WORLD ENVIRONMENT DAY 2024

We Are #GenerationRestoration

Daniel Cooney May 2, 2024

> Our Land. Our Future We are #GenerationRestoration



environment programme



World Environment Day 2024 Global Campaign

- Hosted by Kingdom of Saudi Arabia
- Slogan "Our Land. Our Future. We are #GenerationRestoration"
- Focus on land degradation, desertification & drought







Campaign objectives

- Educate: Inform and engage to raise awareness
- **Empower**: Provide impactful yet simple actions individuals can take to revive land
- Inspire: Showcase Restoration success and expand outreach through influencers/ Goodwill Ambassadors

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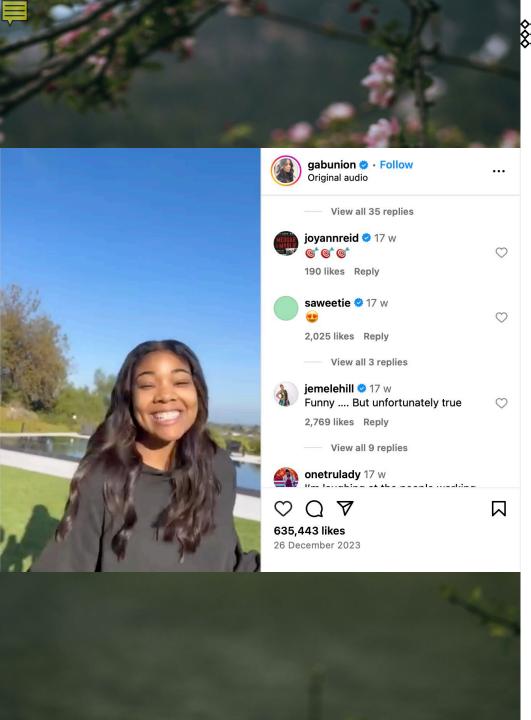


Land is at the heart of action.

- Fits with UN Decade on Ecosystem Restoration;
 Bonn Challenge; UNCCD
- Accelerate. Agenda 2030 achievement
- Increase ambition for action







I'm protecting the planet, of course I joined #GenerationRestoration !

- Take on generational and other stereotypes following the current "Of course" trend on social media
- Everyone can participate and share enthusiasm, activism or advice
- Adaptable to **all social media** platforms
- How can you participate?







Kingdom of

2024

Saudi Arabia



Global media engagement

UNEP will engage global media globally:

- Press conferences and briefings
- Media trips
- Press releases
- Interviews with experts
- Opinion pieces







Kingdom of Saudi Arabia is 2024 host country

- Host country campaign launched on April 28
- Official ceremony in Riyadh on 5 June
- UNEP will produce multimedia products highlighting the Kingdom's efforts.
- Thousands of outreach activities will take
 place to highlight action on the theme

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The Kingdom's response to land degradation

- Grow 400 million trees
- Protect 30% of its terrestrial and marine areas by 2030
- Drive Global Land Initiative
- Host of UNCCD COP16

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Join and contribute to World Environment Day

- 1. Share with UNEP any news on environment policies or initiatives you plan to announce so we can showcase your efforts on our platforms
- 2. Spread the word. Encourage stakeholders to register #GenerationRestoration events and activities
- 3. Show support on social media

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The resources

- World Environment Day website and Event and activities registration map
- Public <u>Trello Board</u> and <u>Practical Guide</u>, <u>Brand</u>
 <u>Guide</u> and the <u>#GenerationRestoration Social</u>
 <u>Media challenge</u>)
- Learn about the campaign through the <u>Marketing brief</u>
- Key messages and Fun facts and Quizzes









"We know ecosystem restoration works if we give nature a chance. If we give nature half a leg up, it will regenerate. This is good for societies, good for the global economy, and it is good for long-term sustainability."

- Inger Andersen, UNEP Executive Director

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Let's keep in touch Daniel.cooney@un.org

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