

UNEP@50
NARRATIVE, MESSAGING AND COMMUNICATIONS PLAN

COMMUNICATION OBJECTIVE

Position UNEP at the forefront of a transformation of the global multilateral environmental system, towards a new *social contract* between people and planet.

OVERARCHING NARRATIVE

The 1972 UN Conference on the Environment in Stockholm was the first global conference to recognize environment as a major world issue. It placed the environment on the global agenda and identified its relationship to human well-being and economic growth. It also led to the formation of UNEP – a body mandated to monitor the state of the environment, inform policymaking with science and to coordinate global responses to environmental challenges. Since then, UNEP has galvanized worldwide commitments and coordinated action to address many of the world’s most pressing environmental challenges.

Still, half century later, unsustainable patterns of consumption and production have led to the triple planetary crises of climate change, nature and biodiversity loss, and pollution and waste. As the UN Secretary-General recently noted, “This triple crisis is our number one existential threat.” It threatens human health, prosperity, equality and peace – as we have seen only too clearly in COVID-19. In this moment of truth, we need to urgently transform our economies and societies. The science is clear. The data is here. The solutions are known. We need whole-of-society action for a whole-of-society problem. UNEP stands ready to support Member States and all stakeholders to ensure strong, coordinated, and ambitious action now, using science as the basis.

UNEP Position/Call to Action

- UNEP@50 and Stockholm + 50 offer opportunities to reinvigorate international cooperation and spur collective action to address the three planetary crises of climate change, nature and biodiversity loss, and pollution and waste.

- UNEP brings together member states, the public sector, scientists, civil society, individuals, businesses, youth and other actors toward common environmental goals. Our track record of working on environmental challenges, based on science, uniquely positions us to lead a new era of environmental multilateralism for people and planet. UNEP is moving to become the world’s environmental conscience by measuring and providing real time, up to date information and tracking on environmental issues. By leveraging new technologies and our

own digital transformation, we aim to strengthen our work with member states to find local, inclusive solutions to global environmental challenges.

- The world’s shared commitment to environmental goals must give rise to urgent and ambitious action. Informed by science and strengthened by unity, we must transform of our relationship with nature. UNEP is here to support that transformation.

<p>MESSAGE 1</p> <p>Three interconnected crises – climate change, nature and biodiversity loss and pollution and waste – have altered the relationship between humans and the planet we inhabit.</p>	<p>MESSAGE 2</p> <p>Sustainability requires that priorities, decisions, policies and actions are based on science.</p>	<p>MESSAGE 3</p> <p>Addressing global challenges requires a coordinated, multilateral approach.</p>
<p>HEADLINE</p> <p>Climate change, nature and biodiversity loss, pollution and waste are at the heart of UNEP’s work, and can impede human and economic development. Addressing these interlinked crises requires rethinking our consumption and production patterns, and a re-conception of the relationship between humans and nature. It requires a new social contract.</p>	<p>HEADLINE</p> <p>UNEP delivers science to strengthen consensus on policymaking options, identify solutions, and guide collective actions.</p>	<p>HEADLINE</p> <p>UNEP is both officially mandated and uniquely positioned to coordinate global responses to environmental issues, while keeping watch over the state of the world environment and linking science to policymaking.</p>

