

UN environment programme

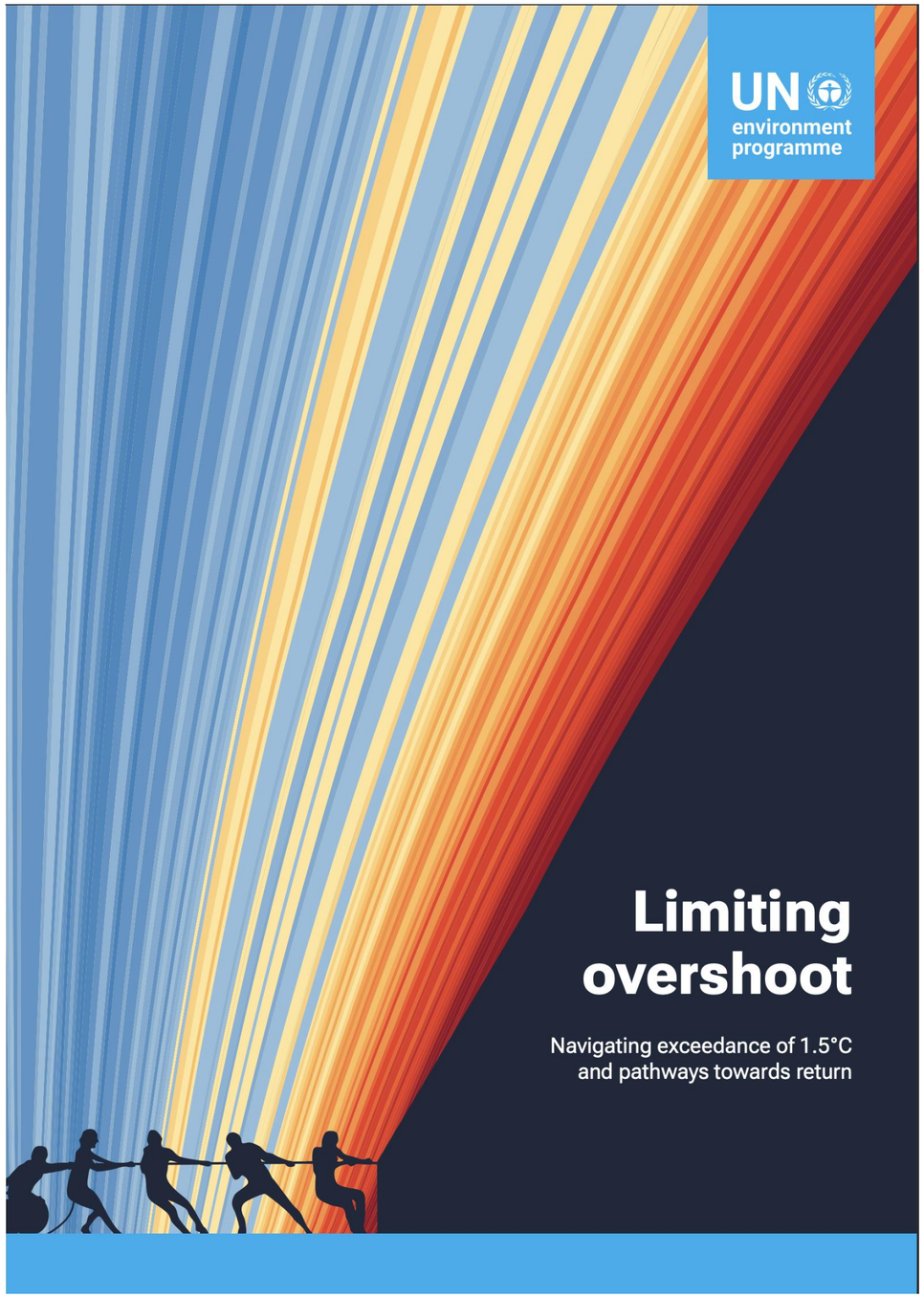
Communication Division

Committee of Permanent Representatives (CPR)

