

Joint meeting of the Bureaux of the United Nations Environment Assembly
and the Committee of Permanent Representatives
3 July 2025
Online meeting

Agenda item 2 (e): Draft communication strategy for UNEA-7

This note, entitled “*Draft communication strategy for the seventh session of the United Nations Environment Assembly*”, has been developed by the Secretariat for the consideration of and possible guidance by the Bureaux of the United Nations Environment Assembly and the Committee of Permanent Representatives, under agenda item 2 (e) (Draft communication strategy for the seventh session of the United Nations Environment Assembly), at the joint meeting of the Bureaux of the UN Environment Assembly and the Committee of Permanent Representatives, to be held online on 3 July 2025.

Draft Communication Strategy for the seventh session of the United Nations Environment Assembly (UNEA-7)

Introduction and objective

The seventh session of the UN Environment Assembly (UNEA-7) will take place from 8 to 12 December 2025 at the United Nations Environment Programme (UNEP) headquarters in Nairobi, with the theme “*Advancing sustainable solutions for a resilient planet*”.

UNEA-7 comes at an unprecedented time. The geopolitical landscape has dramatically changed in the last 12 months. Issues of peace, security, migration, human health, jobs, and economic growth have moved to the top of electoral agendas in many countries. Environmental crises have been deprioritized.

Therefore, to highlight the importance of UNEA-7, we must explain why multilateralism for the environment is interwoven with how we tackle the issues dominating global headlines. We must show that the three planetary environmental crises are not only oftentimes a root cause of these issues but also that action that tackles the crises supports these priorities for governments and people everywhere.

In addition, the communication campaign aims to:

- Improve understanding of UNEA as the foremost platform for identifying and advancing transformative policies and actions.
- Encourage Member States to pursue ambitious outcomes at UNEA and build momentum for the effective implementation of its decisions.
- Reinforce UNEP’s convening power and expertise in addressing the three planetary environmental crises – including through the launch of the 7th Global Environment Outlook (GEO-7), which showcases UNEP’s leadership in environmental science.

This strategy is intended to be iterative. It will be revised and expanded as more information becomes available about what is likely to happen at UNEA, including the launches of major reports, submission of draft resolutions and VIP attendees.

Narrative and campaign

UNEA-7’s communication narrative will evolve around how action at UNEA and action to tackle the three planetary environmental crises delivers real-world benefits for a broad range of socioeconomic priorities. A campaign focused on the word “resilience” – taken from the UNEA-7 theme “*Advancing sustainable solutions for a resilient planet*” – will demonstrate how resilience is not just an environment goal—it is the foundation for a thriving society.

- **Resilience = health:** Clean air, water, and ecosystems are essential for preventing disease and ensuring well-being.
- **Resilience= economic growth:** Investing in sustainability, from renewable energy to nature-based solutions, strengthens economies while protecting the planet.
- **Resilience = peace and security:** Climate change, biodiversity loss, and environmental degradation are displacing communities and sparking conflicts over dwindling resources. Environmental action reduces resource conflicts and fosters stability.

- **Resilience = preventing forced migration:** Environmental crises are forcing thousands of people to leave their homes in search of safety and opportunity. Climate adaptation and ecosystem restoration allow people to stay in their own communities, reducing migration and fostering stability.
- **Resilience = sustainable mining:** Responsible resource extraction protects communities and can enable a just transition to clean energy.
- **Resilience = a thriving natural world:** Healthy oceans, land, air, and wildlife sustain life.
- **Resilience = stable and nutritious food:** Sustainable agriculture ensures food security for present and future generations.

While resilience is at the heart of our message, we also need to uphold UNEA's core identity: **multilateralism for the environment**. These two narratives—resilience and multilateralism—work in tandem:

- **Resilience as the outcome** – A resilient planet supports peace, prosperity, and well-being for all.
- **Multilateralism as the enabler** – Global cooperation through UNEA is the mechanism that drives resilience.

Ultimately, **multilateralism for the environment builds resilience**. UNEA-7 is the platform where nations come together to advance sustainable solutions, ensuring a more secure, prosperous, and resilient world.

Opportunities and plans

Branding

- We will retain the existing UNEA brand elements—including logo, color palette, and visual tone—through 2030, aligning with the SDG visual identity. This ensures global recognizability, institutional coherence, and brand equity over successive assemblies.
- Promote sustainable campus branding and circular design principles We will adopt a sustainability-first approach to all branded assets by:
 - Minimizing printing: Prioritize digital dissemination of materials over physical production. Where printing is necessary, only essential items will be produced in limited quantities.
 - Choosing eco-friendly materials: Opt for recycled, recyclable, or reusable materials across all physical branding applications.
 - Reusing assets: Identify and repurpose existing branding infrastructure (e.g., banners, signage, and display systems) from previous UNEAs and other events.
 - Designing for circularity: All creative outputs will consider end-of-life use, encouraging reuse or recyclability, e.g., reducing the use of hashtags and the numeric "7" in branding elements.

This plan not only reduces the environmental footprint of UNEA 7 but also sets a precedent for future events.

