BECOMING A RESTORATION FLAGSHIP FOR THE UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION (2021-2030)
VISION

A world where – for the health & wellbeing of all life on Earth & 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 has been ended.
2021: LAUNCH

• Most successful WED in terms of global reach
• Significant **political and private sector commitments to restoration**
• **Snap Challenge** engages millions on social media around restoration practices
• Global out-of-home marketing campaign across continents
• More than **42,000 media articles** on WED and Decade Launch – 17% increase
2021: NETWORK ACTIVATION

• More than 90 partners – from UN Agencies to ecopreneurs and restoration implementers – have joined UN Decade
• Outreach through culture, arts and science: 1st Generation Restoration Film Fest mobilizes producers and film-makers, two major productions on restoration to be released in 2022; university challenge launched with Oxford University to mobilize thousands of institutions of higher learning for restoration; streetart collective pledges 50 restoration murals across the globe
• UN Decade Advisory Board brings together leading thinkers, artists, educators, indigenous rights activists, film-makers and many more for restoration
2021: GUIDANCE & TOOLS

What does GOOD restoration look like?

- Involves people in fair & inclusive ways
- Continuum of practices
- Includes recovery, possible, for human and planetary health
- Addresses drivers of degradation
- Measured results
- Tailored for local contexts
- Incorporates all types of knowledge

How do we TRIPLE investments in nature?

- Existing investments should support nature
- Greenwash: Decrease project quality
- Ignorance social impacts

- Finances: Direct new finance to local restoration projects
- Connect across initiatives

WE NEED TO GO FROM 133 to 339 billion

TWO AVENUES

1. DON’T
   - Greenwash
   - Decrease project quality
   - Ignore social impacts

2. DO
   - Learn from experience with carbon markets
   - Coordinate between big investors
   - Rethink fiscal policies

How do we inspire BILLIONS of people?

- The power of stories
- Tell stories of restoration through films, art, music, media & more

- Connect across initiatives
- 1,000s of initiatives are already restoring Earth.
- But they are underfunded, undervalued & lack connections.

- Change the narrative within governments
- Make restoration part of budgeting, for example in COVID-recovery.
- Restoration does not always require more money – but different spending.

- Include faith communities
- About 82% of people worldwide say they belong to a faith community.

- 10 Principles guiding Good Ecosystem Restoration published after wide consultative process
- 5 Task Forces bringing together hundreds of organizations established: Science (IUCN-led), Finance (World Bank), Best Practices (FAO), Monitoring (FAO) and Youth (youth self-organized)
Countries have already pledged to restore more than **1 billion hectares** – an area larger than China – as part of their commitments to global climate change, biodiversity, land degradation neutrality and Bonn Challenge Goals.

**BUT...**

- little is known about quality of restoration and progress towards goals
- citizens are mostly unaware of pledges to action – within their countries and globally
- restoration success stories and lessons learned not communicated widely
Ecosystem Restoration is **possible** and **desirable**

Yet, without concrete, widely publicized examples, it **stays abstract and hard to grasp**

Before and after images of restoration at the **Loess Plateau**, where 4 million hectares of land have been restored and incomes of farmers have doubled
UNFCCC COP26 alone has seen pledges to ecosystem restoration and protection in the billions by governments, private sector and philanthropy. But pledges need to result in action on the ground and be targeted to the places where they matter.

The One Planet Summit resulted in USD 19 billion raised for the Great Green Wall – the world’s most prominent ongoing restoration effort.

Other types of restoration and ecosystems have high potential to be brought to the forefront.
**NEED: INFORMING AND GUIDING RESTORATION IN PRACTICE**

**Upscaling** and **replicating** existing restoration projects across ecosystems and based on 10 principles for good ecosystem restoration

**TEN PRINCIPLES THAT UNDERPIN ECOSYSTEM RESTORATION**
NEED: MEASURING PROGRESS AT THE FRONTIERS OF RESTORATION

Preventing, halting and reversing ecosystem degradation by 2030 is a daunting goal. Monitoring restoration efforts at specific locations – in addition to global monitoring efforts – is critical to measuring progress and re-evaluating interventions. UN Decade has developed the ‘Framework for Ecosystem Restoration Monitoring’
“UN Decade Flagships are the first, best, or most promising example of ecosystem restoration, adding value and embodying the 10 Restoration Principles, and inspiring others to undertake or accelerate restoration at significant scale”

Strategy for the UN Decade on Ecosystem Restoration
BENEFITS OF SELECTION AS UN DECADE FLAGSHIP

