

A large, vibrant toucan bird with a black body, white throat, and a large, colorful beak (yellow, orange, and red) is perched on a brown tree branch. The background is a blurred green forest.

WILD WISDOM GLOBAL CHALLENGE

REPORT 2023

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I. WILD WISDOM THROUGH THE YEARS

The Wild Wisdom Global Challenge (WWGC) is an educational initiative carried out by WWF-India that aims to bring school children from across the world together to discover, learn about, and advocate for nature and wildlife conservation. This programme provides an interactive and child-friendly learning platform for schools worldwide to provide environmental education to children and help them discover their role in nature conservation at an early age.



2023

- Engages 3,50,000 students from 2000 schools across 95 countries
- The challenge goes on-ground with a series of face-to-face competitions in India
- National winners win an exclusive trip to Camp Hornbill, Uttarakhand, with WWF-India experts



2018-2022

- Expands as the Wild Wisdom Global Challenge to reach 89 countries
- The Challenge is hosted digitally in English, Spanish, and Traditional Chinese
- Engages 4,55,000 students from across 2000 schools
- Kendriya Vidyalaya Sangathan endorses the challenge
- Winners meet Chess Grandmaster Mr. Viswanathan Anand



2013-2017

- Engages 800 schools and 1,60,669 students
- Is featured on Doordarshan and Discovery Kids
- Is supported by the Ministry of Earth Sciences
- Penguin Books, India publishes Wild Wisdom Quiz Book Vol. 1 & 2



2008-2012

- Launches as the Wild Wisdom Quiz in Delhi with 32 schools and 1000 children
- CBSE endorses Wild Wisdom Quiz
- Expands to 17 cities with 40,641 students

THE THEME

“Birds of the World”



Birds are pollinators, ecosystem engineers, insect predators, scavengers, and lots more. A decline in their population or change in their behaviour affects the whole ecosystem. Conserving birds benefits both the planet and people. However, the ecological importance of birds and the need for their conservation is often undermined by a lack of scientific data and insufficient knowledge.

Introducing children to the dazzling variety of birds around the world could help them discover bird biodiversity, develop an appreciation for these animals, and understand the need for their preservation.

With so much to discover about birds, the focus was on these sub-themes:



Migration, flight, and movement on land and water



Adaptations to habitat and climate



Behaviours including courtship rituals, nesting, and parental care



Evolution and physical characteristics

OUR GLOBAL REACH

WWGC 2023 engaged participants from a whopping 95 countries!

1. Afghanistan
2. Aland Islands
3. Albania
4. American Samoa
5. Angola
6. Anguilla
7. Antarctica
8. Argentina
9. Australia
10. Azerbaijan
11. Bahrain
12. Bangladesh
13. Belarus
14. Belgium
15. Benin
16. Bhutan
17. Bolivia
18. Brazil
19. British Indian Ocean Territory
20. Brunei
21. Canada
22. Chad
23. Chile
24. China
25. Colombia
26. Costa Rica
27. Cyprus
28. Czech Republic
29. Dominican Republic
30. Ecuador
31. Egypt
32. El Salvador
33. Ethiopia

34. Fiji Islands
35. France
36. Gambia
37. Germany
38. Grenada
39. Guadeloupe
40. Guinea-Bissau
41. Hong Kong S.A.R.
42. Hungary
43. Iceland
44. India
45. Indonesia
46. Iran
47. Ireland
48. Italy
49. Ivory Coast
50. Japan
51. Jordan
52. Kazakhstan
53. Kenya
54. Lebanon
55. Lithuania
56. Malaysia
57. Mexico
58. Monaco
59. Mongolia
60. Morocco
61. Namibia
62. Nepal
63. New Zealand
64. Niger
65. Nigeria
66. Outlying Islands

67. Pakistan
68. Palestinian Territory
69. Papua new Guinea
70. Poland
71. Portugal
72. Russia
73. Rwanda
74. Saudi Arabia
75. Slovenia
76. South Africa
77. South Georgia
78. South Korea
79. Spain
80. Sweden
81. Switzerland
82. Syria
83. Thailand
84. The Netherlands
85. Turkey
86. Uganda
87. Ukraine

88. United Arab Emirates
89. United Kingdom
90. United States
91. United States Minor
92. Uzbekistan
93. Venezuela
94. Yemen
95. Zimbabwe



GEARING UP

To prepare for the challenge, all **WWGC** participants were provided with learning material.

Wisdom Nuggets, a 6-page booklet, contained information about birds, their habits and habitats, their features and behaviour.



Students could also explore and learn through a **digital learning platform**.



OUTREACH

To encourage student participation, several activities like interactive talks, workshops, mock-quizzes were conducted in school.



OUR SUPPORTERS



Financial Supporter

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 enterprises, education, and health platforms that connect people and optimise experiences.

EPAM financially supported the WWGC in India. EPAM is dedicated to achieving the Sustainable Development Goals and combating climate change. By WWGC, EPAM hopes to inspire more students to become climate action advocates and lead the fight against global warming.



Digital Resource Partner

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, interactive quizzes, and real-life rewards using their digital currency, Yakka.

