

Meeting of the Bureau of the Environment Assembly  
20 January 2021  
16:00 – 18:00 (GMT +3 – Nairobi time)  
Online meeting

#### **Agenda Item 4: UNEA-5 Communication Strategy**

This document serves as a background document for agenda item 4: UNEA-5 Communication Strategy.

The Secretariat has prepared a note to present a proposed communication strategy for the fifth session of the United Nations Environment Assembly, outlining proposed messaging and activities to be carried out for the virtual session of UNEA-5 in February 2021 and the resumed session in February 2022.

The UNEA Bureau is invited to consider the note and provide further guidance to the Secretariat.

# COMMUNICATION STRATEGY IN SUPPORT OF THE FIFTH SESSION OF THE UNITED NATIONS ENVIRONMENT ASSEMBLY

*This communication strategy is updated in view of the decision of the UNEA bureau at its meeting on 8 October 2020 to apply a "2-step approach" for the organization of the fifth session of the UN Environment Assembly (UNEA-5).<sup>1</sup>*

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<sup>1</sup> Agenda Item 5(iii): Preparations for UNEA-5, including a possible scoping exercise and/or timetable for the tabling of resolutions  
<https://wedocs.unep.org/bitstream/handle/20.500.11822/34066/Item%205%20iii%20-%20Draft%20structure%20and%20agenda%20UNEA5%20RV.FNL.pdf?sequence=1&isAllowed=y>

## 1. Introduction

The United Nations Environment Assembly (UNEA) is the world's highest-level decision-making body on the environment. It addresses the critical environmental challenges facing the world today. Representatives from more than 190 countries convene to outline cooperation and action for the protection and preservation of our global environment. In recent years, the UNEA has become known as an accelerator for some of the world's most impactful environmental movements.

In view of the Coronavirus Disease 2019 (COVID-19) pandemic, the fifth session of UNEA (UNEA-5) will take place through a two-step approach under the theme *Strengthening Actions for Nature to Achieve the Sustainable Development Goals*. A first virtual session of UNEA-5 will be convened in February 2021 under a streamlined agenda, followed by a resumed session of UNEA-5 in February 2022, to consider substantive issues and to address time-sensitive administrative and budgetary matters—i.e., Medium-Term Strategy 2022-2025 and the Programme of Work and Budget 2022-2023. The resumed session of UNEA-5 will take place later in February 2022 and take action on substantive matters and adoption of thematic resolutions.

At a time when world headlines are almost exclusively focused on health and economic crises, we must ensure that biodiversity, climate and the broader environmental agenda remain prominent within the public discourse and a multilateral priority. As governments grapple with the COVID-19 crisis, environmental dimensions are playing a critical role in both understanding the origins of this pandemic and in helping to rebuild a world to maintain planetary sustainability.

In line with its mandates, United Nations Environment Programme (UNEP) is working to help nations build back greener as the world recovers from this pandemic to increase resilience to future crises. By delivering and facilitating stronger science and policies, UNEP is providing support to countries as they find ways to reduce the risks of future pandemics and disasters by restoring lost ecosystems and biodiversity, fighting climate change and reducing pollution. UNEA-5 will reinforce the message that in 2020, the planet has delivered its strongest warning to date, and continue to do so, that humanity must change, and that nations and partners need to act for a healthier planet and greener investments in 2021<sup>2</sup>.

Starting with the virtual session of UNEA-5 in February 2021 and all the way in the build-up to the resumed session of UNEA-5 in February 2022, UNEP will conduct a sustained global communications campaign to raise awareness and mobilize action on the theme *Strengthening Actions for Nature to Achieve the Sustainable Development Goals*. The campaign will aim at reframing the overarching narrative on nature for the next years to one in which UNEP pushes for understanding and appreciating the true value of nature, re-evaluating relationships with it and working with absolute urgency to halt and reverse the decline of nature through sustained reforms designed to address systemic threats.