• Official introduction and celebration as part of Launch Gala, involving celebrities and Heads of States
• Development of suite of communication and advocacy tools (film, press kits, social and more)
• Global and national/regional outreach and media campaign introducing official flagships
• Official association with the UN Decade on Ecosystem Restoration, use of flagship insignia
• Treated as example of restoration principles and good practices in publications, reports
• Outreach and monitoring focus throughout the UN Decade
• Showcase to donors, funding, media, film production and other partners
• Flagships in ODA- countries may be eligible for direct financial support through the Multi-Partner Trust Fund
TIMELINE FOR SELECTION OF FIRST TEN FLAGSHIPS

**NOVEMBER 2021**
Full flagship development on initial flagships proposed by FAO-UNEP (and UNDESA) and consultation process with governments and regional/local partners
Consultation and mobilization of UN Decade partner on flagships

**DECEMBER 2021**
Invitation by UNEP and FAO to Member States

**MARCH 2022**
Open call for flagship nominations accompanied by PSA and global campaign

**SEPTEMBER 2022**
Announcement of first 10 flagships @ 77th UN General Assembly

**THROUGHOUT 2022**
Global and national/regional campaigns to boost “Frontiers of Restoration” and garner support for official flagships
NOMINATION PROCESS

Assessment of all received Flagship nominations will be carried out by the UN Decade’s Science Task Force (led by IUCN) and the Best Practices Task Force (led by FAO) between April and June 2022, in consultation with the submitting entity and implementing partners.

The final approval will be confirmed by UNEP and FAO. Approval of the selected sub-group of flagships receiving financial support by the Multi-Partner Trust Fund will be given by the Fund’s Executive Board.

Until 31 March 2022: Consideration for the first 10 selected Flagship Initiatives with the opening week of the 77th session of the UN General Assembly.

Yearly calls and nominations on rolling basis from 2022 onwards

Note:
More than one Flagship Initiative per country can be selected, but we will seek to ensure diversity of ecosystems and balance at global scale. Any proposal of a Flagship Initiative by a non-state actor will require endorsement by the Government(s) of the country/countries that the Flagship target[s].
CRITERIA – ALL FLAGSHIPS

Country demand and **endorsement**
In line with the UN Decade’s **10 Principles for Ecosystem Restoration**
Already produced **measurable and documented results**
**Demonstration value, lesson learned** potential, global
and/or regional **relevance**
Significant **size**, either of achieved or planned
restoration, or of scaling potential
MODALITY OF SUPPORT – ALL FLAGSHIPS

These are flagship initiatives representing different ecosystems and geographic areas with proven restoration results, which can be promoted globally and bring lessons learned to a wider audience. They will be an important source of information and inspiration for stakeholders.

The barriers encountered as well as successes achieved in such initiatives will be systematically analyzed and shared by partners, enabling new initiatives to optimize their approaches based on worldwide experiences.

They will be presented in the Secretary-General’s report to the UN General Assembly in 2025 and showcased at high-level political events such as Stockholm+50 and UN General Assembly Opening Week.

These Flagships will be featured prominently on the UN Decade website, through media outreach, collaborations with producers and artists, and in events and reports, but UNEP or FAO will not provide financial or technical support to these Flagships through the Multi-Partner Trust Fund.
Example:
CENTRAL AMERICA DRY CORRIDOR

Geographic locations based on policies and political commitments with concrete Restoration Initiatives and preference to cross-border initiatives

Previous preparatory work (ROAM and national restoration strategies, research work, etc.)

Collaboration potential with existing projects, programs, and initiatives, e.g. GIZ, GCF

FAO and UNEP Regional Offices scoping support options
Example: SMALL ISLAND DEVELOPING STATES (SIDS)

3–5 geographic locations in the Caribbean, Pacific, and Africa [tbc]

Increase action on the ground and local activities

SIDS capacities to [i] restore / protect combining ridge-to-reef & seascape management approach [ii] establish sustainable blue/green economy transition support systems and [iii] develop (innovative) sustainable finance and catalyze further investments to upscale and replicate restoration / protection efforts

In partnership with UN DESA
ROLE OF UN DECADE PARTNERS IN FLAGSHIP SUBMISSION

Help refine criteria for Flagship selection

Identify promising initiatives with Flagship potential

Encourage government counterparts and help inform submissions

Liaise with like-minded partners working in same areas

Join global, regional and national-level campaigns to give a boost to flagship process and selection
2021: A MULTI-PARTNER TRUST FUND FOR THE UN DECADE

Outcome 1:
A global movement on ecosystem restoration established that catalyzes restoration initiatives, political will, exchange of knowledge, and cross-sectoral collaboration – with a focus on support for and within flagship countries and regions.

Outcome 2:
Increased capacity and capability in private, public sector and civil society for policy reform, to catalyze investments and to access resources are resulting in restoration actions on the ground and implementation within Flagship programmes.

Outcome 3:
Results documented and shared, through monitoring and reporting of biophysical and socio-economic elements of sustainable ecosystem restoration and influencing activities for ecosystem restoration.