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**United Nations Environment
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Environment Programme**

**153rd meeting of the Committee of Permanent Representatives
to the United Nations Environment Programme**
Nairobi, 26 January 2021
Online meeting
14:00 – 17:00 (GMT+3)

**Agenda Item 5: Preparations for the commemoration of the 50th anniversary of
the creation of UNEP.**

This note serves as additional background document for consideration of agenda item 5: Preparations for the commemoration of the 50th anniversary of the creation of UN Environment Programme, and complements the information provided in document UNEP/CPR/153/4 – [revised strategic plan for the commemoration of the 50th anniversary of the creation of UNEP](#).

The note presents the secretariat's proposal on a brand identity for UNEP@50 to be applied during full the period of the commemoration, which is planned to be launched at the online session of the fifth session of the UN Environment Assembly (UNEA-5), culminate in conjunction with the resumed session of UNEA-5 in February 2022, and conclude at the celebrations of the World Environment Day in 2022. It is foreseen that the brand identity will be unveiled at the proposed kick-off of UNEP@50, for which a tentative programme has been outlined in paragraph 8 of document UNEP/CPR/153/4 referred to above.

Member States are invited to share their views on the proposed brand identity for UNEP@50.

Proposed brand identity for UNEP@50

The commemoration of the 50th anniversary of UNEP (UNEP@50) is an opportunity to bring the organisation into people's daily lives around the world, to showcase its instrumental work and mandate in promoting and shaping a healthy environment which is key for meeting the Sustainable Development Goals and longer-term climate and nature visions.

The main focus of UNEP@50 commemoration will be to position UNEP as the lead organization for the environment by:

- Reaffirming the relevance of UNEP's environmental mandate and multilateral agenda demonstrating its knowledge and expertise through past and present impact, science and innovation;
- Calling for greater action and commitment to urgently solve the planetary emergencies through scientific progress and bold policy-making that protect both people and nature and presenting transformative change of UNEP programmes in line with the Global Assessment Synthesis Report messaging and the 'legacy report' expected for 2022;
- Asserting the significance of its structure and systems (UN Environment Assembly, regional presences, Multilateral Environmental Agreements).
- Inspiring discussions and deliberations by Member States and stakeholders on strengthening the science-policy interface at UNEP@50.

As part of the potential communication outputs to commemorate the 50th anniversary the Secretariat recommends to roll out a specific brand identity to be applied during full the period of the commemoration, which is planned to be launched at the online session of the fifth session of the UN Environment Assembly (UNEA-5), culminate in conjunction with the resumed session of UNEA-5 in February 2022, and conclude at the celebrations of the World Environment Day in 2022. The brand identity would be used in all UNEP's corporate channels and products in the six official UN languages (plus Portuguese and Kiswahili).

It is important to highlight that this is a temporary campaign material which will not require intergovernmental approval.

Other potential communication outputs are detailed in the [Strategic Plan for the commemoration of the 50th anniversary of the creation of UNEP](#) under same agenda item 5.

For more information, please contact Mr. Daniel Cooney (daniel.cooney@un.org).

Reference



Proposal

