

# Communication strategy in support of UNEA-5

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# Unique context



COVID-19 pandemic



Our only global roadmap  
for a sustainable  
and healthy future

# Strengthening actions for nature to achieve the Sustainable Development Goals



## Objectives

1. Improve understanding of and foster excitement for the Environment Assembly as the primary platform for world's environment ministers and other sectors to identify and capture transformative actions and policies for nature
2. Rally support to encourage Member States for making more ambitious and robust commitments in support of nature
3. Highlight and bring attention to the decision and outcomes of UNEA in support of their implementation

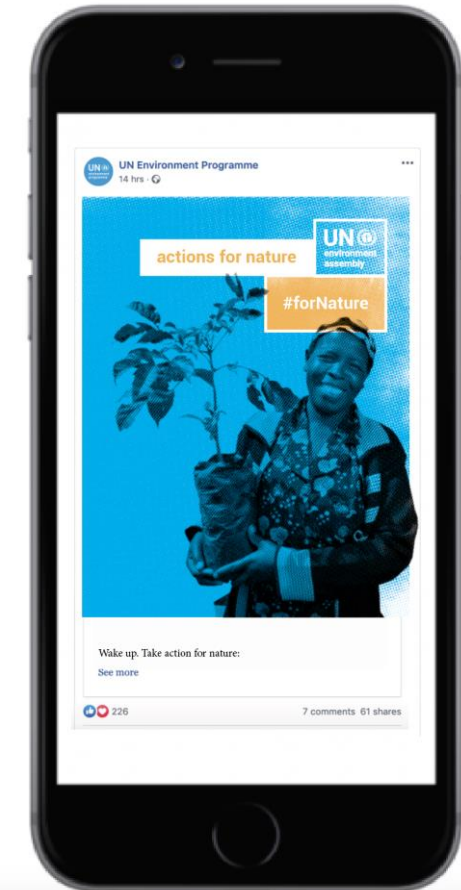


# Strengthening actions for nature to achieve the Sustainable Development Goals



## Messaging

- Create greater **understanding and appreciation** of the true value of nature and reevaluate our relationship with it
- Deliver a message of **urgency** of the theme
- **Actions and solutions** that nature can provide to help mitigating and adapting to climate change and rebuilding a post-pandemic world.
- Establish a sense of **agency** for governments and society to transform our lives and economic models to reverse the decline of nature



# From WED and Oslo to UNEA 5



# Narrative to address systemic threats



Nature for  
Jobs and  
Economic  
Prosperity



Nature  
for  
Health



Nature for  
Climate



Nature for  
Sustainable  
Food  
Systems

# Activities leading up to and during UNEA 5

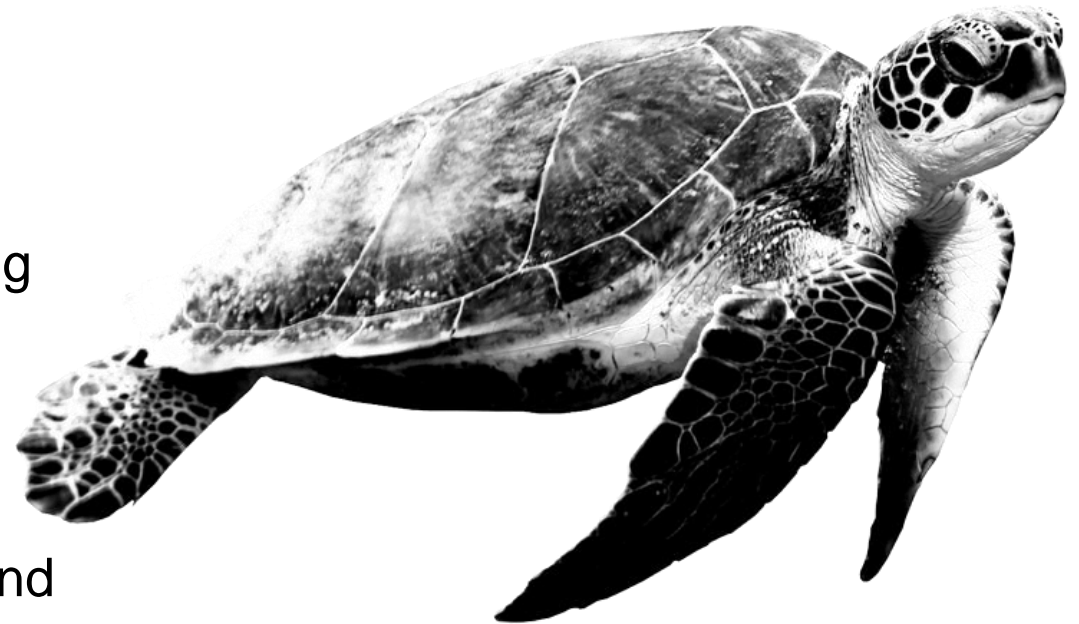


**Engaging storytelling** and immersive experiences for our audiences.

**Social media** educate, empower and inspire

Digital **platforms** that meet new demands - broadcasting events, digital engagement and virtual interaction and participation

**Collaboration with leadership** to amplify messaging and leadership



# Activities leading up to and during UNEA 5



**Media outreach** to build awareness, create anticipation and secure coverage around key content opportunities

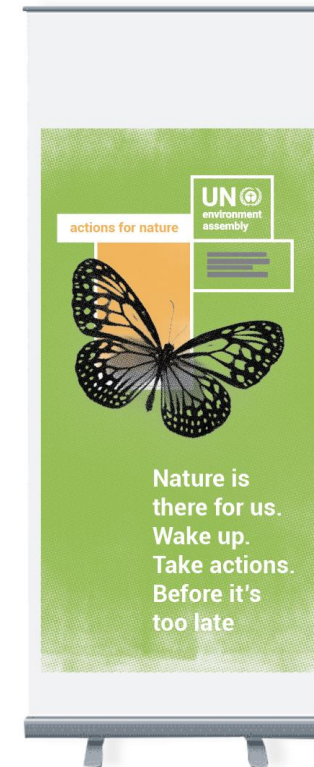
Leverage upcoming **flagships reports** to attract attention and reinforce overarching narrative

**The 50<sup>th</sup> Anniversary of UNEP** will bring UNEP into people's daily lives around the world

**Exhibitions and side events:** support strategy direction for physical and digitalization

**Participants engagement:** Open up UNEA to the world by creating digital platforms to give voice to citizens and stakeholders

Support dissemination of science policy **outcomes**







# Thank you

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**COLOMBIA  
2020**