The virtual session of UNEA-5 in February 2021 will kick-start communications activities to place nature at the centre stage of the economic recovery debate. These efforts will continue and scale up during 2021 and culminate in the resumed session of UNEA-5. UNEP will continue its communication efforts to position and support policies that invest in nature and green jobs, sustainable finance, sound chemicals management, and sustainable production and consumption at the forefront of COVID-19 recovery plans and leveraging other strategic nature-based objectives, commitments and action plans such as the UN

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<sup>2</sup> Working with the Environment to Protect People UNEP's COVID-19 Response:  
[https://wedocs.unep.org/bitstream/handle/20.500.11822/32218/UNEP\\_COVID.pdf?sequence=1&isAllowed=y](https://wedocs.unep.org/bitstream/handle/20.500.11822/32218/UNEP_COVID.pdf?sequence=1&isAllowed=y)

Decade of Action to deliver the Sustainable Development Goals (SDGs), the 10 Year Framework on Sustainable Consumption and Production, the UN Decade on Ecosystem Restoration, the post-2020 Framework on Biodiversity, the strategic approach and the sound management of chemicals and waste beyond 2020, the Decade of Ocean Science for Sustainable Development, the Paris Agreement on climate change, and the UN Food Systems Summit in 2021.

## 2. Objectives

Despite the changes in the format and timelines, the overall objective of UNEA-5 remains the same: to mobilize, motivate and energize member States and all stakeholders into sharing and implementing successful approaches and nature-based solutions that contribute to the achievement of the 2030 Agenda and the SDGs, particularly the eradication of extreme poverty, the promotion of sustainable patterns of consumption and production, and a sustainable recovery in a post-pandemic world.

The main communication objective of the virtual session of UNEA-5 in February 2021 will focus on improving understanding of and foster excitement for the Environment Assembly as the primary platform for world's environment ministers and other sectors to identify and capture transformative actions and policies for nature. In the lead up to the resumed session of UNEA-5, additional communication efforts will aim to mobilize Member States to make more ambitious and robust commitments in support of nature and highlight and bring attention to the decision and outcomes of UNEA-5.

The Secretariat will capitalize on the momentum achieved to date through the *Time #ForNature* campaign, launched for the 2020 World Environment Day and used for the UN Biodiversity Summit and other related events, and transition it to a global call to *Act #ForNature* all the way to the resumed session of UNEA-5.

The communication content will broadly build upon the proposed four action areas for the Environment Assembly, while highlighting the connection of the theme of UNEA-5 with the need to respond to the COVID-19 crisis in the context of the biodiversity, pollution and climate crises. UNEP intends to propose a narrative which supports greater understanding and appreciation of biodiversity and ecosystem services; reevaluates our interaction with nature and seeks to halt and reverse the decline of nature through reforms designed to address systemic threats. The narrative will demonstrate that the better that everyone works for nature, the better will be human health and stronger and sustainable economies will be built coming out of the COVID-19 crisis.

## 3. Strategy

UNEP will build on the successful models of past Environment Assemblies and adjust to the “two-step approach” of UNEA-5. This communication strategy will help meet the Assembly objectives through a public-facing, overarching campaign, complemented by compelling content for all stakeholders, and a digital platform to capture and amplify stakeholder commitments, best practices, and impactful stories.

The communication efforts for the virtual session of UNEA-5 in February 2021 will be aimed at galvanising momentum for the *Act #ForNature* campaign to support the general messaging of this virtual session in addition to specific messaging from thematic side events, report launches and the consensual message.

The Act #ForNature campaign will run throughout 2021 to support communication during other environmental moments such as World Environment Day 2021, the launch of the Decade of Ecosystem Restoration, the 15th Conference of the Parties (COP15) on the Convention on Biological Diversity (CBD) and other related conferences, report launches and events. The messaging around Act #ForNature will evolve and adjust to the different milestones throughout 2021 and help build momentum in the countdown to the resumed session of UNEA-5.

