridabad
- **Rank 2**: Riya Saini, JNV Gurugram
- **Rank 3**: Anushka Sharma, JNV Sambhal
- **Rank 4**: Gauri Vishnoi, JNV Moradabad
- **Rank 5**: Gaurav, JNV Baghpat

**LIST OF JNV SCHOOLS**

- JNV Moradabad
- JNV Barnala
- JNV Kota
- JNV Gurugram
- JNV Faridabad
- JNV Ferozepur
- JNV Jalandhar
- JNV Baghpat (UP)
- JNV Theog Shimla
- JNV Jind
- JNV Rath Hamirpur
- JNV Dausa
- JNV Kaithal
- JNV Sambhal

"The participants in the JNV Wild Wisdom Quiz were quick to adapt to a digital quiz. What made the event thoroughly interesting was the close fight amongst competitors joining in from different parts of the country. I thank WWF for continuing with the Wild Wisdom Quiz even in such trying times, because learning never ends.”

- Mr. Ajay Punia, famous quiz master and author of children books
VII. INTERNATIONAL GRAND FINALE

WWF Colombia, Hong Kong and Nepal also conducted the Wild Wisdom Quiz 2020 and the finalists from these countries together with India participated in the international finale organised online on December 16, 2020.

The WWF CEO’s from each of these countries joined the international finale and inspired participants to continue seeking knowledge about wildlife and nature, and champion the cause of environment conservation. Keeping the talks light hearted and fun, they spoke about the most admired wildlife species from their country and what they are doing to conserve it.

The quiz was divided into fun and interesting rounds like The Nation You Belong To, Catch the Match, Click Your Pick, Know Your Tribe, Trace it With Riddle. The questions were presented through images and visuals ensuring that students were kept engaged and entertained.

INTERNATIONAL PARTICIPATION

Colombia – 7,000 students from 122 schools across 21 states of the country.

Hong Kong – 1,300 students participated. Quiz live streamed on youtube with

Nepal - 200 students from 100 schools participated.

The winners of the International Finals were the students from Nepal, Sauyra Shrestha and Anushna Gautam.

SOS from the kids, a community choir comprising children, performed at the International finale and cheered on the participants. They are the semi finalists on Britain’s Got Talent 2020 and shot to fame for their song on climate change.

This group has taken a unique route for environmental activism. They use music to motivate others to come together and protect our planet.

Link below of their special performance for Wild Wisdom Quiz 2020 finale:
https://www.youtube.com/watch?v=ViZlQbVzJPM
VIII. VOICE OF THE WILD QUIZZERS

Participants from India

“It was a very well organized digital quiz in this worldwide pandemic. The prizes were amazing!! By participating in this quiz, I came close to nature and last of all, it was really fun participating in the quiz.”
- Arham Jain

“It was great to see the Wild Wisdom Quiz in its new digital avatar. The questions were great and it was fun participating. By participating in this quiz, I got to know how nature and this quiz increased my wildlife knowledge. WWF managed the quiz very well.”
- Priyansh Jain

Participants from Colombia

“It was very easy for me to prepare myself for the contest as I feel passion for nature. During the process I received content from WWF to study and I was amazed learning about biodiversity and protected areas as never before. This was an opportunity to inspire other children to discover these topics that are very interesting to start to think how to solve many environmental issues.”
- Sara Lotero

“It was a very special opportunity for me to represent Colombia in this important contest that shows about the importance of taking care of biodiversity and all we can do in a sustainable way to preserve our natural resources. Now I consider environmental education is fundamental in our training at school.”
- Samuel Velásquez
Participants from Nepal

“Because of the experience that I managed to collect from this ambitious campaign, I am now able to see through intricate balance in nature and how everything is relative to every other. Most important thing that I learned is, about the importance of our ecosystem and the sustainable ways to preserve them. I will always try my level best to contribute for nature.”

-Saurya Shrestha

“Firstly, I got to know about Wild Wisdom Quiz through my school teacher. I feel lucky to be a part of Wild Wisdom Quiz 2020. In this world of gadgets, we rarely think about nature. I think it’s high time we talk about nature and support the people and conservation activities like Greta Thunberg in their mission to create a healthy and livable earth for all.”

-Anushna Gautam

Participants from Hong Kong

“The competition was exciting! Not only that it was a great chance for us to learn more about nature, we also built our teamwork and sportsmanship during the competition. Never give up even if you are falling behind, a great twist is waiting for you ahead!”

-Liu Yat Hei and Sze Kwan Ip

XI. WWQ 2021 WAY FORWARD

In 2021, Wild Wisdom Quiz is growing into a Wild Wisdom Global Challenge. Students will get an opportunity to not only participate in the quiz rounds but also contribute towards environment conservation and earn bonus points too!

Students will earn mock money, which they will be able to donate for the conservation work, after completion of their challenge activities.

The theme of WWQ 2021 is aligned with the messages and themes of the award-winning documentary – David Attenborough: A Life on Our Planet. WWQ 2021 that will take the students through the journey of exploration, understanding the humanity’s impact on nature and taking action to build a sustainable planet for future generations.

The quiz will focus on the four imperatives of the film: Go Net Zero, Revive the Oceans, Eliminate Waste and Re-Wild the World. By participating in Wild Wisdom Quiz 2021, students will develop a clearer sense of environmental responsibility by looking at ways to make better choices.
Why we are here
To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

www.wwfindia.org