Dan Cooney
Director, Communication Division

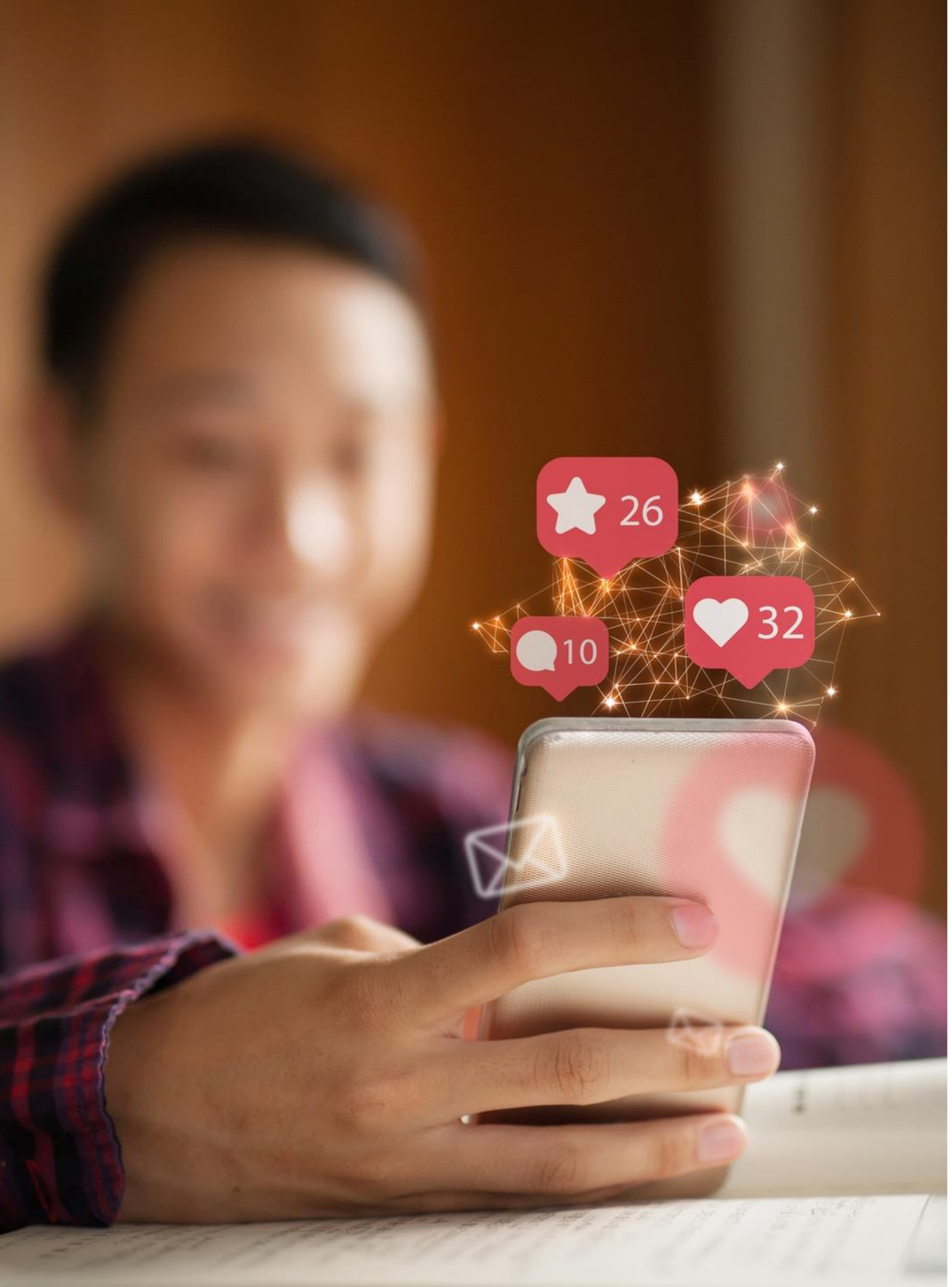
1. Communication Division structure

Content production	Publications, stories, videos, photos, design, graphics
Digital	UNEP website, publication repository & social media – all in 6 UN languages
ED comms	Press engagement & social media
News media	Engagement with global, regional and national news media
Public advocacy	Campaigns to raise awareness & promote action for the environment
Celebrity engagement	Engage high-profile voices to reach audiences outside the "environment bubble".