### 3.1. Messaging

The UNEA-5 campaign started with and is building upon the 2020 World Environment Day campaign theme: *Time #ForNature*. The campaign has transitioned from establishing a sense of agency by raising awareness on how restoring nature is critical for reversing the loss of biodiversity and sustaining a healthy planet to a call to action and commitment to Act #ForNature. Since its launch, the #ForNature campaign has been mainstreamed in a host of other communication initiatives by UNEP and the larger UN family and, as part of the virtual session of UNEA-5, it will be fully transitioned from raising awareness to demanding action. This messaging will focus on an informative and emotive approach to communicating the benefits related to restoring nature and reversing biodiversity loss in the context of sustainable development and encourage individuals to understand how humans are part of nature and how intimately all living things depend on it. In doing so, the goal is to do more than just raise awareness, aspiring to shift behaviours, generate momentum and support for action to protect nature and bring attention to UNEA-5 as the primary platform for world's environment ministers and other sectors to identify and capture transformative actions and policies for nature. All actors must collaborate towards urgent, transformative, and sustained actions that deliberately reshape humanity's interaction with nature.

### 3.2. Messaging around priority areas

The Act #ForNature campaign will take impetus from and contribute towards the main theme of UNEA-5 of strengthening actions for nature to achieve the SDGs, as well as in the context of the response and recovery from COVID-19 pandemic for its sub-themes:

- Nature for Poverty Eradication, Jobs and Economic Prosperity
- Nature for Human and Ecosystem Health
- Nature for Climate
- Nature for Sustainable Food Systems

#### **Nature for Poverty Eradication, Jobs and Economic Prosperity<sup>3</sup>**

- *Building back greener from the pandemic by investing directly in nature.*
- *Greening stimulus packages and investments and supporting governments to rebuild the next generation of social, ecological and productive infrastructure*

This action area emphasizes the imperative that post-pandemic recovery efforts are undertaken in harmony with nature. The performance and resilience of our socioeconomic systems depend on the health of the natural environment and ecosystems. Building back greener means creating jobs that take our economies

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<sup>3</sup> Resources: <https://wedocs.unep.org/bitstream/handle/20.500.11822/32281/GJ.pdf?sequence=1&isAllowed=y>  
<https://wedocs.unep.org/bitstream/handle/20.500.11822/32280/Fisc.pdf?sequence=1&isAllowed=y>

one step further towards the 2030 Agenda and Paris Agreement, by accelerating and scaling up sustainable consumption and production. UNEP is supporting countries as they recover from COVID-19 by focusing on sustainable consumption and production, green and decent jobs and a just transition<sup>4</sup>. Communications will highlight UNEP's work and the urgency to adopt integrated approaches to economic recovery and job creation with a long-term view to enhance resilience, how providing targeted support help building resilience through sustainable and responsible value chains and, how UNEP works with its partners in the financial sector to play an integral, positive and impactful role. UNEP's key messaging will emphasize that, once the COVID-19 crisis is over, the world cannot return to business-as-usual practices that increase emissions and put pressure on wildlife and biodiversity.

UNEP will also highlight that people cannot enjoy their basic human rights to life, health, food and safe water without a healthy environment. The loss of ecosystem services has disproportionate effects on certain members of society, notably women and young girls who are more reliant on and play a key role in managing biological resources such as fuel, water and food. As a result, women face particular challenges and are far less resilient to the impacts of loss or reduction of ecosystem services and climate change.

Links to successful programmes and new science-policy will be referenced, such as:

- Partnership for Action on Green Economy (Green Jobs Training Guidebook<sup>5</sup>)
- Green Fiscal Policy Network
- One Planet Network
- Resource Efficient and Cleaner Production Network
- UNEP's role as custodian agency for SDGs indicator 12.c.1 (amount of fossil fuel subsidies per unit of Gross Domestic Product).

