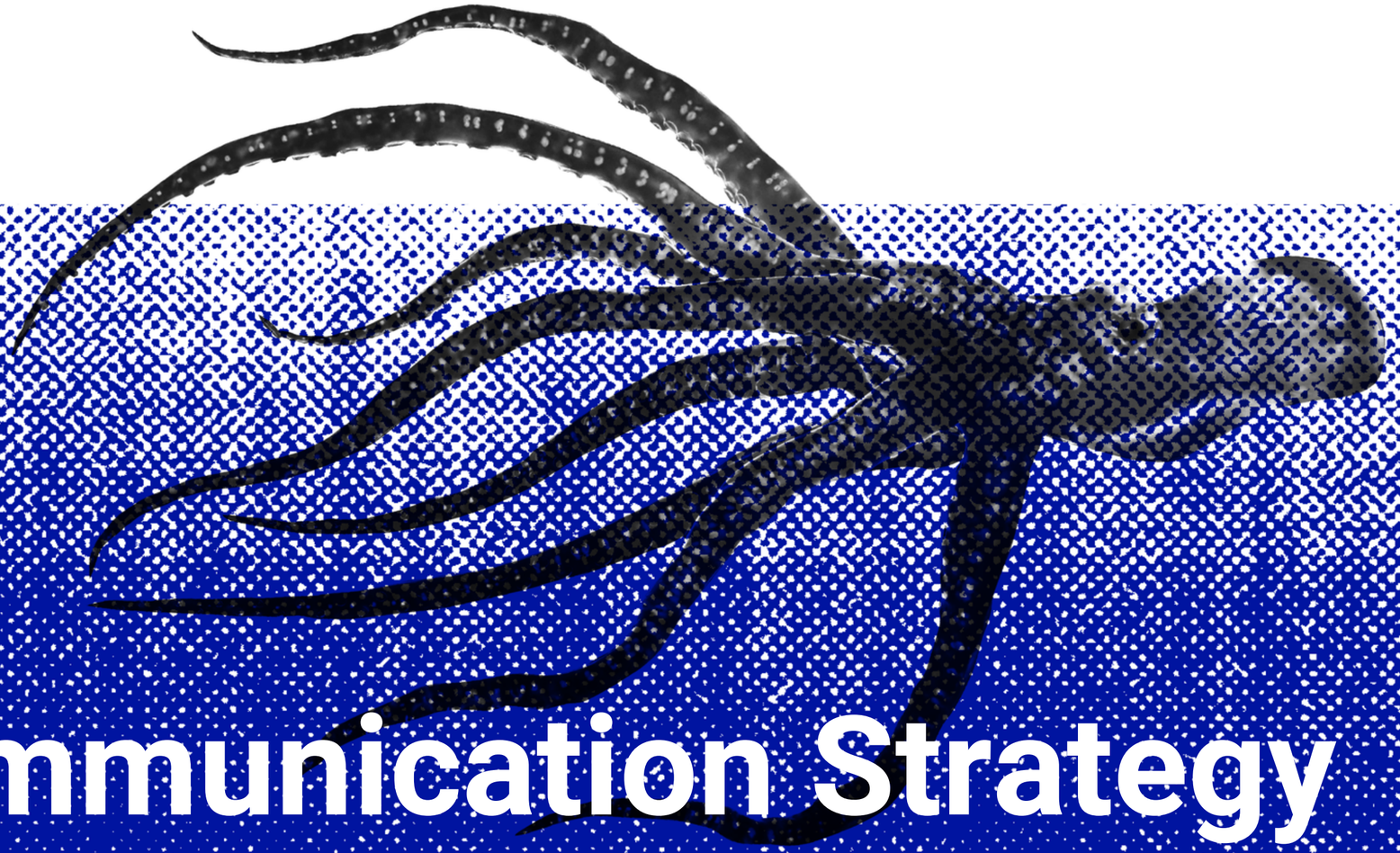
UN environment assembly



UNEA-5 Communication Strategy

20 January 2021

Daniel Cooney

Overall objectives

From now

UNEA 5 resumed session

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

Rally support to encourage Member States to make more ambitious and robust commitments in support of nature