Multimedia

- Live coverage – Photo and video coverage of UNEA-7 events and publish to Flickr, DAM, UN Photo and other channels as needed
- Live streaming - Quality control and oversight of CR1 and CR2, management of press room live streaming and 4 x breakout rooms

- PSA: On Resilience – high-end production of evocative curtain raiser to set the tone and focus
- Text-on screen explainer: Why UNEA? - Promotional video building the UNEA brand and translated into all UN languages.
- Text-on screen explainer: Key messages from ED report to UNEA-7
- UNifeed video packages – file news wire packages to UNifeed for distribution to broadcast partners channels.
- UNEP senior experts' series – 1-minute social videos that capture a senior UNEP expert explaining how UNEA can deliver benefits for peace and security, jobs, health, migration, food security, and economic stability. Suggested reference: [#NatGeo33](#) with countdown ticker
- YouTube Creators Studio – creators will interview available UNEA attendees and UNEP experts to produce independent content about key focus areas
- Press room live stream on WebTV

Social Media and Influencers

- Multilingual assets
 - Develop materials that unpack the narrative: Beyond environmental action, UNEA delivers real-world benefits for peace and security, jobs, health, migration, food security, and economic stability.
 - Develop and disseminate creative assets focused on the EDs Report to UNEA and other UNEP reports to be launched on the sidelines of UNEA.
 - Establish a UNEA-7 Trello board containing multilingual social media resources available to member states, speakers, organizers, etc.
- Collaborate with influencers and content creators to maximize visibility
- Collaborate with other UN agencies; Identify and use UN international days and existing UNEP campaigns to draw attention in the lead up to UNEA-7
- Repurpose content from UNEP@50 regarding UNEP environmental milestones and tie to the UN's 80th anniversary
- Communicate around GEO-7 and UNEP science
- Livestream selected key sessions on social media platforms
- Invest in social media boosting
- Develop and update existing content around:
 - What are the priority topics?
 - What happens at UNEA?
 - Why is UNEA important?
 - What resolutions will be debated?
 - How do negotiations at UNEA work?

Editorial

- Editorial focus
 - Develop stories based on select themes from the ED's report to UNEA.
 - GEO-7 stories
 - MEA series
- Approach
 - The editorial unit will produce one to two stories per month pegged to UNEA-7 from Q3, increasing frequency in Q4 and onward.

News Media

- Media kit
 - Media advisories, press conferences, report launches, FAQ, facts and figures, a list of spokespersons on subject matters.
- News media coverage for GEO-7
- Invite podcasters/journalists to UNEA-7
 - Instead of focusing solely on traditional news media journalists, include a mix of long-form podcasters.
- Partner with GRID-Arendal's constructive journalism programme
 - Conduct a journalism training session and field trips in collaboration with GRID-Arendal for UNEA.

Internal Communication and Newsletters

- Townhall meetings and "Road to UNEA-7" webinars
- Newsletters: regular coverage in email newsletters for staff and special email newsletters during the week of UNEA for participants (including staff)
- Comms Academy: session on communicating about UNEA
- Briefings to Divisions and Regional Offices

Partnership and Regional outreach

- Collaborate with MEAs to create synergy and amplify UNEA-7 content.
- Task UNEP's Regional Information Officers to lead outreach in their regions about UNEA-7 and enhance visibility of Regional Ministerial Fora.
- Hold regular coordination meetings with regional and MEA communications teams to align efforts.

UN-System Coordination

- Share regular guidance (emails and briefings) with other UN entities and UNICs/country offices to help prep their senior officials and plan their coverage/participation.
- Explore partnerships with other UN agencies to highlight the cross-sectoral benefits of advancing environmental protection. Ensure UN-system colleagues understand UNEA and how they can engage meaningfully.

Youth Engagement

- Given that the Youth Environment Assembly takes place immediately prior to UNEA-7, we will leverage the presence of youth participants. Throughout UNEA-7, their voices will be amplified, and their contributions will be featured on UNEP's digital and social channels.

Communication Toolkit

- Develop a UNEA-7 communication toolkit with links to UNEA-7 resources: website, logo, key messages, social media assets, speaker assets, presentation template, media resources, and multimedia assets. The purpose of this toolkit is to encourage Member States to use their own channels to promote UNEA.

Exhibition

- The Communication Division issued a call for exhibits in May. Exhibit locations will be determined based on the proposals received.
- UNEP Communication Division is currently exploring ideas with artists for installations at the roundabout and other locations.

Website

- UNEA-7 microsite
 - UNEA website to contain information on consultative processes (MTS, Ministerial Declaration and Regional Ministerial Forums), including multilingual elements featuring programme, webcast, registration, events, documents and selected materials relevant to UNEA-7.
- unep.org
 - Stories, press releases, speeches and other content that highlight the UNEA-7.
 - Dedicated "in focus" area on unep.org. Possible search engine optimization to ensure UNEA is findable (depends on budget and personnel).

Live Stream

- UN Web TV – Daily live and on-demand webcast coverage of UNEA meetings and press conferences.
- Improved accessibility through the implementation of close captioning for UNEA sessions.

Opening Ceremony (ideas for consideration)

- The Communication Division proposes the following ideas for consideration for the UNEA opening (December 8) and the high-level segment opening (December 11).
 - Traditional performance
 - Concept: A conventional opening ceremony featuring a professional choir and/or dance performance, potentially with celebrity participation.
 - "Undercover Dancers" performance
 - Concept: Dancers disguised as delegates are placed among the audience. The performance begins subtly and builds in intensity, symbolizing collaboration, unity, and the urgency of environmental action. The finale unites all dancers and delegates, representing nations coming together for a common cause.

Monitoring and Reporting

- Key performance indicators across digital, media, and event platforms will be used to monitor UNEA 7 communications, evaluate effectiveness, and inform strategy adjustments. Staffing requirements and tools for monitoring will be duly considered.
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