



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

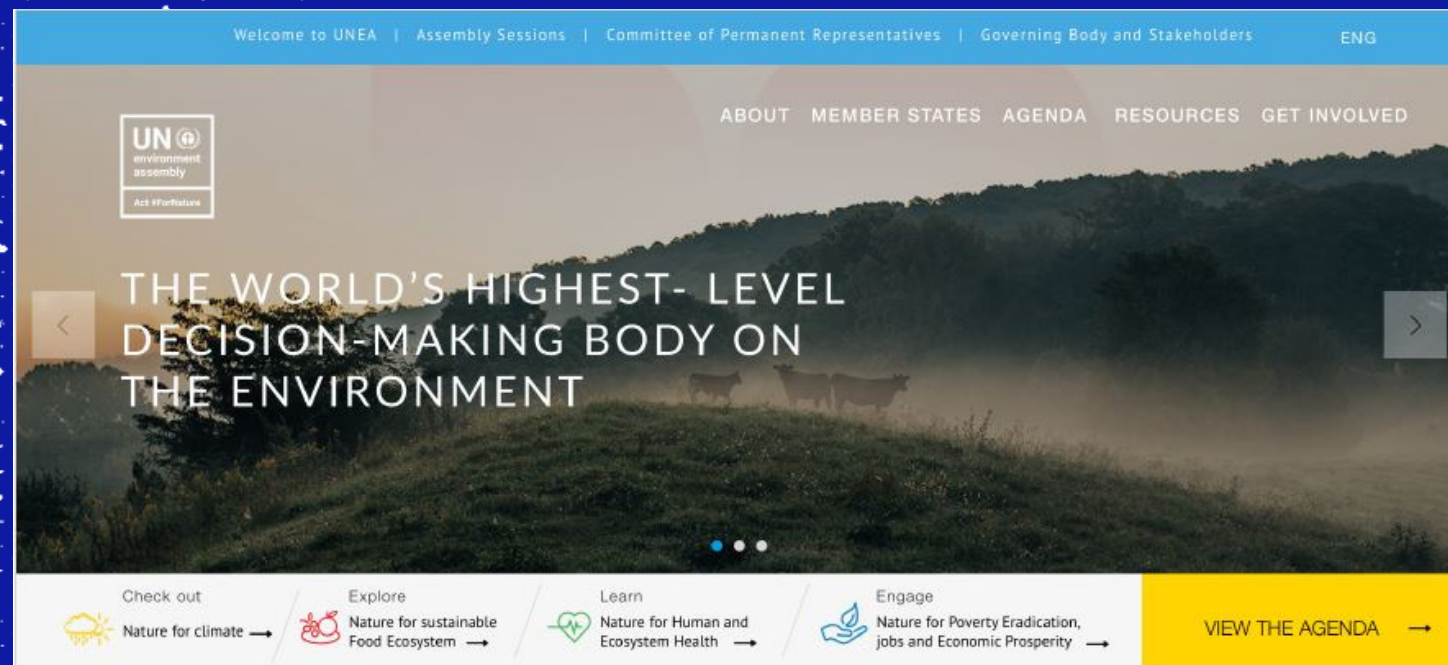
Rally support to encourage Member States to make more ambitious and robust commitments in support of nature

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



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.



Fifth session of the United Nations Environment Assembly.

The United Nations Environment Assembly is the world's highest-level decision-making body on the environment, with a universal membership of all 193 Member States. The Assembly meets biennially in Nairobi, Kenya, to set priorities for global environmental policies and develop international environmental law. Through its ministerial declaration and resolutions, the Assembly provides leadership, catalyzes intergovernmental action on the environment, and contributes to the implementation of the UN 2030 Agenda for Sustainable Development. The UN Environment Assembly is also the governing body of the UN Environment Programme. It has had four sessions starting in 2014, and was preceded by the Governing Council of the UN Environment Programme, which was composed of 58 member States.

