To,

1. Secretary (School Education) of States/UTs.
2. The Chairman, Central Board of Secondary Education, Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092.
3. The Director, National Council of Educational Research and Training, Sri Aurobindo Marg, New Delhi-110016.

Subject: WWF-India’s Wild Wisdom Challenge for School Students - reg.

Sir/Madam,

I am directed to forward herewith a copy of e-mail dated 23.5.2023 from Ms. Ambreen Khan, Senior Manager-Youth & Citizen Engagement, WWF-India, 172-B, Lodhi Estate, New Delhi on the abovementioned subject and to state that WWF-India has recently launched the 16th Edition of the Wild Wisdom Global Challenge, the theme of which is ‘Birds of the World’. The challenge is open for students of Class 4th-6th and the registration of schools is free of cost.

2. WWF-India has requested for support of participation of school children across the country for this challenge so as to enhance their knowledge of the local as well as global avian biodiversity. The registration for this programme will be open till 15th August 2023 at http://academy.wwfindia.org/wildwisdom/. A copy of the brief note on the programme and last year’s report is also enclosed for ready reference.

3. In this regard, it is requested to encourage participation of children of schools under your Department/organization in the above said programme.

4. This issues with the approval of the Competent Authority.

Yours faithfully,

(V.N. Shukla)
Deputy Secretary to the Government of India

Encl: As above.
About Wild Wisdom Global Challenge

In 2008, WWF India, started an exciting and engaging initiative to reach out to young minds and encourage them to learn about nature, its biodiversity and its issues so they feel inspired to take positive action for the planet.

Wild Wisdom Global Challenge is a unique opportunity for students to:

- Develop knowledge and appreciation towards the diverse wildlife, spectacular natural habitats and their remarkable elements.
- Instill a sense of concern towards the natural world to inspire this generation with values of conservation.
- A tool for children to research, think and analyse the most pressing challenges of our planet.
- Explore latest discoveries and innovations for conservation to stir positive action.

Theme 2023: BIRDS OF THE WORLD

The Wild Wisdom Global Challenge 2023 invites students around the world to look more closely at the birds in their backyards and beyond. By exploring lesser-known aspects of the birds, students will discover the unique characteristics and adaptations that make birds the masters of earth, water, and sky, and understand the challenges and threats these amazing animals face.

The Wild Wisdom Global Challenge 2023 will explore the astoundingly diverse physical and behavioural adaptations and survival strategies of birds around the world.

The key details of the Global Wild Wisdom Challenge Model are as follows:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Rounds</th>
<th>Brief Description</th>
<th>Tentative Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Classroom challenge (On-ground)</td>
<td>Register your school on <a href="http://academy.wwfindia.org/wildwisdom/">http://academy.wwfindia.org/wildwisdom/</a> and engage all students (6th-9th) in conduct classroom level quiz round for all students from (6th-9th grade)</td>
<td>July- August, 2023</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WWF India will send e-question papers to schools. Schools will conduct the test, evaluate and nominate top winning students as per the provided criteria</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nominated students will join the next round digitally</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>School Challenge (Digital mode)</td>
<td>Top 30 Qualifying and nominated students from each school will join the challenge digitally</td>
<td>October, 2023</td>
</tr>
</tbody>
</table>
School with the highest score will qualify and be eligible to participate in the state level rounds.

<table>
<thead>
<tr>
<th></th>
<th>State level round (On ground)</th>
<th>Eligible schools/ students from each state will compete with each other at the on-ground State level rounds.</th>
<th>Oct-November 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>National Level (Digital mode)</td>
<td>Top winning school (represented by two students) from each state will participate in the online National level round.</td>
<td>November, 2023</td>
</tr>
<tr>
<td>4</td>
<td>International Level (Digital mode)</td>
<td>National level winner will represent at the International Finale</td>
<td>December, 2023</td>
</tr>
</tbody>
</table>

Registration Fee- There is no registration fee

Preparation material for schools

Upon successful registration, schools will receive e-wisdom nuggets and access to digital learning material to gear up for the quiz.

Rewards for students

1. All participating children will receive a digital participation certificate.
2. Top 30 students per school will receive a printed certificate
3. All state-level winners will receive certificates and trophies.
4. Top three teams at National Level round will win a trip to the forest area
5. Also, If Indian schools wins at the international level will be provided with trophy, certificates and an additional prize.

