

Communication Division








Committee of Permanent Representatives (CPR)

Dan Cooney

Director, Communication Division



1. Communication Division structure

-  **Digital Strategy** Delivers on UNEP's multilingual online communication platforms to ensure that all audiences have access to information.
-  **Public Advocacy** Drives public engagement and partnerships on action on critical environmental issues.
-  **News Media** Strengthen public awareness of environmental issues and arm policymakers with the latest environmental science through global, regional and national news media.
-  **Content Services** Produces high quality publications, stories, multimedia products, branding and graphics to strengthen science and solutions for environmental action.
-  **Communications for Resource Mobilization** Deliver on a communication strategy in support of UNEP's resource mobilization efforts including on Environment Fund and Thematic Funds.
-  **Celebrity Influencers** Engage celebrity voices to reach audiences outside the "environment bubble".
-  **Executive Director Communications** Strengthen the voice of the Executive Director on the triple planetary crisis.

2. Digital Platforms

- **12** platforms
- **8** languages
- **10 million** followers on social media
- **10,000** pages on UNEP website
- **17 million** views of unep.org in 2024
- **86%** viewer engagement with content



3. Public Advocacy

Climate Action

ActNow, Speak Up: Part of the UN DGC's Act Now campaign to encourage individual action on climate change and sustainability.

Chemicals & Pollution

One platform for a coherent and unified narrative towards a pollution-free planet

Nature Action

A unified voice and messaging to shape and build visibility on UNEP's Nature Action work while inspiring action.

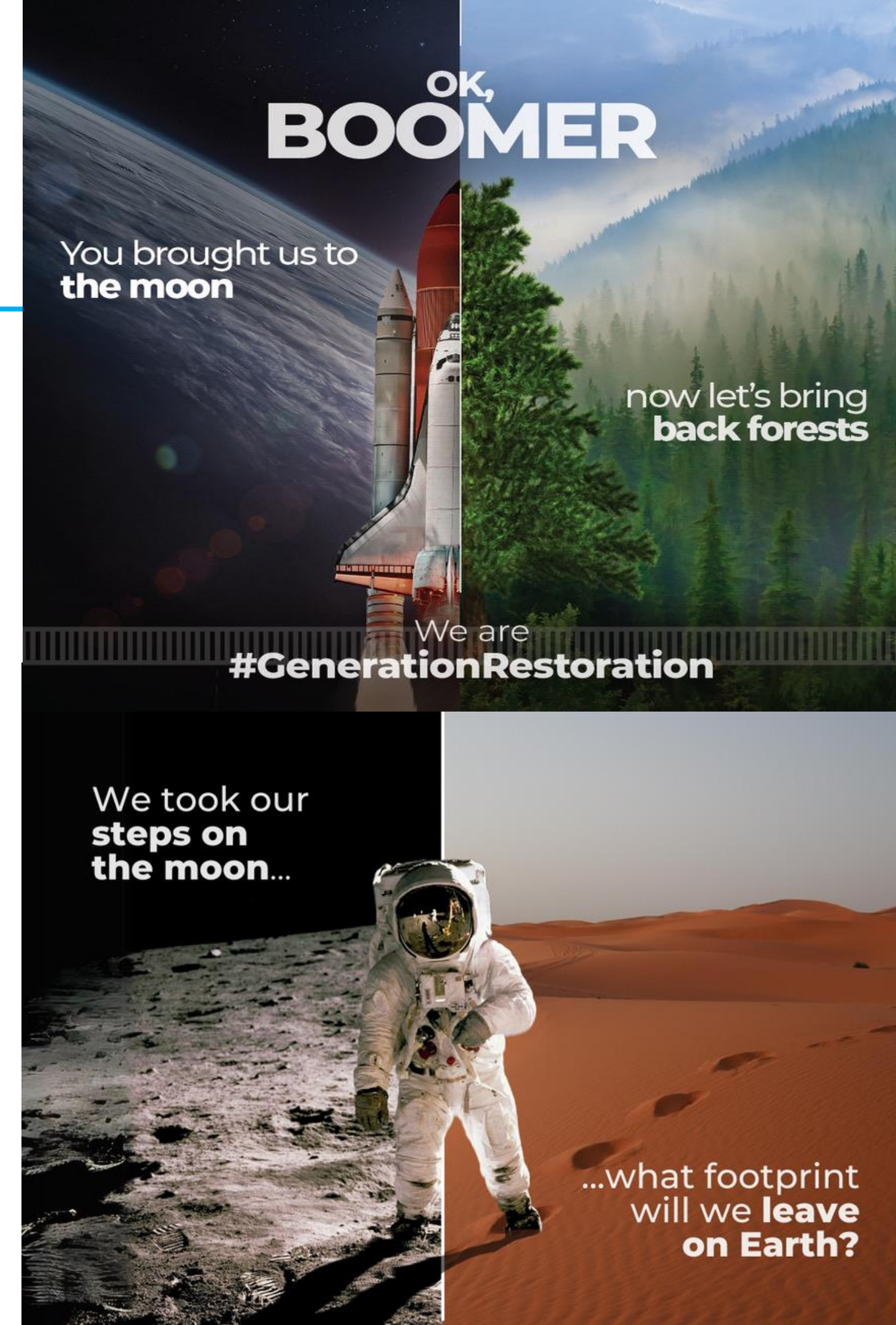


Beating pollution requires action on a number of fronts:



Record-breaking World Environment Day 2024

- **#WorldEnvironmentDay** top trending on X
- **480 million** times WED content seen across social
- **27 million** views for “Of Course” social media challenge
- **1+ million** visits to the WED website
- **45,000** downloads of the We are #GenerationRestoration practical guide
- **22,420** articles published in **148** countries, **49** languages
- **3,939** registered events in **150+** countries



Everyone has a role in fighting air pollution

Air pollution is a global crisis that demands urgent, collective action. Governments, businesses, and individuals must unite to forge a future free of dirty air. [#CleanAirNow](#)

UNEP-led International Days

International Day of Clean Air for blue skies

“**Invest in #CleanAirNow**” (2004) called for urgent investment in clean air solutions to tackle pollution, protect health, and boost economies.

International Day of Zero Waste

Calls on public and private entities across the food system, as well as consumers, to unite in reducing food loss and waste towards SDG 12.3 which aims to halve global waste at the retail and consumer level by 2030.

Nature doesn't waste.

NOR SHOULD WE



RESTORE

THE LIVING INDUS

UN Decade on Ecosystem

- **270+** partners
- **17** UN World Restoration Flagships with over **100 million** hectares under restoration by 2030
- **Flagship videos watched 20 million times**
- 2024 Media Campaign with stories in **64 countries, 14 languages**
- 7 Celebrity announcement videos reaching millions

Champions of the Earth

Recognizes those taking bold action for our world amid an unprecedented triple planetary crisis.