Itza provided its digital learning platform (DLP) for Gear up and hosting school level challenge for Indian Students. The DLP was available for schools globally to participate in WWGC.

NIKON'S PRIZE TO BUDDING BIRDERS



NIKON is well known for its cameras, camera lenses, and binoculars. Nikon provided a set of Nikon Aculon A211 10x50 Binoculars to the WWGC International winning team from India.



WWGC 2023 International winning team

Name of the Students: Sreejith Aditya Jaddu | Yathansh Reddy G.

School Name: Hyderabad Public School, Begumpet, Hyderabad

OUTREACH SUPPORTERS



REGIONAL OUTREACH PARTNERS



VENUE AND LOGISTIC PARTNERS



THE CHALLENGE ROUNDS

WWGC 2023 was presented in a hybrid model, making it the first-ever global challenge of its kind. Most of the rounds in India were organized face-to-face. Some of the rounds including the International finale were hosted digitally to enable global participation.

In India, the WWGC 2023 commenced with the successful registration of 5 lakh students from 2600 schools.

The Classroom Challenge

Three lakh children from 1600 schools attempted the Classroom Challenge.

This round was conducted in a pen-and-paper mode. Schools were given e-question papers to conduct the quiz. Teachers conducted this round with the participating students, evaluated the results and submitted the details of the top 30 students from their schools to WWF-India.

These students progressed to the next level.



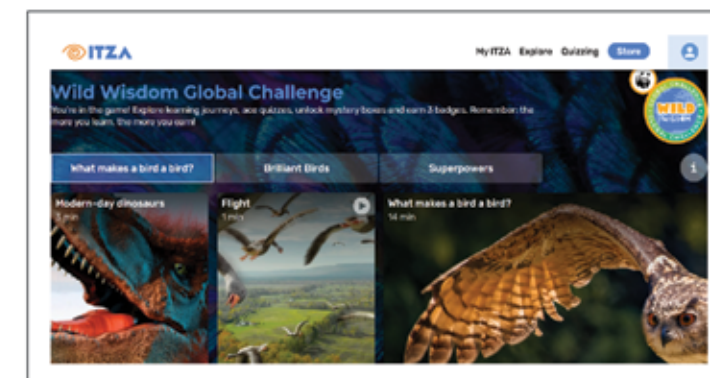
School Challenge (7–14 October 2023)

This round had 48,000 children from 1600 schools.

The School Challenge was conducted digitally in partnership with ITZA Media and lasted seven days. The children had to explore the platform and learn about the unique characteristics of avian fauna, their migration patterns, adaptations, and behavioural characteristics.

Rather than a competition, this round focused on learning. Participants were awarded points for completing learning journeys, which comprised articles, videos, audios, quizzes, interactive games, and activities.

The two highest-scoring students from each school formed the team to represent the school in the next round.



State Challenge

The first part of the State Challenge was the elimination round, followed by final quiz between top five teams. It was conducted on-ground across 14 locations in India.

Each state-level event in this round had a qualified quiz master. The State Challenge contained unique rounds, including Snapshots, Key Features (where the teams had to identify birds from their key features), Guess Who's Calling, and Mosaic Puzzle. The winning team from each state qualified for the next round, making a total of 16 semi-finalists.

The State level challenge was conducted on ground at 14 locations- Delhi, Punjab, Uttarakhand, West Bengal, Assam, Rajasthan, Kerala, Gujarat, Karnataka, Tamil Nadu, Madhya Pradesh, Telangana, and Maharashtra. Three additional state-level rounds were conducted online: Uttar Pradesh, Andhra Pradesh, and Jammu & Kashmir.

Prizes: The state-level winning team received a trophy, certificate, and a goodie bag. The runners-up received medals, certificates, and goodie bags.



Semi-Finals (16 & 17 November 2023)

This round was hosted digitally on Zoom, and comprised five rounds including multiple choice question rounds, buzzer rounds, and other interactive rounds.



The semi-final for the North Zone was hosted on 16th November 2023 for teams from Delhi, Punjab, Uttar Pradesh, Uttarakhand, Jammu Kashmir, West Bengal, Assam, and Rajasthan.

The semi-final for the South zone was hosted on 17th November 2023 for teams from Kerala, Gujarat, Karnataka, Tamil Nadu, Andhra Pradesh, Madhya Pradesh, Telangana, and Maharashtra.


The top three teams from each zone qualified for the National Finals.



NATIONAL FINALS

#1

Telangana



Sreejith Aditya Jaddu Yathansh Reddy G.
Hyderabad Public School, Begumpet, Hyderabad

#2


Kerala



Rishabh Rajesh Nambiar Kiran Thomas Tyson
Ehavans Vidya Mandir, Girinagar, Ernakulam

#3

Uttarakhand



Tanishka Tyagi Shaurya
Delhi Public School, Ranipur

#4

Punjab



Aryan Chhabra Sehaj
DAV Public School, Amritsar

#5


Rajasthan



Hinal Thakur Harshita Gupta
Modern Public School, Bhiwadi

#6

Maharashtra



Dhruv Sainik Mane Anay Avdhut Deshpande
Sanjay Ghodawat International School, Kolhapur

National Final (21 November 2023)

This round was hosted digitally on Zoom. The final six teams were from Kerala, Maharashtra, Punjab, Rajasthan, Telangana and Uttarakhand.




