

Committee of Permanent Representatives
Subcommittee Meeting
Thursday 6 May 2021
2:00 p.m. – 5:00 p.m. (GMT+3)
Online Meeting

Agenda item 3: Briefing on the preparations for World Environment Day 2021

The note serves as background document for Agenda item 3: Briefing on the preparations for World Environment Day 2021.

It includes background information, as well as a strategy of global communication and outreach campaign for the upcoming World Environment Day, scheduled to take place on 5 June 2021, hosted by Pakistan. This year's World Environment Day will focus on ecosystem restoration and will be held in conjunction with the launch of the UN Decade on Ecosystem Restoration.

Member States are invited to provide guidance to the Secretariat with a view to ensure a successful World Environment Day campaign 2021.

World Environment Day 2021

[World Environment Day](#) (WED) is celebrated every year on June 5. Held annual since 1974, the Day strives to raise awareness and encourage action for the environment. In 2018, the Day was hosted by India on the theme of #BeatPlasticPollution; In 2019, China hosted the Day on the theme of #BeatAirPollution. In 2020, the theme was Time #ForNature and Colombia hosted the Day. This year, Pakistan is hosting World Environment Day on the theme of ecosystem restoration.

Each year, the Communication Division runs a global communication and outreach campaign leading up to the Day raising awareness of the chosen environmental theme, using a full-range multimedia content production and outreach activities to highlight the problem and solutions. There is a far-reaching campaign and engagement strategy prepared for the Day under the tagline of “Reimagine. Recreate. Restore”. The official hashtags for the Day are #WorldEnvironmentDay and #GenerationRestoration. The Day is also serving as the public-facing launch of the UN Decade on Ecosystem Restoration 2021-2030.

In view of the prevailing COVID-19 pandemic, UNEP has designed this year’s celebrations primarily around a global digital campaign aimed at increasing knowledge and engaging individuals and organization in virtual spaces on the theme of ecosystem restoration.

With the tagline “**Reimagine. Recreate. Restore**”, the campaign will strive for people and organizations to look beyond the Day by joining #GenerationRestoration movement. The campaign is aimed to creating a movement that will last a Decade and beyond, inspiring a global rallying cry for everyone – from governments and corporations to civil society groups to citizens at large – to do their part in healing our ailing planet.

UNEP is producing a series of communication assets to highlight the need for ecosystem restoration efforts including one-minute Public Service Announcements. There will also be a series of originally shot videos featuring ecosystems from different regions of the world, in addition to one-minute explainer videos featuring Pakistan’s restoration projects. A content plan consisting of more than thirty stories on ecosystem restoration topics from around the globe is in implementation already leading up to World Environment Day.

To encourage the revival of ecosystems around the globe, UNEP has published a practical guide to ecosystem restoration that will also be featured on the website in a gamified version. The ***Ecosystem Restoration Playbook*** introduces a range of actions that can slow and halt the degradation of ecosystems and foster their recovery. The guide describes approaches to restoring eight key types of ecosystem – forests, farmlands, grassland and savannahs, rivers and lakes, oceans and coasts, towns and cities, peatlands, and mountains.

Two reports will be launched leading up to World Environment Day accompanied by a series of communication materials including social media messaging, infographics and a media engagement plan. The first is a global report marking the launch of the UN Decade accompanied explained further in the following section. The second report is the Pakistan Inclusive Wealth Report which will put a spotlight on Pakistan’s inclusive wealth as a social value (not dollar price) of all its capital assets, including natural capital, human capital and produced capital, with services provided by ecosystems and the value enhancement through restoration at the heart of it.