Support Required from the Ministry

1. Send a notification to education boards and other concerned authorities across India to encourage students’ participation in the programme
2. Permission to use the Ministry’s logo on the website [http://academy.wwfindia.org/wildwisdom/](http://academy.wwfindia.org/wildwisdom/)

Registration timeline

Registrations will be open till 15th August, 2023!

Website: [http://academy.wwfindia.org/wildwisdom/](http://academy.wwfindia.org/wildwisdom/)

For more details, contact:

Ms Aarti Dalal

E-mail: [adalal@wwfindia.net, wildwisdom@wwfindia.net](mailto:adalal@wwfindia.net, wildwisdom@wwfindia.net)

Mobile: 011-41504790, 9958982352, 7428056770
Subject: Regarding WWF-India’s Wild Wisdom Challenge for School Students

Respected Sir,

WWF-India is one of the leading conservation organization that believes in the power of education to build a sustainable and secure future for our children. WWF-India’s Environmental Education Division strives to inform, inspire and empower children, youth and citizens to contribute to environmental conservation through knowledge-building and action.

In 2008, WWF-India, started an exciting and engaging initiative, “Wild Wisdom Global Challenge” to engage and inspire school children to learn about nature, biodiversity, and key conservation issues. Since its inception, this initiative has engaged over a million children from across 90+ countries on various environmental education themes including Freshwater, Grassland & Desert, Oceans, Forest & Jungles, Big Cats etc.

Over the years, the programme has been supported by leading education boards in India like CBSE, KVS, and NVS who have encouraged schools and children to join the programme. We are pleased to inform you that since 2008, over 500,000 children from India alone have benefitted from the programme.

We have recently launched the 16\textsuperscript{th} edition of the Wild Wisdom Global Challenge, WWF-India seeks \textbf{support from the Ministry to encourage schools from across India to join the challenge} this year and enhance their knowledge of the local as well as global avian biodiversity \textbf{without any financial liability}.

Please find a brief note on the programme and last year’s report enclosed for your perusal.

We look forward to your support to take this educational initiative to schools across India. For more details, we will be honoured to visit your office and explain the programme in detail.

Thanking you,

Yours Sincerely,
To,
The Secretary
Department of School Education & Literacy
Ministry of Education
Govt. of India

Subject: Regarding WWF-India’s Wild Wisdom Challenge for School Students

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Thanking you,

Yours Sincerely,

Ambreen Khan
Senior Manager
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Content
Aarti Dalal & Ambreen Khan
Editor
Shreya Bhat
Design
Harsh Khaneja
Young people today, thanks to technology and the internet, have the world at their fingertips. Think of what they could accomplish when empowered with knowledge!

WWF’s Wild Wisdom Global Challenge gives young people around the world the opportunity to build valuable knowledge that drives green actions—all in a fun and interactive format. By racing against the clock, competing with peers, and interacting with students around the world, our WWGC participants are doing a lot more than quizzing—they are preparing for action for a sustainable future.

This year was our 15th edition of WWGC—and what an amazing experience it was! Participants got to step into the world of charismatic big cats and discover the importance of conserving these magnificent creatures. And what a response—a mind-boggling 1,50,000 students from 89 countries participated in WWGC 2022!

WWGC has evolved tremendously since its beginnings in 2008. From a quiz in a single state in India, it has turned into this global, interactive platform that brings together young planet ninjas from around the world. And we at WWF-India are so proud! A big thanks to ITZA Media Limited and our many valuable partners for their support in this landmark 15th Wild Wisdom Global Challenge.

And to my dear Wild Wisdom Champions, determined to build a greener world, I say—like a tiger, be fearless, and ROAR for the planet!

Radhika Suri
Director, Environment Education
Launched in 2008 in one state of India with just over a thousand student participants, the Wild Wisdom Quiz has grown over 15 years to engage over 700,000 children. This event is more than a quiz—it’s the adventure of a lifetime and the biggest wildlife quiz ever conducted, with participants from around the world! Students from more than 5,000 schools and more than 89 locations across the world have explored and learnt about wildlife and the natural environment through this wonderfully interactive platform.