Teams from Telangana, Kerala, and Uttarakhand secured top 3 positions. They won trophies, certificates, and an exclusive trip to Camp Hornbill, Uttarakhand with WWF-India experts. The team from Telangana secured the first position and progressed to represent India country at the International Finale. The runners up received books, certificates, and consolation medals.

INTERNATIONAL FINALE

#1


India



Sreejith Aditya Jaddu Yathansh Reddy G.
Hyderabad Public School, Begumpet, Hyderabad

#2


Hong Kong



Lai Wing Sum Lai (Sylvia) Wong Sum Lok (Sanna)
Tin Shui Methodist Primary School

#3


Bhutan



Pema Choda Jamtsho Phuntsho Choden
Trashig Yangtse Primary School

#4


Belgium



Vaishnav Ram Jason Walsweer
ISF Waterloo International School

#5

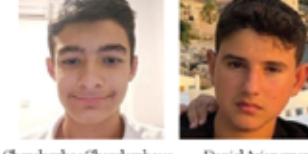
Colombia



Maria Paz Arisas Nicole Mariotta
I.E.D Republica de Corea & I.E.D Alexander Von Humboldt

#6

Cyprus



Cherakmbos Chendambous Daniel Arianman
Pascal English School, Lemesos

International Finale (7 December 2023)

The International Finale was held in a live Zoom session. The quiz masters, Mr. Ajay Poonia and Ms. Farida Tampal, led the participants through an exciting and challenging three-round competition. The event also included special messages from WWF Leaders, CEOs, and national representatives from the participating countries.

This round took place between Bhutan, Cyprus, Belgium, India, Colombia, and Hong Kong. The winning team from India was recognized as the WWGC 2023 Global Champion. Team was rewarded with trophies, certificates and the book *All the Birds of the World*.

WINNERS' GETAWAY TO THE WILD



The top three teams of the national round won an exclusive trip to Camp Hornbill in Uttarakhand with WWF-India experts for an immersive and enriching experience, with the relaxing backdrop of nature.

Day 1, 9 January 2024

Morning: The participants arrived at the camp, where they settled into rustic mud cottages. An orientation session ensured everyone was well-acquainted with the camp's offerings.

Afternoon: A delectable lunch was followed by a familiarisation walk that introduced students to the diverse flora and fauna of the campsite.

Evening: A group discussion provided a deeper understanding of the local ecology.

Day 2, 10 January 2024

Morning: An early breakfast, followed by a guided bird-watching trail through the nearby forest. The session offered insights into different bird species and their habitats, fostering a deeper appreciation for avian life. The children spotted nearly 60 varieties of birds, including the Himalayan crested kingfisher, the grey wagtail, the jungle owlet, the white-breasted water hen, the blue whistling thrush, the fulvous-breasted woodpecker, the oriental white eye, the red-billed blue magpie, and the Indian scope owl.

Evening: A campfire created a cosy setting for discussions about the day's adventures.



Day 3, 11 January 2024

The teams were taken for a morning and evening safari to the Corbett National Park. The children were excited and enthusiastic to experience nature and spot wildlife, including the leopard, spotted deer, barking deer, sambar deer, elephants with their calves, changeable hawk eagles, and woodpeckers.

Camp Hornbill wove together nature, adventure, and camaraderie, making it a memorable journey for all participants.

III. THE WAY FORWARD

WILD WISDOM GLOBAL CHALLENGE 2024



The Ultimate **SCALY** **SURVIVALISTS**

THEME

Reptiles— Cold-blooded animals, made distinct by the scales or plates on their bodies—are a diverse group of animals that includes tortoises and turtles, tuataras, lizards, snakes, crocodiles, and alligators. They inhabit a range of habitats on every continent, except Antarctica. They have a host of amazing adaptations and abilities—there are lizards that sprint on water, tortoises that can live for a few hundred years, and chameleons that can move their eyes in different directions at once.

The earliest reptiles emerged 300 million years ago, evolving into Earth's largest creatures, dinosaurs. These massive reptiles dominated the Earth during the Jurassic Period, inspiring the name of the iconic film, Jurassic Park. Reptiles' endurance for millions of years makes them our planet's *ultimate survivalists*.

Reptiles are integral to healthy ecosystems, serving as both predators and prey, pollinators and dispersers, as well as valuable indicator species that spotlight when disturbances alter environmental conditions. These animals also feature in art, folklore, and cultural traditions around the world—from the reptile-like dragon that is a Chinese symbol of power and strength, to the snake on the Rod of Asclepius, a well-recognised symbol of medicine and healing.

And yet, reptiles are still not given their fair due.

With the Wild Wisdom Global Challenge 2024, we'll step into the realm of reptiles to explore the diversity of reptiles from around the world, dispel myths and misconceptions, and discover the fascinating characteristics, adaptations, and behaviours that have helped reptiles survive and thrive for millions of years.



Working to sustain the natural
world for the benefit of people
and wildlife.

together possible.

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