Briefing on the Preparations for World Environment Day

Communication Division
May 21, 2020
World Environment Day 2020

• Celebrated every year on June 5, since 1974

• Strives to focus world’s attention on a pressing environmental issue by raising awareness, promoting progress, highlighting challenges and encouraging action

• World Environment Day 2019 focused on air pollution and hosted by China, and 2018 was hosted by India and focused on plastic pollution

• World Environment Day 2020 focuses on Biodiversity and is hosted by Colombia in partnership with Germany
World Environment Day 2020 Celebrations and COVID19 Crisis

• The global campaign, host-country activities and outreach through regional and country offices are now planned and designed to be held digitally in virtual spaces.
World Environment Day 2020 Campaign Objectives

- Educate and engage audiences about the value that nature provides us and convey the urgency for global action towards the post-2020 biodiversity framework.
  - Raise awareness on what biodiversity is, why it is important to sustain life on earth, and what are the key drivers of biodiversity loss.
  - Increase understanding of how we as individuals are linked to and depend on nature for our wellbeing and quality of life.
  - Build knowledge of what actions are urgently needed, at various levels, to protect nature and prevent biodiversity loss.
World Environment Day 2020 Campaign Theme

- Asking people to reimagine their relationship with nature by posing the questions ‘Why Is It Time #ForNature?’
- Campaign is held in three phases of Awaken, Education and Activate
World Environment Day 2020 Campaign Theme

Each year, marine plants produce more than half of our atmosphere’s oxygen

Nature is there for us
Wake up. Take notice

It’s time to work together
#ForNature
World Environment Day Guides and Toolkits
World Environment Day Multimedia Communication

- World Environment Day website with interactive and engaging features
- Social media engagement through Twitter, Instagram, Facebook and other channels
- A central video on World Environment Day and a series of animations
- Editorials, photo-essays, infographics and other communication content
- Support from regional and country offices, larger UN family and partner organizations
- Engagement of celebrities and UNEP’s goodwill ambassadors
The report looks at the root causes of COVID-19 and other ‘zoonoses’ — diseases transmitted between animals and humans — and how they can be prevented. Derivatives from the report include:

- A factsheet on the main findings and recommendations of the report
- A press release and a media backgrounder
- Social media kit on key facts, figures and salient points
- A landing page on the report
- A short video on key findings of the report
- A feature story for web
World Environment Day Regional Activities

• A virtual briefing for member states on policy and actions required to protect nature and building back anchored in conservation and biodiversity by the New York Office.

• Production of a series of videos on biodiversity issues and building back better and greener from Latin American Countries.

• A high-level virtual panel focusing on the linkages between biodiversity, environment, health and climate change by North America Office.

• Dissemination of World Environment Day video on screens in public transport vehicles and stations in Europe and beyond, through a collaboration with the International Public Transport Association by Europe Office.

• A series of Instagram live discussions on practical steps which the general public could take to support nature by West Asia Office.

• A World Environment Day Instagram game to be made available on QQ – online social gaming platform by Asia and the Pacific Office.
World Environment Day Host-Country Activities

• The highlight of the Day is the live streaming of the opening of the celebration by the President of the Republic of Colombia together with UNEP’s Executive Director on World Environment Day website and other social media channels.

• Online programming also include:
  • Prerecorded and live panel discussions
  • Video documentaries and case studies from Colombia
  • Video testimonials, including from the UN’s Secretary General
  • Policy announcements by the President of the Republic of Colombia and the Minister of Environment and Sustainable Development
2020 Communication #ForNature

From World Environment Day 2020 to the Fifth Session of the United Nations Environment Assembly in 2021
Thank you!