The Communication Division and UNEP’s Regional Office for Asia and the Pacific are working with Pakistan’s Ministry of Climate Change (MoCC) to develop a series of in-country activities including a hybrid physical and digital high-level event hosted by the Prime Minister titled “**From Pakistan to the world – Celebrating leadership in ecosystem restoration.**” The event will be broadcasted nationally and internationally and will involve dignitaries from UNEP, FAO and other Member states. Environment related activities of MoCC will form part of WED 2021 celebrations, and an event on WED involving the

diplomatic community in Islamabad will be held. Messages of the Pakistan's President and Prime Minister will be accompanied by a policy announcement of nature-based solutions. Pakistan will issue commemorative stamp and coin regarding WED 2021.

The Communication Division has also developed a #GenerationRestoration visual identity for broad usage by partners all around the globe. In the buildup to World Environment Day, partners are being engaged at both the global level and through the regional and country offices to be showcased on the website. All peers across the UN System are also mobilized to take part in campaign activities.

The official launch of the UN Decade on Ecosystem Restoration

Led by the United Nations Environment Programme (UNEP) and the Food and Agriculture Organization of the United Nations (FAO), the [United Nations Decade on Ecosystem Restoration](#) is a rallying call for the protection and revival of ecosystems all around the world, for the benefit of people and nature. The UN Decade concludes in 2030, coinciding with the deadline for the implementation of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) and, in line with its [strategy](#), is building a strong, broad-based global movement to ramp up restoration and put the world on track for a sustainable future. This includes building political momentum for restoration and supporting thousands of initiatives on the ground. [View the resolution here](#). Hundreds of partner organizations have now come forward in support of the UN Decade with over [50 official partners already confirmed](#). Three meetings with all partners have been held to this date with over 100 participants respectively.

The UN Decade on Ecosystem Restoration's digital hub will go live on [decadeonrestoration.org](#), with the aim of connecting interested governments, funders and citizens with restoration efforts on the ground. In observance of World Environment Day 2021, UNEP and leading scientific partners will launch the world's first flagship report in the days leading up to World Environment Day, offering a synthesis on restoration approaches, benefits and policy lessons across ecosystem types. Because restoration commitments have previously been siloed and divided between the different ecosystems – and lacking for some - this report presents a major milestone towards achieving a net gain in healthy ecosystems by 2030.

Through a weeklong programme starting on June 1 and leading up to World Environment Day on June 5, 2021, partners will celebrate restoration success stories, showcase latest innovations, and build political ambition and financial muscle for years to come. The UN Decade team will design the days as coherent programme, based on informative, entertaining, and diverse sessions. To maximize focus on individual topics and contributions, parallel sessions will be avoided where possible. Ensuring a coherent and well-rounded programme, the opportunity to host an official launch event is open exclusively to official UN Decade Partners.

On June 4, 2021, the launch of the UN Decade of Ecosystem Restoration will be streamed as a partially pre-produced event with individual segments. This will be shared on social media and as part of the official UN Decade communication materials. By mixing ambitious announcements, inspiring insights, artistic performances and footage from the field, the event will motivate viewers to play an active role in the upcoming UN Decade. It will provide a sense of urgency to act, but also a spirit of community and positive action. Individual speakers' contributions will be scripted and recorded in a manner that lends itself to sharing via social media and websites long after the event's screening. It is envisaged that a draft Action Plan for the UN Decade will be ready by the time of the UN Decade launch to complement the UN Decade strategy with specific '*Calls to Action*' to Governments, the UN system, private sector, academia, and civil society and citizens.

In a joint letter from 9 April 2021 to all staff, the Executive Director of UNEP and the Director-General of FAO underlined that the UN Decade was not simply a new project or campaign. The UN Decade is a collective attempt to redefine humanity's role in nature, from being consumers of natural resources to

becoming stewards of the ecosystems that sustain all life on Earth. The complementarity of expertise between these leading entities and the deep commitment amongst staff, allowed to elevate their partnership and collectively deliver on this call for action. At the end of this critical UN Decade, we envision a world where – for the health and wellbeing of all life on Earth and that of future generations – the relationship between humans and nature has been restored, where the area of healthy ecosystems is increasing, and where ecosystem loss, fragmentation and degradation have been ended.

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