

I'm With Nature

A Guide for
Citizens
Planning to
Celebrate

World
Environment
Day

5 June 2017





Introduction

This year, there is just one word for what we want to make World Environment Day: epic. The aim is for celebrations to be bigger and better than ever and to call on people to show their love and affection for our shared natural world. To make this happen we need your support. This short guide is designed to help citizens across the world find a way to take part, dream big and make 2017 the biggest World Environment Day ever!

About World Environment Day

World Environment Day is the United Nations' flagship day for encouraging worldwide awareness and action for the environment. Over the years, it has grown to be one of the largest global platforms for public outreach celebrated by over a million people in well over 100 countries.

It is the 'People's Day' for doing something positive for the environment. Its aim is to harness individual actions and transform them into a collective power that has a legacy of real and lasting impact on the planet. From Bahrain to Bangkok, the day is celebrated in countless ways with everything from beach clean-ups and tree planting to petitions and photo competitions, with thousands of children getting involved through their schools. The beauty of the day is in this diversity. It's when citizens across the world collectively act, care and show their love for the planet.

**Every year.
Everywhere.
Everyone.**

**Share what you're doing
using the hashtags**

**#WorldEnvironmentDay
#WithNature**

Why celebrate World Environment Day?

Inform:

It's through the bold and inspiring actions of individuals that change happens. So whether it is acting locally to address an issue within the community or running at a big idea nationally, your actions will inspire others to follow and can make a major difference.

Be part of a global movement:

We are hoping to get over 4,000 events taking place for June 5th. Your support in organizing an event or going to another one nearby is what makes people stand up and take notice of the day.

Show and tell:

Use the day to let the local media know what you're doing, share it on social media and also register your event on the website so that we can share your activities with the whole global World Environment Day community.

Global celebrations

Activities by the World Environment Day community around the world power the success of the day. We are looking to design a 24 hour arc of activities that will see governments making pledges on protected areas, buildings being lit up green and news from world citizens shared on our social media platforms. Let's create a movement for action and encourage friends, family and colleagues at work to find creative ways to be #WithNature. We want to see and hear how you are celebrating so make sure to let us know about your activity!

Email us at
worldenvironmentday@unep.org



Principles that can help you plan your event

Dream up an idea:

Bring together your friends, family or colleagues to brainstorm ideas and activities that can make a difference. Is there a problem that needs fixing in your community? Is there an idea you'd love to take out into the world? Are there groups already doing great things that could get together for World Environment Day and make it something truly special?

Have fun:

Make your event for World Environment Day fun, inspiring and interesting – you should be excited by the idea you have – go for goosebumps!

Surprise yourself:

Often we think about what we can't do, rather than what we can. Think about what you can do and come with hope – it's the most infectious thing we humans have!

Inspire others:

A great idea will naturally attract others who can take a small idea and make it extraordinary. So, with your powers of persuasion, bring on board the people you think can make this awesome!



Five ideas to help inspire you!

There is an endless range of ways that you can celebrate World Environment Day. To help you on your way, we've outlined five ways that you can get involved

1. Create an event for family and friends to join you in

There is no end of ideas that you could take forward for World Environment Day – use the four principles and check the 50 Great Ideas List for inspiration on the website. Surprise yourself!

2. Go to a great event near you

If you aren't able to create your own event, why not see if there is a good one taking place near you. From late April, our website will have a map showing what is happening across the world.

3. Get out into nature

World Environment Day is all about appreciating the beautiful planet we inhabit. Why not spend a day in a National Park or other wild place on the weekend before World Environment Day (3-4 June).

4. Get your work colleagues or local school involved

Take a look at the ideas for what organizations and schools can do to help. Ask your employer or headmaster to see if they can get behind the day and join in!

5. Ask your Government/ Local Authority to act

Is there an issue that you want your local officials to address? World Environment Day is a great opportunity to get in touch with your elected representatives and ask them to take on a problem that you think needs addressing..

What to do next

To help spread the word about World Environment Day, we encourage you to put our website to full use. Here you will be able to:

Register your activity on the site:

If you register, we can then highlight your work on all our digital platforms!

Materials:

Download a brand toolkit with all the logos for you to use for the day.

Other ideas:

Read what others are doing and get inspired by their ideas.

Contacts

Burning questions? Feedback? We'll do our best to respond:

worldenvironmentday@unep.org

**Register your events at
www.worldenvironmentday.global
(Registry opens in May)**

**Share what you're doing
using the hashtags:**

**#WorldEnvironmentDay
#WithNature**