<p>FACTS/FIGURES</p> <ul style="list-style-type: none"> Responding to environmental challenges is a precursor to human rights, equality and the SDGs. Climate change multiplies threats to human rights by obstructing access to water, food, health and housing. 70% of the most climate vulnerable countries are also among the most politically and economically fragile. <p>Environmental Impact on Human and Economic Development [source: Becoming #GenerationRestoration]</p> <ul style="list-style-type: none"> Humanity is using 1.6 times the services that nature can provide sustainably. Global terrestrial restoration costs will be around USD 200 billion per year by 2030. Conversely, every 1 USD invested in restoration creates up to USD 30 in economic benefits. Environment degradation is affecting the well-being of 40% of the world's population. Every year we lose ecosystem services worth more than 10% of global economic output. <p>Biodiversity Loss [source: IPBES]</p> <ul style="list-style-type: none"> 75% of land surface and 66% of ocean area have been altered. Over 85% of wetland area has been lost. 	<p>FACTS/FIGURES</p> <ul style="list-style-type: none"> UNEP has developed science-based tools to inform decision-making. These include the World Environment Situation Room... Findings from UNEP's scientific reporting and flagship reports have been instrumental in guiding global environmental priorities and action. A first-of-its-kind analysis of spending by leading economies, led by Oxford's Economic Recovery Project and UNEP found that only 18.0% of announced recovery spending can be considered 'green.' Governments have a unique chance to put their countries on sustainable paths that prioritize economic opportunity, poverty reduction and planetary health at once. UNEP is working with partners to provide the science and data that can help them do so. (GRO) 	<p>FACTS/FIGURES</p> <ul style="list-style-type: none"> UNEP hosts 15 MEAs. These MEAs are independent, but their mandates are strongly connected. UNEP has used convening power to support or create landmark conventions for environmental protection, such as the Bamako, Basel, Stockholm and Rotterdam Conventions, which are coordinating action that is based on science. Ambitious and coordinated action by governments, businesses, scientists, civil society and people around the world can prevent and reverse the worst impacts of environmental decline by rapidly transforming key systems including energy, water and food so that our use of the land and oceans becomes sustainable. (Making Peace with Nature)
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- Land degradation has reduced agricultural productivity in 23% of global terrestrial area, and between \$235 billion and \$577 bn of annual global crop output could be at risk due to pollinator loss.
- Around 1 million species face extinction, many within decades, unless action is taken to reduce biodiversity loss.

Pollution

- Air pollution causes up to 7 million premature deaths per year. (WHO)
- While 3 billion people cannot afford a healthy diet, one third of all food produced is wasted – contributing to 8-10% of global GHG emissions. (Global Food Waste Index 2021)

Climate Change

- Predicted emissions in 2030 leave the world on the path to a 3.2°C increase this century. (EGR)
- Annual adaptation costs in developing countries are about USD 70 billion. This figure is expected to reach USD 140-300 billion in 2030. (AGR)
- While there have been positive developments to align financing to the Paris Agreement (including dedicated climate funds); public and private

<p>financing will need to be scaled up to achieve net-zero targets. (AGR, EGR)</p>		
<p>EXAMPLES</p> <ul style="list-style-type: none"> • Since its establishment in 1972, UNEP has developed a global framework to mobilize commitment and action on environmental issues. Some highlights: <ol style="list-style-type: none"> 1. Convention on Biological Diversity defines the conservation of biodiversity as "a common concern of humankind" and an integral part of development. 2. Convention on Trade in Endangered Species is protecting 35,000 species. 3. Specific conventions for species protection - Convention for the Regulation of Whaling, Great Apes 	<p>EXAMPLES</p> <ul style="list-style-type: none"> • UNEP origin story: the need for coordinated environmental action was itself identified through scientific study. The Stockholm Conference (1972) provided a science-centred platform for world leaders and policymakers to converge with researchers and address drivers of that crisis. UNEP was established in response to scientific reports, drawing attention to a global environmental crisis. • UNEP reports provide science and data to inform environmental policy-making <ul style="list-style-type: none"> ○ Frontiers Report draws on recent scientific findings to identify emerging 	<p>EXAMPLES</p> <ul style="list-style-type: none"> • Multilateral action can mitigate or reverse environmental damage: The Montreal Protocol on Substances that Deplete the Ozone Layer was the first and only universally ratified treaty in UN history. It mobilized global cooperation to heal the hole in the upper atmosphere that threatened terrestrial life. Three decades since coming into force (1989), the commitment to phase out 99% of ozone-depleting chemicals in consumer products has helped restore the ozone layer and continues to protect human health by filtering harmful rays. • UNEP engages financial and economic actors to act for the environment: UNEP FI works with the financial sector to align finance

