

## Launching the UN Decade on Ecosystem Restoration

### Partners' Brief: What you can do now, what you could consider next and what we can achieve together

#### Launching the UN Decade – Overview

The public-facing launch of the UN Decade on Ecosystem Restoration is now confirmed to occur with **World Environment Day**, on June 5, 2021. This is excellent news:

World Environment Day typically reaches 100s of millions online, results in 30,000+ media articles and – most importantly – inspires governments, companies and citizens in hundreds of countries to come together under a common theme.

It constitutes an unparalleled opportunity to challenge everyone across the planet to define their own role in #GenerationRestoration – and to inspire and support others in achieving our shared goal: Preventing, halting and reversing the loss and degradation of ecosystems worldwide.

In our COVID-19 reality, World Environment Day is also especially suited as an event proven to work as real-life as well as virtual event.

Here is what you can already consider as we are gearing up towards June:

#### Start-up phase

From: **15 September 2020**

With the reveal of the strategy and brand in September, the UN Decade's small core team has put out resources that allow everyone to join the conversation and act as ecosystem ambassador. Formal UN Decade partners are especially encouraged to make use of these resources – but perhaps more importantly, to create and share their own and make them available to the growing restoration movement.

Here is what you can do now:

- We have set up **Task Forces** on “Monitoring” and “Good Practices” to help us further define guidelines and protocols for restoration under the UN Decade. Please contact us if you or your colleagues are interested in joining either Task Force.

- Use **#GenerationRestoration** as your main hashtag for relevant communication
  - This ensures that your posts are featured on our growing and vibrant social media wall: <https://www.decadeonrestoration.org/follow-generationrestoration>

- Use our **official logo and visual identity** for efforts you are undertaking in support of the UN Decade – such as restoration sites, websites, publications, infographics or other information and communication tools:

<https://www.decadeonrestoration.org/resources>

- A **special version of the visual identity** has been developed for selected partners and supporters of the UN Decade. It is not available publicly. Please get in touch with us if you are interested in using this version.



- We have developed **boiler plate language and fact sheets** on the UN Decade that can be used for various official publications, press releases and media advisories. Please get in touch with us if you require language that explains the UN Decade or your role in it for public-facing products – and you can't find what you need on the website.
- We are gradually updating our website to make it more interactive and turn it into a digital hub for the global restoration community. Currently, official partners have the opportunity to share **blog posts or stories** through the website. Please get in touch with us if you would like to make use of this function.
- As next steps, we will develop sections for a calendars, reports, publications and videos. **Stay tuned for updates!**
- The UN Decade is a movement – and you have been identified as a leading voice for the cause. Please continue working on restoration and talking about it. **You do not need permission to:**
  - Link your publications and research to the UN Decade
  - Talk about the UN Decade and your organization's contribution to it at conferences, symposia and events
  - Announce the UN Decade and your contribution to it via press releases
  - Distribute information, files and materials you have access to as formal partner with your wider network and affiliated organizations

In fact – you are encouraged to do so!

## Preparation phase

From: **December 2020**

World Environment Day and the UN Decade's introduction to a wider public will start towards the end of May (*tentatively 24 May*) with a two week-long campaign leading up to the day itself. Now is the perfect time to get ready for your own activities and announcements:

- Bring together your **colleagues from across departments and sections** to explain your organization's role in the UN Decade and let your co-workers define their own
- Discuss and explore the specific role your organization plays in the UN Decade: **What is your niche?** What do you bring to the UN Decade in terms of topics and areas of expertise that might not be covered yet? Which messages do you want to elevate, whose voices do you want to amplify?
- Set your own **communication, advocacy and behavior change goals** within the UN Decade: What changes are needed from your perspective, to make this UN Decade a success? How can these be encouraged? Which knowledge, methods, inputs and alliances are needed?
- **Reach out** to fellow UN Decade partner organizations as well as your partners not yet engaged formally to plan joint activities
- Prepare for **major publications or reports** you would like to publish with the UN Decade's official launch or shortly thereafter
- Identify **activities and events** – in line with your countries' developing COVID-19 situation and realities – that you would like to run around the launch
- Reach out through your wider **networks, supporters and spokespeople** to prepare their role in a public-facing launch
- **Host or facilitate discussions** and exchanges around topics that are important to you
- We are continuously working on translation of key products and have resources available in up to eight languages – but this is far from enough. Feel free to **translate and adapt materials** for your audiences. Share your versions with fellow UN Decade partners, who might find them useful, too.
- Make the UN Decade's **messages accessible to all** – for example by working on lesson plans, engagement opportunities for children, youth, people with disabilities, underprivileged communities or the elderly

## Public-facing launch

### 5 June 2021 and onwards

- Host **events** – virtual or in-person – to introduce a wider public to the UN Decade and your role in it
- Build on the **power of many** and inspire your members, networks and partners to own the occasion
- Get **creative** – incorporate art, music, movie screenings, field trips, sports activities, games or other unconventional approaches to involve those that would not usually hear about restoration
- Use engaging **learning products** such as quizzes or virtual journeys to tell the restoration story
- Launch major **reports, studies and new knowledge** around ecosystem restoration
- Announce big new **partnerships and collaboration** for restoration
- Introduce groundbreaking **new commitments and pledges**
- Build **momentum** – through campaigns, (photo) competitions, open letters, petitions, or any other route that is suitable for your message. Take your audience across a scale of engagement: From consuming and learning to shaping, advocating and producing!

**We can't wait. Neither can our planet.**