### **Nature for Human and Ecosystem Health<sup>6</sup>**

Unless actions are taken to protect habitat and biodiversity loss, pandemics could become a new normal in this century. In response, UNEP is working with UN System partners and others to advance a One Health approach that links the health of people, agricultural systems and nature, to explore how the deterioration of the world's ecosystems is fueling the rise of pandemics caused by zoonotic diseases and to offer practical recommendations to de-escalate this risk. Key messages will focus on the need for ambitious new biodiversity targets and that investing in nature can limit the impact and emergence of zoonotic diseases.

UNEP will identify global collective responses to address the threat of marine litter including microplastics, linking to existing public facing campaigns such as Clean Seas and Beat Pollution, integrated ecosystem-based management solutions and actions on freshwater and ocean environments, activities on biodiversity and habitats conservation and restoration and links to successful frameworks such as new global chemicals management framework. Highlighting direct impacts of chemicals pollution on public health and the implementation of the plan "Towards a pollution-free planet" adopted at UNEA-4, including by strengthened activities and partnerships related to abating air pollution

### **Nature for Climate**

Healthy ecosystems can reduce the negative impacts of climate change. UNEA-5 will provide an opportunity to highlight and share actions that recognize the solutions that nature can provide vis-à-vis mitigating and

<sup>4</sup> <https://wedocs.unep.org/bitstream/handle/20.500.11822/32281/GJ.pdf?sequence=1&isAllowed=y>

<sup>5</sup> <https://www.un-page.org/resources/green-jobs/green-jobs-training-guidebook>

<sup>6</sup> Resources: <https://wedocs.unep.org/bitstream/handle/20.500.11822/32285/ZD.pdf?sequence=1&isAllowed=y>

adapting to climate change in both terrestrial and marine environments and how they are fundamental in helping to rebuild a post-pandemic world to maintain planetary sustainability.

UNEP will highlight voluntary actions taken by Member States that recognize the contributions that ecosystems can provide to mitigate and adapt to climate change in both terrestrial and marine environments. And strengthen specific inter-agency efforts and partnerships and other means of implementation such as: UN-REDD Programme, the Climate and Clean Air Coalition, the Global Peatlands Initiative, the UN Decade on Ecosystem Restoration 2021-2030 and the Global Commission on Adaptation's Action Track on Nature Based Solutions.

### **Nature for Sustainable Food Systems<sup>7</sup>**

As food systems depend on natural resources, population growth and dietary changes due to growing wealth are creating pressures on those resources. Transforming food systems is required to meet future demands. Food systems are currently the single biggest underlying source of decline in nature. Since 1970, land-use change (predominantly for agriculture) has had the largest relative negative impact on nature, and more than one third of the terrestrial land surface is now being used for crops and livestock farming.

Although sustainable production practices exist, our food systems are currently the single biggest underlying source of decline in nature, responsible for three-quarters of deforestation, and for the most important pressures on marine fish stocks. At the same time, food systems themselves are dependent on biodiversity and are therefore undermined by its loss. The loss of diversity, including genetic diversity, poses a serious risk to global food security by undermining the resilience of many agricultural systems to threats such as pests, pathogens and climate change.

UNEP will highlight and encourage commitments to actions that enhance stewardship of habitat and natural resources while improving the provision of food and nutrition for a growing population. Specific inter-agency efforts and partnerships and other means of implementation include the 10 Year Framework on Sustainable Consumption and Production, specifically its programme on sustainable food systems, the ongoing joint cooperation with the Food and Agriculture Organization and preparations for the 2021 UN high-level summit on food systems.

