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
Messaging

- Create greater **understanding and appreciation** of the true value of nature and revaluate 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
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 50th 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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