<p>Survival Partnership, Convention on Migratory Species.</p> <ol style="list-style-type: none"> 4. The Minamata Convention is designed to prevent mercury contamination. 5. The Basel Convention led to the banning the transport of hazardous waste and put plastic waste on the global agenda. 6. The Barcelona Convention seeks to limit marine pollution from ships, aircraft and land-based sources in the region, while highlighting coral reef restoration and protection of blue carbon ecosystems. <ul style="list-style-type: none"> • UNEP supports the upholding of environmental rights and opposes the growing wave violence against environmental defenders. UNEP's Defenders Policy promotes greater protection for individuals and groups who are defending their environmental rights. 	<p>issues of concern and suggest solutions for a timely response. For example, the prevalence of coronaviruses among emerging diseases was flagged in the 2016 report.</p> <p><i>The ground-breaking 'Gap Reports'</i></p> <ul style="list-style-type: none"> ○ For a decade, the Emissions Gap Report has compared where greenhouse gas emissions are heading against where they need to be and highlighted ways to close the gap. ○ Adaptation Gap Reports examine the difference between the level of adaptation and the level required to achieve the Paris goals. ○ Production gap report analyzes the gap between the targets of the Paris Agreement and countries' planned production of coal, oil and gas. Launched in 2019, it provided a new metric for assessing the pace of global fossil fuel extraction and identified steps to align countries' fossil fuel supply with Paris Agreement goals. 	<p>behind the goals of the Paris agreement, the Post-2020 Global Biodiversity Framework, and the blue economy. UNEP FI represents 215 members from financial institutions and 41 supporting institutions, including banks, investors and insurance companies.</p> <ul style="list-style-type: none"> • UNEP played the role of 'convener' to catalyze global action on deforestation. With most major forest systems in the global South – and often exploited by the North – UNEP has balanced a delicate agenda that engages development agencies such as the World Bank, DFIs and U.N. agencies. UNEP worked with the World Conservation Monitoring Centre to assess global rates of forest loss and collaborated with UNDP and FAO to create UN-REDD, a novel attempt at using international investment for responsible forest management. • UNEP has created or supported 15 MEAs which provide platforms for collaboration and action on key environmental issues.
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EDITORIAL AND STORY CONTENT:

While the messaging table above frames the narrative, key messages and supporting examples; the Communication division has also identified 12 stories to demonstrate UNEP's efforts and achievements over the past five decades. Each of these stories will be told using a variety of digital

tools, including web feature stories, videos, animations, interactives, Q and A, infographics and other tactics best suited to each idea. Content will be multilingual whenever possible. The story ideas are listed below, more detailed abstracts of each can be found [here](#):

1. **Ozone:** When the Montreal Protocol on Substances that Deplete the Ozone Layer came into force in 1989, it was the first and only universally ratified treaty in U.N. history. UNEP played a key role in lead-up to this treaty, which has helped reverse damage to the ozone layer.
2. **Illegal wildlife trade:** Since its signature in 1973, CITES has been the global regulator for the wildlife trade, covering more than 38,000 wild species. UNEP administers the CITES Secretariat based in Geneva, serving to support Parties in their efforts to implement the Convention.
3. **Leaded petrol:** 2021 marked the end of production of leaded petrol. This was the result of a 20-year, multi-stakeholder effort led by UNEP to reduce the harmful effects of leaded fuel, which have been linked to cancer, premature deaths.
4. **Sustainable finance:** The UNEP Finance Initiative (UNEP FI) has emerged as a pivotal partnership to encourage implementation of sustainability principles in financial institutions.
5. **Marine Pollution:** UNEP's landmark Regional Seas Programme offers a template that combined science with policy to produce effective shipping treaties, while highlighting issues such as coral reef destruction, and the restoration and protection of blue carbon ecosystems.
6. **Climate change:** UNEP has been leading on issues related to climate change since the early 1970s. UNEP's joint work with WMO and other UN agencies have consistently set the global tone for action, including by shaping the negotiations through the Gap reports.
7. **Desertification:** UNEP embraced the issue of desertification in the 1970s and focused global attention on the crisis. UNEP's engagement prompted the U.N. Plan of Action to Combat Desertification (1977) – which developed into the legally binding U.N. Convention to Combat Desertification (UNCCD).
8. **Biodiversity:** UNEP crafted a global web of projects and programmes to protect species, ecosystems, important sites and each worked in an inter-connected way to maximize impact. The Convention on Biological Diversity was launched in 1992 and defined the conservation of biodiversity as "a common concern of humankind."