Key messages:

- need to take action to transform agriculture and food systems, as significant driver of biodiversity loss
- need to accelerate redirection of private capital towards sustainable production of food and commodities

From an economic perspective, UNEP will ask audiences to consider the real cost of nature degradation and biodiversity loss and the consequences and impact of individuals to unsustainable use of nature. Reforms and investments over the next 10 years must simultaneously re-build our economies by addressing the systemic threats to nature, such as unsustainable consumption and production, rapid urbanization, as

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<sup>7</sup> Resources: <https://www.resourcepanel.org/reports/food-systems-and-natural-resources>  
<https://www.unenvironment.org/news-and-stories/story/why-food-systems-need-change>  
[https://www.oneplanetnetwork.org/sites/default/files/un-e\\_collaborative\\_framework\\_for\\_food\\_systems\\_transformation\\_final.pdf](https://www.oneplanetnetwork.org/sites/default/files/un-e_collaborative_framework_for_food_systems_transformation_final.pdf)

well as weaknesses in governance and accountability, which in turn feed the five direct drivers of biodiversity loss and ecosystem degradation

From a social perspective, UNEA-5 will provide an opportunity to announce and/or commit to actions that recognize the contribution of nature to public health. It is clear that enhanced, proactive and sound conservation practices, and sustainable use of ecosystems and their biodiversity will contribute to prevention of accelerated pathogen pathways amplified due to habitat encroachment and destruction, illegal wildlife trade, landscape fragmentation, deforestation, and similar anthropogenic activities. The UNEA-5 will be an opportunity to announce and/or commit to actions that enhance stewardship of habitat and natural resources while ensuring the provision of food and nutrition for a growing population.

UNEP will illustrate the urgent stakes and the innovation actions required to protect nature and embrace sustainable lifestyles. UNEP will highlight the unity of purpose and joined-up action required to understanding the benefits of nature to all the dimensions of sustainable development, inter alia combat climate change and its impacts, halting the loss of biological diversity, reducing pollution and halt and reverse land degradation, including by contributing to the ending poverty in all its forms everywhere, with a view to achieving the SDGs and build back greener in a post-COVID-19 world.

Most of the content will reference the link between COVID-19 and nature to make it most relevant to the top topics today on news and social media.

The campaign will support policy advocacy efforts to build momentum for action, the agreements and pledges needed for the shift and to raise awareness of the potential of nature solutions to achieve the SDGs in its three complementary dimensions (social, economic and environmental). In coordination with Regional Offices and other secretariat functions, UNEP will support countries in raising awareness of related problems, innovations, and solutions, including through propagating new science and highlighting success stories.

UNEP encourages member States and other partners to share stories highlighting sustainable solutions to all the nature and environmental challenges – ranging from climate change to measures to avert biodiversity loss calling on all sectors of society to mobilize for a decade of action on three levels: global action to secure greater leadership, more resources and smarter solutions for the SDGs; local action embedding the needed transitions in the policies, budgets, institutions and regulatory frameworks of governments, cities and local authorities; and people action, including by youth, civil society, the media, the private sector, unions, academia and other stakeholders, to generate an unstoppable movement pushing for the required transformations for a sustainable pathway and stop biodiversity loss in the coming decade.

#### **4. Activities**

##### **4.1. Between December 2020 and February 2022**

###### *Powerful storytelling*

UNEP will continue producing a variety of compelling stories under the umbrella campaign Act #ForNature to put a human face on the benefits of nature-based solutions for communities, ecosystems restoration and conservation, driving discussion, awareness and action. UNEP will explore new technologies and creative ways to tell stories about projects, including immersive experiences, virtual reality content, photo



features and audio-visual content. The Act #ForNature campaign will also be mainstreamed in other ongoing or planned communication initiatives, including with UN System partners, in their storytelling wherever opportunities exist to reinforce and complement messaging.

#### *Social media engagement*

UNEP will use social media as a powerful tool to engage public on the UNEA-5 theme. Based on the communication objectives, the social media campaign will serve to educate, empower and inspire users to ask questions and take actions aimed at knowing how to understand nature to sustainably harness its benefits and preserve diversity of life in Earth as crucial actions to solving the critical environmental challenges faced. Throughout 2021, UNEP will create compelling, issue-based visuals that bring strong engagement across channels and audiences. Infographics, animations and video content will address the depth of different issues, will provide positive paths forward. As the campaign approaches near to the resumed session of UNEA-5 in February 2022, the social team will profile concrete examples of the power of nature solutions, along with interactive opportunities for attendees to show how they are part of the sustainable living movement.