Highlight and bring attention to the decision and outcomes of UNEA in support of their implementation

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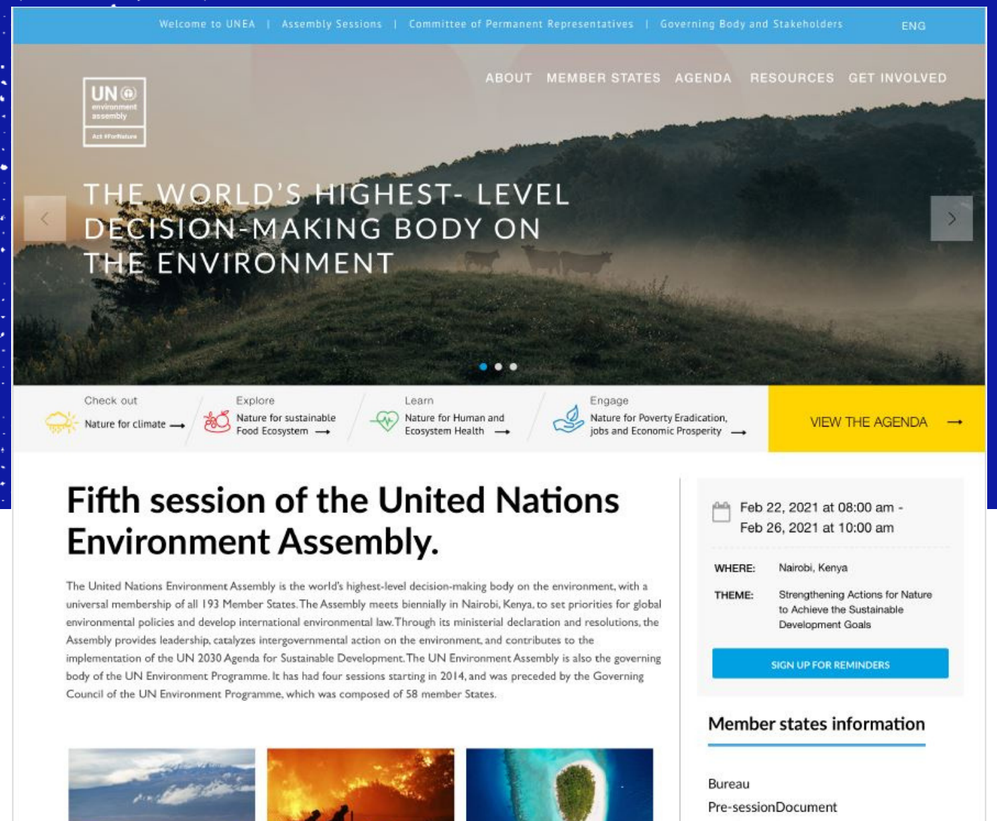
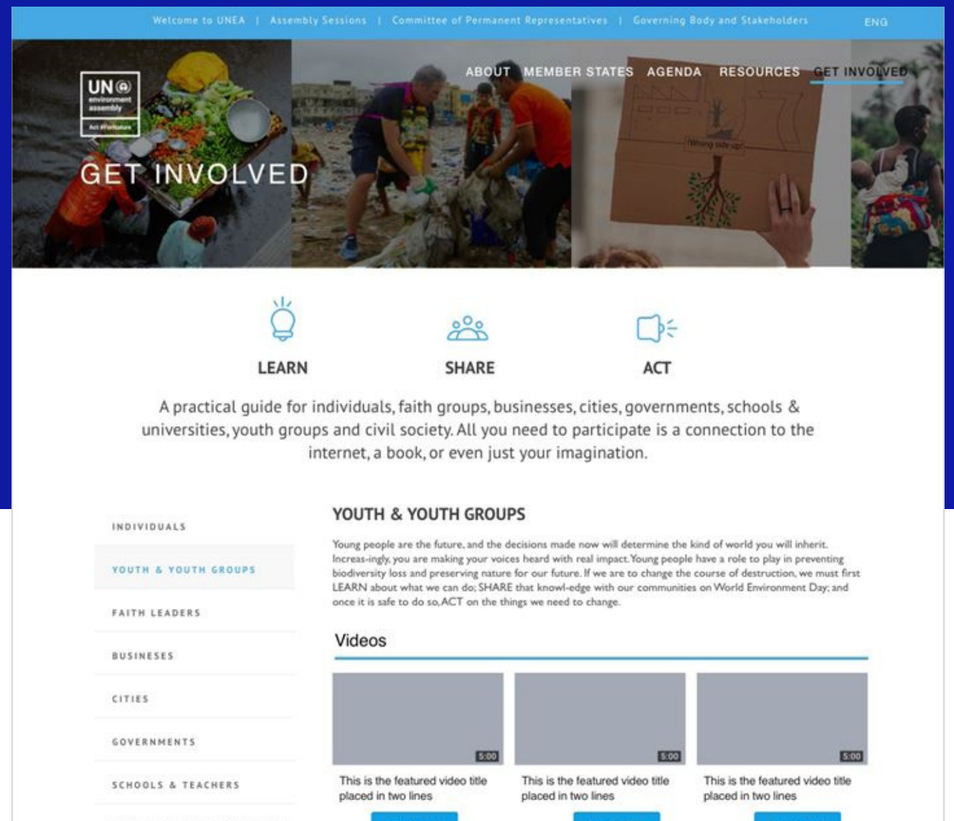
Main fronts: Website

