

Joint retreat of the Bureaux of the United Nations Environment Assembly  
and the Committee of Permanent Representatives  
6 and 7 July 2023  
In-person

**Agenda item 2d: Draft communication strategy for UNEA-6**

This note, entitled "*Draft communication strategy for UNEA-6*", has been developed by the Secretariat for the consideration of and possible guidance by the Bureaux of the United Nations Environment Assembly and the Committee of Permanent Representatives, under agenda item 2d [Draft communication strategy for UNEA-6], at the joint retreat of the Bureaux of the UN Environment Assembly and the Committee of Permanent Representatives, to be held in Tangier, Morocco on 6 and 7 July 2023.

# Draft communication strategy for the sixth session of the UN Environment Assembly

**Note:** *This strategy document will be further modified to ensure alignment with the Executive Director's report to UNEA-6.*

## Background and context

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The United Nations Environment Assembly (UNEA) is the world's highest-level decision-making body on the environment, with a universal membership of all 193 UN Member States.

The sixth session of the UN Environment Assembly (UNEA-6) will be held in person at the headquarters of UNEP in Nairobi, Kenya, at the UN Office in Nairobi from 26<sup>th</sup> February 2024 to 1<sup>st</sup> March 2024. The theme of UNEA-6 is **"Effective, inclusive and sustainable multilateral actions to tackle climate change, biodiversity loss and pollution"**.

Approximately 4,000 – 6,000 delegates, including Heads of State and Government, Ministers of Environment and other high-level participants, are expected to attend UNEA-6. Intergovernmental organizations, multilateral environmental agreements, UN system entities and Major Groups and Stakeholders will also participate in the deliberations of the Assembly as observers.

### The environment as a global priority

The world is in the midst of three major interconnected environmental crises: climate change, biodiversity loss, and pollution and waste, which are compounded by widening inequality, conflicts and emerging risks. These are largely driven by human activity and unsustainable patterns of consumption and production. Tackling these three crises is critical to improving the health of our planet, our economies and societies and achieving Sustainable Development Goals during this critical Decade of Action.

At UNEA-6, Member States will lead global discussions to find sustainable, science-based solutions for people and planet and drive the change towards the future we want.

*UNEP's Executive Director, Ms. Inger Andersen, noted, "UNEA-6 has one simple goal: to deliver effective and inclusive solutions that can turbocharge the achievement of the 2030 Agenda for Sustainable Development and the human right to a clean, healthy and sustainable environment."*<sup>1</sup>

## Strategy

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The draft strategy is informed by UNEP's experience in leading global communications and advocacy around previous UN Environment Assemblies and the UNEP@50 global commemoration. The strategy and additional content plans and messaging will be further refined as preparations advance.

### Communication objectives

#### In the lead-up to UNEA

1. To shine a spotlight on pressing environmental challenges being deliberated at UNEA-6 and rally public support for robust, impactful and inclusive actions to make progress as we hit the halfway mark to SDG achievement.

#### During UNEA

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<sup>1</sup> <https://www.unep.org/news-and-stories/speech/planet-sustains-everyone-everywhere>

2. To position UNEA as a critical multilateral tool vital to making urgent progress on global environmental challenges. UNEA-6 must be seen as the nerve centre of multilateral governance for the environment.
3. To increase understanding and support of the draft resolutions and decisions to be adopted at UNEA-6 and their critical role in advancing the 2030 Agenda.

### **Post-UNEA**

To emphasise UNEP's role as convenor, facilitator and catalyst for environmental action, the importance of strengthening the science-policy interface, and the urgent need for immediate action to step up progress on the SDGs.

### **Key messages**

Key messages grounded in science will be aligned with the Executive Director's report to UNEA-6 and the focus areas of the UNEA-6 theme.

### **Website**

#### **UNEA-6 microsite**

- User-friendly and dynamic microsite enabling for seamless registration; accessing relevant documents and the programme of events.
- Multilingual online programme - with clear links to the webcast of the official meetings in all six UN languages.

#### **unep.org**

- Prominent link to UNEA microsite from the UNEP.org homepage, which will also feature stories, press releases, and other content that highlight the expected focus areas at UNEA6.

### **Event App**

UNEA-6 will have a dedicated mobile app for attendees (online and in person). The app will include the programme of events of UNEA week and will include links to the website, relevant documentation and amenities and a map of the venue. Attendees with the mobile app will be able to set their own reminders for specific sessions and events. It will also allow the Secretariat to push notifications on last-minute changes in the programme and remind attendees of the availability of meeting documentation.

### **Newsletters**

In the lead-up, during and after the conclusion of UNEA, attendees and other subscribers will receive email updates with relevant information regarding the event. The newsletters will contain summaries, practical information and useful links to reports, multimedia content and programme updates.