- 9. Forests: UNEP played the role of a convener to catalyze action on deforestation.** UNEP worked with WCMC to assess global rates of forest loss and collaborated with UNDP and FAO to create UN-REDD, a novel attempt at using international investment to enforce responsible forest management.
- 10. Chemicals and Hazardous Wastes:** UNEP has helped build consensus for the Minamata Convention on Mercury, the Strategic Approach to International Chemicals Management (SAICM), and the Basel Convention. These agreements have evolved to keep pace with changing times, banning the transport of hazardous waste in 2019 and adding plastic waste to the agenda that same year, and continue to focus on links between human health and environmental causes of pollution from chemicals and waste.
- 11. Food Waste:** Food loss and waste generates about 8% of GHGs, making a direct link to climate change and global health. UNEP helped create the Food Loss and Waste Accounting and Reporting Standard (FLW Standard) in 2016. UNEP's Food Waste Index Report (2021) found that people globally waste 1 billion tonnes of food each year, establishing a much-needed baseline for food waste.
- 12. MEA series:** UNEP has created or supported 15 Multilateral Environment Agreements. This series of Q and A with MEA leadership explores the challenges, work and impact of these agreements over the past decades.

In addition to the above stories, the Content team will proactively seek story ideas from divisional counterparts and partners to receive their story ideas through a dedicated 'Story pitch form'. These stories will be vetted and scheduled into a detailed story content plan which will be rolled out during the course of the year. (See example of the [World Environment Day story content plan here](#)). Each story will also be promoted on UNEP's social media channels, and guidance will be shared with partners for amplification across their digital channels.

MULTIMEDIA ASSETS:

A number of pre-existing and new multimedia assets will be created and promoted on UNEP's Youtube and digital channels, as well as screened at the event. Videos will be created in several formats to ensure they are broadcast across diverse platforms – this includes videos embedded into web stories, YouTube full-length videos, shorter versions of 30 seconds for social media, interviews and video messages from relevant stakeholders.

PUBLICATIONS

All UNEP publications released during the anniversary year will be branded with the UNEP@50 logo. UNEP@50 also provides an opportunity to draw attention to the policy impact of UNEP's prior flagship publications (see story idea in messaging table).

In addition, the following major publications scheduled for release during the anniversary year are of note. Communication division suggests adding a boilerplate text on UNEP@50 to each of these. Please note that the submissions for 2022 publications are not expected until November 2021, so the list below will be updated as titles come in. For reference, a typical year has 5-7 flagships and 10-15 major advocacy publications.

1. UNEP@50 Legacy Report
2. Frontiers Report: Flagship for UNEA 5.2
3. Leadership Dialogue Series (Ecosystems Division)
4. 2022 Inclusive Wealth Index
5. 2022 Emissions Gap Report

DESIGN ASSETS

A number of digital, in-person and branding design assets will be produced to support the UNEP@50 roll out. These include the UNEP @50 logo lockup and [brand guide](#), which is already being deployed as of June 2021. UNEP's design team will advise divisions, partners and colleagues on UNEP@50 logo usage. In addition, the Communications Division is also developing the logo lock-up and brand guide for Stockholm+50.

TOOLKITS

The Communication Division will produce a toolkit for Member States to enable and encourage them to communicate about their support to UNEP and our anniversary.

