

## USING UN DECADE COMMUNICATION CHANNELS

### Guidelines for partners of the UN Decade on Ecosystem Restoration (2021-2030)

#### Use of the UN Decade's partner distribution list and communication focal points distribution List

- The partner distribution list of the UN Decade includes all partner focal points - over 400 contact points as of May 2023 - and is managed by the Partnership Coordinator of the UN Decade (UNEP). As the primary communication channel of the partner network, its use is guided by the below code of conduct.
- These guidelines also apply to the distribution list of Communication focal points managed by the Communication Manager of the UN Decade (UNEP).
- All partners are highly encouraged to use these distribution lists for sharing information and invitations among fellow [partners](#) of the UN Decade by sending the information to the Partnership Coordinator ([jean-philippe.salcedo@un.org](mailto:jean-philippe.salcedo@un.org), CC: [restorationdecade@un.org](mailto:restorationdecade@un.org)) for the overall partner distribution list or to the Communication Manager ([ann-kathrin.neureuther@un.org](mailto:ann-kathrin.neureuther@un.org), CC: [restorationdecade@un.org](mailto:restorationdecade@un.org)) for the distribution list of UN Decade Communicators. The information will then be assessed, and, if appropriate, be shared with the network by the Coordinators.
- Emails or a meeting invitations to partners are sent from the official [restorationdecade@un.org](mailto:restorationdecade@un.org) account and with all recipients in BCC. Using the 'Reply all' function to Emails sent from these accounts will result in responses only to the sender, not to the entire network.
- Information aiming at a general public can be considered for the UN Decade's official Newsletter, reaching tens of thousands of subscribers. Only content featured on the UN Decade's official website will be considered for the Newsletter. This content can include [events](#), [publications](#) or [news stories](#) authored by UN Decade Partners. For more information on opportunities to feature on the UN Decade site or Newsletter, please contact the Communication Manager ([ann-kathrin.neureuther@un.org](mailto:ann-kathrin.neureuther@un.org)).
- The contact lists of the partner network are regularly updated and shared with the partner network after the quarterly All-partner meetings.

#### Code of conduct

- Consider the diverse background of the UN Decade partner network and avoid language that might be offensive to some, or a tone of the message that could be easily misconstrued.
- Avoid blaming statements targeting certain stakeholder groups or countries.
- Always take care to use your role as a UN Decade partner accurately, being mindful that your partner affiliation is with the UN Decade on Ecosystem Restoration and not the United Nations system as a whole.
- Use only verified information including references to sources (such as official reports or scientific publications), taking care to help stem the spread of inaccurate information.

- Avoid making comments that could be construed as calling into question the United Nations' impartiality and neutrality, and be respectful at all times toward the United Nations and United Nations-affiliated organizations.
- Respect human rights at all times, as outlined in the [Universal Declaration of Human Rights](#) and take care to not imply endorsement of rights violations.
- Use language that respects and does **not discriminate or incites discrimination** based on race, religion, gender, language, sexual orientation, gender identity, nationality, or that discriminates or incites discrimination against indigenous peoples, migrants, refugees, minorities or people with disabilities. **Support peace** and avoid endorsing or encouraging violence in any form.
- Understand that actions and decisions of the United Nations are made by its 193 Member States who admitted to membership by decision of the General Assembly upon the recommendation of the Security Council. Avoid weighing in on **membership issues**.
- When expressing a political view, be respectful of those with different views to yourself.
- Avoid issuing defamatory statements or calling for illegal action towards public officials or private citizens. Do not declare the actions of public officials or private citizens to be illegal unless adjudicated as such by a competent tribunal.
- Note that, as a UN Decade partner, you may use the UN Decade Logo (including in its lockup-version with UNEP and FAO logos) without prior consent at any time. However, please seek permission when using materials produced by others that display the United Nations, UNEP or FAO logos (posters, videos, etc.) especially for, but not limited to, fundraising materials.
- For public messages and advocacy, please regularly draw upon communication tools provided on the [website](#) and adhere to the [Brand Guide](#) for logos. Promote messages in line with and supporting the official [10 Principles for Ecosystem Restoration and Standards of Ecosystem Restoration](#) guiding the UN Decade. Contact the Communication Manager for any questions that remain.

### **Infringement**

- As co-leading agencies, UNEP and FAO, reserve the right to detect infringements of the above code of conduct and request partners to recall messages or send a corrigendum. In severe or repeated cases, non-compliance may result in withdrawal of the UN Decade partner title and an exclusion from the partner network.