



The Lifetime of Greatness Project



The world's largest living entity needs your help.



The Great Barrier Reef is the world's largest living entity and Australia's greatest natural treasure. However, it also faces serious threats. And so, to show how the Reef impacts the world, and how we in turn can celebrate its incredible contribution, we're calling on the world to rally behind the Great Barrier Reef.

Each year, the world's most highly regarded environmental awards, the United Nations Environment Programme (UNEP) Champions of the Earth, gives their Lifetime Achievement Award to a living individual who has demonstrated 'decades of impact in protecting the earth and its inhabitants'. Previous winners include Sir David Attenborough.

And so, in recognition of a millennia of service, and with your help, we are aiming to get the Great Barrier Reef recognised as the first non-human recipient of the UNEP's Lifetime Achievement Award.

The Lifetime of Greatness Project is a global movement made up of First Nations ambassadors, scientists, governing bodies, schools, and proud advocates of the Reef like you, using their voices to help us propel this cause to the world stage.



How you can help?



Under strict embargo

Embargo lifts 12pm AEST on 22nd April, 2025

We would love for you to support the Great Barrier Reef's nomination by:

- Visiting our website at alifetimeofgreatness.com and signing your support
- Sharing a supporter asset on your social channels or create your own - we'd love to see and hear your special stories of the Reef
- Tag us at **@lifetimeofgreatness**
- Advocating for your staff and networks to do the same, encouraging them to sign their support on the website



[Click here to watch the film](#)

Password: LifetimeofGreatness

Get your organisation involved



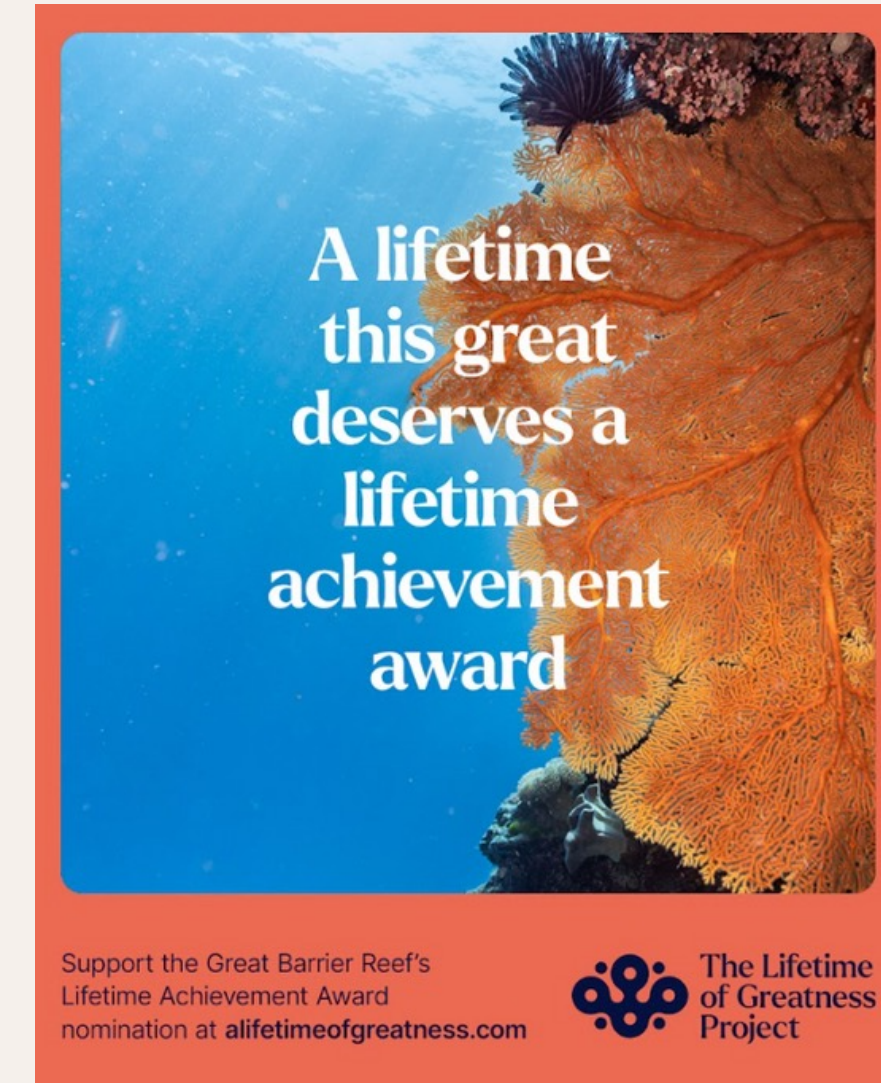
Example 1

Download our pre prepared assets to share on LinkedIn from yourself or your organisation

LinkedIn post (4:5) - [click here](#)

#LifetimeofGreatness

alifetimeofgreatness.com



Suggested captions



"We're thrilled to support the Lifetime of Greatness Project - an initiative to see the world's largest living entity, the Great Barrier Reef, recognised as the first non-human recipient for a [@UNEnvironmentProgramme](#) Lifetime of Achievement Award, in recognition of almost 10,000 years of positive environmental impact.