The Wild Wisdom Quiz has now grown to become a Global Challenge, witnessing participation from children from around the globe, and more importantly, influencing and inspiring enduring action for the planet.
The 2022 edition of the Wild Wisdom Global Challenge saw the competition open to children aged 10-14 along with school students from grades 6-9. Therefore, two parallel challenges were organised under the umbrella of the Wild Wisdom Global Challenge 2022—the School Challenge and the Individual Challenge.

**THEME**

Big cats are among the most easily recognised animals around the world. Lions, tigers, leopards, snow leopards, jaguars, cheetahs and lynxes—all are iconic species and apex predators in their ecosystems. Unfortunately, these awe-inspiring cat species are under threat as they are hunted for their fur and body parts. They lose their habitats due to human pressures, and come into conflict with people as their ranges shrink. This is why the theme of the Wild Wisdom Global Challenge 2022 was decided as Big Cats. In this 15th edition of the Challenge, we planned to stride into the world of well-known big cats from around the world.

The year 2022 was the Year of the Tiger, and also the year by which 13 tiger range countries in 2010 had committed to doubling the wild tiger numbers globally. With this in mind, the Challenge in India explored tigers in landscapes across the globe, their connections with species and the people around them, and the actions needed to grow their numbers in the wild. Participants were led to explore the following aspects of tigers:

- Plants and animals in tiger habitats—the ecological balance
- The geographical range and sub-species of tiger
- The economic and cultural significance of tigers and their habitats
- Tiger recovery and conservation
- Tigers in art, spirituality and literature

The wild wisdom global challenge 2022
In 2022, the Wild Wisdom Global Challenge included participants hailing from a whopping 89 countries!

1. Afghanistan
2. Åland Islands
3. American Samoa
4. Andorra
5. Argentina
6. Armenia
7. Aruba
8. Australia
9. Austria
10. Azerbaijan
11. Bahrain
12. Bangladesh
13. Belarus
14. Belgium
15. Bhutan
16. Brazil
17. British Indian Ocean Territory
18. British Virgin Islands
19. Burkina Faso
20. Cambodia
21. Canada
22. China
23. Colombia
24. Cook Islands
25. Côte d’Ivoire
26. Cyprus
27. Czech Republic
28. Denmark
29. Egypt
30. Estonia
31. Ethiopia
32. Finland
33. France
34. Gabon
35. Germany
36. Guadeloupe
37. Haiti
38. Hong Kong
39. India
40. Indonesia
41. Ireland
42. Islamic Republic of Iran
43. Italy
44. Japan
45. Kenya
46. Korea
47. Kuwait
48. Liberia
49. Malawi
50. Malaysia
51. Malta
52. Mexico
53. Monaco
54. Mongolia
55. Morocco
56. Nepal
57. Netherlands
58. New Zealand
59. Niger
60. Nigeria
61. Pakistan
62. Philippines
63. Poland
64. Portugal
65. Republic of Korea
66. Romania
67. Russian Federation
68. Saint Helena
69. Saint Kitts and Nevis
70. Saudi Arabia
71. Singapore
72. Slovakia
73. Slovenia
74. Somalia
75. South Africa
76. Spain
77. Sweden
78. Taiwan
79. Tajikistan
80. Thailand
81. Turkey
82. Tuvalu
83. Uganda
84. Ukraine
85. United Arab Emirates
86. United Kingdom
87. United States
88. Venezuela
89. Zimbabwe
GEAR UP

In the lead-up to the Wild Wisdom Global Challenge 2022, children were engaged on the theme of wildlife through various workshops, and sessions with experts.

Tiger Trails with Treepie

Tiger Trails with Treepie is a delightful travelling quiz series that makes its way to states across the country and invites Wild Wisdom Global Challenge participants to hop on! The quizzes were conducted every week as a part of the Gear Up phase of the Wild Wisdom Global Challenge 2022. Every week, a live quiz was hosted on Mentimeter, an online quizzing platform, for participants in the states of Jammu and Kashmir, Punjab, Uttarakhand, Delhi NCR, West Bengal, Assam, Andhra Pradesh and Telangana, Karnataka, Tamil Nadu, Kerala, Madhya Pradesh, Maharashtra, Gujarat and Rajasthan. Nearly 2,000 students participated and the winners hopped off with exciting gift vouchers!