SOCIAL MEDIA

The social media campaign will engage audiences with a range of tactics and content types. A variety of products and topics will be key to ensuring that all stakeholders feel that they are part of UNEP@50. UNEP will use the #UNEP50 hashtag across its social platforms for all content related to the celebration and pair the tag with other established, issue-focused hashtags when relevant and opportune. A publicly accessible Trello board will house multilingual social media materials and will be shared with partners for wider amplification.

UNEP social media channels will be used to drive traffic to:

- The UNEP@50 landing page.
- Press releases, stories and other long-form UNEP@50 content.

- The hybrid celebration at UNEA 5.2

The social media team will create derivative content, such as reels, social stories, and in-depth posts, from long form content published on the UNEP site, taking into account the need to reflect regional and cultural diversity. Content will be a mix of forward-looking materials as well as historical/impact pieces.

Working with the design team or an outside designer, the social team will create a series of infographics that answer the question: “What does UNEP do?” and “Why UNEP?” The infographics will focus on one subprogramme apiece (the seven as established in the new Medium-Term Strategy), illustrating the value that UNEP brings to its stakeholders. Once the static infographics are approved, the information will be used to create short-form video content for relevant channels.

WEB

An already launched landing page (<https://www.unep.org/unep-50>) will be updated regularly to highlight related stories, reports, press releases, events and videos related to the event. At key moments, the page will be featured on the UNEP home page. An “in-focus” section on the home page will include a constant link to the most timely related content. The current “environmental moments” timeline will be improved and expanded to include more UNEP-specific content and to better optimize the entries for social media sharing.

Archival historical content from previous anniversaries and from archived unep.org pages are being re-surfaced and will be added to the landing page. The UNEP at 50 logo is featured on all web pages. Should funding allow, web search engine optimization activities will be undertaken to increase reach and views of web content. Content related to and for participation in the official March 2022 event will be integrated into the UNEA site.

When possible, pages and products will be multilingual.

NEWS AND MEDIA

It will be important to have, early on, a messaging document on UNEP@50 that can be shared with all UNEP spokespeople for the purpose of weaving messages about UNEP@50 into media interviews – from the ED, DED and Chief Scientist to thematic experts and regional and division directors, etc. While the story is not breaking news and won’t feature high on the international news agenda, it is possible for us to have a series of interviews, opinion pieces, features and discussions through the year to create a steady beat of coverage through 2022.

Assess UNEP's content through the years for potential feature stories that capture the organisation's journey and pitch these to media along with the key messages on the value of multilateralism. We can try to pitch a media discussion on the subject with a large media house, as well as pitch regional outlets. Kenyan media should get particular attention as host country. Podcasts, which delve quite deeply into a specific subject, will be a good tool for these stories.

Press releases and press conferences for related publications and events with determined news value (such as the official event). Story and op-ed pitches to be made at key newsworthy moments (TBD), including, but not limited to related report launches and the major event in March 2022.

RIOs to identify regional story options highlighting support from and/or impact in member states and regions.

Media monitoring will feed into communications planning, updates to senior officials and updates to staff (in the daily news update email).

INTERNAL COMMUNICATIONS

Long-serving staff will be asked to share photos, videos and reflections. Submissions will be shared with staff and possibly the public. Format TBD.

A UNEP @50 quiz/competition will be held on UN Day (24th October 2021).

A series of interviews is underway dubbed 'The Planet We Want' with various project experts. Content will be linked to the anniversary as much as possible.

There will also be a dedicated UNEP-wide Townhall in September.

Social media guidance will be shared with staff explaining how they can join in on their own platforms. Possibly staff-specific social media assets will be developed.

A dedicated UNEP@ 50 weCollaborate page will host relevant new blogs and bring all staff-focused content together into an easy-to-find area.

Content will also be shared with iSeek to raise awareness of staff serving other parts of the UN.

Already created and available for use are backgrounds and signatures.

TIMELINE

Production of the above assets has already started (as of August 2021). It will continue on a rolling basis, with a steady drum-beat of content being posted on our channels from the start of Q4 2021 and leading up to the UNEP@50 event on March 1-2.