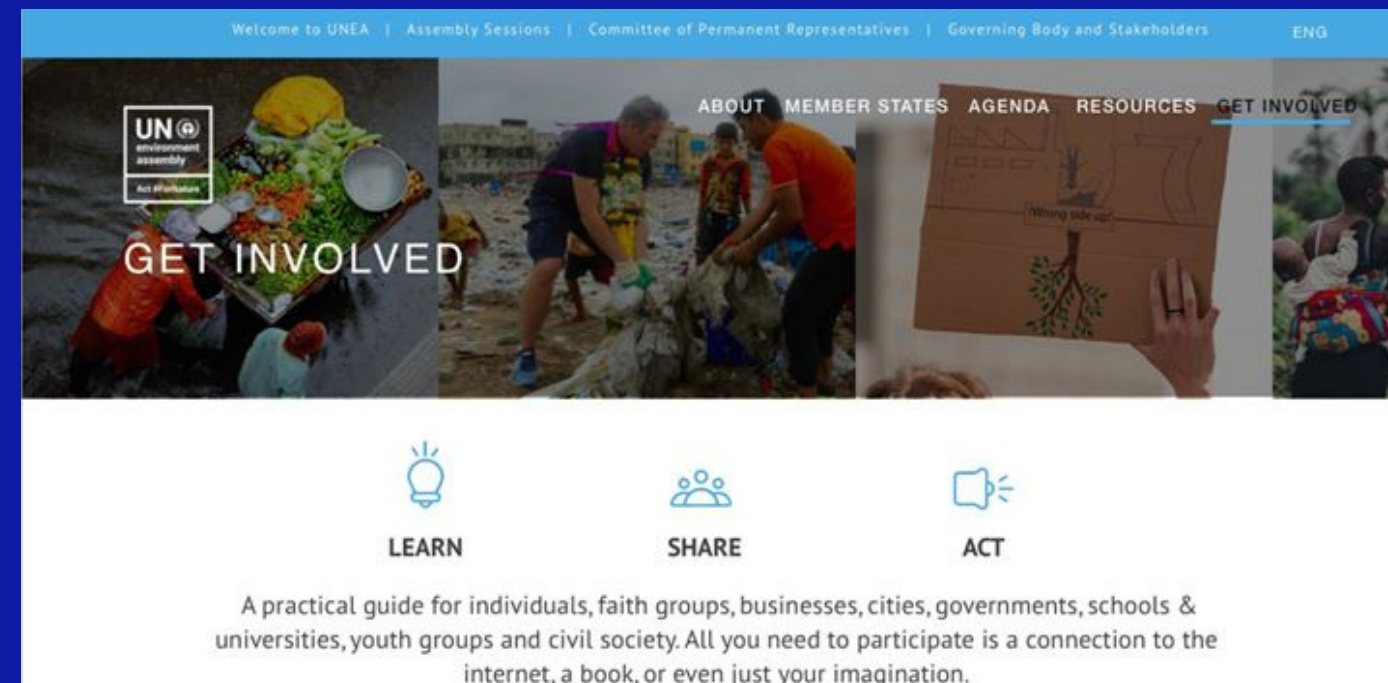
Feb 22, 2021 at 08:00 am - Feb 26, 2021 at 10:00 am

WHERE: Nairobi, Kenya
THEME: Strengthening Actions for Nature to Achieve the Sustainable Development Goals

[SIGN UP FOR REMINDERS](#)

Member states information

Bureau
Pre-session Document



INDIVIDUALS

YOUTH & YOUTH GROUPS

FAITH LEADERS

BUSINESSES

CITIES

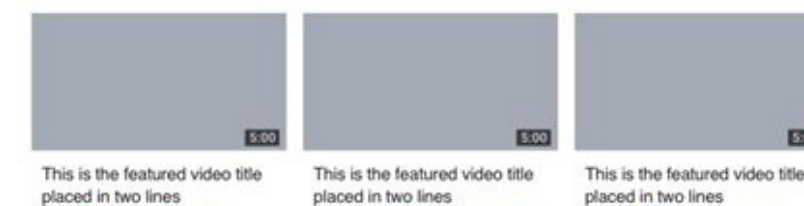
GOVERNMENTS

SCHOOLS & TEACHERS

YOUTH & YOUTH GROUPS

Young people are the future, and the decisions made now will determine the kind of world you will inherit. Increasingly, you are making your voices heard with real impact. Young people have a role to play in preventing biodiversity loss and preserving nature for our future. If we are to change the course of destruction, we must first LEARN about what we can do, SHARE that knowledge with our communities on World Environment Day; and once it is safe to do so, ACT on the things we need to change.

Videos



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



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



Main fronts: Virtual assets

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



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



How to support



Act #ForNature

"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



Act #ForNature

"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 its work in 2021 to provide leadership & encourage partnership in caring for the environment."



Joyce Msuya

Deputy Executive Director at UNEP,
Assistant Secretary-General

#ForNature timeline

World Environment Day 2020

UN Biodiversity Summit

Young/Champions of the Earth

Virtual UNEA 5

UN Biodiversity Conference of the Earth

World 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