### **Branding**

The UNEA-6 branding will be used on the website, social media cards, printed banners, backdrops for the conference rooms and press room, and merchandise. If there is an opportunity through collaboration with the Host Country, the design and messaging will also feature on billboards in Nairobi, at an airport welcome desk, and external branding around UNON.

### **Sustainability and paper-free event**

The website and app will support the paper-free format of UNEA. The Secretariat is coordinating with the Sustainable UN and the Greening the Blue teams to advise on mitigation measures to minimize the environmental impact of UNEA-6.

Printing of promotional materials in hardcopy and other branding materials will be kept extremely limited, with an emphasis on digital signage. As much as possible, the "reuse" principle will guide all production with frames and materials used in previous UNEAs refurbished for UNEA 6, as much as possible.

### **Exhibitions**

UNEP Secretariat is exploring whether space may be made available for exhibits. More information on this will be shared when available.

### Host Country

UNEP will work with the Host Country to facilitate Kenya's visibility, in particular at the opening and the high-level segments. UNEP will work closely with Host Country, Kenya, to improve visibility on the importance of UNEA-6 in national media and the importance of the thematic issues.

### Internal Communication

Timely updates to all UNEP personnel and across the UN system will drive engagement and awareness of UNEA6.

### Editorial content

The Communication Division will produce UNEA-related content, including several UNEA-6 stories and interviews to feature on the UNEP website. From early 2024, a UNEA-6 live [multimedia feed](#) will provide a consistent flow of UNEA-6 updates, stories and press releases.

### Social media

UNEP will facilitate online visibility in the lead-up to and during UNEA through updates on [UNEP's social media channels in eight languages](#).

- UNEP's social media accounts will consistently feature news and updates on UNEA-6.
- A UNEA-6 Trello board will provide social media cards and brand guidelines for use by UN System entities and other stakeholders.
- Delegates are encouraged to post relevant content using the #UNEA hashtag (additional hashtags to be confirmed).

Member States are encouraged to make use of the templates (speakers' cards) and assets developed to promote their participation in the Leadership Dialogues and official side events. Missions, ministries and capitals are encouraged to announce on social media their participation in UNEA-6 and tag @unep using the #UNEA hashtags.

### Multimedia

In the lead-up to UNEA-6, the Communication Division will produce videos and photo essays to spotlight key issues and themes of the event.

- Videos and photos of UNEP and Member State environmental initiatives will be screened on displays with onscreen text to reinforce thematic messaging.
- A curtain raiser and closing video will support the event.
- The team will share clips with UNiFeed to facilitate international press pick-up.
- UNEA photos will be available on [UNEP's Flickr channel](#).

### Press and media

In advance of UNEA-6, UNEP will leverage opportunities to highlight UNEA in interviews, opinion pieces and other media opportunities.

- Journalists will be invited to attend in-person and online.
- A media center and press conference space will be established.
- A multimedia press kit in all 8 languages will be available to journalists and media outlets covering the event.
- Press releases will highlight the role of UNEA-6 and feature significant resolutions.
- UNEP will identify and train additional media spokespersons to provide technical expertise on the topics being negotiated.
- An opening and closing press conference with the UNEP Executive Director and the President of UNEA-6 will be organized and webcasted. Other press conferences can be organized around related announcements.

### UNEP Goodwill Ambassadors and other influencers

UNEP will mobilize key influencers and Goodwill Ambassadors to promote UNEA-6 and its social media activation for it.

### Youth engagement

A series of young influencers will participate in UNEA activities by promoting them through their social media platforms, engaging new audiences, and being advocates of the social media advocacy campaign. UNEP will highlight all youth events through the UNEA-6 live feed, have clear links to them on the event calendar, and highlight the most interesting ones through social media.

### Regional communication

Regular meetings with communication colleagues in UNEP regional offices and the MEAs will facilitate their collaboration and inputs into the UNEA featured updates and the event calendar.

### UN News, UNiFeed and UN WebTV

UN colleagues in New York will be briefed on the upcoming UNEA-6 meetings and the expected outcomes.

- UN News – will be asked to give a curtain raiser and closing story to UNEA-6
- UN social teams - will be asked to amplify the event to their audiences.
- UN Web TV – will stream the language versions of the meetings and provide statistics.
- UNiFeed – can receive clips from the event and disseminate them on their news feeds to give media attention to the proceedings.

### Streaming

Daily live and on-demand webcast coverage of UNEA and press conferences will be available to a global audience through UN Web TV.

### Side events

The Communication Division will promote official side events. A content plan will be developed closer to the date in coordination with event organizers.

### Focus on the Multilateral Environmental Agreements (MEAs)

The Communication Division will support the UNEA-6 focus on MEAs in coordination with the Law Division and the network of communication officers in the different Conventions. In the upcoming months, a more detailed communication plan for the Leadership Dialogues during the MEA Day and the MEA pavilion will be developed.

### Contacts

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