#### *Building a powerful digital platform*

UNEA-5 related webpages will serve as a content platform for all stakeholders, serving as a critical rallying point for aggregating the stories, actions and impacts of the campaign. The [Environment Assembly website](#) will also provide Member States the relevant information and documentation. More than 90,000 online subscribers will receive monthly e-updates gathering the most relevant stories on the UNEP website and from partners.

#### *Earned media outreach*

The campaign will include a proactive approach to news and media. Working collaboratively across the house, the Communication Division will develop a calendar of earned media touch points designed to build awareness, create anticipation and secure coverage around key content opportunities in 2021. The external narrative will focus on the urgency of the theme and position UNEA-5 as a critical moment for building global consensus around nature and SDGs. The earned media approach will seek to capitalize on “soft media” opportunities by connecting the UNEA-5 agenda and theme to other high-profile environmental news. During the session itself, media attention will be built around key policy outcomes and further amplified by close collaboration with member States and regional assets.

#### *World Environment Day 2021: The formal launch of the United Nations Decade on Ecosystem Restoration (UN Decade)*

World Environment Day 2021 will serve as an ideal platform to introduce the UN Decade to a wider public and further fuel global momentum for the resumed session of UNEA-5 linking the theme of the Assembly to post-pandemic sustainable recovery efforts, nature and connection with the four action areas. Celebrating World Environment Day under the proposed theme of ecosystem restoration will also help in showcasing successful restoration approaches that UNEP promotes and highlighting country efforts and environmental leadership.

#### *Flagship reports launches*

There are several major advocacy and flagship publications related to nature to be launched between now and UNEA-5 (both sessions). Each serves as an opportunity to attract attention and reinforce the

forementioned overarching narrative. Many of these are still in their early stages of drafting and the Communication Division recommends the responsible division to revisit the focus of each to ensure they are most relevant to today's crises.

- Making peace with nature: A scientific blueprint to tackle the climate, biodiversity and pollution emergencies
- Frontiers 2020/21
- GEO-6 for Business
- GEO-6 for Cities
- Regional Seas Programme SDG 14 Outlook Report
- Global Waste Management Outlook II
- Pollution Summary Report: Tracking Progress: where is the world in taking action to address pollution
- Protected Planet 2020 Report
- State of finance & investment in nature-based solutions
- Food Waste Index Report
- Measuring Progress: Nature and the SDGs
- Global restoration flagship report "Why restoration? Why now?"
- *Greening the Blue Report 2021*
- 2021 Global Status Report for Buildings and Construction
- Emissions Gap Report 2021

#### *Kick-off of the 50<sup>th</sup> Anniversary of UNEP*

The Communication Division will support the commemorations of the 50th anniversary of UNEP by offering multimedia coverage and visual identity development.

In the virtual session of UNEA-5, the visual identity of the 50th Anniversary will be unveiled together with a dedicated video.

A side event to launch the book '*UNEP at fifty*' written by Maria Ivanova<sup>8</sup>, University of Massachusetts Boston will be organized between the Open-Ended CPR and the virtual session of UNEA-5 to build momentum around the 50th Anniversary of UNEP and invite reflections about past achievements and the future of UNEP in line with the Global Assessments Synthesis Report and contributing to discussions and deliberations by Member States and stakeholders on strengthening the science-policy interface.

A working document listing intended multimedia content development during the year of celebrations has already been produced that relies on additional extrabudgetary financial resources. The Communication Division will provide social media and multimedia products and outreach through 2021 until the final commemoration event during the resumed session of UNEA-5 in 2022.

Overall narrative of the 50th Anniversary of UNEP will pivot around to the reinvigorated and modernized environmental multilateralism and to the strengthened capacity by UNEP to support the implementation of the environmental dimension of the UN 2030 Agenda and UN reform.

