

I'm With Nature

A Guide for
Governments and
Cities Looking to
Celebrate

World
Environment
Day

5 June 2017



Introduction

World Environment Day is the UN's flagship day when governments, cities, citizens and the private sector come together to take action in support of the environment.

This year, we want to make the celebrations bigger and better than ever.

To make this happen, we would welcome engagement from governments and cities to take advantage of the global platform that World Environment Day offers. Outlined below is a range of ideas that we hope will support you in preparing an event in your country/city.

About World Environment Day

Over the years, World Environment Day has grown to be one of the largest global platforms for public outreach on the environment, celebrated by over a million people in well over 100 countries.

From Bahrain to Bangkok, the day is celebrated in countless ways with everything from beach cleanups and tree planting to petitions and photo competitions, with thousands of children getting involved through their schools.

For governments and cities, it's a major global opportunity to take a priority issue and raise its profile, to engage citizens to act and engage other parts of the public sector to support the day. We hope you will join us in making this a day to remember.

**Every year.
Everywhere.
Everyone.**

**Share what you're doing
using the hashtags**

**#WorldEnvironmentDay
#WithNature**

2017 host country and theme

Hosted by Canada, this year's World Environment Day has the theme Connecting People to Nature, and the slogan, "I'm With Nature." A number of events are set to take place across the country and Canada's Embassies in many countries will be organizing activities.

The ask to citizens and groups across Canada is to celebrate the day by:

Finding your nature:

Canada is issuing passes giving everyone free entry to all its National Parks for the whole of 2017 as part of its 150th Anniversary celebrations.

Getting adventurous:

Canada is inviting families and school children to get together in parks to record as many different forms of wildlife as possible as part of a "Nature Blitz".

Learning to love the natural world:

Schools across the country will prioritize the environment in their lessons to deepen their students' understanding of why nature is so important to human well-being.

We hope these ideas will inspire similar actions worldwide. The substantive idea behind the theme is to illustrate the value that nature plays in terms of natural capital and human wellbeing and to highlight the deep links between sustainable development and conservation.

We would like to invite governments and cities to take part this year so that we can choreograph a series of new announcements over a 24 hour arc on 5 June and highlight how the world is coming together to collectively take action on environmental issues.



Global celebrations

This year we want to see if we can beat the highest number of activities celebrating the day with over 4,000 events taking place, over 20 million people hearing about the day online and over 1.5 million people getting involved. With your support, we can make it happen.

Already, commitments are coming in from countries across the world to utilize the day to make announcements on issues around marine litter – as World Environment Day coincides with the UN Ocean Conference. The day offers a platform for governments to choose what matters most to them. We want to collect and display the wide range of government activities with the world so do let us know what you're planning to do

Principles that can help you plan your event

Identify:

What is the issue you want to promote? Identify the critical issue you're working on around the issue of protected/ conserved areas and develop a new announcement to be made on the day.

Recruit:

Who are the partners that would generate mass participation? Consider which partners, be it in the media, private sector or civil society, to bring on board to support World Environment Day activities in your country to ensure that there is mass participation on the day.

Inform:

Let us know what you're planning: We can then include it into our announcements of how the world is acting collectively on the day.

Register your events at
www.worldenvironmentday.global
(Registry opens in May)

Ten ideas for Governments

There is an endless range of ways that you can celebrate World Environment Day. To help you on your way, we've outlined ten ways that governments and cities can get involved (and we will also have a lot more ideas coming soon on the website).

1.

Inspire others to get on board

Inviting other key groups (eg large membership organizations, science groups, youth groups, colleagues in other ministries, media) to come together to discuss a plan for World Environment Day will significantly increase the capacity and quality of ideas of how to celebrate the day.

2.

Call on citizens to get out into nature for World Environment Day

We would strongly welcome initiatives by governments or cities to support the theme. This could include national calls for people to get out into nature to enjoy national parks or to take part in tree planting programs, cleanups or citizen science projects.

3.

Be out in nature

The best way to celebrate this year's World Environment Day is by being out in nature. Maybe your Government would be inspired to organize a Cabinet or departmental meeting out in a national park or on the beach; get a whole department out planting trees.

4.

Make a new announcement

We are expecting a range of announcements to be made around World Environment Day such as creating new national parks or wilderness areas and other actions such as addressing plastic pollution. Let us know what commitments your government can make, perhaps in support of the UN Environment Assembly pollution theme for December. We will raise their profile through our media and social channels.

5.

Get the Ministry of Education on board

This year, we are designing a new lesson pack for the education sector that UNESCO will distribute to schools across the world. We'd welcome your support in bringing the Education Ministry on board to make environment lessons part of education every year. The lesson pack will include four different lesson options and will guide teachers through their delivery. The pack can be downloaded from the website.

6.

Get the media on board

With your communications staff, think about how your country's media could come on board to support World Environment Day. UN Environment will be producing films and will have celebrity Goodwill Ambassadors involved. Getting the press excited about the work your government is doing will make a real difference.

7.

Reach out to the Canadian Embassy and the UN Environment Office

Many Canadian Embassies are planning events in support of World Environment Day. Get in touch with them to see how you can collaborate and get in touch with the UN Environment Regional Offices that are planning activities to celebrate the day.

8.

Light up Government buildings green

Major landmarks across the world will be lit up in green lights for World Environment Day. Do the same in your country with national monuments, landmark or government buildings.

9.

On June 5, host an event

In support of the day, host an event where key partners on this issue could come together and discuss the challenges and ideas for progress on the issue of protected areas / conservation.

10.

Think big and bold

The most memorable way to celebrate World Environment Day is to do the unexpected. Why not challenge and surpass all expectations by coming up with an idea that will really capture the world's imagination. Surprise people!

Materials to get you going

We encourage you to download and use the materials that we will be adding to the World Environment Day website, which are available at

www.worldenvironmentday.global

Contacts

Finally, our team is very happy to help, so do get in touch with specific colleagues running the regional plans for the day:

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