

Briefing on the Preparations for World Environment Day

Communication Division
May 21, 2020

World Environment Day 2020

- Celebrated every year on June 5, since 1974
- Strives to focus world's attention on a pressing environmental issue by raising awareness, promoting progress, highlighting challenges and encouraging action
- World Environment Day 2019 focused on air pollution and hosted by China, and 2018 was hosted by India and focused on plastic pollution
- World Environment Day 2020 focuses on Biodiversity and is hosted by Colombia in partnership with Germany



**WORLD
ENVIRONMENT
DAY**

World Environment Day 2020 Celebrations and COVID19 Crisis

- The global campaign, host-country activities and outreach through regional and country offices are now planned and designed to be held digitally in virtual spaces.

World Environment Day 2020 Campaign Objectives

- Educate and engage audiences about the value that nature provides us and convey the urgency for global action towards the post-2020 biodiversity framework.
 - **Raise awareness on what biodiversity is, why it is important to sustain life on earth, and what are the key drivers of biodiversity loss.**
 - **Increase understanding of how we as individuals are linked to and depend on nature for our wellbeing and quality of life.**
 - **Build knowledge of what actions are urgently needed, at various levels, to protect nature and prevent biodiversity loss.**

World Environment Day 2020 Campaign Theme

- Asking people to reimagine their relationship with nature by posing the questions 'Why Is It Time #ForNature?'
- Campaign is held in three phases of Awaken, Education and Activate



**IT'S TIME
#ForNature**



COLOMBIA
2020

World Environment Day 2020 Campaign Theme

**EACH YEAR, MARINE PLANTS
PRODUCE MORE THAN HALF OF
OUR ATMOSPHERE'S OXYGEN**

**Nature is there for us
Wake up. Take notice**

**It's time to work together
#ForNature**



**World Environment Day
5 June 2020**



**COLOMBIA
2020**

World Environment Day Guides and Toolkits

Key Messages, Practical Guide, Brand Guide, Brand Assets and Engagement Brief





World Environment Day Multimedia Communication

The foods we eat, the air we breathe, the water we drink and the climate that makes our planet habitable all come from nature.

Yet, these are exceptional times in which nature is sending us a message. Nature is showing that we are on the verge of a breakdown. It's time to wake up. To take notice. To reimagine our relationship with nature.

It's time to raise our voices to tell the world that we need action now. This World Environment Day, it's Time for Nature.

Updates

Think you know biodiversity? Put your knowledge to the test today.

TAKE A QUIZ

Discover the connection between ecosystems and biodiversity.

READ MORE

Why is it "Time for Nature", and how can you get involved today?

READ MORE

Latest Stories

Red Lists: Gauging the force of nature in North Macedonia
Maintaining healthy ecosystems are important to help protect against the spread of disease. A large mixture of species means that some act as...

COVID-19 is disrupting a food industry already thrown into turmoil by climate change
Today's COVID-19 pandemic has reinforced the critical role of rice in ensuring global food security while combating climate change.

Together we can act #ForNature

Receive latest updates, stories, news and tips for World Environment Day and join the movement!

TAKE UP THE CHALLENGE

This World Environment Day, learn how all living things on Earth are connected in the web of life and how we can act #ForNature.

About
Did You Know?
Latest
Get Involved
Media Centre
Contact



#WEDinAction



WED in Action



Sponsored by
United Nations
World Environment Programme
and partners

Based on a decision of the General Assembly

- World Environment Day website with interactive and engaging features
- Social media engagement through Twitter, Instagram, Facebook and other channels
- A central video on World Environment Day and a series of animations
- Editorials, photo-essays, infographics and other communication content
- Support from regional and country offices, larger UN family and partner organizations
- Engagement of celebrities and UNEP's goodwill ambassadors

World Environment Day Flagship Publication Launch

Preventing Future Zoonotic Disease Outbreaks: Protecting the Environment, Animals and People in a Post-COVID-19 World