We're joining a collective effort alongside communities and industries who have lived and worked alongside the Reef for many years, including Traditional Owners, marine scientists, students and tourism operators, to support this world-first nomination.

Because the individual who has had the largest impact on the world, is the world's largest individual"

Join us at alifetimeofgreatness.com

#LifetimeofGreatness



Choose an asset, share it



Example 2

**Download our pre prepared assets
to share on social channels**

Instagram in-feed / carousel post, FB
or LinkedIn post (4:5) - [click here](#)

Instagram or FB story, Tik Tok post,
(9:16) - [click here](#)

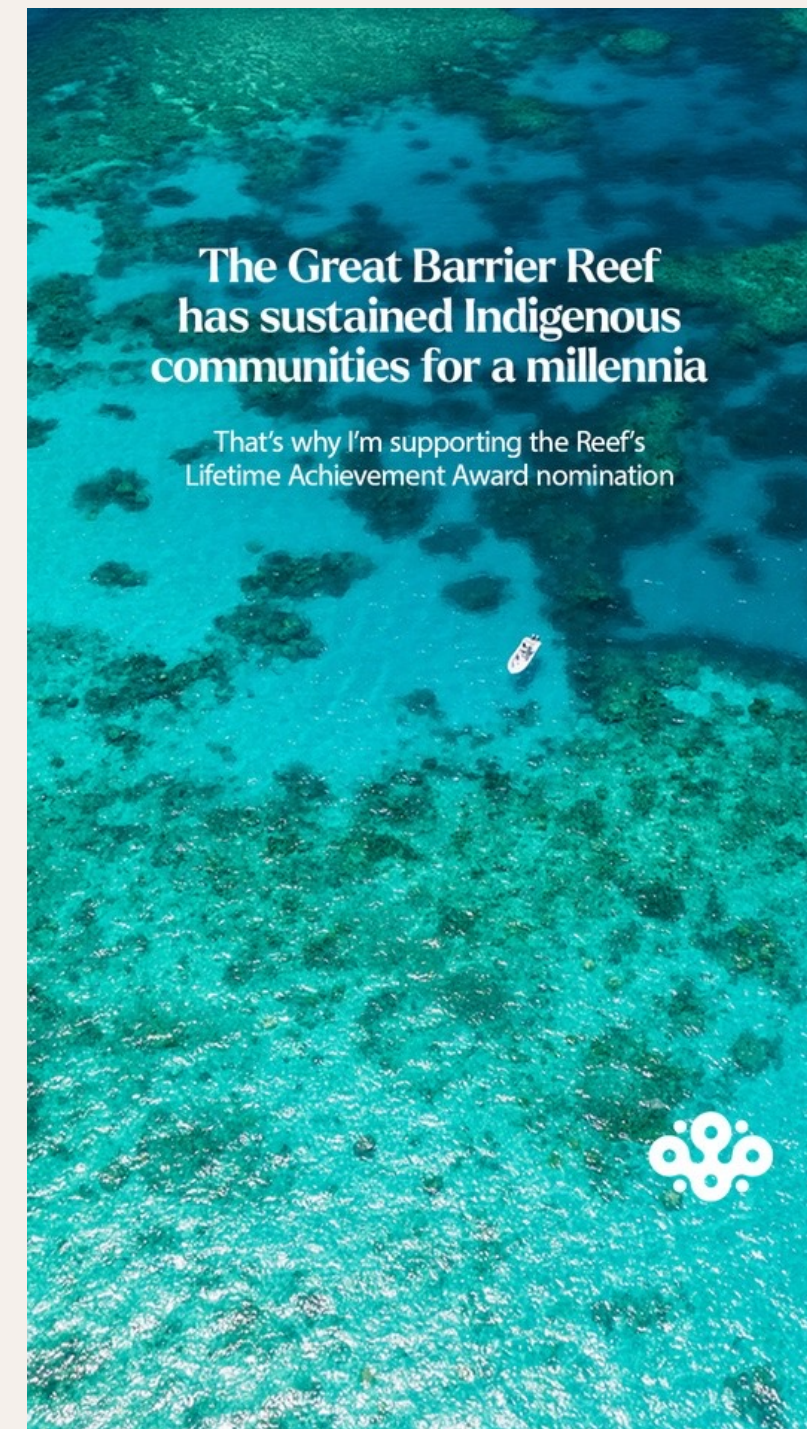
Tag

IG: [@lifetimeofgreatness](#)

FB: [@lifetimeofgreatness](#)

TikTok: [@lifetime.of.greatness](#)

#LifetimeofGreatness



Add a message or create your own



Example 3

Download, add your own message or record green screen

Instagram or FB story, Tik Tok post, (9:16)
[- click here](#)

Broll footage of the Reef - [click here](#)

Been to the Great Barrier Reef? Share your own photos and videos with a message of support

Tag

IG: [@lifetimeofgreatness](#)

FB: [@lifetimeofgreatness](#)

TikTok: [@lifetime.of.greatness](#)

#LifetimeofGreatness



A vibrant underwater scene featuring a large, branching orange coral structure in the foreground. Above it, a purple sea anemone and various pink and red corals are visible. Sunlight rays filter through the clear blue water from the top left.

Thank you

Please view your full partner kit,
available [here](#)

Questions?
hello@alifetimeofgreatness.com