

What's Sir David Attenborough doing at Cannes Lions?

The United Nations Development Programme (UNDP) and Sir David Attenborough will unveil *The Lion's Share* to the world at the 65th Cannes Lions International Festival of Creativity. *The Lion's Share* is a blend of advertising and conservation, presented with *Game of Thrones* star Nikolaj Coster-Waldau.

It was co-founded by the UNDP and Finch Inc., with support from creative partner Clemenger BBDO, and network partners BBDO and Nielsen.

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