Origami Workshop

Mr. Himanshu Agarwal, a global origami artist, conducted an origami session for the kids to teach them the art of paper folding. He taught them how to make small origami sculptures including a tiger. He also showcased his famous sculptures to students at the workshop. Mr. Agarwal was joined by a panel consisting of Wild Wisdom Champions of previous editions of the Challenge.

Tiger Expedition: A Live Video Screening

A documentary about tigers was screened to inspire the young participants to reflect on and act for the environment. The documentary was about a tiger who strayed into a village in the Sundarbans, causing much commotion before being tranquilized and released into the wild the next day. The documentary highlights how awareness and education are necessary to mitigate any human-animal conflict actively. After the screening, the students participated in a Q&A session about the documentary and the Wild Wisdom Global Challenge.

Tigerpedia

Tigerpedia sessions were conducted to educate students on tigers and the threats they face. Tigerpedia consists of fun expert talk sessions and workshops about tigers, where the experts share fun insights, stories and on-ground experiences of tigers. Several Tigerpedia sessions were conducted every month by WWF experts and specialists. These sessions were attended by around 8,000 students.

15 June 2022
Mr. Vishnu Omanakuttan, a conservation biologist at Wayanad Wildlife Sanctuary, shared tiger encounters and on-ground experiences that he and his team had.
• Registrations: 26; Attendees: 1212; Digital engagement: 478

1 July 2022
Dr. Areendran Gopala, Director of the Indira Gandhi Conservation Monitoring Centre (IGCMC) and IT at WWF-India, shared some interesting facts and information about tigers! He also played a little video clip of how camera trapping is done.
• Registrations: 632; Attendees: 312; Digital engagement: 537

2 and 16 September 2022
Our in-house expert conducted two training sessions about big cats and educated the children about the species and their characteristics.
• On 2 September – Registrations: 1430; Attendees: 500; Digital engagement: 634
• On 16 September – Registrations: 1100; Attendees: 500; Digital engagement: 789

World Environment Day Celebrations

To celebrate World Environment Day with registered schools, WWF-India conducted a virtual session to educate the children on the importance of the Day and the theme for 2022—‘Only One Earth’. A batch of 1,000 students attended the informative session.
ITZA is a youth-focused digital learning platform that empowers independent learning on themes of environmentalism, sustainability and cultural history. The platform provides high-quality content and interactive quizzes for students and teachers, and real-life rewards using their digital currency, Yakka.

ITZA developed the quizzing portal where WWGC participants could learn about big cats through fun and interactive quizzes and learning resources and compete online with peers from schools globally. The platform also hosted the various rounds of the Challenge.

Empowered by ITZA’s support, the WWGC gave students the opportunity to take part in climate action for a chance to win grand prizes such as a virtual safari and Q&A with tiger expert Suyash, meetings with conservation experts, HarperCollins book collections and more!

TI Cycles of India, an old supporter of WWGC, sponsored eight vouchers for the winners of the national-level rounds of WWGC.

EPAM Systems, Inc. is the foremost global digital transformation services provider. It helps make the future real for clients and communities around the world by powering better enterprise, education and health platforms that connect people, optimize experiences, and improve people’s lives.

EPAM collaborated with WWF-India on the Wild Wisdom Global Challenge 2022 as the company is dedicated to achieving the Sustainable Development Goals and combating climate change. By providing children the opportunity to learn about biodiversity, they hope to inspire future generations to act against global warming. Through its support of WWGC, EPAM hopes to inspire more students to become climate action advocates and lead the fight against global warming.
THE CHALLENGE: ROUNDS AND WINNERS

The 2022 edition of the Wild Wisdom Global Challenge was dedicated to the iconic big cat, the tiger, and its conservation. In a first-ever global challenge of its kind, the Challenge was presented in a brand new and exciting avatar by having two parallel challenges organized under the umbrella of the Wild Wisdom Global Challenge 2022. The event was conducted virtually across the globe in various rounds and 150,000 students from 89 countries joined the challenge.

INDIA
In India, the Challenge commenced with the successful registration of students on the digital platform. It comprised the following rounds:

THE SCHOOL CHALLENGE
The School Challenge was set up to motivate the students of grades 6 to 9 to actively learn and earn points on the digital learning platform to climb up the leaderboard so that they may represent their school in the School Challenge. The Challenge was divided into multiple rounds of Zonal Round, National Round and International Round.