- Digital hub with content that speaks to the 3 objectives.
- Include online calendar, highlight speakers and aim at driving online event participation when available to public.
- Learn, share, explore and act.





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Main fronts: Storytelling

- 1-2 stories per week on UNEA theme, action areas and Q&As with Inger Andersen and UNEA President
- 6 new videos and rebranding of 12 thematic videos
- Social media buzz
- Newsletters

18 JAN 2021 | STORY

Can coral reef restoration save one of the most vulnerable ecosystems to climate change?

This year sees the launch of the United Nations Decade of Ecosystem Restoration and of the United Nations Decade of Ocean Science for Sustainable Development – a new report on coral reef restoration kick starts...

18 JAN 2021 | STORY

Remembrance Forests in Brazil: 200,000 trees for 200,000 COVID-19 victims

As Brazil grapples with the COVID-19 crisis and rising rates of deforestation, some are fighting back to restore the natural environment while honouring the memory of their lost loved ones. Bereaved families and...

14 JAN 2021 | STATEMENTS

In a vulnerable world, we cannot afford to lose the race to adapt

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Main fronts: Media engagement

- High level virtual press conference to launch Making Peace with Nature report, present 2022-2025 Medium Term Strategy and set the path to 2021 global environmental agenda and UNEA-5 resumed session in Feb 2022

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Main fronts: Virtual assets

- Assets developed for event (video animations, speakers backgrounds, social cards)

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Main fronts: Leveraging publications

- 2 major advocacy publication (Making peace with nature & Regional Seas Outlook)
- 5 technical publications

- Emissions Gap Report
- Adaptation Gap Report
- Global Assessments Synthesis Report
- Frontiers 2020/21
- GEO-6 for Business

- Global Waste Management Outlook II
- Pollution Summary Report
- Protected Planet Report
- State of finance & investment in nature-based solutions

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How to support

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"2021 is going to be critical in determining whether we can stop and reverse the destruction of the planet. And, ultimately, that will dictate our future as a species."

Inger Andersen

Executive Director at UNEP, Under-Secretary-General

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"Every government, city, business & individual can play a part in achieving the vision of a sustainable world for people & planet.
UNEP stands ready to carry out is work in 2021 to provide leadership & encourage partnership in caring for the environment."

Joyce Msuya

Deputy Executive Director at UNEP, Assistant Secretary-General

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#ForNature timeline

- World Environment Day 2020
- UN Biodiversity Summit
- Young/Champions of the Earth
- Virtual UNEA 5
- UN Biodiversity Conference CBD COP 15
- World Environment Day 2021
- Decade of Ecosystem Restoration
- BRS COPs
- UN Food Systems Summit
- UN Climate Change Conference
- Resumed UNEA 5

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