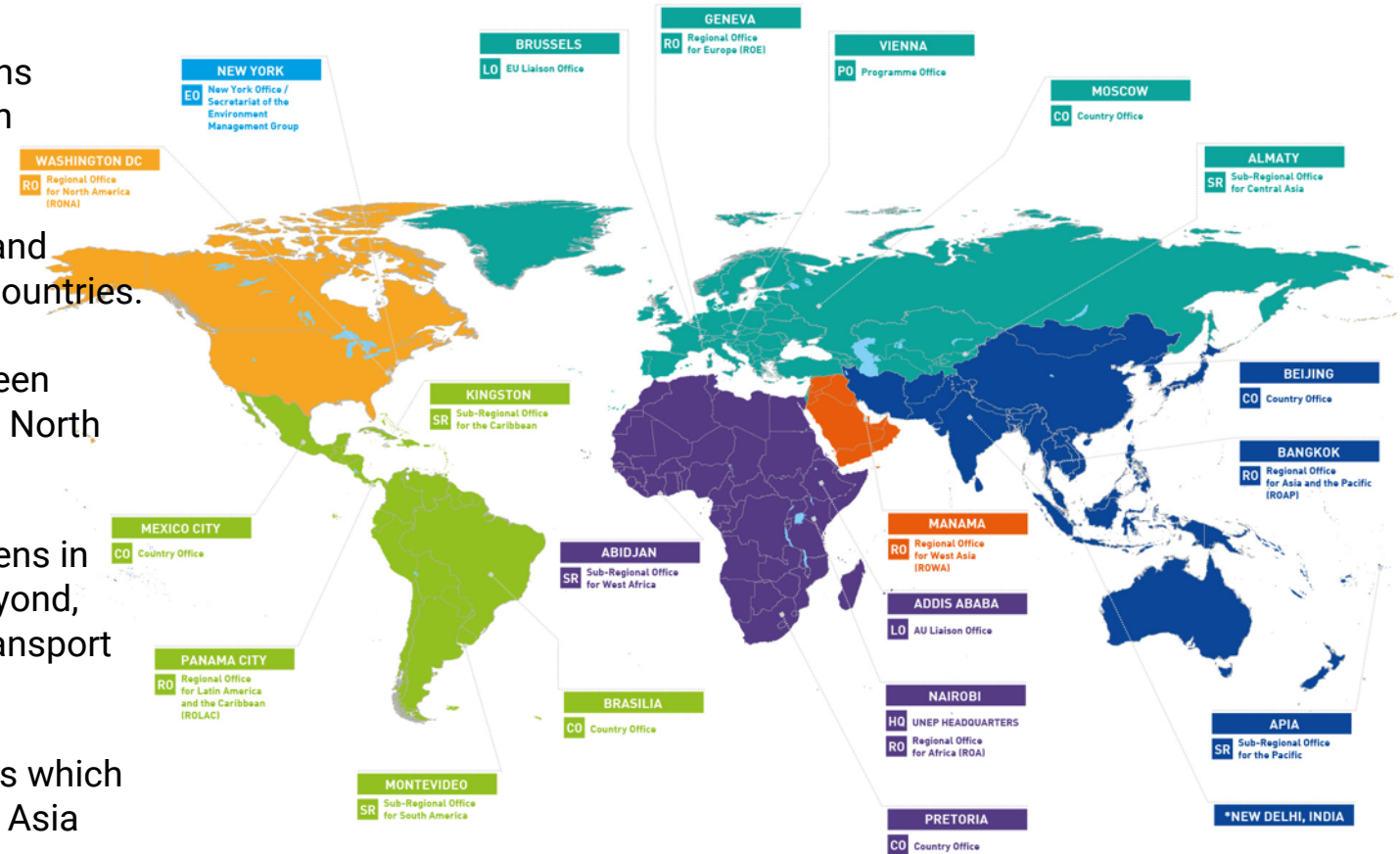
The report looks at the root causes of COVID-19 and other 'zoonoses' — diseases transmitted between animals and humans — and how they can be prevented. Derivatives from the report include:

- A factsheet on the main findings and recommendations of the report
- A press release and a media backgrounder
- Social media kit on key facts, figures and salient points
- A landing page on the report
- A short video on key findings of the report
- A feature story for web



World Environment Day Regional Activities

- A virtual briefing for member states on policy and actions required to protect nature and building back anchored in conservation and biodiversity by the New York Office.
- Production of a series of videos on biodiversity issues and building back better and greener from Latin American Countries.
- A high-level virtual panel focusing on the linkages between biodiversity, environment, health and climate change by North America Office.
- Dissemination of World Environment Day video on screens in public transport vehicles and stations in Europe and beyond, through a collaboration with the International Public Transport Association by Europe Office.
- A series of Instagram live discussions on practical steps which the general public could take to support nature by West Asia Office.
- A World Environment Day Instagram game to be made available on QQ – online social gaming platform by Asia and the Pacific Office.



World Environment Day Host-Country Activities

- The highlight of the Day is the live streaming of the opening of the celebration by the President of the Republic of Colombia together with UNEP's Executive Director on World Environment Day website and other social media channels.
- Online programming also include:
 - Prerecorded and live panel discussions
 - Video documentaries and case studies from Colombia
 - Video testimonials, including from the UN's Secretary General
 - Policy announcements by the President of the Republic of Colombia and the Minister of Environment and Sustainable Development



COLOMBIA
2020
BIODIVERSITY



2020 Communication #ForNature

From World Environment Day 2020 to the Fifth Session of the United Nations Environment Assembly in 2021



Act #ForNature

Thank you!