Zonal Round (10–19 October 2022): After a successful Gear Up phase with multiple practice quizzes, expert talks and engagement sessions, the Zonal Round was conducted from 10 to 18 October, with the live final quiz on 19 October. Participants explored the learning resources on the digital learning portal and participated in multiple quizzes and challenges. The challengers earned YAKKA points throughout the Zonal Round, which were clubbed with the points they earned at the live final quiz on 19 October. The top performing school in each zone, represented by two children, were then selected to participate at the national level.

WINNERS OF THE ZONAL ROUND, INDIA

National Round (15 November 2022): The zonal level winners comprising two students from the top schools of all five zones—East, West, North-East, South, and North—competed at the national level. The ten zonal level winners participated in the live National Round, which was conducted on Zoom. The National Round had five rounds of MCQs, buzzer rounds and other fun interactive rounds. The winning team of two participants represented their country at the international finale.

WINNERS OF THE NATIONAL ROUND, INDIA

Dhruv Sainik Mane
Sanjay Ghodawat Int. School, Maharashtra | West

Spandan S. Mirajkar
Sanjay Ghodawat Int. School, Maharashtra | West

Siddhant Kaura
Amity International School, Haryana | North

Chinmay Karwa
Amity International School, Haryana | North

Tanisha Chakraborty
Chandpara Balika Vidyalaya, West Bengal | East

Anuska Biswas
Chandpara Balika Vidyalaya, West Bengal | East

Gandhav K. Kashyap
Maria’s Public School, Assam | North-East

Kaustav Bezbora
Maria’s Public School, Assam | North-East

Somanath K.
Coimbatore Public School, Tamil Nadu | South

Aadesh G.K.
Coimbatore Public School, Tamil Nadu | South

Tanisha Chakraborty
Chandpara Balika Vidyalaya, West Bengal | East

Anuska Biswas
Chandpara Balika Vidyalaya, West Bengal | East

Anshul G.C.
Tamil Public School, Tamil Nadu | South

Sumanath K.
Tamil Public School, Tamil Nadu | South
International Round (9 December 2022): The National Round winners competed at the global level during a live zoom session. All the six country winners represented their countries and the Quiz masters, Mr. Ajay Poonia and Ms. Chetna Singh Kaith took the participants on a fun challenging ride as they competed in a three-round challenge. There were special messages from WWF Leaders, CEOs and country representatives from across the globe. In an informative talk, Stuart Chapman shared his personal journey of Wild Cat Quest, where he spotted 27 species out of 40 cat species in the wild and ranked 9th globally. The winners of the International Round were recognised as the Wild Wisdom Global Challenge Champions.

Individual Challenge: The Individual Challenge was set up to motivate students of grades 6 to 9 around the world to earn points through quizzes on the digital learning platform and compete. The Challenge lasted from 10–20 October and culminated in a live final held on 21 October on a global platform.

WINNERS OF THE VARIOUS ROUNDS WERE PRESENTED WITH VARIOUS EXCITING PRIZES.

PRIZES

ZONAL WINNERS

- WWF Trophies
- Certificates
- Reusable Straws
- Books
- Sippers
- Colour Pencils
- Jute Tote Bags

NATIONAL WINNERS

- WWF Trophies
- Certificates
- Backpacks
- Lapel Pins
- A Safari at Tadoba National Park
- Smart Watches

INTERNATIONAL WINNERS

- WWF Trophies
- Certificates
- Vouchers for TI Cycles
- A Virtual Safari with Suyash Keshari for the winning school
SAFARI AT TADOBA NATIONAL PARK

The winners of the National and International Rounds won the opportunity to take a safari at Tadoba National Park, Maharashtra. From 17-19 January 2023, the winning duo and their families travelled to the National Park. En route to Tadoba, the group stopped at Baba Amte’s Anandwan in Chandrapur district of Maharashtra, where they saw the emu for the first time!