116 environmental trailblazers recognized since 2005

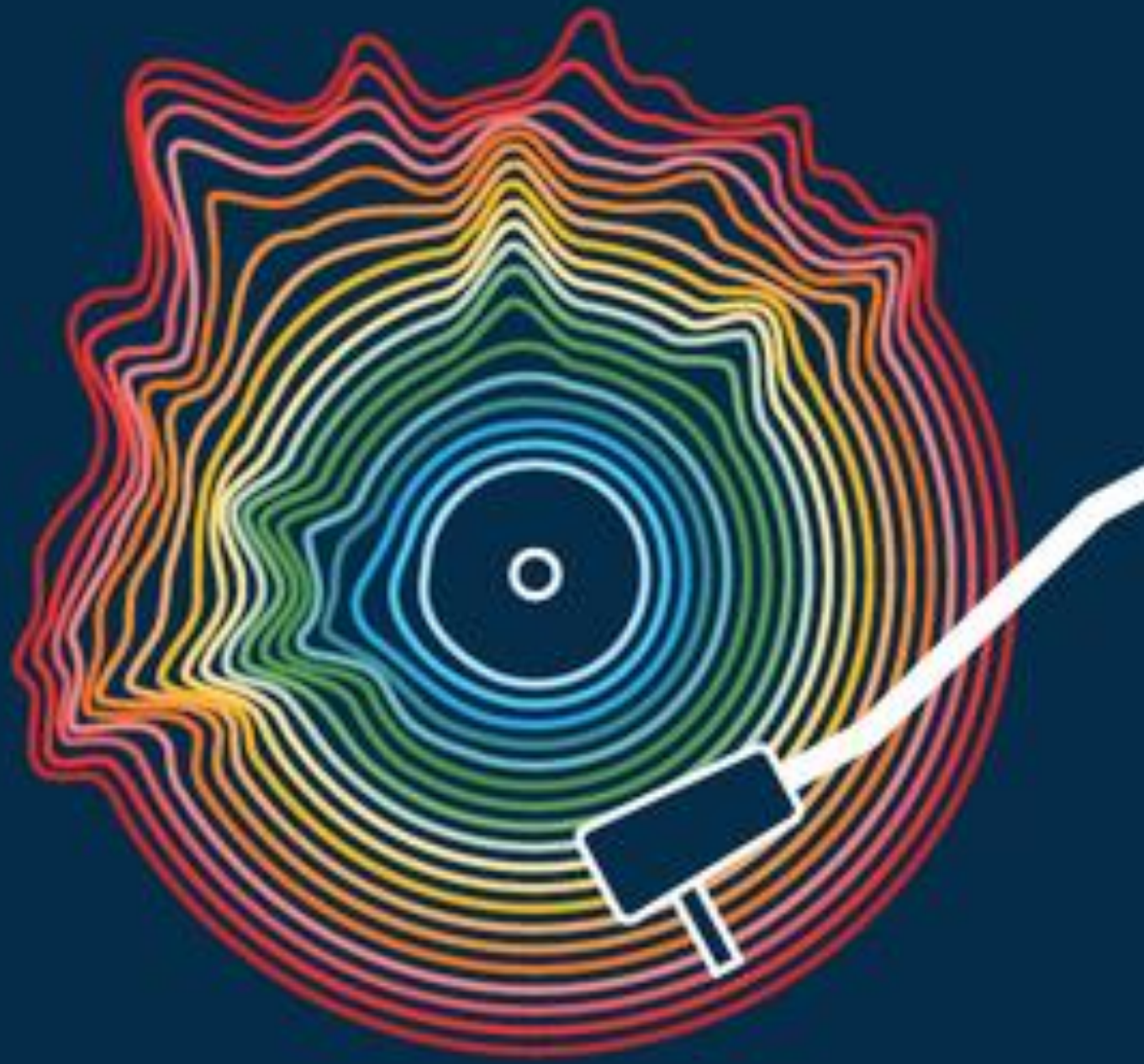
2023 campaign

- **58** million people reached on social media
- **7.2** million video views
- **604** articles from media outlets in **41** countries
- **2500+** nominations, a new record



Broken Record

Temperatures hit new highs, yet world fails to cut emissions (again)



Emissions Gap Report 2023

4. Content

Publication

Flagships, Spotlights, Technical Reports

Editorial

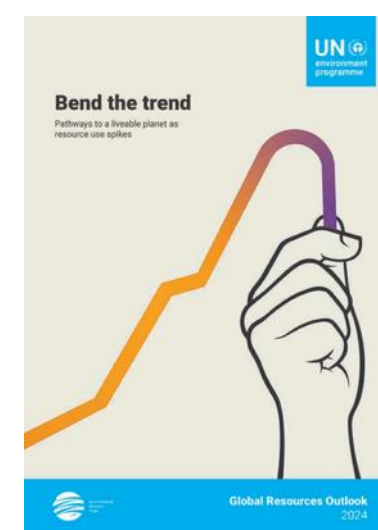
Stories, live feeds, blogs

Multimedia

121k subscribers on YouTube

Graphic Design

Social cards, report designs, branding for special events & campaigns



5. UN Environment Assembly (UNEA-6)

News & Media

10k+ articles mentioning the UNEA (8 Feb – 8 March 2024)

Editorial

110k post posts on the feed with a total view of 18.5k

Video stats

1.15 million views on YouTube during UNEA-6 week

Digital & social media

Produced content in all UNEP languages
(300+ posts in English)

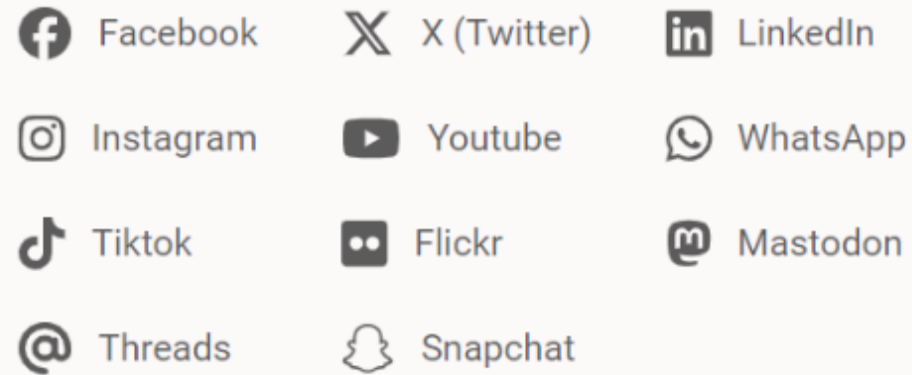
Publications

3 reports launched



Follow us!

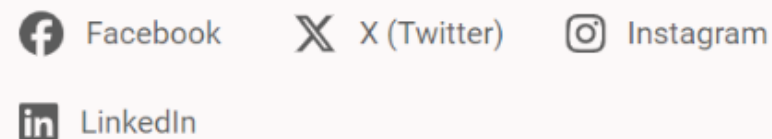
English



Arabic



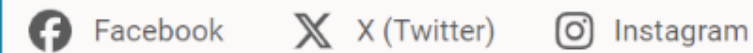
Spanish



French



Russian



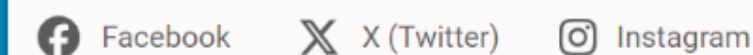
Chinese



Portuguese



Kiswahili



Leadership



[@andersen_inger](https://twitter.com/andersen_inger)



[@inger_andersen](https://www.instagram.com/inger_andersen)



[@inger_andersen](https://www.linkedin.com/in/inger_andersen)



[@mremae](https://twitter.com/mremae)