#### *Internal communications and staff engagement*

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<sup>8</sup> [www.mivanova.com](http://www.mivanova.com)

Information on preparations for UNEA-5 and its campaign will be disseminated to all staff via the usual channels such as the internal newsletter '*Your Weekly Digest*,' the intranet '*weCollaborate*,' and a weekly newsletter to be launched four weeks ahead of the event. In the lead up to the both the virtual and resumed sessions of UNEA-5, substantive teams will hold digital brown bag sessions on Teams for regional colleagues to learn and get involved with UNEA-5 preparations and expected outcomes. During UNEA-5, a CPR and staff newsletter will be produced and distributed every morning. The newsletter will include wrap-up videos, press releases, programme for the day and useful information about the session and Nairobi.

#### **4.2. Virtual session of UNEA-5 in February 2021- Meeting coverage and multimedia support**

- Press release
- Press conference and/or media moments related to the launch of the Global Assessment Synthesis Report
- Brand and visual identity support (set of assets)
- Multimedia and social media support for side events and high-level dialogues
- Participants support and outreach
- Website development

Video and photo coverage of the event will be carried out by UNEP's in-house multimedia unit focused on delivering daily/engaging content for use on social media platforms.

- Communication coverage of the Presidency, the ED and the DED
- Additional photography-only coverage via IISD and its Earth Negotiation Bulletin (TBC)
- Coverage of science-policy interface, especially for the business sector through supporting Sustainable Innovation Expo (resumed session of UNEA-5 in February 2022), Geo for Business, Science Policy Business Forum, etc.

#### **4.3. Resumed session of UNEA-5 in February 2022- Additional communication support**

*On site exhibitions (for resumed session of UNEA-5 in February 2022)*

The Communication Division coordinates and approves exhibitions requests for the UNEA. In some cases, supports logistics and provide design and art directions such as for the Sustainable Innovation Expo and the World Environment Situation Room.

*Media events*

Journalists and media houses from across the globe will be invited to report on UNEA-5. During the resumed session, journalists will be granted access to the galleries during the open sessions, the high-level segment, side events and leadership dialogue to ensure visibility of UNEA-5 and parallel events.

The Communication Division also encourages Member States to submit examples of stories in their regions which may lend themselves to these media trips in line with COVID-19 safety protocols. Other press encounters/gatherings may be organized including field exposure visits highlight to the best nature solutions during the resumed session of UNEA-5 in February 2022. Member States are further encouraged to inform the Communication Division of any journalists who will be traveling with their official delegations during the resumed session of UNEA-5 in February 2022, so assistance to the journalists is provided with accreditation and plug into the UNEP media notification system.

UNEA-5 (virtual and resumed sessions) will have press conference and/or media moments. UNEP will also be launching a number of publications and the Communication Division will offer the usual media and multimedia support to ensure the adequate outreach of these report launches.

## 5. Communication roadmap to the virtual session of UNEA-5 in February 2021

June 2020	First draft of UNEA-5 strategy First draft of UNEA-5 identity
October 2020	Visual identity of UNEA-5 in all UN languages
November 2020	Updated UNEA-5 Communication strategy in line with the 2-step approach
February 2021 – February 2022	Rich multimedia-storytelling on the main theme through UNEP digital channels
<u>October 2020</u>	Social media public Trello board with visual guidelines and resources.
November 2020 – February 2021	Multimedia storytelling opportunities with President of the UNEA-5
January 2021 – February 2021	Conscientization and awareness raising on social medial and digital channels
January 2021	Graphic and multimedia assets, including PSA video
February 2021	Produce and distribute a UNEA-5 curtain raiser

Outputs will be delivered in line with staffing and budgetary resources made available for the purpose.

For further information please contact Daniel Cooney at [Daniel.cooney@un.org](mailto:Daniel.cooney@un.org)