The most thrilling experience was at Tadoba, when the group sighted a tigress, famously known as Madhu, stride out of the tall grass towards the jeeps before disappearing into the forest again. The winners and their families found amazing biodiversity—a mongoose, sambar, spotted deer, barking deer, langurs, crocodiles, wild boar, numerous birds such as red-naped ibis, white-eyed buzzard, paradise-flycatcher, Indian grey hornbill, and many more.

TESTIMONIALS

With the 2022 edition of the Wild Wisdom Global Challenge proving a great hit, we couldn’t wait to hear what our partners had to say. Here is a glimpse!

Edward Boddington, Chief Commercial Officer, ITZA

It is a great honour for ITZA Media to be partnering with WWF on the Wild Wisdom Global Challenges. Over the past two years, almost 200,000 students in over 89 countries have participated, enjoying the compelling content and learning all about ‘The Four Imperatives and Tigers’; together with competing in the anytime and live quizzes. ITZA is looking forward to the 2023 Challenge, which will have new and exciting features.

Laurence Boyd, Head of Production, ITZA

Everyone at ITZA loved working with the passionate WWF team to create resources to engage young people on the subject of Big Cats. Our team of content creators enjoyed the challenge of creating interactive learning experiences, editing the videos and creating the quizzes. We were so excited to see how many learners took part and particularly that so many of them joined the live quizzes. It was a great example of creative collaboration and we can’t wait for the next WWGC.

Shamilka Samarasinha, Global Advisor ESG and Sustainability, EPAM

EPAM is proud to have sponsored the WWF-India Wild Wisdom Global Challenge, an event that educated over 25,000 children in India on the importance of tiger conservation. We have a long-standing commitment to collaborating with organizations and events that align with our values, including environmental preservation. This event was no exception, and we were honoured to be a part of it. We are committed to aligning our efforts with the United Nations Sustainable Development Goals (UN SDGs) and this event is a testament to that commitment.

We were so thrilled and grateful that we got to see a beautiful golden-coated tigress right in front of our jeep. What was also amazing was the search for the tigress through the unknown forest.

- Spandan Mirajkar

The safari was fantastic; a marvellous adventure. This was the first time I had ever seen a tiger in the wild, and I was thrilled!

- Dhruv Sainik Mane

A MEETING WITH VISWANATHAN ANAND

National-level winners from India received a once-in-a-lifetime opportunity to meet Viswanathan Anand, chess Grandmaster and WWF-India’s Environment Education Ambassador. Viswanathan Anand welcomed national toppers Dhruv Sainik Mane and Spandan Sandeep Mirajkar at his home, and the students got the chance to ask him a few interesting questions. Mr. Anand spoke of his chess journey, showed the students his awards and medals, and shared the story behind his nickname “the Tiger of Madras”. Dhruv, who loves chess, played a round of chess with Mr Anand and learnt a few interesting moves. Finally, the winners were awarded the trophies, certificates and vouchers from T1 Cycles by the Grandmaster! This special occasion was covered by the media organisation Times of India, Chennai.

Shamilka Samarasinha, Global Advisor ESG and Sustainability, EPAM

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The Way Forward

Fifteen years of Wild Wisdom quizzes have seen students from India and around the world explore many different aspects—from our amazing planet and its ecosystems, to the soil that supports life, to awe-inspiring animals like big cats.

The tiger is easily recognised the world over. But this year’s Wild Wisdom Global Challenge brought to light how much more there is to discover about this iconic species! Like the tiger, there are many species that are familiar to us and millions of species that we are yet to describe. It would be a pity if human pressures and climate change pushed them into extinction even before we’ve had the chance to know them.

Birds—familiar sights in our cities and wildernesses alike—have always fascinated children and wowed nature enthusiasts everywhere. But they aren’t all alike! The Wild Wisdom Global Challenge 2023 will be an invitation to students around the world to look more closely at the birds in their backyards and beyond. Students will explore their lesser-known aspects and discover the many characteristics and adaptations that make birds the masters of earth, water, and sky.

With the theme ‘Birds Around the World’, the Wild Wisdom Global Challenge 2023 promises to be as exciting as ever with expert talks, weekly and monthly quizzes, interactive dashboards, and more. By encouraging children around the world to raise their voices for the Earth’s tremendous diversity of birds, the Wild Wisdom Global Challenge will carry on its 15 year old legacy of connecting the world’s children to the wonders of our planet.