Content production

Publication	Flagships, Spotlights, Technical Reports
Editorial	Stories, live feeds, blogs
Multimedia	100+ videos produced annually
Graphic Design	Social cards, report designs, branding for special events & campaigns



Digital Platforms

- **10 million** followers across 42 social media accounts on 12 platforms
- **21 million** views of unep.org in 2025; **40,000** pages
- **6** languages

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Public Advocacy

Climate Action

Drive ambitious emissions reductions through strategic storytelling and partnerships.

Chemicals & Pollution

One platform for a coherent and unified narrative towards a pollution-free planet.

Nature Action

A unified voice and messaging to shape and build visibility on UNEP’s Nature Action work while inspiring action.







World Environment Day 2026

- **Host Country**: Republic of Azerbaijan
- UNEP's #NowForClimate generated 239 million social media impressions; 180 million video views across platforms and languages and 4 million website visits
- 58,200+ media stories across 177 countries in 52 languages
- 2,692 registered events across 154 countries
- #WorldEnvironmentDay and #NowForClimate trended #1 and #2 globally on 5 June
- Significant participation in UNEP's Global Limbo Dance Challenge across social media platforms
- 58 cities mobilized through the 50@50 #BeatTheHeat initiative, with 16 cities committing to heat-stress testing
- WED 2026 full report



World Environment Day 2027

- **Host country**: Serbia
- **EXPO 2027**: Bring WED into the Expo programme, pavilions and visitor experience.
- **Music & sport**: Engage artists and athletes to play their part for the planet, bringing environmental messaging to new audiences.
- **Global campaign**: Multilingual #WorldEnvironmentDay across UN and partner channels: Play your part for our shared future.
- **Cities & public spaces**: WED across public transport, billboards and public spaces around the world.
- **Global participation**: Governments, cities, schools, businesses, youth and civil society—**connect, unite, and act for the planet**.







UNEP-led International Days

International Day of Clean Air for blue skies – 7 September

“Racing for Air”: Urging all actors to join the race against air pollution and accelerate solutions and collective action to deliver clean air for all.

International Day of Zero Waste – 30 March

“Towards Zero Waste in Fashion and Textiles": Highlights the urgent need to reduce the waste impact from the fashion and textile sector and promote sustainability and circularity.

- **8M digital users reached globally (tenfold increase).**

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UN Decade on Ecosystem

- **315+** partners
- **20** current UN World Restoration Flagships with over **100 million** hectares under restoration by 2030
- **Flagship videos watched 20+ million times**
- 2024 Media Campaign with stories in **113 countries, 12 languages**
- 8 Celebrity announcement videos reaching millions

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Champions of the Earth

Recognizes inspirational individuals taking bold environmental action for our world

122 environmental trailblazers recognized since 2005

2025 campaign

- **8** million video views on youtube
- **600** articles from media outlets in **64** countries
- **1600+ nominations**





UN Environment Assembly (UNEA-7)

News Media	**4211 articles mentioning the UNEA in 2080 media outlets from 130 countries in 42 languages; 206 journalists accredited representing 38 nationalities**
Publications	**2 report launches**
Social media	**Reached 37 million users, generating 1.3 million interactions**
Video stats	**Over 3 million views on UNEP YouTube during UNEA week, including content on Restoration Flagships and Champions of the Earth.**
Website	Over 273k views on UNEA-7 microsite
Newsletter	**Consistently achieved a 50–70% open rate, targeting audiences from the general public to event attendees**







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Leadership



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