



WORLD ENVIRONMENT DAY 2024



We Are #GenerationRestoration

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Our Land. Our Future
We are
#GenerationRestoration



**WORLD
ENVIRONMENT
DAY**



**Kingdom of
Saudi Arabia**
2024



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



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?



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



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**



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**



The resources

- [World Environment Day website](#) and [Event and activities registration map](#)
- Public [Trello Board](#) and [Practical Guide](#), [Brand Guide](#) and the [#GenerationRestoration Social Media challenge](#))
- Learn about the campaign through the [Marketing brief](#)
- [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
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